

Appendix B: Promotion and Advertising

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- Scan of Newspaper Advertisement from the Mammoth Times and the Sheet
- Event Flyer
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- Copy of Stu's News
- Meeting Announcement Schedule (Calendar)
- Visitmammoth.com Event Calendar Postings
- Mammoth Lakes Trails and Public Access Outreach Report

Mobility... get better connected!



We want to hear from you!

The Town of Mammoth Lakes is hosting three interactive public events to gather community input on mobility related issues, needs, and ideas that will lead to an integrated multi-modal system for the community.

Please join us!

JULY 16, 17, 18
MINARET VILLAGE MALL
In the old "Wild Willy's Arcade"
next to Minaret Cinemas



www.visitmammoth.com/mobility
760-934-8989 ext. 225

1 Multi-Modal Mobility Café

When THURSDAY, JULY 16, 2009

Time 5:30 P.M. to 7 P.M.

Open House starting at 4:30 P.M.

Topic A community conversation about getting around in Mammoth Lakes, and to learn how we can make it easier.

2 Community Safety and Mobility Café

When FRIDAY, JULY 17, 2009

Time 5:30 P.M. to 7 P.M.

Open House starting at 4:30 P.M.

Topic A community conversation about the impacts of mobility on public safety, including emergency response, snow management, and accident prevention.

3 Community Mobility Plan Open House and Trolley Tours

When SATURDAY, JULY 18, 2009

Time 10 A.M. to 5 P.M. Open House

Trolley Tours at 11 A.M. and 2 P.M.

Topic Participants will be able to provide comments on all aspects of transportation and mobility, including existing multi-modal infrastructure, near-term capital projects, and district and town-wide mobility issues at the Open House and on the Trolley Tours.

Mobility...

get better connected!



We want to hear from you!

Help Mammoth Lakes become a more connected, accessible, uncongested, and safe community with an emphasis on feet-first and public transportation.

The Town of Mammoth Lakes is hosting three interactive public events to gather community input on mobility related issues, needs, and ideas that will lead to an integrated multi-modal system for the community.

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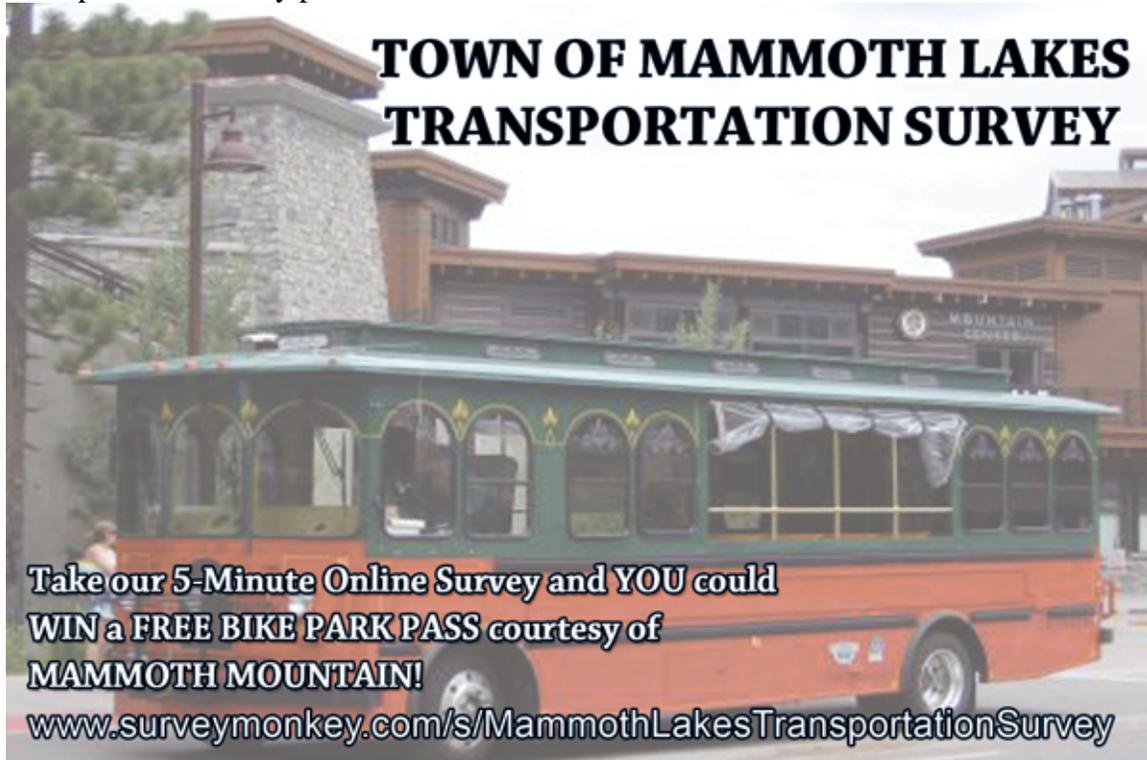
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Transportation Survey postcard front and back



TOWN OF MAMMOTH LAKES TRANSPORTATION SURVEY

Take our 5-Minute Online Survey and YOU could
WIN a FREE BIKE PARK PASS courtesy of
MAMMOTH MOUNTAIN!

www.surveymonkey.com/s/MammothLakesTransportationSurvey

Take our Town of Mammoth Lakes Transportation Survey
It's quick and easy – just go to the following link:

www.surveymonkey.com/s/MammothLakesTransportationSurvey

If you want Mammoth Lakes to become a more
connected, accessible, and safe community with
an emphasis on feet-first transportation, then we
want to hear from you!

We appreciate your time and input!



This survey has been generously funded by a California Department of Transportation Community Based Planning Grant.



OFFICE OF TOWN MANAGER

Robert F. Clark, Town Manager

P.O. BOX 1609, MAMMOTH LAKES, CALIFORNIA 93546

MEMORANDUM

To: Mayor and Council
From: Robert F. Clark, Town Manager
Subject: Thursday Update
Date: July 9, 2009

Budget Process

In accordance with Council direction staff has developed several alternatives for reducing expenditures based on reduced estimates of transient occupancy tax and sales tax. These options will be reviewed at the July 15th meeting. Several other budget related matters are scheduled for future meetings. These include detailed reviews of 1) Property tax projections, 2) Police staffing levels, 3) Sidewalk snow removal, 4) Animal control officer staffing, 5) Policy for use of reserves. In addition, the Council directed the Town Manager to bring back options for restructuring Town Government over the next six months.

Regional Forester Visit

Mayor McCarroll and I will be meeting with Randy Moore, Regional Forester for USFS Region 5, during his visit to Mammoth next week.

Snowcreek Master Plan Update (Snowcreek VIII)

On Wednesday, July 8, 2009, the Town Council unanimously certified the Snowcreek VIII Environmental Impact Report (EIR), approved the Minor General Plan Amendment 2009-01, and adopted the Snowcreek Master Plan Update and Zone Code Amendment 2006-04, as amended.

The Final Environmental Impact Report (EIR) Addition and Final and Draft Environmental Impact Reports for this project are available at the Town Offices and www.ci.mammoth-lakes.ca.us/comdev/Snowcreek%20VIII.htm

The Snowcreek Master Plan Update proposal is available at the Town Offices and www.ci.mammoth-lakes.ca.us/comdev/Snowcreek%20VIII.htm.

The Final Snowcreek Neighborhood District Plan (NDP) (dated April 8, 2009) is available at the Town Offices and www.ci.mammoth-lakes.ca.us/comdev/SNOWCREEK%20VIII/SWG_TOML_Snowcreek_NDP_Final_040809.pdf

Phone: (760) 934-8989, ext. 226

Email: rclark@ci.mammoth-lakes.ca.us

Please contact Jen Daugherty, Associate Planner at (760) 934-8989 x260 for more information.

Mammoth Crossing North Village Specific Plan Amendment

On July 8, the Planning Commission voted 3-1 to recommend approval of the Mammoth Crossing North Village Specific Plan Amendment to Town Council. The Planning Commission hearing, which was continued from its previous meeting on June 24, provided an opportunity for public comments and Planning Commission deliberation, resulting in direction to modify maximum building heights, revised setbacks from those originally proposed, and refine other recommended conditions of approval.

The Planning Commission's decision followed the Town Council's acceptance of the North Village District Planning Study on July 1, 2009, with consensus to accept the "Option 4" alternative, and direction to the Planning Commission to consider a number of issues for the Mammoth Crossing sites related to height, building envelopes, and mobility.

The Town Council hearing for the Mammoth Crossing NVSP Amendment has not been scheduled, but is likely to take place in August or early September.

The complete staff report and attachments from the 6-24 and 7-8 Planning Commission meetings, including the proposed amendments to the NVSP can be viewed on-line at <http://www.ci.mammoth-lakes.ca.us/Planning%20Commission/planning%20commission.htm>

A copy of the November Draft NVNDP is available for review on the Town's website, at the following link: http://www.ci.mammoth-lakes.ca.us/comdev/MAMMOTH%20CROSSING/Draft%2011-5-08/North%20Village%20Planning%20Study_Draft%2011-5-08.pdf

The **Final Environmental Impact Report** for the Mammoth Crossing project can be reviewed at the Town Offices, Mono County library, and on-line at <http://www.ci.mammoth-lakes.ca.us/comdev/districtplanning.htm#mammothcrossing>.

Mobility - Get Better Connected!

If you want Mammoth Lakes to become a more connected, accessible, un-congested and safe community with an emphasis on feet first, public transportation second, and vehicles last, then we want to hear from you! As part of the Mobility Plan, the Town is hosting three interactive public events (see the attached flyer) to gather community input on mobility related issues, needs, and ideas that will ultimately lead to a complete and integrated multi-modal system for the community.

1. Multi-Modal Mobility Café

When: Thursday, July 16, 2009

Time: 5:30 p.m. to 7:00 p.m. with an Open House starting at 4:30 p.m.

Topic: A community conversation about getting around in Mammoth Lakes, and to learn how we can make it easier.

2. Community Safety and Mobility Café

When: Friday, July 17, 2009

Time: 5:30 p.m. to 7:00 p.m. with an Open House starting at 4:30 p.m.

Topic: A community conversation about the impacts of mobility on public safety, including emergency response, snow management, and accident prevention.

3. Community Mobility Plan Open House and Trolley Tours

When: Saturday, July 18, 2009

Time: Open House 10:00 a.m. to 5:00 p.m.; Trolley Tours: 11:00 a.m. and 2:00 p.m.

Topic: Participants will be able to provide comments on all aspects of transportation and mobility, including existing multi-modal infrastructure, near-term capital projects, and district and town-wide mobility issues at the Open House and on the Trolley Tours.

All events will be held in the old “Wild Willy’s Arcade” in the Minaret Village Mall. We look forward to getting better connected with you! For more information: Go to www.visitmammoth.com/mobility or call Jessica Morriss (760) 934-8989 ext. 225.

Tour of Mammoth Returns

Back for its second season, the Tour of Mammoth: Commuter Bike Challenge has begun. Designed to promote Mammoth’s network of bike trails and the use of pedal power instead of horsepower, the Commuter Bike Challenge is a great way to get around Mammoth with the chance to win fabulous prizes including a free commuter (multi-street) bike from Specialized.

Footloose Sports partnered with the Tourism and Recreation Department to create the Tour of Mammoth in association with Mammoth Lakes Trails and Public Access (MLTPA), Snowcreek Athletic Club, Village Sports, and the Mammoth Lakes Welcome Center. The Commuter Bike Challenge is open to both residents and visitors throughout the month of July and August, concluding on Monday, September 7, 2009.

The goal of the Commuter Bike Challenge is simple. Show up in your cycling gear at Footloose Sports during store hours, pick up your 2009 Tour of Mammoth Passport and Map, get your passport dated and time stamped, and start pedaling! To learn more about the 2009 Tour of Mammoth: Commuter Bike Challenge, please log onto: www.visitmammoth.com/touofmammoth, or call Footloose Sports at (760) 934-2400.

21st Annual Mammoth Jazz Jubilee

Summer is in full swing in Mammoth with "hot jazz in the cool sierra" taking center stage from July 8 – 12, 2009. The 21st annual Mammoth Jazz Jubilee is in town – review the complete schedule online at www.mammothjazz.org. Visit the 10 venues on the complimentary shuttles, and listen to the 30 performers from across the country each playing their unique style of jazz. Many of the favorites are back including “Gator Beat,” “High Street,” Night Blooming Jazzmen,” and “Titan Hot Seven with Draga and Barnhart.” The Holler is the headquarters for Jazz: purchase tickets, souvenirs, jazzy T-shirts, food and beverage, and lost and found. Call (760) 934-2478 or 1-877-Mtn-Jazz for additional information.

Tourism and Recreation Commission Special Workshop

A special workshop of the Tourism and Recreation Commission will be held on Monday, July 13, 2009 from 4:00 p.m. to 6:00 p.m. in the Tourism and Recreation Administrative Office Conference Room for the purpose of discussing the Definition of Marketing for Measure A Funding and Ice Rink Operations. This is a rescheduled date from the workshop that had been scheduled for Wednesday, July 8, 2009.

Recreation This Week!

All the events, programs and activities listed below are detailed in the summer/fall Mammoth Recreation Guide. Contact the Tourism and Recreation Dept. at (760) 934-2712 ext. 1234 to register or for additional information.

July 11 – June Lake Triathlon

July 12 – Nordic Walking Fitness series begins

July 13 - Wilderness Camp 2

July 13 – Swim Lessons Session 4

July 18-19 – Adult Men’s Softball Tourney – lower division

Projected Average Resort Occupancy

Friday night 7/10/09 - Saturday night 7/11/09 = 51%

Sunday night 7/12/09 - Thursday night 7/16/09 = 25%

Jazz Jubilee Traffic

The 21st annual Mammoth Jazz Jubilee rolls into town this week, bringing several thousand visitors and extra traffic. Old Mammoth Road in the area of Sierra Nevada Road, and Minaret Road between Main Street and Meridian Boulevard will be especially congested. Please obey all traffic cone patterns and temporarily reduced speed limits in these areas.

Busy July 4th Weekend

MLPD had a busy three day weekend, making several arrests and handling traffic accidents, assault calls and domestic violence incidents. A high risk traffic stop was conducted on Main Street and Old Mammoth Road when an apparently intoxicated driver failed to stop for the red lights and sirens of several MLPD patrol units. Because of the high pedestrian and vehicle traffic volume in the area at the time, officers were concerned the driver and two passengers would injure someone in what appeared to be an active attempt to evade contact. The vehicle did stop just west of the intersection, and the three occupants were removed at gunpoint. The driver was arrested for DUI and the passengers for public intoxication. A preliminary breath alcohol result on the driver, Octavio DeJesus Navarro Garcia, was recorded at .31%, more than four times the legal limit.

Arrests

- Victoria Ashby Shaw, 48, Redondo Beach, for drunk in public
- Ricardo Vaca Munoz, 69, Mammoth Lakes, for lewd and lascivious acts with a child under 14 and lewd or dissolute conduct in public
- Marco Antonio Lopez Cruz, 39, Mammoth Lakes, for warrants charging embezzlement and illegal reentry to the United States after criminal deportation

- Joshua Ronald Vaith, 29, Mammoth Lakes, for DUI
- Luis Miguel Velasco, 23, Mammoth Lakes, for a civil warrant
- Kimberly Denise Stockton, 22, Mammoth Lakes, for felony spousal abuse
- Michael Ian Epstein, 28, Mammoth Lakes, for drunk in public
- Vicente Ramirez Garcia, 26, Mammoth Lakes, for drunk in public
- Octavio DeJesus Navarro Garcia, 24, Mammoth Lakes, for DUI
- Juan Navarro Ramon, 22, Mammoth Lakes, for drunk in public

Calls for Service/Officer Observations

170, including 6 business/building checks

Crime/Incident Reports

25 reports

Traffic Stops/Citations

30 stops; 12 citations

Skate Park Enforcement

No citations were issued last week



OFFICE OF TOWN MANAGER

Robert F. Clark, Town Manager

P.O. BOX 1609, MAMMOTH LAKES, CALIFORNIA 93546

MEMORANDUM

To: Mayor and Council
From: Robert F. Clark, Town Manager
Subject: Friday Update
Date: July 23, 2010

Airport, Mobility, Planning, and Public Arts Commissions

Two terms each are set to expire on the Airport, Mobility, Planning, and Public Arts Commissions on July 31, 2010. All of the terms are for four years. The application period closed on Thursday, July 15, 2010 at 5:00 p.m. The Town Council interviewed the applicants on Tuesday, July 20th, and made appointments at the regular meeting of July 21st. Thom Heller and Pam Murphy were appointed to the Airport Commission. Dana Grenier and Sandy Hogan were appointed to the Mobility Commission. Tony Barrett and Rhonda Duggan were appointed to the Planning Commission. Noelle Deinken and Sandra Peterson were appointed to the Public Arts Commission.

Property Tax—County ‘AB-8 Worksheet’

The County has released their first draft ‘AB-8 Worksheet’ for FY 10-11. The worksheet itemizes by tax area the change in assessed valuation and the change in property tax allocations to jurisdictions. The reported assessed valuation for the Town of Mammoth Lakes is \$4,088,442,935 (yes that is billion). This is a decrease in assessed valuations from the prior year of 8.17%. The Secured, Unsecured and Homeowner Property Tax Relief ‘types’ of property taxes are allocated based on the assessed valuation adjusted by the Educational Augmentation Relief Fund. The County has estimated that these ‘types’ of property tax will decrease over the prior year by 8.59%. The proposed budget had anticipated a decrease of 10%.

Lake Mary Road Bike Path

The Lake Mary Road Multiuse Path (Lakes Basin Path) is a 5.3 mile, Class 1, bike path. When completed the path will begin in Town at the Lake Mary/Minaret Road intersection and will end at Horseshoe Lake. The contractor is finishing up the work on the section between Minaret Road and Lower Twin Lake. This section of the path is open with local closures at work zones. The majority of this work will be complete by August 1, 2010. The contractor has also begun work in the upper section of the path between Upper Twin Lake and Horseshoe Lake. This work is expected to be paved by October 15, 2010.

Phone: (760) 934-8989, ext. 226

Email: rclark@ci.mammoth-lakes.ca.us

Lake Mary Road Bike Path Completion Project

The Lake Mary Multiuse Bike Path Completion Project will complete a gap in the system between Lower Twin Lake and the Twin Lakes Store. The project consists of a new bridge at Mammoth Creek, an under crossing at Twin Lake Loop Road, and 3,000 feet of a Class 1 bike path. Town staff will assist the U.S. Forest Service in management of this contract. The U.S. Forest Service is currently advertising for a contractor to complete this work and it is expected that the contract will be awarded by September 1, 2010.

Mammoth Lakes Wayfinding Project

The Mammoth Lakes Wayfinding Project will construct signage throughout the Town's Multiuse Path system to assist residents and visitors using the system. This project has two parts. The first part is to work on the portions of the bike path system (that the Town has a 30 year Special Use Permit) on U.S. Forest Service land and the second part is to work on the portion of the bike path system on Town owned right of way. The Town, U.S. Forest Service, and Mammoth Lakes Trails and Public Access (MLTPA) have worked collaboratively on the signage system. A U.S. Forest Service contract was awarded to Advertising Concepts Inc. DBA:Adcon Signs located in Fort Collins, Colorado. Construction is anticipated to begin in the fall 2010 and completed in summer 2011.

Town Road Rehabilitation

Town crews have completed the overlay maintenance work on Wagon Wheel Road, Trails End, the North Main Frontage Road, and Lower Forest Trail. Striping and shoulder backing will be completed in the next several weeks. Town Crews will begin working on the Sherwin Road project during the second week of August.

Community Center Tennis Courts

Work on four of the six tennis courts will be completed today and the remaining two courts will be completed by the middle of next week. The courts are over 30 years old and had numerous large cracks. The cracks were repaired and all courts will be fully recoated and painted.

Downtown Neighborhood District Plan (DNDP)

The Draft DNDP Report was discussed by the Tourism and Recreation Commission, Mobility Commission, and Public Arts Commission; thank you to those who were able to attend and provide comments!

The Planning Commission will consider these comments and consider making recommendations to the Town Council for acceptance of the Report (as proposed or with modifications) at their July 28th meeting. Town Council consideration of the study is targeted for September.

The Draft DNDP Report and PowerPoint presentation for these meetings are available at <http://www.ci.mammoth-lakes.ca.us/index.aspx?NID=133>. Hard copies of the Draft DNDP Report are also available for your review at the Town Offices and at the Library (400 Sierra Park Road).

If you are interested in being sent DNDP updates via email or text message, please visit <http://www.ci.mammoth-lakes.ca.us/list.aspx> and add your information via the Town's Notify Me feature on the new website. For additional information, please contact Jen Daugherty at jdaugherty@ci.mammoth-lakes.ca.us, or at 934-8989, extension 260.

July 28th Planning Commission Meeting

The Commission will conduct a site visit of the Plum property and consider the Downtown Neighborhood District Plan Report.

Terry Plum Vesting Tentative Parcel Map 10-001 (South end of Tamarack Street)

In March of 2010, Terry Plum, owner of three (3) existing single-family residential lots in the Rural Residential (RR) zone located at the southern end of Tamarack Street, submitted an application to the Town for a Vesting Tentative Parcel Map (TPM). The TPM application proposes to subdivide the southerly parcel into four (4) lots, one with access from Le Verne Street in the Bluffs, and three (3) with access from Tamarack Street.

Approval of the TPM will require Planning Commission review and approval, including analysis of issues and concerns that have been expressed by community members regarding proposed parking, recreational access to U.S. Forest Service lands, Mammoth Community Water District access, and emergency vehicle access.

The Planning Commission will visit the project site during their July 28th, 2010 Planning Commission meeting. The site visit will begin at 1:30 p.m. at the south end of Tamarack Street, near the Plum properties. The site visit is expected to be approximately one hour. After the site visit, the Planning Commission will return to Suite Z for the remainder of the meeting. Members of the Community are encouraged to attend the site visit to receive more information about the project and provide comments to the Planning Commission.

It is anticipated that a public hearing for the project will occur at the September 8, 2010 Planning Commission. This meeting will be publicly noticed as required. For more information, please contact Jessica Morriss, Transportation Planner, at 934-8989 ext. 225 or Jmorriss@ci.mammoth-lakes.ca.us.

Town Launches Transportation Survey

Take our 5-Minute Online Survey and you could win a Free Bike Park Pass courtesy of Mammoth Mountain Ski Area. If you want Mammoth Lakes to become a more connected, accessible, and safe community with an emphasis on feet-first transportation, then we want to hear from you! Just go to the following link:

www.surveymonkey.com/s/MammothLakesTransportationSurvey and complete the brief survey. We appreciate your time and input! The survey has been generously funded by a California Department of Transportation Community Based Planning Grant.

Recreation Update

The Recreation Department wrapped up a week of swim lessons, open swim, climbing camp, skateboard camp, and the men's softball tournament over the weekend was won by a traveling team out of Yucaipa, California. Over 200 softball playing adults from out of town spent the weekend in Mammoth; some were here for the whole week. Please see the attached Coed and Mens softball standings.

Projected Average Resort Occupancy

Friday, July 23 - Saturday, July 24 = **55%**
Sunday, July 25 - Thursday, July 29 = **41%**

Reminder to Renew Dog Licenses

This is a reminder that Town of Mammoth Lakes dog licenses expired on June 30, 2010. Tags for the 2010-11 license year are now available at the Mammoth Lakes Police Department, Monday through Friday, 8:00 A.M. to 3:30 P.M. Please bring proof of a current rabies vaccination (shot must be effective through May 2011) and a veterinarian certificate of spay/neuter if the animal is fixed. Cost is \$13 for spayed/neutered dogs, and \$30 if unaltered. License fees may be paid by cash, check or debit/credit card. State law and Town ordinance require all dogs four months old or older have a current rabies shot and a Town license. Licenses renewed after August 1, 2010 are subject to a \$5 late fee.

Calls for Service/Officer Observations

275, including 4 business/building checks

Crime/Incident Reports

40 reports, including 13 arrests

Traffic Stops/Citations/Traffic Collisions

80 stops; 22 citations; 4 parking citations; 0 skate park citations; 4 collisions

Animal Control Incidents

5 incidents; 0 reports

Wildlife Calls/Reports

4 calls; 1 report



Town of Mammoth Lakes

P.O. Box 1609
Mammoth Lakes, CA, 93546
Ph: (760) 934-8989
Fax: (760) 934-8608

Town of Mammoth Lakes - Weekly Communication Brief

Week of June 15, 2009

News from the Town Manager

Town Council Meeting – June 17

The next regular **Town Council** meeting is scheduled for Wednesday, June 17, 2009 at 5:00 p.m. with a Budget Workshop in the Town Council Chambers – Suite Z of the Minaret Village Shopping Center. Don't forget, if you can't make it, watch it LIVE or the following Thursday and Friday on **TV CHANNEL 51**. Some of the agenda items include:

- **Study Session:** Budget Workshop - report from Citizens Budget Oversight Committee, and results of the third party budget review.
- **Policy Matters:** (1) Extended Air Service Schedule and funding, (2) PAOT Ad Hoc Committee project impact evaluation criteria policy recommendations, (3) Adoption of the Community Benefits and Incentive Zoning Policy Recommendations. (Continued from the meeting of May 6, 2009.), (4) Adoption of policies regarding appropriate locations for height and density of development, (5) North Village District Planning Study. (This item will be introduced, no action will be taken, and it will be continued to the special meeting of June 24, 2009.), (6) General Fund Revenue Update.
- **Public Hearings:** (1) Budget for fiscal year 2009-10 and an update to the Master Fee Schedule, (2) Fiscal year 2009-10 State Community Development Block Grant allocation. (Continued from the meeting of June 3, 2009.), (3) Approve an application for funding and the execution of a grant agreement, and any amendments thereto, from the 2009/2010 General Allocation of the State CDBG Program, (4) Fiscal year 2009-10 State Community Development Block Grant application for Economic Development Plan. (Staff has requested that this item be continued to the meeting of July 1, 2009.)
- **Consent Agenda:** (1) Resolution authorizing the Mayor to enter into a Solid Waste Agreement with Mono County to continue the program and schedule of solid waste parcel fees, (2) 2009 Youth Sports Funding, (3) Resolution authorizing the Town Manager to enter into a lease extension with the Minaret Village Shopping Center c/o Pacific West Management, (4) Award of bid for asphalt maintenance sealer for portions of the Mammoth Lakes Trail System and the Bluffs Subdivision, (5) Award of bid for purchase of asphalt concrete material.

Citizen's Budget Committee

The Committee has had its fourth and last staff-supported meeting. They will be meeting independently to prepare a final report for the Town Council and will present their conclusions at the June 17, 2009 Town Council meeting at 5:00 p.m.

Possible Summer Air Service

It appears that the cost of air service from mid April through mid December is much less than expected. With a 45 day hiatus in October and early November the total estimated subsidy would be \$650,000, which MMSA is willing to split with the Town. The Town Council will consider an agenda bill on the 6/17 agenda recommending that we partner with MMSA to make this happen.

MLPD Calls for Service/Officer Observation

There were 113 calls for service last week.

Crime/Incident Reports

There were 21 reports written last week by the MLPD.

Traffic Citations

There were 13 traffic citations issued last week by the Mammoth Lakes Police Department

Skate Park Enforcement

There were no citations issued last week.

Community Development

Snowcreek VIII Master Plan Update Approved

On Thursday, June 11, 2009 the Planning Commission voted 5-0 to recommend approval of the Snowcreek Master Plan Update to Town Council. The Planning Commission met on Wednesday and continued through Thursday to thoroughly review the application, listen to public comments, and refine recommended conditions of approval.

Community Development Department Calendar

- June 17, 2009 Tentative Town Council Agenda Items
Policy Items - Consider approval of: Impact Evaluation Criteria recommended by the PAOT Ad Hoc Committee; Community Benefits and Incentive Zoning policies; and policies regarding Appropriate Locations for Height and Density recommended by the Planning Commission. Policy item – Discuss and consider accepting the North Village District Planning Study. This item will be continued to June 24.
- June 24, 2009 Tentative Planning Commission Agenda Items
Public hearing to consider recommending that the Town Council approve the Mammoth Crossing North Village Specific Plan Amendment and certify the Final Environmental Impact Report. Policy Item - consider approval of revised Planning Commission Rules of Procedure.
- July 1, 2009 Tentative Town Council Agenda Items

Public hearing to consider approval of the Snowcreek VIII Master Plan Update and certification of the Final Environmental Impact Report.

Mobility Commission Meeting – June 16

The next regular **Mobility Commission** meeting is scheduled for Tuesday, June 16, 2009 at **4:00 p.m.** in the Town/County Conference Room of the Minaret Village Shopping Center.

North Village District Planning Study – June 17

The Town Council will review and consider acceptance of the North Village District Planning Study (NVDPS), which will complete Neighborhood District Planning for the Mammoth Crossing Project on Wednesday, June 17, 2009. The Planning Commission reviewed and forwarded the NVDP to the Town Council on November 19, 2008. A copy of the November Draft NVNDP is available for review on the Town's website.

Planning Commission Meeting – June 24

The next regular **Planning Commission** meeting is scheduled for Wednesday, June 24, 2009 at **9:00 a.m.** in the Town Council Chambers – Suite Z of the Minaret Village Shopping Center.

Mobility - Get Better Connected!

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Community News

Reds Meadow Shuttle Service Begins June 13

Mandatory Shuttle Service to Reds Meadow and Devils Postpile begins on **Saturday, June 13, 2009**. The first bus leaves the Adventure Center at approximately 7:30 a.m. and the last bus out departs Devils Postpile at 7:45 p.m., and Agnew Meadows at 8:00 pm, arriving back at the Adventure Center by 8:30 p.m.

Visitors to Reds Meadow can now begin their adventure from The Village 7-days a week. The ESTA operated shuttle will transport guests from Minaret Rd. (Stop 4M) to the Main Lodge Adventure Center every 45 – 60 minutes beginning at 7:15 a.m. with the last shuttle at 11:05 a.m. After 11:05 a.m., passengers can travel to the Main Lodge Adventure Center on the Mammoth Bike Park shuttle (space available). Log onto: www.visitmammoth.com/transit for all the details.

June 2009

June 2009							July 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	8	9	10	11	12	13	5	6	7	8	9	10	11
14	15	16	17	18	19	20	12	13	14	15	16	17	18
21	22	23	24	25	26	27	19	20	21	22	23	24	25
28	29	30					26	27	28	29	30	31	

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
June 1	2	3	4	5	6
8	9	10	11	12	13
15	16	17	18	19	20
22	23	24	25	26	27
29	30				

Town Council
Public Comment
Jessica ✓

Planning Commission
Public Comment
Jessica ✓

Town Council
Public Comment ✓
Sandy or
Jessica

Chamber of Commerce
Noon - WC
Eric/Sandy?

Airport Commission
Jessica

Noon Meeting ✓
Sandy

Correct Weather

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Local Transportation

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Summer Transit Map
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Winter Driving Tips
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What To Do
Where To Stay

Featured Events

2009 Ford Mammoth Motocross
4th of July Fireworks at Crowley Lake
Independence Day Parade
Great American 4th of July Celebrations at the Village at Mammoth
4th of July Weekend Events List

WHERE URBAN ADVENTURES EXIST.
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Mobility - Get Better Connected!

If you want Mammoth Lakes to become a more connected, accessible, uncongested and safe community with an emphasis on feet first, public transportation second and vehicles last, then we want to hear from you!

As part of the Mobility Plan, the Town is hosting 3 interactive [public events](#) to gather community input on mobility related issues, needs, and ideas that will ultimately lead to a complete and integrated multi-modal system for the community.

Join us for one event or participate in all three events:

Multi-Modal Mobility Café: Thursday, July 16

This is a community conversation about getting around in Mammoth Lakes, and to learn how we can make it easier. The Café starts at 5:30 p.m. to 7:00 p.m. with an Open House starting at 4:30 p.m.

Community Safety and Mobility Café: Friday, July 17

This is a community conversation about the impacts of mobility on public safety, including emergency response, snow management, and accident prevention. The Café starts at 5:30 p.m. to 7:00 p.m. with an Open House starting at 4:30 p.m.

Community Mobility Plan Open House and Trolley Tours: Saturday, July 18

Participants will be able to provide comments on all aspects of transportation and mobility, including existing multi-modal infrastructure, near-term capital projects, and district and town-wide mobility issues at the Open House and on the Trolley Tours. The Open House starts at 10:00 a.m. to 5:00 p.m. (Open House); Trolley Tours: 11:00 a.m. and 2:00 p.m.

All events will be held in the old "Wild Willy's Arcade" in the Minaret Village Mall. For additional information, contact [Jessica Morriss](#) at (760) 934-8989 ext. 225.

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What is the Mobility Plan?

The Mobility Plan is intended to be utilized as an implementation document for the General Plan Mobility Element. Adoption of the Mobility Plan will place the Town in a better position to achieve the desired outcomes related to becoming a community that is more "connected, accessible, uncongested and safe with an emphasis on feet first, public transportation second and car last."

An adopted Mobility Plan will provide a cohesive program of transportation system improvements and recommendations that will assist both the development community and Town Staff in planning projects in a manner that will ultimately lead to a complete and integrated multi-modal system for the community.

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- 4th of July Fireworks at Crowley Lake
- Independence Day Parade
- Great American 4th of July Celebrations at the Village at Mammoth
- 4th of July Weekend Events List

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Calendar of Events

July 16, 2009

Special Events

Mammoth Lakes Music Festival

July 15, 2009 - July 31, 2009

<http://www.chambermusicunbound.org>
Phone: 760-934-7015

Chamber Music Unbound presents the 2009 Mammoth Lakes Music Festival. More information to come.

Introductions to the Wildflowers of Valentine Reserve Walk & Talk

July 16, 2009

Times: 9:30 am - 12:30 pm
<http://www.vesr.ucnrs.org>
Location: Valentine Reserve / SNARL
Phone: 760-934-4356 / Leslie Dawson
Admission: \$15.00

Every plant has a story, or a native use, and learning a plant's story is often a key to helping remember its name. If you are looking for a fun way to learn many local wildflowers by common name this is your class. The class will hike through five distinct plant communities, and the dominant species found in each community will be described. This class is a wonderful opportunity to spend time walking around the spectacular Valentine Meadow. The hike is moderate, with a 500' elevation gain. Bring water, hat, sunscreen and a snack. 9:30-12:30 pm; moderate hike, Meet at the Valentine Reserve entrance gate. Reservations are required. \$15.00 per person donation

Movies Under the Stars at the Village at Mammoth - "IGOR"

July 16, 2009

Times: Dusk - 8:00 pm
<http://www.villageatmammoth.com>
Location: Village at Mammoth
Phone: 760-924-1575
Admission: Free

Join us at the Village at Mammoth for Free family movies under the stars. Movies begin at Dusk (8:00 pm). Seating provided for the first 80 people, bring a blanket as it does get chilly! Popcorn & drinks for sale. (Weather permitting. All times and dates are subject to change.)



Multi-Modal Mobility Café

July 16, 2009

Times: 4:30 p.m. - 7:00 p.m.
<http://www.visitmammoth.com/mobility>

July 2009

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Location: Old "Wild Willy's Arcade - Minaret Village Mall
Phone: (760) 934-8989 ext. 225
Admission: FREE



Mobility - Get Better Connected!

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Multi-Modal Mobility Café: This is a community conversation about getting around in Mammoth Lakes, and to learn how we can make it easier. The Café starts at 5:30 p.m. to 7:00 p.m. with an Open House starting at 4:30 p.m.

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Calendar of Events

July 17, 2009

Special Events

Mammoth Lakes Music Festival
July 15, 2009 - July 31, 2009

<http://www.chambermusicunbound.org>
Phone: 760-934-7015

Chamber Music Unbound presents the 2009 Mammoth Lakes Music Festival. More information to come.

Chamber Music Unbound presents - Mammoth Lakes Music Festival - "The Russia House"
July 17, 2009

Times: 7:30 pm
<http://www.chambermusicunbound.org>
Location: Cerro Coso College
Phone: 760-934-7015
Admission: \$20, \$15, \$7

Chamber Music Unbound presents a 2009 Mammoth Lakes Music Festival concert, "The Russia House". Soulful works by Tchaikovsky, Beethoven (his "Rasoumovsky" Quartet no. 3) and Arensky are explored by the Felici Trio, virtuoso violinists Corey Cerovsek & Lina Bahn, among others. Tickets are \$20.00 for adults, \$15.00 for seniors at Access Business Center, online or at the door on concert nights beginning at 6:45 pm. Student tickets - \$7.00 available at the door only.

Community Safety and Mobility Café
July 17, 2009

Times: 4:30 p.m. to 7:00 p.m.
<http://www.visitmammoth.com/mobility>
Location: Old
Phone: (760) 934-8989 ext. 225
Admission: FREE



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July 2009

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Community Safety and Mobility Café: This is a community conversation about the impacts of mobility on public safety, including emergency response, snow management, and accident prevention. The Café starts at 5:30 p.m. to 7:00 p.m. with an Open House starting at 4:30 p.m.

Living History-Los Angeles to Valentine Camp in the 1920's Walk & Talk
July 17, 2009

Times: 3:30 - 6:00 pm
<http://www.vesr.ucnrs.org>
Location: Valentine Reserve / SNARL
Phone: 760-935-4356 / Leslie Dawson
Admission: \$15.00

In the 1920's some of the most influential men of Los Angeles left the city once a year and came to Valentine Camp to hike and fish. Join Old Timer Ken as he talks about this period. Ken lives in the posh Alexandria Hotel and frequently lunches at the California Club with William Mulholland. He is acquainted with William Valentine (Robinson's Department Store), Henry O'Melveney (law), William Kerchoff (Southern California Gas), and Joseph Sartori (Security Pacific Bank). Ken is invited to be their guest in 1924 at Valentine Camp. Ken will tell stories about Los Angeles, Old Mammoth, and life with the rich and powerful at Valentine Camp. The group will walk in the Valentine entrance road and around the historic log cabins. 3:30-6:00 pm; easy hike, Meet at the Valentine Reserve entrance gate. Reservations required. \$15.00 donation per person.

Summer Sundown Concert Series at the Village at Mammoth
July 17, 2009 - July 18, 2009

<http://www.villageatmammoth.com>
Location: Village at Mammoth
Phone: 760-924-1575
Admission: Free

Come to the Village at Mammoth and enjoy a Free concert with a different musician performing each week.

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July 18, 2009

Special Events

Mammoth Lakes Music Festival
July 15, 2009 - July 31, 2009

<http://www.chambermusicunbound.org>
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Chamber Music Unbound presents the 2009 Mammoth Lakes Music Festival. More information to come.

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July 17, 2009 - July 18, 2009

<http://www.villageatmammoth.com>
Location: Village at Mammoth
Phone: 760-924-1575
Admission: Free

Come to the Village at Mammoth and enjoy a Free concert with a different musician performing each week.

Community Mobility Plan Open House and Trolley Tour
July 18, 2009

Times: 10:00 a.m. - 5:00 p.m.
<http://www.visitmammoth.com/mobility>
Location: Old "Wild Willy's Arcade" Minaret Village Mall
Phone: (760) 934-8989 ext. 225
Admission: FREE

Mobility - Get Better Connected!

If you want Mammoth Lakes to become a more connected, accessible, uncongested and safe community with an emphasis on feet first, public transportation second and vehicles last, then we want to hear from you! As part of the Mobility Plan, the Town is hosting interactive public events to gather community input on mobility related issues, needs, and ideas that will ultimately lead to a complete and integrated multi-modal system for the community.

Community Mobility Plan Open House and Trolley Tour: Participants will be able to provide comments on all aspects of transportation and mobility, including existing multi-modal infrastructure, near-term capital projects, and district and town-wide mobility issues at the Open House and on the Trolley Tours. The Open House starts at 10:00 a.m. to 5:00 p.m. (Open House); Trolley Tours: 11:00 a.m. and 2:00 p.m.

July 2009

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FROM FAMILY FUN TO FARMER'S MARKETS..

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FEATURED EVENTS

Mobility...

get better connected!



We want to hear from you!

Help Mammoth Lakes become a more connected, accessible, uncongested, and safe community with an emphasis on feet-first and public transportation.

The Town of Mammoth Lakes is hosting three interactive public events to gather community input on mobility related issues, needs, and ideas that will lead to an integrated multi-modal system for the community.

Please join us!

MINARET VILLAGE MALL
In the old "Wild Willy's Arcade"
next to Minaret Cinemas



www.visitmammoth.com/mobility
760-934-8989 ext. 225

1 Multi-Modal Mobility Café

When THURSDAY, JULY 16, 2009

Time 5:30 P.M. to 7 P.M.

Open House starting at 4:30 P.M.

Topic: A community conversation about getting around in Mammoth Lakes, and to learn how we can make it easier.

2 Community Safety and Mobility Café

When FRIDAY, JULY 17, 2009

Time 5:30 P.M. to 7 P.M.

Open House starting at 4:30 P.M.

Topic: A community conversation about the impacts of mobility on public safety, including emergency response, snow management, and accident prevention.

3 Community Mobility Plan Open House and Trolley Tours

When SATURDAY, JULY 18, 2009

Time 10 A.M. to 5 P.M. Open House

Trolley Tours at 11 A.M. and 2 P.M.

Topic: Participants will be able to provide comments on all aspects of transportation and mobility, including existing multi-modal infrastructure, near-term capital projects, and district and town-wide mobility issues at the Open House and on the Trolley Tours.

Mammoth Lakes Trails and Public Access Foundation

TOML Mobility Plan - Outreach Documentation Report

August 20, 2009



PO Box 100 PMB# 432
Mammoth Lakes, CA 93546
760 934 3154
mltpa.org

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Chapter 1: Outline of Project

In July 2009, the Town of Mammoth Lakes (TOML) contracted with the Mammoth Lakes Trails and Public Access Foundation (MLTPA) to provide supplementary advertising and promotion services related to community engagement and public input for an update to the TOML Mobility Plan. MLTPA also was contracted to provide staff to assist the TOML with running each event (from setup through breakdown) and to capture the event outcomes via written notes and photographs. All efforts were intended to drive public participation at a series of three public events hosted by the TOML from Thursday, July 16, through Saturday, July 18, and to help ensure that the events ran smoothly and were well-documented. The following chapters describe in detail the tasks completed by MLTPA in fulfillment of the terms of this contract as well as other efforts undertaken by the TOML in support of this project.

Chapter 2: Banners

Any banners produced for the Mobility Plan public events were coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 3: Directional Signage

Any directional signage produced for the Mobility Plan public events was coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 4: Exhibit Hall

Any “exhibit hall/base camp” area set up and staffed for the Mobility Plan public events was coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 5: Display Materials

Any display materials made available at the Mobility Plan public events were coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA. MLTPA provided 12 easels to TOML staff to assist with their displays.

Chapter 6: Schedule of Events

The TOML hosted three different public events over a three-day period (July 16–18, 2009), all of which were based out of the former Wild Willy’s Arcade in the Minaret Village Mall. The event schedule is below; see Chapter 7 of this report, “Session Information,” for details.

THURSDAY, JULY 16, 2009: Multi-Modal Mobility Café

Open House starting at 4:30 p.m.; Café from 5:30 p.m. to 7 p.m.

FRIDAY, JULY 17, 2009: Community Safety and Mobility Café

Open House starting at 4:30 p.m.; Café from 5:30 p.m. to 7 p.m.

SATURDAY, JULY 18: Community Mobility Plan Open House and Trolley Tours

Open House from 10 a.m. to 5 p.m.; Trolley Tours at 11 a.m. and 2 p.m.

Chapter 7: Session Information

The TOML hosted three different public events during the outreach period, which are described below. Each event was supported by a briefing packet made available to participants by the TOML (attached) and was attended and documented by MLTPA staff. TOML staff was responsible for tracking participation numbers and other event-related data. Transportation Planner Jessica Morriss signed off on the delivery receipt (attached) stating that the TOML has the typed notes created by Lara Kirkner from July 16 and 17 on a TOML computer, as well as the six CDs containing all image files. These items are therefore not attached to this report.

Multi-Modal Mobility Café: Thursday, July 16

Description: A community conversation about getting around in Mammoth Lakes and how we can make it easier. The Café will run from 5:30 p.m. to 7 p.m., with an Open House starting at 4:30 p.m.

MLTPA staffing: Lara Kirkner (notes; setup/breakdown); Linsey Duddridge (registration table); John Wentworth (photos)

Documentation: The former Wild Willy's Arcade in the Minaret Village Mall was set up with five round tables. Approximately 20 people attended the café and were asked to comment on Pedestrian Mobility, Bicycle Mobility, Transit System Mobility, Parking Management, and the concept of an In-Town Gondola. Participants were able to comment through surveys distributed on site by TOML and MLTPA staff, as well as by drawing on provided maps to show where the biggest missing links in each discussion area were located. After working in small groups, participants shared their ideas with the entire group. Comments were recorded electronically and projected onto a large screen so participants could view their progress in real time.

Community Safety and Mobility Café: Friday, July 17

Description: A community conversation about the impacts of mobility on public safety, including emergency response, snow management, and accident prevention. The Café will run from 5:30 p.m. to 7 p.m., with an Open House starting at 4:30 p.m.

MLTPA staffing: Lara Kirkner (notes; setup/breakdown); Linsey Duddridge (registration table); John Wentworth (photos)

Documentation: The former Wild Willy's Arcade in the Minaret Village Mall was set up with five round tables. Approximately 10 people attended the café and were asked to comment on Street Connectivity, Traffic Congestion, Emergency Response, Alternative Transportation and Level of Service, Traffic Calming, and Snow Management. Participants were able to comment through surveys distributed on site by TOML and MLTPA staff, as well as by drawing on provided maps to show where the biggest missing links in each discussion area were located. After working in small groups, participants shared their ideas with the entire group. Comments were recorded electronically and projected onto a large screen so participants could view their progress in real time.

Community Mobility Plan Open House and Trolley Tours: Saturday, July 18

Description: Participants will be able to provide comments on all aspects of

transportation and mobility, including existing multi-modal infrastructure, near-term capital projects, and district- and town-wide mobility issues at the Open House and on the Trolley Tours. The Open House will run from 10 a.m. to 5 p.m. Trolley Tours will depart at 11 a.m. and 2 p.m.

MLTPA staffing: Lara Kirkner (notes and photos)

Documentation: Participants gathered Saturday morning at the former Wild Willy's Arcade in the Minaret Village Mall, where they were able to fill out surveys and ask questions of TOML staff before boarding the trolley for their tour. The first tour began at 11 a.m. and had one public participant. The participant was in a wheelchair and provided good feedback on ADA efforts around town. The participant was also very willing to allow the trolley driver to practice using the trolley lift to get him in and out of the trolley. The tour departed from the Minaret Village Mall parking lot, turned right onto Meridian Boulevard, and then turned left onto Sierra Park Road. It continued to Highway 203/Main Street, where it turned left onto Main Street, followed Main Street west toward The Village, and then turned right onto Canyon Boulevard. The trolley circled The Village and then turned right onto Minaret Road, which it followed to the intersection at Meridian Boulevard. The trolley turned left onto Meridian Boulevard and ended at its original departure point at the Minaret Village Mall parking lot. Several stops were made along the way so that participants could discuss mobility needs. The tour ended at approximately 12:30 p.m. The Open House continued until the second tour at 2 p.m. That tour had two public participants, followed the same route as the first tour, and ended at 3 p.m.

Memo

To: Jessica Morriss

From: Lara Kirkner

CC: John Wentworth, Ray Jarvis, Peter Bernasconi

Date: 8-3-09

Re: Mobility Cafes

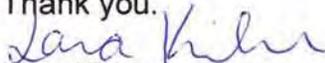
Dear Jessica,

This is notice that MLTPA has delivered the following documents from the Mobility Cafes of July 16-18:

1. Six CDs of photos from the events. Two CDs have the photos as JPEGs and the remaining four have the photos in their RAW format.
2. Two sets of notes from July 16 and 17, typed on the Town's computer and left on the desktop.
3. A third set of notes from the July 18 Trolley Tour, e-mailed to Ms. Morriss on July 22, 2009.

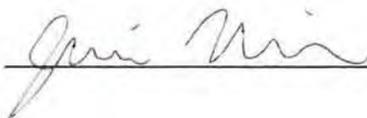
Please accept the above as the first deliverables for this project. MLTPA will also deliver a final outreach report before the contract due date of August 20, 2009.

Thank you.


Lara Kirkner
Operations Director, MLTPA Foundation

Jessica Morriss

Transportation Planner, TOML:



Date: 8/3/09

Chapter 8: Takeaways

Any takeaway items made available by the TOML to participants in the Mobility Plan public events were coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 9: Outreach

As described in “Exhibit A: Scope of Work” (attached in Chapter 1, “Outline of Event”), MLTPA sourced, coordinated, and executed a number of advertising and promotion opportunities designed to drive participants to the three public events scheduled over the project period (July 16–18, 2009). The following sub-chapters detail these opportunities as well as other efforts undertaken by the TOML in support of this project.

Chapter 9-A: Advertising plan

Any comprehensive advertising plan for the Mobility Plan public events was coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA. MLTPA fulfilled its identified role when specified; see the following chapters for details.

Chapter 9-B: Advertising, print

The TOML coordinated and managed a series of print-ad insertions in *The Sheet* and the *Mammoth Times* that began their run the week of June 22, 2009, and concluded at the close of the event on July 18, 2009. Print advertising was the sole responsibility of the TOML.

Chapter 9-C: Advertising, radio

MLTPA coordinated and managed a series of radio ads with KMMT-FM/KRHV-FM, KSRW-FM, and KIBS-FM/KBOV-AM that began their runs on July 8, 2009, and concluded at the close of the event on July 18, 2009. MLTPA produced and delivered to KMMT-FM/KRHV-FM one 30-second radio ad and supplied a script for production of the ad by KSRW-FM and KIBS-FM/KBOV-AM. MLTPA created the script (attached) and provided voice talent for the spot (see attached invoice).

Radio advertising was the sole responsibility of MLTPA. See below for airtimes; ads can be heard on the accompanying "TOML Mobility 2009 Radio Ads" CD.

KMMT-FM/KRHV-FM (see attached contract and invoice)

One 30-second radio spot to run on KMMT-FM and KRHV-FM three times per day between 6 a.m. and 8 p.m. from Wednesday, July 8, through Friday, July 17, 2009, and three times on Saturday, July 18, 2009, between 6 a.m. and 2 p.m.

KSRW-FM (see attached contract and invoice)

One 30-second radio spot to run on KSRW-FM between 6 a.m. and 6 p.m. and 15 spots to run between 6 p.m. and 6 a.m. from Thursday, July 9, to Saturday, July 18, 2009 (total of 45 spots). Excludes Local News.

KIBS-FM/KBOV-AM (see attached contract and invoice)

One 30-second radio ad to run on the following schedule: July 9: 5 p.m. Local News spot; July 10: all three Local News spots; July 11–12: 3 KIBS-FM only spots between 6 a.m. and 8 p.m.; July 13–17: all three Local News spots; July 18: 2 KIBS-FM only spots between 6 a.m. and 2 p.m.

Town of Mammoth Lakes Mobility Public Outreach Series
Radio Spot (30 seconds)

Mobility! Help Mammoth become a more connected, accessible, and safe community with an emphasis on feet-first and public transit! The Town of Mammoth Lakes is hosting three interactive public events Thursday, July 16th, through Saturday, July 18th, to help develop an integrated local transportation system. Join your friends and neighbors at the old Wild Willy's Arcade in the Minaret Village Mall for cafés, open-house events, and trolley tours. Be part of the conversation! For details, go to www.visitmammoth.com/mobility or call (760) 934-8989 ext. 225. Mobility: Get better connected!

Chapter 9-D: Advertising, television

MLTPA coordinated and managed a series of television ads with Mammoth Channel 72 and Sierra Wave/Channel 33 that began their runs on July 8, 2009, and concluded at the close of the event on July 18, 2009. MLTPA, with the assistance of On Point Productions, produced and delivered to local stations one 30-second television ad. MLTPA and On Point Productions created and/or developed the script, footage, graphics (as supplied by the TOML), audio, and other necessary elements, and provided voice talent for the spot (see previous attached invoice).

Television advertising was the sole responsibility of MLTPA. See below for airtimes; ads can be viewed on the accompanying "TOML Mobility Public Outreach TV Ads" CD.

Mammoth Channel 72 (see attached contract and invoice)

One 30-second TV ad to run on Channel 72 once per hour between Thursday, July 9, and Saturday, July 18, 2009 (10 consecutive days)

Sierra Wave Channel 33 (see attached contract and invoice)

One 30-second TV ad to run on Channel 33 between Thursday, July 9, and Saturday, July 18, 2009 (45 spots total). Excludes Local News.

Town of Mammoth Lakes Mobility Public Outreach Series
TV Spot (30 seconds)

Mobility: Go feet-first! Help Mammoth become a more connected, accessible, and safe community. The Town of Mammoth Lakes is hosting three interactive events to help develop an integrated transportation system. Join friends and neighbors Thursday, July 16th, through Saturday, July 18th, for cafés, open-house events, and trolley tours. For details, go to www.visitmammoth.com/mobility or call (760) 934-8989 ext. 225. Mobility: Get better connected!

Chapter 9-E: Advertising, theater

Any movie-theater advertising related to the Mobility Plan public events was coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 9-F: Calendar postings, print

Any listing of public events related to the Mobility Plan were coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 9-G: Calendar postings, Web

Any listing of public events related to the Mobility Plan were coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 9-H: Collateral

The TOML designed, printed, and distributed in the TOML offices and at Town transit stops an 11" x 17" flyer to advertise the Mobility Plan public events. Using this original digital design file supplied by the TOML, MLTPA created a master file for an 8.5" x 11" flyer (attached), which was returned to the TOML for reproduction. MLTPA staff approached 86 local businesses in person to distribute flyers of both sizes, dependent on mounting opportunity, on July 9, 2009; 54 businesses allowed staff to post the collateral or accepted it for posting on their own. MLTPA staff checked each business to make sure existing flyers were still posted on July 13–15, 2009. For a complete list of locations, please see the flyering list (attached), which was developed by MLTPA.

Mobility...

get better connected!



**We want
to hear from you!**

Help Mammoth Lakes become a more connected, accessible, uncongested, and safe community with an emphasis on feet-first and public transportation.

The Town of Mammoth Lakes is hosting three interactive public events to gather community input on mobility related issues, needs, and ideas that will lead to an integrated multi-modal system for the community.

Please join us!

MINARET VILLAGE MALL

In the old "Wild Willy's Arcade"
next to Minaret Cinemas



www.visitmammoth.com/mobility
760-934-8989 ext. 225

1 Multi-Modal Mobility Café

When THURSDAY, JULY 16, 2009

Time 5:30 P.M. to 7 P.M.

Open House starting at 4:30 P.M.

Topic A community conversation about getting around in Mammoth Lakes, and to learn how we can make it easier.

2 Community Safety and Mobility Café

When FRIDAY, JULY 17, 2009

Time 5:30 P.M. to 7 P.M.

Open House starting at 4:30 P.M.

Topic A community conversation about the impacts of mobility on public safety, including emergency response, snow management, and accident prevention.

3 Community Mobility Plan Open House and Trolley Tours

When SATURDAY, JULY 18, 2009

Time 10 A.M. to 5 P.M. Open House

Trolley Tours at 11 A.M. and 2 P.M.

Topic Participants will be able to provide comments on all aspects of transportation and mobility, including existing multi-modal infrastructure, near-term capital projects, and district and town-wide mobility issues at the Open House and on the Trolley Tours.

MOBILITY OUTREACH



HL 7/9/09

MLTPA Poster List

MAMMOTH AREA (Mammoth Lakes, Crowley Lake, Convict Lake, Sunny Slopes)

Mammoth Lakes: Minaret Road from Main Lodge to Snowcreek Golf Course at Old Mammoth Road

1. **MMSA Main Lodge Area:** Ask permission *in advance* before posting anything at the time clocks.
 - a. **Main Lodge 1:** Time clock on the first floor at the employee entrance to the ticketing office.
 - b. **Main Lodge 2:** Time clock on the cafeteria level (third floor) through the double doors off of Roma's Room, between the restrooms and the staircase.
 - c. **Main Lodge 3:** Time clock on the fourth floor.
 - d. **Slopeside Center:** Time clock located in the kitchen area (back right corner on the first floor).
 - e. **WoollyWood/Disabled Sports Eastern Sierra:** Time clock in the hallway on the right (front side of the building).
 - f. **Mammoth Mountain Inn 1:** Time clock on the first floor, on the left, off of the hallway exiting to face The Yodler.
 - g. **Mammoth Mountain Inn 2:** Time clock on the third floor through a staircase accessible near the front desk.
 - h. **The Yodler:** Time clock in the basement.
 - i. **MMSA Garage:** The garage is halfway down Minaret (leaving Main Lodge), on the right. The turnoff is across from Sledz. Place a poster at the mechanics' desk and at the time clock.
2. **The Village at Mammoth**
 - ✓ a. **New York Deli and Bagel Company**
 - b. **Busy Beez General Store**
 - ✓ c. **Pita Pit**
 - d. **Auld Dubliner:** Make sure that the manager gets the flyer.
 - ✓ e. **McCoy Sports**
 - f. **Alpine Approach**
 - ✓ g. **Side Door Café**
 - ✓ h. **Ben & Jerry's**
 - ✓ i. **Village Neighborhood Company offices:** Pass the Side Door and continue to the end of the sidewalk. Door is on the right, across from the short-term parking on Canyon Blvd. Leave flyer with Betsy Smith; ask her to post it in her break room.
3. **Across from The Village at Mammoth**
 - ✓ a. **Community Center, next the old library on Forest Trail**
 - ✓ b. **Burgers Restaurant**
 - ✓ c. **The Clocktower**
 - ✓ d. **The Alpenhof**
 - ✓ e. **Petra's**
- ✓ 4. **Whiskey Creek**
5. **Juniper Springs Lodge:** Off of Meridian Blvd. at Chair 15.

dropped off
York floor

no-one here

✓ Post office

checked all 7/13, 7/14, 7/15
HL

Mammoth Lakes: Old Mammoth Road from Main Street to Snowcreek Athletic Club, west of Minaret

- ✓ 1. **Footloose Sports**
2. **Rite-Aid Center**
 - ✓ a. **Sierra Sundance Health Food Store**
 - b. **Take 2 Video**
 - ✓ c. **Looney Bean**
 - ✓ d. **Do-It Center:** Posting board inside the store to the right of the entry/exit
 - e. **Rite-Aid:** Put them on the second set of doors, on the glass.
 - ✓ f. **Aloha Suds Laundromat**
- ✓ 3. **Breakfast Club**
4. **Shell gas station**
5. **Chart House area**
 - ✓ a. **Nik-n-Willie's**
 - ✓ b. **Good Life Café**
 - c. **Radio Shack**
- ✓ 6. **Roberto's** *NO DISPLAY*
- ✓ 7. **The Body Shop:** Intersection of Sierra Nevada and Laurel Mountain roads
8. **Grumpy's**
9. **Mammoth Business Essentials:** Next to Domino's Pizza on Meridian Blvd.
10. **Vons Plaza/Sierra Center Mall**
 - ✓ a. **Giovanni's**
 - b. **Access Printing**
 - Full* ✓ c. **Booky Joint**
 - ✓ d. **Java Joint**
 - ✓ e. Inside the mall there is a **board near the Rocky Mountain Chocolate Factory**, on the far right.
 - ✓ f. Continue down the stairs to **Vons**; there are two posting boards before you reach the left-hand store entry. Vons may also have an employee area where you can post things; ask the management first.
11. **Shogun Plaza**
 - ✓ *Area 1* a. **Hot Chicks Rotisserie**
 - b. **Inside the mall** there is a posting board on the first floor.
 - ✓ c. There is a **posting area at the Mammoth Times offices** on the second floor.
 - ✓ d. **Posting area** down the hallway to the left of the *Mammoth Times* offices, on the second floor
 - ✓ e. **Posting areas** on the way to Shogun
- ✓ 12. **Hollywood Suds:** On the east side of Old Mammoth Road, across from the police station
- ✓ 13. **Skadi:** Posting area on first floor, near the restroom entrance
14. **Thai'd Up**
15. **Salsa's**
16. **The Stove**
- ✓ 17. **Country Liquor:** There is posting space on the doors to the right of the entrance.
- ✓ 18. **Healing Arts Center:** There is posting space on the second floor at the entrance to the Healing Arts Center.
19. **The Cast-Off**

- ✓ 20. **Snowcreek Resort Check-In:** On the north side of Old Mammoth Road, just west of Minaret Road
- ✓ 21. **Snowcreek Athletic Club:** Area at the front entrance for posting information

Mammoth Lakes: Lake Mary Road at Tamarack Lodge to Main Street at Welcome Center

- ✓ 1. **Tamarack Lodge** (Lakes Basin)
- 2. **Gomez's**
- 3. **76 gas station**
- 4. **The Tap:** There is a board at the base of the steps where you enter. *NO*
- ✓ 5. **John's Pizza Works**
- ✓ 6. **A-Frame Liquor**
- closed* ✓ 7. **Perry's**
- ✓ 8. **Base Camp Café**
- ✓ 9. **P3**
- 10. **In Touch Micro-Spa:** Next to Base Camp Café
- ✓ 11. **Stellar Brew**
- 12. **Chevron**
- ✓ 13. **Kittredge Sports**
- 14. **Rick's Sports Center**
- 15. **Mammoth Liquors**
- ✓ 16. **Wave Rave**
- ✓ 17. **Mammoth Mountaineering**
- ✓ 18. **Mammoth Lakes Welcome Center**
- ✓ 19. **Forest Service offices:** Post outside the entrance.

Mammoth Lakes: Laurel Mountain Road south of Old Mammoth Road

- ✓ 1. **Mammoth Pet Shop**
- ✓ 2. **Mammoth Lakes Laundromat**

Sunny Slopes: From Mammoth Lakes, drive south on Highway 395, pass Crowley Lake, and turn left at Tom's Place Restaurant onto Rock Creek Road.

- 1. **Sunny Slopes:** There is a message board under the group of mailboxes on the right, just as you turn off of the road.
- 2. **Tom's Place:** Cross the highway on Rock Creek Road, turn right onto Crowley Lake Drive, and go to Tom's Place Restaurant on the right. There is a posting board on the outside of the building to the right of the right-hand door. There is also a bulletin board inside the restaurant, in the hallway between the bar and the convenience store.

Crowley Lake: From Mammoth Lakes, drive south on Highway 395 and take the Crowley Lake exit (South Landing Road).

- 1. **Crowley Lake General Store:** The store is on the left as you enter the residential area. They have a posting board on the outside of the store, to the right of the entry. Drop off a poster inside and ask them to place the poster on the entry door itself.
- 2. **Church:** Continue on South Landing Road and you will see the church on the left. Please check with church staff before posting.

Chapter 9-I: Editorial, print

Any editorial related to the Mobility Plan public events that appeared in any print-media outlet was coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 9-J: Editorial, radio

Though not requested by the TOML, and therefore outside the scope of work of the consulting agreement, MLTPA staff facilitated a brief interview opportunity with KMMT-FM for Mobility Commission Chair Sandy Hogan. Ms. Hogan appeared on DJ Lisa Meuret’s “Arts, Culture & Entertainment” show at 10 a.m. on Friday, July 10, 2009. Additionally, MLTPA Development & Community Relations Director Kim Stravers did two live “shout-outs”—brief live promotions in-studio with the on-air DJ—to further market the event. Recordings of these opportunities are not available from KMMT-FM.

Chapter 9-K: Editorial, television

Any editorial related to the Mobility Plan public events that appeared on any television channel was coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 9-L: E-mail campaigns

The TOML produced event-related e-mail messaging and saw its distribution through the following channels:

Town Manager’s Friday Update: Start date of June 5, 2009, and continuing through the week of the events.

Stu’s News: Start date of June 11, 2009, and continuing through the week of the events.

Traditional e-mail blasts: According to the terms of the consulting agreement, “Flyers and other event details have been e-mail blasted by TOWN Staff. Mobility Commission members have also received event details to e-mail to contacts.”

In accordance with the consulting agreement, MLTPA produced an HTML-ready version of the event flyer for e-mail distribution, developed a list of additional e-mail opportunities with third parties, and drafted event-specific e-mail messaging. Once approved by the TOML, MLTPA distributed this messaging to identified contacts and tracked their distribution when possible. Please see the messaging and tracking documents (attached) for details.

Also in accordance with the consulting agreement, MLTPA sent an e-mail blast to its own internal list. Please see the MLTPA-specific PDF and reporting (attached) for details.

Town of Mammoth Lakes Mobility Public Outreach Series
E-mail blast draft text

Dear **[INSERT RECIPIENT GROUP NAME HERE]**:

This Thursday, Friday, and Saturday (July 16-18), the Town of Mammoth Lakes will host a series of interactive public events to gather community input on mobility in Mammoth. Town staff and the Mobility Commission are working together to develop an integrated local transportation system that emphasizes feet-first travel and public transit and that will make Mammoth better connected, more accessible, and safer. Community members will discuss pedestrian and bicycle travel, transit, air service, parking, snow management, signage and wayfinding, and more.

We invite you to join your friends and neighbors at the following events, all of which are free, open to everyone, and will be held at the old Wild Willy's Arcade in the Minaret Mall:

Multi-Modal Mobility Café: Thursday, July 16

A community conversation about getting around in Mammoth Lakes and how we can make it easier. The Café will run from 5:30 p.m. to 7 p.m., with an Open House starting at 4:30 p.m.

Community Safety and Mobility Café: Friday, July 17

A community conversation about the impacts of mobility on public safety, including emergency response, snow management, and accident prevention. The Café will run from 5:30 p.m. to 7 p.m., with an Open House starting at 4:30 p.m.

Community Mobility Plan Open House and Trolley Tours: Saturday, July 18

Participants will be able to provide comments on all aspects of transportation and mobility, including existing multi-modal infrastructure, near-term capital projects, and district- and town-wide mobility issues at the Open House and on the Trolley Tours. The Open House will run from 10 a.m. to 5 p.m. Trolley Tours will depart at 11 a.m. and 2 p.m.

Once adopted, the Mobility Plan will be an indispensable tool to help implement the Mobility Element of the Mammoth Lakes General Plan. We encourage you to provide your local knowledge, opinions, and suggestions in support of this exciting project. For additional information, visit www.visitmammoth.com/mobility or call TOML Transportation Planner Jessica Morriss at (760) 934-8989 ext. 225.

Many thanks,
The Town of Mammoth Lakes

GROUP	CONTACT	DATE	WAS IT BLASTED?
395 Fat Tire Council	Roscoe Cummins, Board member	7/14/09	No.
Disabled Sports Eastern Sierra	Kathy Copeland, executive director	7/14/09	No: Christine Souza was to blast per Kathy Copeland, but it did not go out, as Sierra Cycle Challenge was top priority.
Eastern Sierra Avalanche Center	Forrest Cross (membership director), Nate Greenberg (vice-president)	7/14/09	No response.
Eastern Sierra Nordic Ski Association	Hank Garretson, president	7/14/09	No: Hank Garretson was away and did not receive the request until July 20, 2009.
Eastside Velo	John Armstrong, president	7/14/09	No response.
Friends of the Inyo	Stacy Corless, communications director	7/14/09	No response.
High Sierra Equestrian Club	Doug Will, president	7/14/09	Yes, on 7/14/09.
High Sierra Striders	Andrew Kastor, president	7/14/09	Yes, on 7/14/09.
High Sierra Triathlon Club	Alana Levin, president	7/14/09	No response.
Mammoth Hospital	Lori Ciccarelli, Community Relations Director	7/14/09	Lori Ciccarelli agreed to post flyers and use electronic message board on 7/15/09.
Mammoth Lakes Board of Realtors	Shannon Crouch	7/14/09	Yes, on 7/15/09.
Mammoth Lakes Chamber of Commerce	Eric Wasserman, president	7/14/09	Yes, by Annette Scholl on 7/15/09.
Mammoth Nordic	Brian Knox, president	7/14/09	No response.
Mammoth Track Club	Terrence Mahon, head coach	7/14/09	No response.
McGee Creek Pack Station	Jennifer Roeser, owner	7/14/09	No response.
MLTPA E-Newsletter Recipients	Kim Stravers, Development and Community Relations Director	—	Yes, on 7/15/09.

MMSA (employees; department heads; Mammoth Mountain Hosts; Tamarack)	Mary Walker	7/14/09	Mary Walker agreed to send it on 7/14/09.
Mono County	Sarah McCahill, Economic Development Manager	7/14/09	No: Sarah McCahill was out of the office and did not receive the message in time to forward it.
Mono County Board of Supervisors	Vikki Magee-Bauer (District 3); Tom Farnetti (District 1); Hap Hazard (District 2); Bill Reid (District 4); Byng Hunt (District 5)	7/14/09	No response from any of the supervisors.
Sierra Club	Malcolm Clark, Range of Light Chapter president	7/14/09	Yes, on 7/15/09.
TOML Airport Commission	Pam Murphy (chair), Deb Pierrel (vice-chair), Thom Heller (commissioner), Lee Hughes (commissioner), John Walter (commissioner)	7/15/09	No response from any of the commissioners.
TOML Council	Neil McCarroll (mayor), John Eastman (mayor pro tem), Jo Bacon (councilmember), Skip Harvey (councilmember), Wendy Sugimura (councilmember)	7/15/09	Jo Bacon forwarded it on 7/15/09. Wendy Sugimura was out of town at the time. Other Councilmembers did not respond.
TOML employees	Anita Hatter, Town Clerk	7/15/09	Already distributed to private list on 6/19/09 and 7/14/09 by Anita Hatter.
TOML Mobility Commission	Sandy Hogan (chair), Eric Wasserman (vice-chair), Marshall Minobe (commissioner), Bill Cockroft (commissioner), Pam Hennarty (commissioner), John Vereuck (commissioner)	7/15/09	No response from any of the commissioners.

TOML Planning Commission	Elizabeth Tenney (commissioner), Rhonda Duggan (chair), Tony Barrett (vice-chair), Sharon Clark (commissioner), Jay Deinken (commissioner)	7/15/09	Elizabeth Tenney tried to send an e-mail on July 15 but was unable due to technical difficulties with the outgoing mail. Other commissioners did not respond.
TOML Public Arts Commission	Paul Jurewitz (chair), Noelle Deinken (vice-chair), Michael Bornfeld (commissioner), Warren Harrell (commissioner), Kendra Knight (commissioner)	7/15/09	Noelle Deinken did not have identified constituents who wouldn't already have received messaging from the Town. Paul Jurewitz and Warren Harrell were no longer part of the Commission at this time. Kendra Knight did not forward the blast, as she thought the deadline was later. Michael Bornfeld did not respond.
TOML Tourism & Recreation Commission	Bill Sauser (chair), Tony Colasardo (parks and recreation vice-chair), Teri Stehlik (tourism vice-chair), Ruth Harrell (commissioner), Shields Richardson (commissioner), Knud Svendsen (commissioner) [Dieter Fiebiger (commissioner) has no e-mail address]	7/15/09	No response from any of the commissioners.

From: Roscoe Cummins <roscoe_c@hotmail.com>
Subject: **RE: E-mail blast for Town's Mobility Public Outreach Events**
Date: August 6, 2009 9:49:00 p.m. PDT
To: Kim Stravers <kimstravers@mltpa.org>

Kim,

I don't believe we sent that out.

Roscoe

From: kimstravers@mltpa.org
To: roscoe_c@hotmail.com
Subject: Fwd: E-mail blast for Town's Mobility Public Outreach Events
Date: Tue, 4 Aug 2009 10:37:45 -0700

Hi, Roscoe!

We are wrapping up our reporting for the Mobility outreach; did you get a chance to forward the below message to your list? If yes, please let me know on which date it was sent.

Thanks!

Best,
Kim Stravers
Development & Community Relations Director
Mammoth Lakes Trails & Public Access Foundation
kimstravers@mltpa.org
(949) 632-7882 [direct]
(866) 760-0285 [fax]
(760) 934-3154 [general office inquiries]

Get your vacation photos on your phone! [Click here.](#)

From: "Anita Hatter" <ahatter@ci.mammoth-lakes.ca.us>
Subject: **Mobility Plan Cafes--hope to see you there!**
Date: June 19, 2009 3:32:19 p.m. PDT
To: "Anita Hatter" <ahatter@ci.mammoth-lakes.ca.us>
2 Attachments, 513 KB

Would love to have you participate in these upcoming events to gather community input and create shared understanding about mobility in ML--
contact Jessica Morriss at 934-8989, ext. 225.

Best regards,
Anita Hatter

Mobility...

get better connected!



**We want
to hear from you!**

Help Mammoth Lakes become a more connected, accessible, uncongested, and safe community with an emphasis on feet-first and public transportation.

The Town of Mammoth Lakes is hosting three interactive public events to gather

1 Multi-Modal Mobility Café

When THURSDAY, JULY 16, 2009

Time 5:30 P.M. to 7 P.M.

Open House starting at 4:30 P.M.

Topic A community conversation about getting around in Mammoth Lakes, and to learn how we can make it easier.

From: "Anita Hatter" <ahatter@ci.mammoth-lakes.ca.us>
Subject: **information for Mobility Workshops**
Date: July 14, 2009 4:34:53 p.m. PDT
To: "Anita Hatter" <ahatter@ci.mammoth-lakes.ca.us>
▀ 1 Attachment, 5.5 KB



Hello--briefing materials for the Mobility Cafes this Thursday, Friday and Saturday can be accessed on the front page of our website, www.ci.mammoth-lakes.ca.us. I hope you'll be able to attend one or all and help guide the development of the plan!

Best,
Anita

From: "Elizabeth Tenney" <e10ney@npgcable.com>
Subject: **Re: couldn't forward Re: Mobility: Get Better Connected!**
Date: July 15, 2009 6:46:04 p.m. PDT
To: "Kim Stravers" <kimstravers@mltpa.org>
1 Attachment, 50.5 KB

That's a thought, Kim, but a problem as I wasn't forwarding the MLTPA msg. as sent. That would be an "endorsement" by a Planning Commissioner and I didn't think that was appropriate. I wanted to forward the two attachments with a msg. of my own but it didn't work. I'll try and find another way to spread the word.
Elizabeth

----- Original Message -----

From: [Kim Stravers](#)
To: [Elizabeth Tenney](#)
Sent: Wednesday, July 15, 2009 3:24 PM
Subject: Re: couldn't forward Re: Mobility: Get Better Connected!

Hi, Elizabeth!

Have you tried the "send to a friend" button on the top right corner of the e-mail? That might help.

Thanks!

Best,
Kim Stravers
Development & Community Relations Director
Mammoth Lakes Trails & Public Access Foundation
kimstravers@mltpa.org
(949) 632-7882 [direct]
(866) 760-0285 [fax]
(760) 934-3154 [general office inquiries]



PO Box 100 PMB# 432
Mammoth Lakes, CA 93546
760 934 3154
mltpa.org

On Jul 15, 2009, at 3:07 p.m., Elizabeth Tenney wrote:

Kim--

I tried to send a forward of your msg. to my critical contacts list and it wouldn't go through, although I tried repeatedly. Too many spam filters in this world!
Elizabeth

----- Original Message -----

From: [MLTPA](#)
To: e10ney@npgcable.com
Sent: Wednesday, July 15, 2009 2:46 PM
Subject: Mobility: Get Better Connected!

If you're having trouble viewing this email, you may [see it online](#).



From: "Douglas Will" <dougw@att.net>
Subject: **RE: E-mail blast for Town's Mobility Public Outreach Events**
Date: July 14, 2009 7:52:58 p.m. PDT
To: "Kim Stravers" <kimstravers@mltpa.org>

Kim,

I sent out the announcement.

Doug

-----Original Message-----

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Tuesday, July 14, 2009 4:16 PM
To: Doug Will
Cc: Jessica Morriss; Ray Jarvis; Peter Bernasconi; John Wentworth
Subject: E-mail blast for Town's Mobility Public Outreach Events

Hi, Doug!

The Town is hosting a number of public events starting this Thursday to gather input for the Mobility Plan they are drafting. As this is an issue that affects all of us here in Mammoth, would you mind sending out an e-mail blast on behalf of the Town to your High Sierra Equestrian Club list to help drive participation? I've attached text for you to use, as well as a PDF of the flyer and some supplementary documents. We also have the TV ad optimized for the Web if you'd like to include that in the blast or on HSEC's Web site, which I will send to you on request.

Please let me know if you're able to help us out, or if you have any questions about the events. Thanks!

Checked by AVG - www.avg.com
Version: 8.5.375 / Virus Database: 270.13.12/2234 - Release Date: 07/14/09
05:56:00

From: "Andrew Kastor" <andrew@highsierrastriders.org>
Subject: RE: Mammoth Trails Charter Member Events
Date: July 14, 2009 7:34:34 p.m. PDT
To: "Kim Stravers" <kimstravers@mltpa.org>

The next Mammoth Trails meeting is set for Thursday at 4pm at the Sierra Meadows Ranch? Please confirm time, date and location.
I sent an email blast to the Striders regarding the Mobility meeting.
Andrew

-----Original Message-----

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Wednesday, July 01, 2009 1:33 PM
To: Undisclosed-recipients:
Cc: John Wentworth
Subject: Mammoth Trails Charter Member Events

Hello, all!

Thanks again for the excellent meeting last week! I've put together a tentative events calendar based on visitmammoth.com and the dates John A. sent me for Eastside Velo, which I've attached as a PDF. As you can see, we're already stacking up!

Please send me your group's planned events from now through December 31 and I will get them into a calendar to share with the larger group at our next meeting.

Thanks!

From: Jo Bacon <j.bacon22@verizon.net>
Subject: **Re: Mobility workshops this week!**
Date: July 15, 2009 2:02:46 p.m. PDT
To: Kim Stravers <kimstravers@mltpa.org>
1 Attachment, 50.5 KB

Hi Kim,

Just letting you know that this was a really large email. I didn't mind forwarding it, but you might consider file size in the future...

Jo

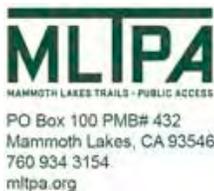
Kim Stravers wrote:

Hello, Council!

As you know, the Town is hosting a number of public events starting this Thursday to gather input for the Mobility Plan they are drafting. Would you mind sending out an e-mail blast on behalf of the Town to your constituents list to help drive participation? I've attached text for you to use, as well as a PDF of the flyer and some supplementary documents. We also have the TV ad optimized for the Web if you'd like to include that in the blast, which I will send to you on request.

Please let me know if you're able to help us out, or if you have any questions about the events. Thanks!

Best,
Kim Stravers
Development & Community Relations Director
Mammoth Lakes Trails & Public Access Foundation
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(866) 760-0285 [fax]
(760) 934-3154 [general office inquiries]



From: "Kendra Knight" <Kendra@mammothskimuseum.org>
Subject: **RE: E-mail blast for mobility events this week**
Date: August 6, 2009 12:12:21 p.m. PDT
To: "Kim Stravers" <kimstravers@mltpa.org>

Hi Kim,
Unfortunately I did not have a chance to pass the message. I thought the deadline was later, my apologies.

Thanks!

Kendra Knight
Museum Director/Curator
Mammoth Ski Museum
kendra@mammothskimuseum.org
www.mammothskimuseum.org
P 760.934.6592~F 760.934.6019
100 College Parkway~Box 1815
Mammoth Lakes, CA 93546

Enjoy&Explore the Fine Art of Skiing

-----Original Message-----

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Tuesday, August 04, 2009 11:12 AM
To: Paul Jurewitz; Noelle Deinken; Michael J. Bornfeld; Kendra Knight; Warren Harrell
Subject: Re: E-mail blast for mobility events this week

Hello, all!

Were any of you able to pass the below message on to your constituents last month? If yes, please let me know.

Thanks!

Best,
Kim Stravers
Development & Community Relations Director Mammoth Lakes Trails & Public Access Foundation kimstravers@mltpa.org
(949) 632-7882 [direct]
(866) 760-0285 [fax]
(760) 934-3154 [general office inquiries]

From: "Sarah McCahill" <smccahill@mono.ca.gov>
Subject: RE: E-mail blast for Town of Mammoth Lakes' Mobility Public Outreach Events
Date: August 4, 2009 12:58:39 p.m. PDT
To: "Kim Stravers" <kimstravers@mltpa.org>

Kim – I am so sorry. I was out of the office and did not forward this on. Is there something else you want me to send out?

Sarah

Sarah McCahill
Economic Development Manager
Mono County
PO Box 603
Mammoth Lakes, CA 93546
760.924.1738
760.924.1697 (Fax)
smccahill@mono.ca.gov

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Tuesday, August 04, 2009 10:59 AM
To: Sarah McCahill
Subject: Fwd: E-mail blast for Town of Mammoth Lakes' Mobility Public Outreach Events

Hello, Sarah!

Just wondering if you'd been able to forward this message on last month. If yes, please let me know which day.

Thanks!

Best,
Kim Stravers
Development & Community Relations Director
Mammoth Lakes Trails & Public Access Foundation
kimstravers@mltpa.org
(949) 632-7882 [direct]
(866) 760-0285 [fax]
(760) 934-3154 [general office inquiries]

From: "Lori Ciccarelli" <cicc@mammothhospital.com>
Subject: **RE: E-mail blast for Town's Mobility Public Outreach Events**
Date: July 15, 2009 8:23:56 a.m. PDT
To: "Kim Stravers" <kimstravers@mltpa.org>
Reply-To: <cicc@mammothhospital.com>

We can post flyers around the hospital and post the announcement on our electronic announcement board.

Lori Ciccarelli
Community Relations Director
Mammoth Hospital
PO Box 660 / 85 Sierra Park Road
Mammoth Lakes, Ca 93546
phone: 760-924-4015 / fax: 760-924-4006
lori.ciccarelli@mammothhospital.com
www.mammothhospital.com

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-----Original Message-----

From: Kim Stravers [<mailto:kimstravers@mltpa.org>]
Sent: Tuesday, July 14, 2009 17:54
To: Lori Ciccarelli; Lori Ciccarelli
Cc: Jessica Morriss; Peter Bernasconi; Ray Jarvis; John Wentworth
Subject: E-mail blast for Town's Mobility Public Outreach Events

Hi, Lori!

The Town is hosting a number of public events starting this Thursday to gather input for the Mobility Plan they are drafting. As this is an issue that affects all of us here in Mammoth, would you mind sending out an e-mail blast on behalf of the Town to your Mammoth Hospital staff list/board to help drive participation? I've attached text for you to use, as well as a PDF of the flyer and some supplementary documents. We also have the TV ad optimized for the Web if you'd like to include that in the blast or on the internal staff page of the hospital's Web site, which I will send to you on request.

Please let me know if you're able to help us out, or if you have any questions about the events. Thanks!

From: "Shannon Crouch" <mlbor@qnet.com>
Subject: Re: E-mail blast for Town's Mobility Public Outreach events
Date: July 15, 2009 10:42:23 a.m. PDT
To: "Kim Stravers" <kimstravers@mltpa.org>

Hi Kim,

Thank you for the email and great information.
It has been forwarded to our membership.
We hope that you have a terrific turn-out for these events.
Have a nice afternoon.

Sincerely,

Shannon Crouch, E.O.
Mammoth Lakes Board of REALTORS®, Inc.
(760) 934-4637, Fax (760) 934-1188
mlbor@qnet.com
www.mlbor.com

----- Original Message ----- From: "Kim Stravers" <kimstravers@mltpa.org>
To: "Shannon Crouch" <mlbor@qnet.com>
Cc: "Jessica Morriss" <jmorriss@ci.mammoth-lakes.ca.us>; "Peter Bernasconi" <pbernasconi@ci.mammoth-lakes.ca.us>; "Ray Jarvis" <rjarvis@ci.mammoth-lakes.ca.us>; "John Wentworth" <johnwentworth@mltpa.org>
Sent: Tuesday, July 14, 2009 6:16 PM
Subject: E-mail blast for Town's Mobility Public Outreach events

Hello, Shannon!

The Town is hosting a number of public events starting this Thursday to gather input for the Mobility Plan they are drafting. As this is an issue that affects all of us here in Mammoth, would you mind sending out an e-mail blast on behalf of the Town to your Board of Realtors list to help drive participation? I've attached text for you to use, as well as a PDF of the flyer and some supplementary documents. We also have the TV ad optimized for the Web if you'd like to include that in the blast or on the MLBOR Web site, which I will send to you on request.

Please let me know if you're able to help us out, or if you have any questions about the events. Thanks!

Best,
Kim Stravers
Development & Community Relations Director
Mammoth Lakes Trails & Public Access Foundation
kimstravers@mltpa.org
(949) 632-7882 [direct]
(866) 760-0285 [fax]
(760) 934-3154 [general office inquiries]

From: "Walker, Mary" <mwalker@mammoth-mtn.com>
Subject: **Re: E-mail blast for Town's Mobility Public Outreach Events**
Date: July 14, 2009 6:32:27 p.m. PDT
To: <kimstravers@mltpa.org>

Sure

Original Message

From: Kim Stravers <kimstravers@mltpa.org>
To: Walker Mary
Cc: Jessica Morriss <jmorriss@ci-mammoth-lakes.ca.us>; Ray Jarvis <rjarvis@ci-mammoth-lakes.ca.us>; Peter Bernasconi <pbernasconi@ci-mammoth-lakes.ca.us>; John Wentworth <johnwentworth@mltpa.org>
Sent: Tue Jul 14 18:21:22 2009
Subject: E-mail blast for Town's Mobility Public Outreach Events

Hello Mary!

The Town is hosting a number of public events starting this Thursday to gather input for the Mobility Plan they are drafting. As this is an issue that affects all of us here in Mammoth, would you mind sending out an e-mail blast on behalf of the Town to MMSA's employee department head, Mammoth Mountain Host, and Tamarack lists to help drive participation? We've attached text for you to use, as well as a PDF of the flyer and some supplementary documents. We also have the TV ad optimized for the Web if you'd like to include that in the blast or on MMSA's Web site, which will send to you on request.

Please let me know if you're able to help us out or if you have any questions about the events. Thanks for your consideration!

From: Noelle Deinken <noelledeinken@hotmail.com>
Subject: RE: E-mail blast for mobility events this week
Date: August 4, 2009 11:36:23 a.m. PDT
To: kim stravers <kimstravers@mltpa.org>

Hi Kim,

PAC doesn't have any constituents that I know of that might be different from the Town's. Also, Paul (barjur) and Warren (bella) are no longer on the PAC.

We're going out of town for the week right now but would be glad to talk when we get back.

Noelle

> From: kimstravers@mltpa.org
> To: barjur11@aol.com; noelledeinken@hotmail.com; mjbalawcorp@msn.com; kendra@mammothskimuseum.org;
> belladesign@npgcable.com
> Subject: Re: E-mail blast for mobility events this week
> Date: Tue, 4 Aug 2009 11:12:24 -0700
>
> Hello, all!
>
> Were any of you able to pass the below message on to your constituents
> last month? If yes, please let me know.
>
> Thanks!
>
> Best,
> Kim Stravers
> Development & Community Relations Director
> Mammoth Lakes Trails & Public Access Foundation
> kimstravers@mltpa.org
> (949) 632-7882 [direct]
> (866) 760-0285 [fax]
> (760) 934-3154 [general office inquiries]
>

From: "Mammoth Lakes Chamber of Commerce" <info@mammothlakeschamber.org>
Subject: July 15, 2009
Date: July 15, 2009 3:27:05 p.m. PDT
To: <kim@thetyperighter.com>
Reply-To: <info@mammothlakeschamber.org>



July 15, 2009

Dear Chamber Members:

This Thursday, Friday, and Saturday (July 16-18), the Town of Mammoth Lakes will host a series of interactive public events to gather community input on mobility in Mammoth. Town staff and the Mobility Commission are working together to develop an integrated local transportation system that emphasizes feet-first travel and public transit and that will make Mammoth better connected, more accessible, and safer. Community members will discuss pedestrian and bicycle travel, transit, air service, parking, snow management, signage and wayfinding, and more.

We invite you to join your friends and neighbors at the following events, all of which are free, open to everyone, and will be held at the old Wild Willy's Arcade in the Minaret Mall:

Multi-Modal Mobility Café: Thursday, July 16

A community conversation about getting around in Mammoth Lakes and how we can make it easier. The Café will run from 5:30 p.m. to 7 p.m., with an Open House starting at 4:30 p.m.

Community Safety and Mobility Café: Friday, July 17

A community conversation about the impacts of mobility on public safety, including emergency response, snow management, and accident prevention. The Café will run from 5:30 p.m. to 7 p.m., with an Open House starting at 4:30 p.m.

Community Mobility Plan Open House and Trolley Tours: Saturday, July 18

Participants will be able to provide comments on all aspects of transportation and mobility, including existing multi-modal infrastructure, near-term capital projects, and district- and town-wide mobility issues at the Open House and on the Trolley Tours. The Open House will run from 10 a.m. to 5 p.m. Trolley Tours will depart at 11 a.m. and 2 p.m.

Once adopted, the Mobility Plan will be an indispensable tool to help implement the Mobility Element of the Mammoth Lakes General Plan. We encourage you to provide your local knowledge, opinions, and suggestions in support of this exciting project. For additional information, visit www.visitmammoth.com/mobility or call TOML Transportation Planner Jessica Morriss at (760) 934-8989 ext. 225.

From: Hank Garretson <w6sx@arrl.net>
Subject: Re: Town Mobility Public Events E-mail Blast
Date: July 20, 2009 7:08:37 a.m. PDT
To: Kim Stravers <kimstravers@mltpa.org>

The Town is hosting a number of public events starting this Thursday to gather input for the Mobility Plan they are drafting. As this is an issue that affects all of us here in Mammoth, would you mind sending out an e-mail blast on behalf of the Town to your ESNESA list to help drive participation? I've attached text for you to use, as well as a PDF of the flyer and some supplementary documents. We also have the TV ad optimized for the Web if you'd like to include that in the blast or on the ESNESA Web site, which I will send to you on request.

Good Morning Kim,

I have been off email for about a week and just saw your request.

Ski Exuberantly,

Hank

Mammoth Lakes, California



Mobility...

get better connected!



Hello, Friends!

This Thursday, Friday, and Saturday (July 16-18), the Town of Mammoth Lakes will host a series of **interactive public events** to gather **community input on mobility in Mammoth**. Town staff and the Mobility Commission are working together to develop an integrated local transportation system that emphasizes feet-first travel and public transit and that will make Mammoth **better connected, more accessible, and**

safer. Community members will discuss pedestrian and bicycle travel, transit, air service, parking, snow management, signage and wayfinding, and more.

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Once adopted, the Mobility Plan will be an indispensable tool to help implement the Mobility Element of the Mammoth Lakes General Plan. We encourage you to provide your

local knowledge, opinions, and suggestions in support of this exciting project. For additional information, visit www.visitmammoth.com/mobility or call TOML Transportation Planner Jessica Morriss at (760) 934-8989 ext. 225.

We hope to see you there!

Kim Stravers
Development & Community Relations Director
MLTPA Foundation

PO Box 100 PMB #432 | 1934 Meridian Blvd. | Mammoth Lakes, CA 93546
(760) 934-3154 | news@mltpa.org | www.mltpa.org

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[manage](#) your preferences | [opt out](#) using TrueRemove™

Got this as a forward? [Sign up](#) to receive our future emails.



From: "MLTPA" <news@mltpa.org>
Subject: **Mobility: Get Better Connected!**
Date: July 15, 2009 2:47:08 p.m. PDT
To: kimstravers@mltpa.org

To view this email online, paste this link into your browser:

<http://e2ma.net/map/view=CampaignPublic/id=11541.2210370871/rid=2504f849a64d3fa63eccdf636ae09a43>

Hello, Friends!

This Thursday, Friday, and Saturday (July 16-18), the Town of Mammoth Lakes will host a series of interactive public events to gather community input on mobility in Mammoth. Town staff and the Mobility Commission are working together to develop an integrated local transportation system that emphasizes feet-first travel and public transit and that will make Mammoth better connected, more accessible, and safer. Community members will discuss pedestrian and bicycle travel, transit, air service, parking, snow management, signage and wayfinding, and more.

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Once adopted, the Mobility Plan will be an indispensable tool to help implement the Mobility Element of the Mammoth Lakes General Plan. We encourage you to provide your local knowledge, opinions, and suggestions in support of this exciting project. For additional information, visit www.visitmammoth.com/mobility/ or call TOML Transportation Planner Jessica Morriss at (760) 934-8989 ext. 225.

We hope to see you there!

Kim Stravers
Development & Community Relations Director
MLTPA Foundation

campaign: Mobility Public Outreach Events		
subject: Mobility: Get Better Connected!		
sent: Jul 15, 2009 2:38 pm		
from: MLTPA <news@mltpa.org>		
to: *The Gang's All Here*		
response totals as of Jul 20, 2009 05:04pm		
total emails sent	1043	
total received	1027	98.5%
total bounces	16	1.5%
people who opened it	237	23.1%
people who clicked	12	5.1%
people who forwarded	0	0%
people who opted out	1	0.1%
new people who signed up	0	0%
clicks on links		
link 1: www.mltpa.org (http://www.mltpa.org)	0	0%
link 2: MLTPA Mammoth Lakes Trails (http://www.mltpa.org)	6	40%
link 3: www.visitmammoth.com/mobility (http://www.visitmammoth.com/mobility)	7	46.7%
link 4: http://www.visitmammoth.com/mobility/ (http://www.visitmammoth.com/mobility/)	2	13.3%

Chapter 9-M: Hard mailings

Any hard mailings related to the Mobility Plan public events were coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 9-N: In-person presentations

Per the terms of its consulting agreement with MLTPA, TOML staff announced the public events during the public-comment portion of the June 3, 2009 Town Council meeting and at the June 10, 2009 Planning Commission meeting. Additional Town staff announcements were scheduled for the June 24, 2009 Airport Commission meeting and the July 9, 2009 Tourism and Recreation Commission meeting. In-person presentations were the sole responsibility of the TOML.

Additionally, in accordance with the consulting agreement, Mobility Commissioners were scheduled by the TOML to announce the public events at meetings of the following groups:

- Lions Club
- Noon Rotary
- Morning Rotary
- Area Governments
- Chamber of Commerce

TOML staff developed a “Mobility Plan Talking Points” document (attached) in association with the event and furnished it to TOML staff, Mobility Commissioners, and MLTPA. MLTPA used this document to develop its e-mail messaging (see Chapter 9-K, “E-mail campaigns”).

Mobility Plan Talking Points

1. The Mobility Plan is intended to be utilized as an implementation document for the General Plan Mobility Element.
2. An adopted Mobility Plan will provide a cohesive program of transportation system improvements and recommendations that will assist both the development community and Town Staff in planning transportation projects, with an emphasis on “feet first” travel.
3. The Mobility Plan will address all modes of transportation in Mammoth Lakes, such as pedestrian, bicycle, transit, trails, roads, and air service. The plan will also speak to transportation issues related to parking, safety, wayfinding, signage, and operations and maintenance.
4. The Public Works and Community Development Departments will be holding a series of community engagement events to collect input from the public about mobility and transportation issues, needs, and ideas.

- **Multi-Modal Mobility Café: Thursday, July 16**

This is a community conversation about getting around in Mammoth Lakes, and to learn how we can make it easier. The Café starts at 5:30 p.m. to 7:00 p.m. with an Open House starting at 4:30 p.m.

- **Community Safety and Mobility Café: Friday, July 17**

This is a community conversation about the impacts of mobility on public safety, including emergency response, snow management, and accident prevention. The Café starts at 5:30 p.m. to 7:00 p.m. with an Open House starting at 4:30 p.m.

- **Community Mobility Plan Open House and Trolley Tours: Saturday, July 18**

Participants will be able to provide comments on all aspects of transportation and mobility, including existing multi-modal infrastructure, near-term capital projects, and district and town-wide mobility issues at the Open House and on the Trolley Tours. The Open House starts at 10:00 a.m. to 5:00 p.m. (Open House); Trolley Tours: 11:00 a.m. and 2:00 p.m.

All events will be held in the old "Wild Willy's Arcade" in the Minaret Village Mall. For additional information, call *Jessica Morriss* at (760) 934-8989 ext. 225.

Chapter 9-O: Media alerts

Any media alerts related to the Mobility Plan public events were coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 9-P: Personal phone calls

Any personal phone calls made by TOML Staff or Mobility Commissioners related to the Mobility Plan public events were coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 9-Q: Spanish-language outreach

Any Spanish-language outreach related to the Mobility Plan public events was coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 9-R: Web, external

Per the terms of its consulting agreement with MLTPA, the TOML was to ensure that materials and/or links related to the public events would be posted on the TOML Web site. TOML staff also made information available at the following address:

<http://www.visitmammoth.com/mobility>.

Chapter 9-S: Web, MLTPA

The scope of work asked that MLTPA post a link to a TOML Web page containing information about the public events on its own homepage, <http://www.mltpa.org>, until the events were complete. MLTPA did not complete this task.

Chapter 10: Registration

Any pre-event or on-site registration for the Mobility Plan public events was coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 11: Videography

Any videography related to the Mobility Plan public events was coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.

Chapter 12: Volunteers

Any volunteer efforts related to the Mobility Plan public events were coordinated and managed by the TOML per the terms of its consulting agreement with MLTPA.