



## 2011 Measure R Fall Application Form

### APPLICANT INFORMATION

#### ORGANIZATION

**Name of Organization:** Town of Mammoth Lakes  
**Type of Organization (non-profit, HOA, Govt.):** Government  
**Contact Person:** Dave Wilbrecht, Town Manager  
**Organization's Address:** PO Box 1609, Mammoth Lakes  
**State / Zip:** CA 93546  
**Office Phone Number:** (760) 934-8989 ext. 226  
**Email Address:** [dwilbrecht@ci.mammoth-lakes.ca.us](mailto:dwilbrecht@ci.mammoth-lakes.ca.us)  
**Internet Address:** <http://www.ci.mammoth-lakes.ca.us/>

### PROJECT SUMMARY

**Name:** Dave Wilbrecht, Town Manager  
**Mailing Address:** PO Box 1609, Mammoth Lakes  
**State/Zip:** CA 93546  
**Home / Business Phone Number:** (760) 934-8989 ext. 226  
**Cell Phone Number:** —  
**Email Address:** [dwilbrecht@ci.mammoth-lakes.ca.us](mailto:dwilbrecht@ci.mammoth-lakes.ca.us)

#### PROJECT CONTACT PERSON

- 1. Name of Project:** Multi-Year Commitment of Measure R Funds to Enhance and Improve the Town of Mammoth Lakes' Component of a Mammoth Lakes Trail System
- 2. Project Category:** Trails
- 3. Project Type** Other If **Other** please describe: This application seeks a long-term commitment to programs and on-the-ground project implementation consistent with the Town's adopted Trail System Master Plan (2011). While no funds are requested from funds available for the Fall 2011 award cycle, this application requests the annual appropriation of an amount not to exceed \$300,000 from future Measure R funds. Please see "Attachment B: Project Concept Plan" for details on specific contingencies for the appropriation and allocation of funds.
- 4. Measure R Funds Requested:** **\$ 0.00\***  
**\*This amount should be the same as requested in the application.**

# PROJECT APPLICATION

## SECTION 1 - PRELIMINARY QUALIFICATIONS:

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- 1. Does the project live within the DRAFT Parks and Recreation Master Plan; DRAFT Trail System Master Plan and/or the RecStrats Implementation Plan?**

YES

If **YES**, please cite (page # & Section #): This project lives within the "Trail System Master Plan (2011)" (TSMP) as well as "RecStrats I: A Vision for Recreation in Mammoth Lakes" and "RecStrats II: Implementation Plan." Please see "Attachment A: Plan Citations" for full quotations and "Attachment B: Project Concept Plan" for relationships between specific citations and the project's scope of work. Citations for the TSMP are from the Draft TSMP (2009), as the final adopted version of the TSMP (2011) has not yet been made available to the public. With the concurrence of Town staff, citations have been provided from both RecStrats documents that have been adopted by Town Council.

- 2. Does the project/service meet the "Priorities & Principles" established by the Recreation Commission for the Fall 2011 Measure R Fall Funding cycle?**

YES

If **YES**, please cite: The project directly meets the following priorities established by the Recreation Commission: "1. Finish Parks, Trails and Recreation projects that remain incomplete; and 2. Plan for the future." The project meets all three principles established by the Recreation Commission: "1. Emphasis on visitor-driving projects; 2. Emphasis on cooperative efforts that significantly leverage Measure R funds; and 3. Projects must cite recommendations from the draft Parks and Recreation Master Plan (PRMP), the draft Trail System Master Plan (TSMP), and the RecStrats Implementation Plan."

- 3. Describe your project's service conceptual plan including the size, scope, type, design specifications, use, and budget, or budget document.** (This should be an attachment to the application titled: "Project Concept Plan.")

Please see "Attachment B: Project Concept Plan."

## SECTION 2 - PROJECT DESCRIPTION

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### 1. Project Location

#### A. If your project is Development (Design), Implementation (Construction), or Maintenance (Operational), what is the location (fields, Town or private property, etc...) of your project?

Projects and programs subject to development, implementation, and/or maintenance under the scope of this application will be located within the Town of Mammoth Lakes Planning Area/proposed Mammoth Lakes Trail System. Please see "Attachment C: MLTS Map" for further detail.

#### B. If your project is Contractual Services where will your services be provided?

Contractual services provided in support of projects and programs under the scope of this application, if any, will be located within the Town of Mammoth Lakes Planning Area/proposed Mammoth Lakes Trail System. Please see "Attachment C: MLTS Map" for further detail.

### 2. Do you have approval to use the location (fields, Town or private property, etc...) identified in this application?

NO

If YES, Please provide documentation of approval

If NO, describe how and when you will secure this approval? Approvals for use of some components of this application are subject to a process outside of the Measure R application process. Please see sections 1f and 2c of "Attachment B: Project Concept Plan" (pp. 2-4) for details.

### 3. Based upon your project type ("Project Summary" Question 3) who is / will be (organization & person) responsible for maintenance and operation upon completion of the project/service?

A. **Maintenance:** The Town of Mammoth Lakes

B. **Operation:** The Town of Mammoth Lakes

### 4. Will any Development (design) funds be required for your project or service?

YES

If YES, please describe what is required, when it's required, the timeline (schedule) and cost:

Please see the "Budget" section of "Attachment B: Project Concept Plan" (pp. 8-60) for details.

**5. Will any Implementation (construction) funds be required for your project or service?**

YES

If YES, please describe what is required, when it's required, the timeline (schedule) and cost:

Please see the "Budget" section of "Attachment B: Project Concept Plan" (pp. 8–60) for details.

**6. Will any Maintenance funds be required for your project or service?**

YES

If YES, please describe what is required, when it's required, the timeline (schedule) and cost:

Please see the "Budget" section of "Attachment B: Project Concept Plan" (pp. 8–60) for details.

**7. Will any Operational funds be required for your project or service?**

YES

If YES, please describe what is required, when it's required, the timeline (schedule) and cost:

Please see the "Budget" section of "Attachment B: Project Concept Plan" (pp. 8–60) for details.

**8. Will any Replacement funds be required for your project or service?**

YES

If YES, please describe what is required, when it's required, the timeline (schedule) and cost:

Please see the "Budget" section of "Attachment B: Project Concept Plan" (pp. 8–60) for details.

**9. Will there be Contractual Service hours used for any phase of your project?**

YES

If YES, please identify which phase, how many hours and the value of those hours:

Project tasks may be undertaken by a contractor at the discretion of the Town. A review of current Town staff work programs indicates that Town staff can't successfully undertake tasks identified in this application with their current capacity. The Town anticipates accomplishing the project's scope either fully or partially through amendments to existing contractual-services agreements (see "Attachment F: Consultant Agreement: MLTS Support"). See also "Attachment B: Project Concept Plan" for details.

**10. Will there be volunteer hours used for any phase of your project?**

YES

If YES, please identify which phase, how many hours and the value of those hours:

Please see the "Budget" section of "Attachment B: Project Concept Plan" (pp. 8–60) for details.

**11. Have any public funds (Town Funds – includes Measure R) been previously committed to this project/service or project site?**

YES

If YES, please identify amount and year of funding or award:

TOML Measure R Spring 2009: \$100,000

TOML Measure R Fall 2009: \$321,520

TOML Measure R Spring 2010: \$17,500

TOML Measure R Fall 2010: \$493,040

TOML General Fund: \$170,000

**12. Is Measure R your only funding source for this project/service?**

YES

If NO, provide amount and source of additional funds (You will be required to provide proof of this funding)

The long-term appropriation of Measure R funds will be applied specifically to the Town's component of a Mammoth Lakes Trail System (MLTS). This commitment is necessary to ensure that MLTS partners will be able to leverage private donations, state and federal grant funding, private foundation funding, and private-sector resources for the long-term benefit of an MLTS.

**13. Is your project/service going to have an impact (positive or negative) on existing use in the location you have identified?**

(Please Describe)

The projects and programs identified in this application's scope of work will have a positive impact on the landscape that supports a Mammoth Lakes Trail System and on the economy and community of Mammoth Lakes. Please see Section 3/Question 1, Section 3/Question 3, and Section 4 of this application for details.

**14. Describe your plan for how the Town of Mammoth Lakes will manage/maintain oversight of this project/service.**

The Town will manage/maintain oversight of the projects and programs identified in this application via a "Mammoth Lakes Trail System Coordinating Committee." As proposed in "Attachment D: IDOA" and pending further definition and approval by the Recreation Commission, this committee will be made up of an appointment from the Town Manager, two appointments from the Recreation Commission, one appointment from the Inyo National Forest, and the MLTPA Trails Coordinator. This body will be tasked with establishing MLTS program and capital priorities, including those for the Town's Capital Improvement Projects (CIP) and Capital Facilities and Financing Plan (CFFP) processes via the Recreation Commission, and with making recommendations to the Recreation Commission for implementation of the Trail System Master Plan (2011) and for program/project funding allocations, coordinating partner resources, and other responsibilities related to the management and oversight of a Mammoth Lakes Trail System. Please see "Governance – Track 3" of "Attachment D: IDOA" for details.

## SECTION 3 - PROJECT BENEFITS

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- 1. Describe how your project/service provides a measurable community benefit (incremental visits, revenue, etc.) to the residents and visitors of Mammoth Lakes?**

A Mammoth Lakes Trail System (MLTS), improved and enhanced by the Town over the long term, can be effectively marketed for the benefit of the community as an attractive network of outdoor-recreation opportunities that is seamless and efficient for visitor use and enjoyment; this will lead to higher levels of visitation and spur economic activity in the local economy. Private donations, business sponsorships/partnerships, and community fundraising in support of an MLTS can be effectively directed and leveraged into on-the-ground projects implemented and maintained through the Town's long-term financial commitment. A long-term financial commitment by the Town will further assure the community that their investment of public monies in an MLTS can continue for as long as the community desires, and that funding will not simply disappear in times of economic crisis.

- 2. Is your project/service available for limited or year-round use? (Please describe the use.)**

The tasks and deliverables identified in "Attachment B: Project Concept Plan" comprise a year-round program of outdoor recreation on a Mammoth Lakes Trail System that caters to four-season visitation opportunities.

- 3. Describe the economic benefits of your project/service.**

Given the intensity of competition between destination-resort towns, Mammoth Lakes is challenged to deliver a recreation environment unique not only in the Western United States, but in the world. Promotion of an MLTS and its exceptional caliber of recreation opportunities is key to the Town's ability to increase U.S. and foreign visitation to Mammoth Lakes, extend stays, and earn repeat business—all of which benefits the local economy by encouraging spending at Mammoth Lakes-based businesses and by collecting the revenue generated by sales tax on retail items purchased (Measure R) and transient occupancy tax on resort-lodging opportunities. Outdoor recreation drives every aspect of Mammoth Lakes' tourism-based economy, attracting millions of visitors each year. A common marketing strategy shared by local businesses and MLTS partners—which can be pursued only with the commitment by the Town to its component of an MLTS—will strengthen the impact of each partner's marketing efforts, resulting in more and better-informed guests who will share their enthusiasm for Mammoth Lakes with their personal networks, growing visitation and enhancing the local economy.

- 4. Please provide any additional information you would like the Recreation Commission to consider when reviewing your application.**

This application was prepared for the Town of Mammoth Lakes by MLTPA, the Mammoth Lakes Trails and Public Access Foundation. The responsibility for a timely submission of this application to the Measure R application process lies with the Town of Mammoth Lakes. MLTPA assumed all costs associated with the preparation of this application. No public funds were used in the preparation of this Measure R application.

## **SECTION 4 – PROJECT FEASIBILITY**

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**For any new project request not previously funded by Measure R, please complete the feasibility portion of your application that includes the demand, cost and feasibility analysis. The Recreation Commission may ask for a professional feasibility study conducted by a consultant depending on the cost and scale of your project.**

### **DEMAND ANALYSIS:**

#### **1. Competitive Supply Analysis**

- A. Provide a review of both direct and indirect competition and the strengths and weaknesses of the competition (SWOT) – identification of where the proposed project fits within the marketplace.**

Please see pp. 1–2 of "Attachment E: Project Feasibility" for details.

#### **2. Identification of Market Opportunity**

- A. Identify the long term opportunity that the project presents.**

The establishment of an MLTS that is recognized as the best destination trail system in the Western United States will provide both the Town and the community of Mammoth Lakes with a viable revenue-generating attraction to complement existing recreation attractions such as MMSA.

#### **3. Describe the targeted users of your project/service. (Include numbers of participants)**

Please see pp. 2–3 of "Attachment E: Project Feasibility" for details.

**4. Projected Multi-Year Demand Analysis**

**A. Provide the projected demand with assumptions.**

Please see pp. 3–4 of "Attachment E: Project Feasibility" for details.

**5. Projected Multi-Year Revenue Projections**

**A. Projected revenue with pricing assumptions.**

Please see p. 4 of "Attachment E: Project Feasibility" for details.

**COST ANALYSIS**

**1. Provide the estimated one-time of annual costs for each phase of your project or service. (Where applicable)**

<b>A. Land acquisition costs:</b>	N/A
<b>B. Equipment acquisition:</b>	N/A
<b>C. Site preparation/demolition and site prep costs:</b>	N/A
<b>D. Entitlement costs:</b>	N/A
<b>E. Architect and planning costs:</b>	\$48,550 (average over 5 years)
<b>F. Construction costs:</b>	N/A
<b>G. Operational costs:</b>	\$238,500 (average over 5 years), incl. Maintenance and Programming
<b>H. Maintenance costs:</b>	See Line G, above.
<b>I. Programming costs:</b>	See Line G, above.
<b>J. Other:</b>	N/A

## FEASIBILITY ANALYSIS

### 1. Project and Financial Assumption

#### A. Please state assumptions which are the basis of the pro forma development.

Length of stay: 2.3 nights

Daily spending: \$54

Activity participation: Hiking

### 2. Multi-Scenario Pro Forma's

#### A. Provide a number of pro forma scenarios to understand financial projects feasibility. Within this element it is recommended that a 5 year operating budget be developed.

A standard "pro forma" does not apply to this Measure R application, as there is no anticipation of profit. Please see "Attachment B: Project Concept Plan" for the project's scope (pp. 5–7) and a five-year budget for the proposed program (pp. 8–60).

### 3. Risk Analysis

#### A. Identify project risks.

- Continued poor national and state-level economic performance could reduce overall demand for the area.
- Decreased federal resources could further degrade facilities currently maintained by the Inyo National Forest (INF), which could further compromise the visitor experience.
- Increased competition from peer resort areas and other hiking trails/trail systems could reduce demand for the destination and an MLTS.
- The unknown impact of the current lawsuit settlement against the Town could negatively impact funding for the promotion of tourism, thus potentially reducing demand for the area.
- Geologic activity within the area could reduce interest in experiencing the outdoors.
- Unknown policy changes by the INF could have an impact on overall trail use.

**4. Project Schedule**

**A. Identify the necessary implementation tasks required for your project or service.**

Please see the “Project Scope” section of “Attachment B: Project Concept Plan” for an overview of the five-year program (pp. 5–7), or the “Budget” section of “Attachment B: Project Concept Plan” for specific project tasks and deliverables (pp. 8–60).

**5. Quality of Life Analysis**

**A. Identify positive and negative project effects on the quality of life for the community of Mammoth Lakes.**

Positive Impacts:

- Provides the Mammoth Lakes community with a trail system that is worthy of this place and that encourages local stewardship, community participation, and engagement.
- Provides a source of local community pride and ownership.

Negative Impacts:

- Potential for overcrowding and diminished experience if the attraction is not managed properly.

# **Attachment A: Plan Citations**

## Draft Trail System Master Plan (2009) Citations

### PLANNING

#### Strategic Planning

#### MLTS Strategic Plan

*pp. 15–16, Section 1.1*

##### **1.1. Vision**

The Town of Mammoth Lakes Trail System Master Plan was conceived as a way to guide the development of an extensive, integrated, year-round trails network for the Town of Mammoth Lakes which will improve mobility and quality of life for residents, and provide the widest range of outdoor experiences for both residents and visitors. The trails network will also support sustainable economic development, allowing Mammoth Lakes to grow its economy while maintaining the desirable characteristics that have brought residents and visitors here in the first place. Every aspect of this planning process is rooted in the following guiding principles:

In the early months of 2007, the Mammoth Lakes Trails and Public Access Foundation (MLTPA) initiated an effort to update the Town's then current trails plan ("Mammoth Lakes Trail System Plan – 1991"). MLTPA convened a multi-partnered task force to identify the potential scope and costs of such an effort. The resulting "Planning Proposal" detailed a summary of program goals and objectives for a trails planning process in Mammoth Lakes and was used to attract a variety of partners to a proposed Concept and Master Planning (CAMP) trails planning effort. Three partnership groups were identified: Jurisdictional Partners (the United States Forest Service and the Town of Mammoth Lakes); Funding Partners (the Town of Mammoth Lakes, Mammoth Mountain Ski Area LLC, MLTPA, and "The Developers" Forum, a joint effort of MLTPA and the Mammoth Lakes Chamber of Commerce); and Planning Partners (the Town of Mammoth Lakes, Mammoth Mountain Ski Area, the United States Forest Service, and MLTPA). These partners and other regional agencies, including Mono County and Caltrans, are signatories to the "Mammoth Lakes Trails and Public Access Memorandum of Understanding," an MOU initiated by MLTPA for regional co-operation on trails efforts, including trails planning.

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**Attachment A: Plan Citations**

*pp. 16–17, Section 1.2*

**1.2.1. Trails Network**

**Goal 1:** Develop a plan for an integrated year-round trail network that provides for a seamless transition between the Town of Mammoth Lakes, the Mammoth Mountain Ski Area, and the surrounding federal lands (USFS).

**Objective 1.1:** Identify improvements for signage, wayfinding and amenities throughout the existing network.

**Objective 1.2:** Close gaps in the existing network.

**Objective 1.3:** Expand the network within the Urban Growth Boundary to provide access to new destinations, activities and experiences from both public and private property.

**Objective 1.4:** Identify locations for potential recreation nodes and public access easements that will enhance connections between Town and surrounding public lands for summer and winter recreation.

**Objective 1.5:** Identify preferred summer and winter uses for each segment in the network.

**Objective 1.6:** Provide design guidelines that will minimize user conflicts, provide for sustainability, and reduce maintenance needs.

**Objective 1.7:** Provide uniform signage and wayfinding along the network and at all recreation nodes.

**1.2.2. Mobility**

**Goal 2:** Develop a plan that enhances mobility in a way that is consistent with the Town's "Feet First" strategy.

**Objective 2.1:** Identify necessary improvements to improve pedestrian safety, convenience and comfort.

**Objective 2.2:** Update the General Bikeway Plan and develop an on-street bikeway network that enhances bicyclist safety, convenience and comfort.

**Objective 2.3:** Ensure that pedestrians and bicyclists can access the public transit system safely, conveniently and comfortably; and that public transit serves all key recreation nodes.

**Objective 2.4:** Provide the information necessary for residents and visitors to navigate around town on foot, bicycle and transit.

**1.2.3. Implementation**

**Goal 3:** Create a plan that clearly identifies the projects and programs necessary for implementation.

**Objective 3.1:** Provide specific lists of projects that the Town of Mammoth Lakes can incorporate into the Capital Improvement Program. Complete the near-term projects identified in the Trail System Master Plan in the next two years.

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*p. 114, Recommendation G5*

**Recommendation G5: Trail-Oriented Development (TrOD)**

Trail-oriented development is an emerging concept formulated to make trails more useful for transportation and to link them with jobs and typical economic activities. While “trail” is used here as a general term, TrOD tends to focus on development opportunities along paved multi-use paths. It is an alternative to typical auto-oriented development—and similar to pedestrian-oriented development—in that it requires that public access be provided and encouraged between paved pathways and adjacent development. One way to encourage TrOD is to use overlay zoning or use-permit requirements along a trail corridor that requires property owners to maintain and enhance access between a multi-use path and surrounding land uses. This should include, but not be limited to, connections between the trail and any future roadways and residential developments adjacent to the path. Urban design guidelines for the “trail zone” can require new development to be physically oriented toward the path by providing—at a minimum—a secondary entrance with a connecting footpath and bicycle parking that faces the trail. Guidelines should prohibit developments that “turn their back” to the multi-use path by placing fencing between the path and the development or by placing undesirable elements such as dumpsters on the trailside end of the property. In the Town of Mammoth Lakes, opportunities for TrOD include the Neighborhood District Planning (NDP) process and upcoming developments. The Community Development Department should require TrOD in NDPs for parcels adjacent to existing for future MUPs. The new Civic Center should encourage non-motorized access by providing entrances with bicycle parking facing the Main Path segment at the northern end of the development. Entrances to the Mammoth Crossing development at the southeast corner of Minaret and Lake Mary Road should be oriented toward the Lake Mary Road Path and provide high quality and visible bicycle parking for summertime path users. For example, buildings in the Snowcreek VIII development should be oriented toward sidewalks and multi-use paths as part of that development. Other opportunities are largely situated on the eastern end of Town where the Main Path traverses institutional, public and industrial areas.

*p.115, Recommendation G9*

**Recommendation G9: Trail and Mobility Needs**

The recommended trail system provides both recreational and mobility benefits. However, access to the trail system is part of a larger mobility issue and should be addressed by the Mobility Commission. Recommendations in this plan regarding bus access to recreation nodes and winter maintenance of sidewalk and trail facilities should be considered by the Mobility Commission for inclusion in future mobility planning efforts.

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**Attachment A: Plan Citations**

*pp. 174–175, Section 5.2.15*

**5.2.15. Strategic Implementation Plan**

To successfully implement the new wayfinding system along a section of trail, the following schedule of activities/tasks should be completed:

- Inventory of existing and legacy signage systems(s) and analysis as to their desirability for potential inclusion in a new system or removal from field.
- Confirmation of circulation patterns and access points
- Development of a destination list with nomenclature recommendations
- Approval of all information aspects of the program
- Development and review of initial design concepts
- Design direction selection and further development
- Development and refinement of a Sign Message Schedule and Sign Location Plans
- Complete inventory of existing signage Discussion with all participating jurisdictions and agencies concerning the implementation of the plan

Once approvals have been given on the above, the following activities are required to complete the implementation of the complete wayfinding system:

- Documentation of the signage system for pricing and fabrication
- Bidding
- Fabrication period
- Installation period
- Preparation of the final signage reference document

Exact timing would be determined by the progress and complexity of the project as it develops along with scheduled reviews by the project team. Typically, the bidding, fabrication and installation activities take thirteen to fifteen weeks.

## **Collaborative Processes**

### **Lakes Basin Working Group**

*p. 116, Recommendation G13*

**Recommendation G13: Summit Process**

Through the public comment process of this plan it became evident there were key issues that could not, and probably should not, be resolved through this document. The concept of summits is being proposed as a means of engaging

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**Attachment A: Plan Citations**

the community, including users, policy-makers and advocates, in a process to address and resolve these key issues. Key issues identified for winter summits include pedestrian-friendly snow management of trails and sidewalks, Nordic system development and programming with jurisdictional support, and snowmobile access within the UGB and beyond. Summer summit issues include soft-surface trail development, motorized access within the UGB and beyond, equestrian system trail development and hiking trail development. The summits intend to address these issues individually. The process will explore perceived conflicts and their reality, review interface issues, identify opportunities for improved experiences and determine resolutions and/or potential policies as needed. The structure of the summits will include public discussions that will review existing conditions and the identification of issues contained within these conditions, develop concepts for potential resolution to constraints, form consensus and/or agreements to pursue and identify actions steps for implementation of resolution. It is anticipated that the summits will be hosted by the Town with outreach and facilitation support provided by MLTPA. A final list of summits will be developed early winter 2009 with convening of summits to begin shortly thereafter. Results of summits may be incorporated as amendments to the Trail system Master Plan as necessary.

*p. 141, Recommendation INT1*

**Recommendation INT1: General Interface Considerations**

The areas where soft-surface trails and backcountry areas interface with paved facilities and the urbanized areas of Town should be addressed with great care. Efforts should be made to enhance existing interfaces and develop additional ones as the trail system expands. The recommendations below specifically address interface issues involving MMSA mountain bike trails. Other key interface areas that should be evaluated are the connections between Town and both ends of the Mammoth Rock Trail, the interface between the Lake Mary Road Bike Path and Mammoth Rock Trail, and access/egress issues at Shady Rest and the Hidden Lake/Sherwins area. This effort should also include an analysis of all GIC points on the Urban Growth Boundary (UGB) to identify opportunities for easements and their inclusion in the system of nodes as described in other parts of the Trails Master Plan. Additionally, partnerships between TOML, USFS and MMSA should be developed to address safety issues at interface areas through a combination of rerouting, signage, education, alternative facilities and other methods, as necessary. Trail routing and signage should make it clear where and how trail users are expected to safely transition between soft-surface trails and paved trail facilities or roadways. Appropriate warning signage should be added as necessary to alert other trail and roadway users.

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**Attachment A: Plan Citations**

## **DESIGN**

### **Guidelines and Standards**

#### **MLTS Standards Manual Updates**

*p.112, Recommendation G1*

##### **Recommendation G1: Consistent Naming Conventions**

In order to ensure that the trails network is navigable and user-friendly, it is imperative that the naming conventions used are consistent, concise and descriptive. This applies especially to the naming of nodes, pathways and trails. The names of nodes should be brief while providing a first-time user with an idea of the geographic features or experiences that can be accessed from that node. Names with descriptors such as “Lake George”, “Mill City”, “Earthquake Fault”, or “Mammoth Creek” accomplish this, while “Sawmill Cutoff Winter Road Closure” and “Barrow Pit/ Kerry Meadow Access at Sherwin Creek Road” do not. Also, the terms “path” and “trail” should NOT be used interchangeably. The term “path” should be used to describe only paved off-street facilities that can be classified as Class I Bike Paths/Multi-Use Paths. Facilities constructed with decomposed granite may also be called “paths”. “Trail” may be used generally to describe all paved and unpaved facilities as part of a single system (i.e. “trail system” or “trails master plan”). When used specifically, the “trail” should only describe unpaved facilities using natural or soft-surface materials. “Trail” may also be used to describe wooden boardwalk facilities through environmentally-sensitive areas. On-street bikeway facilities should be identified using their descriptive terms rather than their technical classifications used in the California Highway Design Manual (i.e. Class I, II, & III). This means using only the terms “bike lanes” and “bike routes”, rather than “Class I” and “Class II” facilities. The use of classifications is problematic for many reasons. First of all, the technical bikeway classifications are non-descriptive and provide no clue as to what that facility looks like on the ground. The standard signage for these facilities say “bike lane” and “bike route”, not Class I and Class II. Secondly, they infer that some classes of facility are inherently superior to others in terms of level of service to cyclists, when the true level of service can be determined only by context, not facility type. Thirdly, these classifications are only used in the State of California and will be unfamiliar to most other national and international visitors. The classifications are widely misunderstood even in California, and should only be used internally if necessary for engineering purposes. “Bikeways”

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is a general term that encompasses all types of bicycle infrastructure. The term is best used when discussing different types of facilities in plurality or at the system level. A sidewalk should only be called a “sidewalk”, unless it has been built to the standards of a Class I Bike Path facility per the California Highway Design Manual, in which case it should be called a “path” or “multi-use path”. Also see Signage and Wayfinding (Chapter 5).

*p. 114, Recommendation G3*

**Recommendation G3: Uniform Trail Signage**

All multi-use paths and soft-surface trails should have uniform signage. “Trail guide signs” should be used at all trail intersections or other locations where there may be confusion caused by unofficial trails or where the intended path becomes less apparent. “Assurance markers” should also be developed and placed periodically along all official trails. These markers should have unique identifiers that can be used by emergency responders to locate trail users in need of assistance. Identifiers should be easy to remember –color coding and the use of mileage—would be better than placing more complex information such as GPS coordinates. Once in place, the GPS coordinates for each unique assurance marker can be placed in a database for use by emergency services. The following section on recreation nodes will provide a recommendation for uniform nodal signage. The signage and wayfinding chapter (Ch. 5) developed by Corbin Design provides a more detailed analysis and recommended designs for most recommended signage types. Assurance markers will have to be designed separately. It should be noted that signage and wayfinding programming will be taking place in a multi-jurisdictional environment and that specific and documented buy-in by the various partners will be necessary in advance of an engaged effort for developing and implementing a system.

*p. 115, Recommendation G8*

**Recommendation G8: Design Guidelines**

The Town of Mammoth Lakes should revise Public Works Standard Plans as needed to ensure consistency with the Design Guidelines described in Chapter 6 of this Trail System Master Plan.

*p. 118, Recommendation N3*

**Recommendation N3: Uniform Nodal Signage**

Promptly following the adoption of this plan the Town of Mammoth Lakes should work with the Forest Service and MMSA to begin providing uniform signage at all identified recreation nodes. The “Portal Identification Marker” should be used at all portals, parks and trailheads and should be placed on all

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approaching roadways and paved multi-use paths. These signs are large and oriented toward motorist or paved path users to alert them to the location of major nodes where automobile parking and restroom facilities are provided. The “Trail Information Kiosk” should be used at all portals, parks, trailheads, and access/egress points. However, the “Trail Information Kiosks” are designed at a scale where they can only be viewed by trail users and should be located at the points where trails begin. In some cases there will be multiple trails beginning at different locations around a single portal, park or trailhead. In these cases, “Trail Information Kiosks” should be located at the beginning of each trail.

Other types of signage such as “Trail Guide Signs” and “Assurance Markers” will be used along the trails themselves, but not necessarily at recreation nodes. Many of the recreation nodes—especially portals—have existing unique signage that will need to be maintained. Uniform nodal signage should be sited in such a way that it does not interfere with—or get lost among—existing signage. Detailed designs for all signage types can be found in Chapter 5: Signage and Wayfinding. An inventory of existing trail signage should be conducted in advance of implementation of any new system.

*pp. 165–184, Chapter 5*

**CHAPTER 5. SIGNAGE & WAYFINDING**

The following chapter details Corbin Design’s analysis of the existing conditions, challenges and requirements of the Town of Mammoth Lakes trail system signage. As the Town of Mammoth Lakes undergoes substantial development, use of the extensive trail system is growing, and the Town has made a significant commitment to work to connect its visitors and residents with nature through signage and wayfinding. It should be noted that trail system signage and wayfinding implementation will need to occur with recognition of a variety of jurisdictions and of other signage systems already in place, including MMSA, USFS, and TOML Municipal.

*p. 174, Section 5.2.14*

**5.2.14. Trail Naming**

Trails are easier to find if the name of the trail is carefully defined. Aligning trail names with an existing vernacular that is comfortably used for either a nearby road that supports primary access to the trail or a famous landmark in or near the trail will help users develop a mental map that locates the position of the trail within the environment. Also see Recommendation G1: Naming Conventions.

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*pp. 185–243, Chapter 6*

**CHAPTER 6. DESIGN GUIDELINES**

This chapter contains Design Guidelines for the application of bicycle, pedestrian and trail facilities. These are not engineering specifications and are not intended to replace existing applicable mandatory or advisory standards, nor the exercise of engineering judgment by licensed professionals. The document provides information and concepts relevant to the design of bicycle, pedestrian and trail facilities in the Town of Mammoth Lakes. Where applicable the existing relevant standards and specifications have been referenced. In certain cases some material and recommendations contained herein fall outside current standards but are of sound principle and have been employed successfully in many communities throughout the United States and abroad. Other treatments are purely conceptual and were developed to address specific local issues. These conceptual treatments should be implemented on an experimental basis. Any facilities to be built that fall outside the applicable state and local standards will require the approval of the Director of Public Works.

This chapter is organized in the following sections:

- Multi-Use Paths
- On-Street Bicycle Facilities
- Bicycle Parking
- Pedestrian Facilities
- Soft-Surface Trails
- Easements

Each section discusses the standard facility design as well as variations on that design that may be applicable to the Town of Mammoth Lakes. Ancillary features and supporting design elements such as crossings, signage and signalization treatments are also provided.

## **Trail Alignment Studies**

### **1. SHARP Trails Technical Committee**

*p. 116, Recommendation G13*

**Recommendation G13: Summit Process**

Through the public comment process of this plan it became evident there were key issues that could not, and probably should not, be resolved through this document. The concept of summits is being proposed as a means of engaging

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the community, including users, policy-makers and advocates, in a process to address and resolve these key issues.

Key issues identified for winter summits include pedestrian-friendly snow management of trails and sidewalks, Nordic system development and programming with jurisdictional support, and snowmobile access within the UGB and beyond. Summer summit issues include soft-surface trail development, motorized access within the UGB and beyond, equestrian system trail development and hiking trail development.

The summits intend to address these issues individually. The process will explore perceived conflicts and their reality, review interface issues, identify opportunities for improved experiences and determine resolutions and/or potential policies as needed.

The structure of the summits will include public discussions that will review existing conditions and the identification of issues contained within these conditions, develop concepts for potential resolution to constraints, form consensus and/or agreements to pursue and identify actions steps for implementation of resolution.

It is anticipated that the summits will be hosted by the Town with outreach and facilitation support provided by MLTPA. A final list of summits will be developed early winter 2009 with convening of summits to begin shortly thereafter. Results of summits may be incorporated as amendments to the Trail system Master Plan as necessary.

*p. 150, Recommendation SS1*

**Recommendation SS1: Snowcreek Meadow Trail**

The Town should evaluate the potential to use its 40-foot drainage easement to install a six-foot-wide low-impact boardwalk through the Snowcreek Meadow. This project will reduce opportunities for trail braiding and the associated damage to vegetation. It will also provide accessibility for users of wheelchairs.

*p. 150, Recommendation SS2*

**Recommendation SS2: Summer Soft-Surface Trails outside the UGB**

Implement the soft-surface trails outside the UGB shown in Map 4-7. Many of these trails are carried forward from the 1991 Trail System Plan and are described in more detail in Attachment A. Others have been modified slightly to provide a more desirable or environmentally-sound conceptual alignment. All soft-surface trail alignments are conceptual and subject to change based on

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feasibility. Also, consider implementation of trail options described in the Sherwin Area Trails Special Study, included as Attachment B to this report.

**2. Lakes Basin Trails Technical Committee**

**3. Shady Rest/Inyo Craters Trails Technical Committee**

*p. 116, Recommendation G13*

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It is anticipated that the summits will be hosted by the Town with outreach and facilitation support provided by MLTPA. A final list of summits will be developed early winter 2009 with convening of summits to begin shortly thereafter. Results of summits may be incorporated as amendments to the Trail system Master Plan as necessary.

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## **Project Design**

- 1. SHARP Trails Project Design**
- 2. Lakes Basin Trails Project Design**
- 3. Shady Rest/Inyo Craters Trails Project Design**

*pp. 165–184, Chapter 5*

### **CHAPTER 5. SIGNAGE & WAYFINDING**

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*pp. 185–243, Chapter 6*

### **CHAPTER 6. DESIGN GUIDELINES**

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## **IMPLEMENTATION**

### **Project-Based Environmental Analysis**

#### **1. SHARP Trails Environmental Analysis**

#### **2. Lakes Basin Trails Environmental Analysis**

#### **3. Shady Rest/Inyo Craters Trails Environmental Analysis**

*p. 229, Section 6.6.1*

#### **Trail Routing Specifications by Soil Type**

The Mammoth region has unique soil characteristics that present particular trail development challenges. To mitigate potential undesirable environmental impacts additional guidance is necessary to assure that each trail is located in the correct soil to sustain the proposed Trail Management Objective (TMO).

*pp. 231–232, Section 6.6.1*

#### **Trail Design Considerations**

#### **Sustainable Trails Discussion**

A sustainable trail balances many elements. It has very little impact on the environment, resists erosion through proper design, construction, and maintenance, and blends with the surrounding area. A sustainable trail also appeals to and serves a variety of users, adding an important element of

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recreation to the community. It is designed to provide enjoyable and challenging experiences for visitors by managing their expectations and their use effectively.

Adhering to the following trail design and construction guidelines for the Mammoth region will allow for a high-quality recreational experience for trail users while protecting the natural beauty and environmental integrity of the region.

**Preferred Use**

While many trails are managed as open to a variety of user types, construction and maintenance guidelines should follow those specified for the preferred use. Typically, the preferred use for a trail will be the use type that requires the highest level of construction and maintenance.

**Trail Management Objectives**

Establishing a TMO prior to designing or constructing a trail will assure that it meets the overall goals of the plan and adheres to the highest principals of sustainability.

**Best Routing Location (BRL) Principals**

BRL for the preferred user(s) and environmental sustainability are as follows:

**Environmental Considerations**

- Avoid wet meadows and wetlands.
- Avoid hazardous areas such as unstable slopes, cliff edges, faults, crevasses, embankments and undercut streams, and avalanche prone zones (in the winter).
- Avoid sensitive or fragile historic sites.
- Avoid trail routing that encourages shortcutting. Use natural topography or features to screen short cuts.
- Avoid routing trails too close to other trail systems to minimize trail proliferation and user conflict.

**Mountain Bike Trails**

- Type 2 trails should be located in steep and rugged terrain or in remote areas of varied topography.
- Type 3 and 4 trails may be located on existing or old road grades where standards are not exceeded.

**Equestrian Trails**

- Type 2 equestrian trails in the Mammoth region should be located on primarily flat loose soils, where user impacts will be lessened and

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encounters with incompatible users can be minimized through reduced speeds and good sightlines.

- Equestrian use should be supplemented with connecting Type 3 and 4 trails located on existing or old road grades where standards are not exceeded.

**Hiking Trails**

- Type 1 trails should be located in drainages where terrain is not suitable for other uses.
- Type 2 trails should be located on sideslopes and in canyons where there is the greatest opportunity for elevation gain.
- Hikers are drawn by destinations (views, peaks, interpretive sites) so focus trail routes on these special landscape features.
- Type 3 and 4 trails should be located to provide short walks to a main destination accessible by users of all abilities.

**Easements/Access Negotiations  
Sherwins Egress**

*p. 115, Recommendation G9*

**Recommendation G9: Trail and Mobility Needs**

The recommended trail system provides both recreational and mobility benefits. However, access to the trail system is part of a larger mobility issue and should be addressed by the Mobility Commission. Recommendations in this plan regarding bus access to recreation nodes and winter maintenance of sidewalk and trail facilities should be considered by the Mobility Commission for inclusion in future mobility planning efforts.

*p. 116, Recommendation G10*

**Recommendation G10: Future Access Easements**

The Town of Mammoth Lakes should study the potential to acquire additional easements to improve recreational access to public lands. An analysis of land ownership and recreational access potential at all GIC points along the UGB would be an important first step in this process.

## **Project Implementation/Construction**

### **1. SHARP Trails Implementation/Construction**

### **2. Lakes Basin Trails Implementation/Construction**

### **3. Shady Rest/Inyo Craters Trails Implementation/Construction**

### **4. Signage and Wayfinding Projects**

*p. 17, Section 1.2.3*

#### **1.2.3. Implementation**

**Goal 3:** Create a plan that clearly identifies the projects and programs necessary for implementation.

**Objective 3.1:** Provide specific lists of projects that the Town of Mammoth Lakes can incorporate into the Capital Improvement Program. Complete the near-term projects identified in the Trail System Master Plan in the next two years.

*p. 26, Section 2.2*

#### **2.2. Jurisdictional Issues**

The agencies with the most direct jurisdiction over the facilities discussed in this plan are the Town of Mammoth Lakes, the U.S. Forest Service, and Caltrans.

*p. 265, Section 8.1*

#### **8.1. Phasing**

The projects identified in the plan as “Near-Term” will be implemented first. Other recommended projects will be implemented as opportunities arise and funding becomes available. The Town of Mammoth Lakes should continue to work with local stakeholders, non-profit organizations and agency partners to identify priority projects. The Town should develop a process for prioritizing recommended projects based on public input, funding availability, and the ability of the project to add immediate value to the existing trail system. Project that complete the Main Path “Loop” should receive high priority. Projects that will provide clear and immediate benefits for public safety should also be prioritized. There should be flexibility built into the prioritization process in order to enable the Town of Mammoth Lakes to respond effectively and efficiently to changing needs. Project prioritization and phasing will ultimately be determined through the Master Facility Plan (MFP) process. The MFP establishes capital projects that the Town desires to implement in the future. The MFP contains a schedule of Project Cost Estimates that cover a five year projection of financing and a needs list that allocates what funding comes from Developer Impact Fees (new development) as well as what is needed from other sources (existing development). The Capital Improvement Projects list is informed by the MFP.

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**OPERATION**

**Management Plan**

**MLTS Management Program**

*p. 24, Section 1.3.10*

**1.3.10. MLTPA MOU**

The Mammoth Lakes Trails and Public Access Memorandum of Understanding, or MLTPA MOU, is a non-binding document whose purpose is to ‘...establish and provide a working public/private cooperative framework, or collaborative planning process, directed toward the establishment and maintenance of a system of public trails providing reasonable access to and enjoyment of public lands that are both within and surround the Town.’ The MLTPA MOU further defines the area of influence as follows: ‘The Town’s Area of Influence consists of approximately 125 square miles of land surrounding the Town. Subject to more precise planning or mapping, that shall become the Area of Influence for the application of this MOU and any agreements among the parties, or any of them, which may come about as a result of this MOU.’ As of January 1, 2009, signatories to the MLTPA MOU are as follows: Inyo National Forest, Town of Mammoth Lakes, County of Mono, Mammoth Community Water District, Mammoth Lakes Fire Protection District, Mammoth Mountain Ski Area, California Department of Transportation, the Mammoth Lakes Trails and Public Access Foundation, and Friends of the Inyo.

*p. 116, Recommendation G12*

**Recommendation G12: Coordination with Local Non-Governmental Organizations**

The Town of Mammoth Lakes should seek opportunities to form partnerships with local non-governmental organizations that may be able to assist in the planning, development and/or maintenance of the trail system.

*p. 293, Glossary of Terms*

**Trail Management Objectives (TMOs)** – Trail Management Objectives (TMOs) are fundamental building blocks for trail management. TMOs tier from and reflect forest plan, travel management and/or trail-specific management direction. TMOs synthesize and document, in one convenient place, the management intention for the trail, and provide basic reference information for subsequent trail planning, management, condition surveys, and reporting.

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## **Governance**

### **MLTS Coordinating Committee**

*p. 24, Section 1.3.10*

#### **1.3.10. MLTPA MOU**

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*p. 116, Recommendation G11*

#### **Recommendation G11: Trail Coordinator**

The Town of Mammoth Lakes should consider the creation of a Trail Coordinator position. The Trail Coordinator’s responsibilities could include oversight for the implementation of this Trail System Master Plan, ensuring that all future planning and infrastructure development efforts in the area are consistent with this Trail System Master Plan, and coordinating with relevant partner agencies and organizations.

*p. 116, Recommendation G12*

#### **Recommendation G12: Coordination with Local Non-Governmental Organizations**

The Town of Mammoth Lakes should seek opportunities to form partnerships with local non-governmental organizations that may be able to assist in the planning, development and/or maintenance of the trail system.

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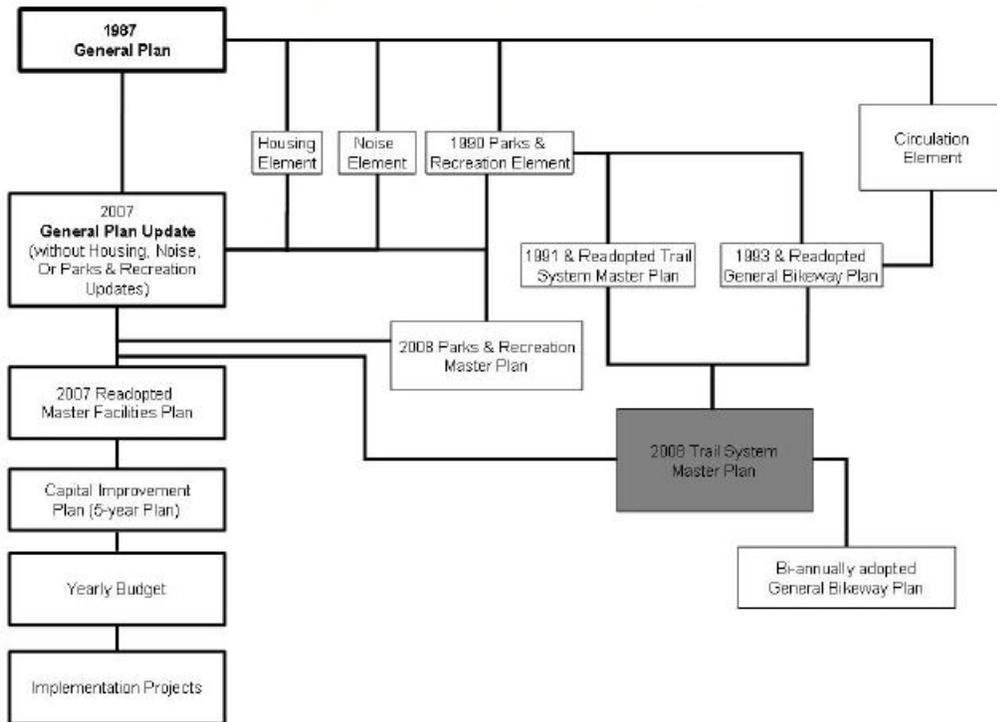
**MLTS Facilities for TOML CIP**

*pp. 18–24, Section 1.3*

**1.3. Existing Plans, Policies and Data Sources**

The Mammoth Lakes Trail System Master Plan will build on and conform to existing plans and policies. This section describes the key planning and policy documents and their relationship to the Mammoth Lakes Trail System Master Plan. In summary, the Mammoth Lakes Trail System Master Plan will conform to the Town’s Vision Statement and General Plan; carry forward and replace the recommendations from the General Bikeway Plan and the 1991 Trail System Plan; and be informed by the Physical Development and Mobility Plan/Study and the Parks and Recreation Master Plan.

**Figure 1-1. Relationship of Trail System Plan to other Town Plans and Processes**



**1.3.1. Town of Mammoth Lakes General Plan (2007)**

The General Plan is the key document guiding development and the provision of public services in TOML. It provides a broad community vision and detailed lists of goals and policies to guide development. Many of the goals and policies listed in the General Plan are addressed through this Mammoth Lakes TSMP. Most specifically, the General Plan calls for the development of a “Master Plan for an integrated trail system.” Figure 1-2 shows the General Plan goals that are most

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directly linked to this effort. The Mammoth Lakes TSMP conforms to these and all other goals and policies of the General Plan. As a component of the 2007 General Plan Update, the Mammoth Lakes Town Council established land use policies creating a Neighborhood District Planning (NDP) process, a series of land use planning efforts for identified “neighborhood districts” within the Town of Mammoth Lakes. These Neighborhood District Plans were not designed to be coordinated with the CAMP trails planning effort. It was determined that the individual Neighborhood District Plans would provide trail and public access planning within the boundaries of the individual districts and ensure connectivity to neighboring districts, existing infrastructure, and be coordinated with the recommendations of the Trail System Master Plan. The NDP process is described in more detail in section 1.37.

**Figure 1-2. General Plan Community Vision and Selected Goals**

**Community Vision**

Surrounded by uniquely spectacular scenery and diverse four-season recreational opportunities, the community of Mammoth Lakes is committed to providing the very highest quality of life for our residents and the highest quality of experience for our visitors.

To achieve this vision, Mammoth Lakes places a high value on:

1. Sustainability and continuity of our unique relationship with the natural environment. As stewards, we support visitation and tourism as appropriate means to educate and share our abundant resources. We are committed to the efficient use of energy and continuing development of renewable resources.
2. Being a great place to live and work. Our strong, diverse, yet cohesive, small town community supports families and individuals by providing a stable economy, high quality educational facilities and programs, a broad range of community services and a participatory Town government.
3. Adequate and appropriate housing that residents and workers can afford.
4. Being a world-renowned year-round resort community based on diverse outdoor recreation, multi-day events and an ambiance that attracts visitors.
5. Protecting the surrounding natural environment and supporting our small town atmosphere by limiting the urbanized area.
6. Exceptional standards for design and development that complement and are appropriate to the Eastern Sierra Nevada mountain setting and our sense of a “village in the trees” with small town charm.
7. Offering a variety of transportation options that emphasize connectivity, convenience and alternatives to use of personal vehicles with a strong pedestrian emphasis.

**Parks, Open Space, and Recreation**

Trail System

P.3 GOAL: Create a Master Plan for an integrated trail system that will maintain and enhance convenient public access to public lands from town.

Connected Throughout

P.5 GOAL: Link parks and open space with a well-designed year-round network of public corridors and trails within and surrounding Mammoth Lakes.

**Mobility**

In-Town Transportation

M.3 GOAL: Emphasize feet first, public transportation second, and car last in planning the community transportation system while still meeting Level of Service standards.

Walking and Bicycling

M.4 GOAL: Encourage feet first by providing a linked year-round recreational and commuter trail system that is safe and comprehensive

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**1.3.2. Trail System Plan (1991)**

The 1991 Town of Mammoth Lakes Trail System Plan outlined the development of a trail system comprised of a paved “Main Path” forming a loop around town and a series of “Future/Alternative” trails extending out from the Main Path into the Mammoth Mountain Ski Area and other National Forest Lands. The plan described the primary uses to be accommodated on the Main Path as walking, jogging, mountain biking, cross-country skiing and road biking. Much of the “Main Path” system described in this plan has since been constructed. The recommendations of the 1991 Trail System Plan will be evaluated and considered for inclusion in the Trails Master Plan. Once adopted, this Trails Master Plan will replace the 1991 Trail System Plan.

**1.3.3. General Bikeway Plan (1995-2008)**

The General Bikeway Plan was originally developed and adopted in 1995. The plan has since been amended and/or readopted in 1996, 1997, 2002, and 2008. The primary purpose of these amendments and re-adoptions has been to renew its eligibility for Bicycle Transportation Account funding from Caltrans. The recommendations in the General Bikeway Plan have been evaluated and considered for inclusion in this TSMP. However, due to bi-annual updating requirements, the GBP will not be replaced by this document.

**1.3.4. Sidewalk Master Plan (1997/2003)**

The Sidewalk Master Plan for the Town of Mammoth Lakes was developed in 1997 and updated in 2003. As part of the 2003 update, the Planning Commission determined that the plan is exempt under the California Environmental Quality Act (CEQA). The plan recommends sidewalks on both sides of most major roadways or areas with high pedestrian activity. The plan recommends sidewalks on only one side of most collector streets or those that provide access to schools or other major destinations. While this Trail System Master Plan discusses sidewalk infrastructure in the context of providing access to the recreational trail system, any recommendations related to sidewalk infrastructure would need to be evaluated and adopted in a future revision of the Sidewalk Master Plan before they can be implemented.

**1.3.5. Physical Development and Mobility Study (2006)**

Originally the “Physical Development and Mobility Plan”, this document started off as a planning effort to coordinate land use and transportation planning with other community goals such as open space, recreation, and environmental sustainability. The document describes the latest planned development, trails and mobility projects. It also provides updated roadway cross-sections and assigns departmental responsibility for each element of implementation. Since the document was never adopted by the Town Council as a “Plan”, it retains the official title of “Study”. The Town will be initiating a new mobility planning effort

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for adoption by the Town Council in 2009. The relevant recommendations in this TSMP will be considered in the forthcoming mobility planning effort.

**1.3.6. Draft Parks and Recreation Master Plan (2008)**

The Town of Mammoth Lakes Draft Parks and Recreation Master Plan is being developed concurrently with the Mammoth Lakes Trail System Master Plan. It will provide guidance for enhancing existing parks and developing new park facilities for recreation and enjoyment.

**1.3.7. Neighborhood District Plans**

A Neighborhood District Plan (NDP) is a planning tool used to assist the Town of Mammoth Lakes in the evaluation, analysis and processing of permit applications for Major Land Use Developments. The NDP process is designed to help determine whether a development project is consistent with the goals and objectives of the General Plan and the character of the surrounding district.

**1.3.8. MLTPA GIC**

The “MLTPA GIS Inventory Contract” (MLTPA GIC) is an inventory of significant points of public access to recreation amenities as well as identified points of jurisdictional importance in the Mammoth Lakes area. The origins of the MLTPA GIC lie in a report prepared by MLTPA, the “Mobility Plan Resources Report” (MPRR), presented on July 26, 2006, to a joint meeting of the TOML Planning, Tourism & Recreation, and Public Arts commissions. Recognizing the need for a more robust iteration of the MPRR, TOML Tourism & Recreation Director Danna Stroud worked with MLTPA and subsequently drafted an Agenda Bill for the Town Council meeting of August 16, 2006. The bill requested that Town Council vote to approve a contract for MLTPA to conduct a more thorough, extensive, and technically sophisticated survey of Points of Public Access (PPAs) in the region as were initially identified by the MPRR. Town Council unanimously approved this contract with MLTPA “...for the completion of a comprehensive map and inventory of all trails and points of public access between the Town’s urban limit, the Town boundary and the surrounding public lands.” The MLTPA GIC Inventory was then created by “point of public access” (PPA) identification, with consideration to the practical implications of a PPA system, seasonal realities including winter and summer, and a scope of work area. The original MPRR PPA information was used as a baseline for the MLTPA GIC Inventory. MLTPA GIC data was collected using analog field sheets created for each PPA, describing the location, outdoor recreation activities accessed from the PPA, special circumstances, and facilities, with photos of each site’s condition, location, and signage, prior to the transcription of the collected information into a digital database. The MLTPA GIC currently exists as a “living” PDF document as well as verified GIS data.

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**1.3.9. GIS Database**

Sources of GIS data for the trails planning effort came from a variety of sources including the Town of Mammoth Lakes, the Inyo National Forest, Mono County, Mammoth Mountain Ski Area and MLTPA, which field collected and developed data over the course of the planning effort. However, a reliable combined data source of GIS data from all federal, state, county, municipal and private sources in the Mammoth Lakes region does not currently exist. There is a strong need for data to be combined into a single, central, and reliable resource.

**1.3.10. MLTPA MOU**

The Mammoth Lakes Trails and Public Access Memorandum of Understanding, or MLTPA MOU, is a non-binding document whose purpose is to ‘...establish and provide a working public/private cooperative framework, or collaborative planning process, directed toward the establishment and maintenance of a system of public trails providing reasonable access to and enjoyment of public lands that are both within and surround the Town.’ The MLTPA MOU further defines the area of influence as follows: ‘The Town’s Area of Influence consists of approximately 125 square miles of land surrounding the Town. Subject to more precise planning or mapping, that shall become the Area of Influence for the application of this MOU and any agreements among the parties, or any of them, which may come about as a result of this MOU.’ As of January 1, 2009, signatories to the MLTPA MOU are as follows: Inyo National Forest, Town of Mammoth Lakes, County of Mono, Mammoth Community Water District, Mammoth Lakes Fire Protection District, Mammoth Mountain Ski Area, California Department of Transportation, the Mammoth Lakes Trails and Public Access Foundation, and Friends of the Inyo.

*p. 130, Recommendation MUP1*

**Recommendation MUP1: Near-Term MUP Projects**

Near-term projects are those which are funded, designed, and/or under construction. Continue to pursue rapid implementation of all near-term MUP bikeway projects as planned or under construction. Table 4-4 lists near-term projects scheduled to be completed over the next two years, which will add over nine miles of multi-use path.

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**Table 4-4. Near-term Multi-Use Path Projects**

<b>Street</b>	<b>Start</b>	<b>End</b>	<b>Length (ft)</b>	<b>Length (mi)</b>
Lake Mary Road Path <sup>1</sup>	Canyon Blvd	Horseshoe Lake	27,984	5.30
Old Mammoth Rd (Main Path 4b)	Ski Trail	Minaret Road	2,521	0.48
Waterford Bridges <sup>2</sup>	Main Path	Main Path	1,499	0.28
Sherwin / North St Bridge	Main Path	Sherwin / North Street	105	0.02
Manzanita/ Hidden Creek Connector	Manzanita Rd	Hidden Creek	500	0.95
<b>TOTAL</b>				<b>9.58</b>

1. The Lake Mary Road Path was not identified in the Trail System Plan. The General Bikeway Plan called for bike lanes on Lake Mary Road.

2. Carried forward from the 1991 Trail System Plan. Length calculation for Waterford project.

*p.131, Recommendations MUP4*

**Recommendation MUP4: Multi-Use Paths Outside the UGB**

The Town, with its partners should implement the following multi-use paths outside the UGB. The following projects were identified in the 1991 Trail System Plan as “Future/Alternative” paths.

**Table 4-7. Multi-Use Path Extensions Outside the UGB**

<b>Name</b>	<b>Start</b>	<b>End</b>	<b>Length (Feet)</b>	<b>Length (mi)</b>
Shady Rest Park Path Extension	N Terminus of Shady Rest Path	Welcome Center	6,769	1.28
Forest Trail to Shady Rest Connector	Forest Trail	Shady Rest Park Path	2,792	0.53
Knolls Path (south route)	Community Center Park	Shady Rest Path at Sawmill Cutoff Road	14,098	2.67
Mammoth Creek Path	Main Path	Eastern Terminus of Mammoth Creek Road*	5,596	1.06
<b>TOTAL</b>			<b>29,255</b>	<b>5.54</b>

The Shady Park Path Extension follows an alignment that more closely resembles the original alignment from the 1991 Trail System Plan. The modified route would travel from the current terminus of the paved path and follow the tree line, traveling just north of the proposed staging area at GIC 67, and then turning west to connect back to the Welcome Center for a complete loop. In addition, this new trail would form the proposed modified OSV closure boundary in winter and provide a key loop for the Shady Rest Nordic system.

The Forest Trail to Shady Rest Campground Connector was also identified in the 1991 Trail System Plan. It will improve trail access to Shady Rest for the residents living north of Main Street and provide access for a future Knolls/Overlook Trail.

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A Knolls Path (south route) has been recommended between the Shady Rest Path at Sawmill Cutoff Road and the Community Center Park. The alignment runs just outside the UGB to the north of Forest Trail and around the Knolls neighborhood before connecting into the Community Center parking lot. Identifying the alignment with the most suitable grades will be an important element in the design of this project.

A Mammoth Creek Path could be constructed on or adjacent to Mammoth Creek Road. Either of these alignments has the potential to extend the reach of the recreational network and provide an alternative to Highway 203 for long distance road rides and a potential commuter route for Crowley residents. This project would require coordination with the Forest Service and take into consideration environmental issues and the potential impacts to existing users of these unpaved roadways.

*p. 133, Recommendation X1*

**Recommendation X1: Design of At-Grade MUP Crossings**

The basic design elements of at-grade crossings should be uniform wherever possible. Particular locations may require additional safety measures and/or unique treatments based on context (see Design Guidelines in Chapter 6). At-grade MUP crossings should be limited to crossings of local or collector streets.

*p. 133, Recommendation X2*

**Recommendation X2: Specific Intersection and Mid-Block Crossing Improvements**

Conduct an engineering analysis of all pedestrian crossings and identify where improvements are most needed. **Table 4-8** lists locations that are important for existing and future in-town trail access. The engineering analysis should consider the full range of recreational users likely to be active at the specific intersection or mid-block crossing. These locations are important for providing access between trails, recreation nodes, residential areas and activity centers. Raised medians along major roadways could be considered to create refuges for crossing pedestrians and recreation users and to reduce the amount of roadway surface requiring snow removal during winter months. See the Design Guidelines (Chapter 6) for examples of crossing treatments.

*p. 133, Recommendation X3*

**Recommendation X3: Grade-Separated MUP Crossings**

Grade-separated MUP crossings should be used for all MUP crossings of arterial streets. Tunnels are the preferred form of grade-separation and the design

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currently used by the Town of Mammoth Lakes should be used for all future crossings with proper width and height for grooming equipment. Retrofit should be considered for existing tunnels that do not allow for snow grooming. See Design Guidelines (Chapter 6) for a more detailed discussion of tunnel design. The only new tunnel recommended in this plan would be located under Minaret Road just north of Old Mammoth Road. In cases where this type of crossing is technically infeasible or cost-prohibitive, signalized at-grade crossings may be considered.

*p. 142, Recommendation P1*

**Recommendation P1: Sidewalk to Major Roadway Ratio**

The Town of Mammoth Lakes should achieve a minimum Sidewalk to Major Roadway Ratio of 1.6 to 1 over the next five years. This minimum ratio can be achieved by including sidewalks on both sides of all arterial streets and at least on one side of all collector streets. Where feasible and desirable, this ratio can be increased by adding sidewalks to both sides of important collector streets such as those serving schools or major activity centers. The construction of mid-block sidewalks where no roads currently exist will allow the Town of Mammoth Lakes to improve this ratio further and will greatly enhance the pedestrian experience and encourage “feet first” mobility. This recommendation is supported by the ones that follow.

*p. 142, Recommendation P2*

**Recommendation P2: Sidewalks along Major Roads**

Construct sidewalks on all primary and secondary major roads or arterials where they do not already exist. Existing multi-use paths (MUPs) directly adjacent to roadways, may substitute for a sidewalk facility on that side of the road. A sidewalk or MUP should be located on both sides of all major roadways within the UGB except in areas there are significant physical constraints and low-levels of pedestrian activity. This will add approximately 5.6 miles of sidewalk.

*p. 142, Recommendation P3*

**Recommendation P3: Sidewalks along Collector or Local Streets**

Collector streets should have a sidewalk on at least one side whenever possible. Sidewalks may or may not be feasible or desirable on local streets as they may require tree removal or roadway widening that would significantly impact the character of the roadway.

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*p. 142, Recommendation P4*

**Recommendation P4: Mid-Block Pedestrian Connectors**

Mid-block pedestrian connectors should be considered in areas where pedestrian activity is high and where key destinations are located. These connectors are not roadway crossings, but pedestrian-only shortcuts that exist where vehicular roadways do not. In areas where existing streets end, pedestrian connectors that allow pedestrians to continue through to a nearby roadway or commercial area are highly desirable. These facilities can improve pedestrian mobility in general and shorten the distance between one's home and recreational trail facilities. These should be established as opportunities arise through new developments and the NDP process.

**Sidewalk Maintenance Discussion**

Sidewalk construction is a significant investment in both mobility and public safety. Mobility is required year-round and the safety benefits of sidewalks are even more important during wintertime when roadway and weather conditions present additional hazards and when the Town's population is highest. These mobility and safety concerns suggest the need for all existing and future sidewalks (including mid-block connectors) to be cleared within a maximum of 24 hours from end of snowfall. This should be achieved through the use of geothermal heating, assessment districts, and/or the assignment of responsibility for sidewalk snow removal to adjacent property owners through the adoption of an ordinance. For a more detailed maintenance discussion and recommendations, please see Operations and Maintenance (Chapter 7). **Maps 4-5 and 4-6** shows all existing, near-term and recommended sidewalks in the Town of Mammoth Lakes. **Map 4-5** show pedestrian facilities and crossing improvements in the context of the summer trail system, and **Map 4-6** shows pedestrian facilities and crossing improvements in the context of the winter trail system. The proposed sidewalk network is recommended to be available year-round. These recommendations are generally consistent with the 1997/2003 Sidewalk Master Plan. This Trail System Master Plan is also recommending a sidewalk on the south side of Old Mammoth Road, west of Sherwin Creek Road. This segment is necessary because of upcoming development in the area that will generate additional pedestrian activity and the lack of safe crossing options for residents on the south side of Old Mammoth Road. This recommendation is also based on public input about poor walking conditions in that area.

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*p. 156, Recommendation A1*

**Recommendation A1: Multi-Use Paths and Trails Assessment**

Perform a full assessment of all access routes, multi-use paths and trails using the Universal Trail Assessment Process (UTAP) to identify potential accessibility improvements.

*p. 156, Recommendation A2*

**Recommendation A2: Pedestrian Assessment**

Perform a full assessment of all pedestrian routes and elements in the town using the Sidewalk Assessment Process to identify potential accessibility improvements.

*p. 156, Recommendation A3*

**Recommendation A3: Signage and Information**

Include grade and other accessibility information on trailhead signage and user maps. **Figure 4-6** provides an example.

*p. 156, Recommendation A4*

**Recommendation A4: Pathway Surface Materials**

Accessibility concerns should factor into the selection of surface materials for all multi-use paths and pedestrian facilities. If surface materials other than concrete or asphalt are used, TOML should ensure that these surfaces are stabilized in order to maintain a smooth, firm surface. For example, decomposed granite should be stabilized wherever used.

*p. 265, Section 8.1*

**8.1. Phasing**

The projects identified in the plan as “Near-Term” will be implemented first. Other recommended projects will be implemented as opportunities arise and funding becomes available. The Town of Mammoth Lakes should continue to work with local stakeholders, non-profit organizations and agency partners to identify priority projects. The Town should develop a process for prioritizing recommended projects based on public input, funding availability, and the ability of the project to add immediate value to the existing trail system. Project that complete the Main Path “Loop” should receive high priority. Projects that will provide clear and immediate benefits for public safety should also be prioritized. There should be flexibility built into the prioritization process in order to enable

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the Town of Mammoth Lakes to respond effectively and efficiently to changing needs.

Project prioritization and phasing will ultimately be determined through the Master Facility Plan (MFP) process. The MFP establishes capital projects that the Town desires to implement in the future. The MFP contains a schedule of Project Cost Estimates that cover a five year projection of financing and a needs list that allocates what funding comes from Developer Impact Fees (new development) as well as what is needed from other sources (existing development). The Capital Improvement Projects list is informed by the MFP.

**MLTS Quarterly Reporting**

No citations available.

**MLTS Annual Budget Coordination**

*pp. 258–259, Section 7.4*

**7.4. Maintenance Budget and Costs**

The responsibility of maintaining the Town’s trails, bikeways, and sidewalks fall under the purview of two departments—Public Works and Tourism and Recreation. The following pages discuss the costs of this maintenance.

**Table 7-2. Tourism & Recreation Budget**

<b>Tourism and Recreation Expenditures</b>	<b>Fiscal Year 2005-2006 Final Budget</b>	<b>Fiscal Year 2006-2007 Final Budget</b>	<b>Fiscal Year 2007-2008 Final Budget</b>
Main Street Landscaping Maintenance	59,962	80,027	102,358
Parks Maintenance	365,643	440,561	489,702
Tourism Loan to Fractional District for Parks Maintenance		111,689	109,138
Trail System Maintenance	25,000	30,000	35,000
Total Maintenance Expenditures	450,605	662,277	736,198
Total Departmental Expenditures	\$ 3,555,169	\$ 3,642,646	\$ 3,931,358

## Interagency Coordination Mammoth Trails

*p. 116, Recommendation G12*

### **Recommendation G12: Coordination with Local Non-Governmental Organizations**

The Town of Mammoth Lakes should seek opportunities to form partnerships with local non-governmental organizations that may be able to assist in the planning, development and/or maintenance of the trail system.

*p. 155, Recommendation E7*

### **Recommendation E7: NGO's / Mammoth Trails**

Support the development of an ongoing, organized, "local knowledge" based resource group(s), with expert technical knowledge on a variety of recreation activities, event coordination/promotion, and the long term stewardship commitment to inform all aspects of the Mammoth Lakes Trail system. An emerging NGO known as Mammoth Trails is a confederation of "... structured, sports and recreation-based organizations willing to share resources and engage collaboratively...", formally established by charter in April of 2008, and represents this kind of engagement effort. The mission of this unique and regularly convening collection of local user groups, agencies and enterprises is to inspire and create exceptional recreation experiences. Mammoth Trails can serve as a key resource for local user knowledge for the Mammoth Lakes trail system.

## Fundraising MLTS Grants MLTS Fundraising

*pp. 273–282, Section 8.3*

### **8.3. Funding**

Funding that can be used for bicycle, pedestrian and recreational trail projects, programs and planning comes from all levels of government. This section covers federal, state, regional and local sources of bicycle and pedestrian funding, as well as some non-traditional funding sources that may be used for bicycle and pedestrian projects.

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**8.3.1. Local Funding Sources**

**Tax Measure R**

Measure R is a half-cent sales tax initiative to raise and secure a stable funding source for local parks, recreation and trails, in The Town of Mammoth Lakes. Measure R funds can be used "...only for the planning, construction, operation, programming and administration of all trails, parks and recreation facilities managed by the Town of Mammoth Lakes without supplanting existing parks and recreation facility maintenance funds." Measure R passed with 72 % of the vote on June 3, 2008. Collection of funds started on October 1, 2008 by the State Board of Equalization. The Town Tourism & Recreation Commission will administer the process by which projects will be considered, reviewed, and funded with Measure R monies.

**APPLICATION TYPE OF PROJECTS FUNDED**

**Transportation Development Act**

Transportation Development Act Article 3 funds are state block grants awarded monthly to local jurisdictions for transit, bicycle and pedestrian projects in California. Funds for pedestrian projects originate from the Local Transportation Fund, which is derived from a ¼ cent of the general state sales tax. Local Transportation Funds are returned to each county based on sales tax revenues. Article 3 of the Transportation Development Act sets aside 2% of the Local Transportation Funds for bicycle and pedestrian projects. Eligible pedestrian and bicycle projects include: construction and engineering for capital projects; maintenance of bikeways; bicycle safety education programs (up to 5% of funds); and development of comprehensive bicycle or pedestrian facilities plans. A city or county may use these funds to update their bicycle and pedestrian plan not more than once every five years. These funds may be used to meet local match requirements for federal funding sources.

**Developer Impact Fees**

Fees placed on new development can be used as local matching funds to attract funding from other grant sources.

**8.3.2. Statewide Funding Sources**

The State of California uses both federal sources and its own budget to fund the following bicycle and pedestrian projects and programs.

- Sierra Nevada Conservancy: Proposition 8 Proposition 84
- California River Parkways Program
- Bicycle Transportation Account
- Habitat Conservation Funds
- Environmental Enhancement Mitigation Program
- Wildlife Conservation Board Public Access Program

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- Community Based Transportation Planning Demonstration Grant Program

**8.3.3. Federal Funding Sources**

Specific funding programs under the federal transportation bill for bicycle and pedestrian facilities that might be potential funding sources for the Mammoth Lakes Trails Master Plan include:

- Federal Lands Highway Funds
- Transportation, Community and System Preservation Program
- Recreational Trails Program
- Federal Lands Highway Funds
- Transportation, Community and System Preservation Program
- Recreational Trails Program
- Land and Water Conservation Fund
- American Greenways Program

## **Website**

### **MLTS Website**

*p. 154, Recommendation E2*

**Recommendation E2: Annual Events / Coordinated Activity Calendar**

There are numerous opportunities for Mammoth Lakes to promote special events, tours and club functions related to the trail system through a paper and web-based event calendar. This can include ongoing local events such as the Century Bike Ride, guided hiking tours, Marathon/Triathlon events and trail clean-up days as part of the National Trails Day celebration. These types of events can provide public awareness, visibility for sponsors and fundraising opportunities for the trail system.

*p. 166, Section 5.1*

Communication across this continuum must be consistent. We know that a diverse audience uses many different resources to navigate an environment, so the verbal and visual landmarks expressed must be consistent across media. Web, broadcast, print and signage elements will speak in the same voice as the visitor learns about the environment.

## Information Systems MLTS Data Library

*p. 23, Section 1.3.8*

### **1.3.8. MLTPA GIC**

The “MLTPA GIS Inventory Contract” (MLTPA GIC) is an inventory of significant points of public access to recreation amenities as well as identified points of jurisdictional importance in the Mammoth Lakes area. The origins of the MLTPA GIC lie in a report prepared by MLTPA, the “Mobility Plan Resources Report” (MPRR), presented on July 26, 2006, to a joint meeting of the TOML Planning, Tourism & Recreation, and Public Arts commissions. Recognizing the need for a more robust iteration of the MPRR, TOML Tourism & Recreation Director Danna Stroud worked with MLTPA and subsequently drafted an Agenda Bill for the Town Council meeting of August 16, 2006. The bill requested that Town Council vote to approve a contract for MLTPA to conduct a more thorough, extensive, and technically sophisticated survey of Points of Public Access (PPAs) in the region as were initially identified by the MPRR. Town Council unanimously approved this contract with MLTPA “...for the completion of a comprehensive map and inventory of all trails and points of public access between the Town’s urban limit, the Town boundary and the surrounding public lands.” The MLTPA GIC Inventory was then created by “point of public access” (PPA) identification, with consideration to the practical implications of a PPA system, seasonal realities including winter and summer, and a scope of work area. The original MPRR PPA information was used as a baseline for the MLTPA GIC Inventory. MLTPA GIC data was collected using analog field sheets created for each PPA, describing the location, outdoor recreation activities accessed from the PPA, special circumstances, and facilities, with photos of each site’s condition, location, and signage, prior to the transcription of the collected information into a digital database. The MLTPA GIC currently exists as a “living” PDF document as well as verified GIS data.

*p. 23, Section 1.3.9*

### **1.3.9. GIS Database**

Sources of GIS data for the trails planning effort came from a variety of sources including the Town of Mammoth Lakes, the Inyo National Forest, Mono County, Mammoth Mountain Ski Area and MLTPA, which field collected and developed data over the course of the planning effort. However, a reliable combined data source of GIS data from all federal, state, county, municipal and private sources in the Mammoth Lakes region does not currently exist. There is a strong need for data to be combined into a single, central, and reliable resource.

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*p. 127, Recommendation N8*

**Recommendation N8: Updates to the GIC Database**

The GIC database should be continually updated to reflect the latest inventory and status of relevant point-based geographic data in the area. Activity centers as defined in the plan should be included and updated and new activity centers are identified by TOML and partner agencies. Destinations should be defined and added to the database for standardized use in all recreation based mapping. Whenever, a GIC point is renamed and/or becomes officially recognized as a recreation node, the GIC should be updated to reflect that change.

*p. 174, Section 5.2.13*

**5.2.13. GIS/GPS**

Geographic Information Systems (GIS) and Global Positioning Systems (GPS) play a central role in the trails planning process; the possibility of delivering wayfinding system information to handheld device users on the trail system should be explored. These systems offer a number of advantages, the foremost being safety. In the event of an accident or injury, stated GPS coordinates can allow users to call for help and provide their exact location to emergency responders.

*p. 284, Section 9.2.3*

**9.2.3. Recreational Activity**

- User counts at strategic locations (recreation nodes)
- Surveys of schoolchildren about their recreational behaviors

## **Interpretive**

### **MLTS Interpretive Program**

*p. 114, Recommendation G4*

**Recommendation G4: Interpretive Signage**

In addition to the uniform trail signage designed to provide wayfinding and trail-specific information, more customized interpretive signage should also be developed for the trail system. The first step in this process should be the identification of locations along trails within the UGB which provide the best opportunities for interpretive signage. Some examples include the bridge in Mammoth Creek Park west, the Main Path at Snowcreek Meadow, and the northeast terminus of Lake Mary Path. Once the sites and general subject matter of the interpretive installations are identified, the process of designing the interpretive signage installations should begin. The design process should involve

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the community at large and professionals with expertise in the selected subject matter. The information provided at each interpretive installation should be based on the experiences, knowledge and interests of its expected audience.

*pp. 170–171, Section 5.2.5*

**5.2.5. Information Categories**

**Category 5: Interpretive or Desired**

**Category 5: Interpretive**

- Provide visitors with historic, scenic or interesting information along the trail
- Design should coordinate visually with the wayfinding signage

*pp. 177–181, Section 5.5*

**5.5. Signage Vocabulary**

**Interpretive Signs**

These provide educational information to trail users to help establish not only knowledge of the area, but a relationship with the trail experience. The ultimate goal is to convey stewardship in the minds of the users.

## **Regulations/Enforcement**

### **MLTS Trail Patrol**

*p. 155, Recommendation E6*

**Recommendation E6: Establish a Trail Patrol**

Mammoth Lakes can establish a volunteer-based trail patrol through MLTPA, the Mammoth Snowmobile Association, Mammoth Nordic, or other local organizations to supplement official law enforcement and maintenance efforts. IMBA provides training for both law enforcement officers and volunteers to use mountain bikes for these activities. Patrol services can range from general public assistance to trained backcountry search and rescue operations. Mammoth Lakes could also reactivate the existing “Adopt-a-Trail” program for paved paths and Nordic trails for litter control and limited light maintenance purposes.

## **Image Library**

### **MLTS Photo and Image Library**

*p.154, Recommendation E2*

**Recommendation E2: Annual Events / Coordinated Activity Calendar**

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There are numerous opportunities for Mammoth Lakes to promote special events, tours and club functions related to the trail system through a paper and web-based event calendar. This can include ongoing local events such as the Century Bike Ride, guided hiking tours, Marathon/Triathlon events and trail clean-up days as part of the National Trails Day celebration. These types of events can provide public awareness, visibility for sponsors and fundraising opportunities for the trail system.

## **MAINTENANCE**

### **MLTS Maintenance (By Soft-Surface Trail)**

*p. 245-246, Section 7.1*

#### ***7.1. Maintenance Roles and Responsibilities***

##### **7.1.1. Town of Mammoth Lakes**

The Town of Mammoth Lakes (TOML) is currently responsible for maintaining all Town owned roads, multi-use paths, sidewalks, and bikeways. Maintenance operations are performed by the Public Works and Parks and Recreation departments, with Public Works maintaining streets. The Parks and Recreation Department maintains identified sidewalk segments as well as maintaining parks and multi-use paths both in Town and on Forest Service land. TOML maintenance and operation of facilities on USFS land are done under agreements known as "Special Use Permits". These negotiated and binding agreements between TOML and USFS offer significant opportunities for trail facilities in Mammoth Lakes. TOML currently holds a Special Use Permit from the Forest Service to maintain 9.5 miles of "12 foot wide public bike trail" on USFS property including segments of the Main Path, the Welcome Center and Shady Rest Path, the Meridian Path and the future Lake Mary Bike Path. This Special Use Permit expires in 2036. Maintenance is currently paid for through the Town's General Fund and through Mello-Roos District funding and Assessment Districts. Funding can be used to provide maintenance from both private contractors and/or Town staff. TOML also has an agreement with the Water District to borrow (when feasible) their equipment to pre-groom the eastern segments of the Main Path so that it may be used for cross-country skiing in the winter.

##### **7.1.2. California Department of Transportation (Caltrans)**

Caltrans is responsible for the maintenance of Highway 203 which includes Main Street and the section of Minaret Road north of Main Street and adjacent to the North Village. Caltrans does not clear sidewalks or bus stop areas along 203.

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**7.1.3. United States Forest Service (USFS)**

The Forest Service is responsible for the maintenance of all roads and trails within the Inyo National Forest. Key facilities relevant to this plan are the trails and roadways in the Lakes Basin and Shady Rest area. These facilities are operated and maintained under the Special Use permit identified in 7.1.1 (above). In the winter, the Forest Service grooms the snow on top of Sawmill Cutoff road, and all other snowmachine/multi-use (orange diamond) trails. The Forest Service also pre-grooms the cross-country skiing (blue diamond) trails in the Shady Rest area. Classic cross-country and skate ski tracks are then laid by Mammoth Nordic and available for free use by the general public. In the Lakes Basin, Lake Mary Road is groomed for general winter use. In the Lakes Basin, Mammoth Mountain Ski Area, the operator of the Tamarack Cross-Country ski center, grooms all trails within their fee area for classic cross-country and skate skiing. The project team also noticed corduroy-type grooming extending outward from the road closure at Mill City in February 2008. Key sources of funding for winter trail grooming include the state gas tax and funding acquired through OHV "green sticker" registration fees administered by the California Department of Motor Vehicles. These state funding sources are intended for maintenance of motorized trails. However, a small portion of this funding is used for winter grooming of non-motorized trails that lie within close proximity to the OSV trail system. This non-motorized trail grooming takes place at Shady Rest and Inyo Craters.

**7.1.4. Mammoth Community Water District (MCWD)**

The Mammoth Community Water District is responsible for maintaining all rights-of-way under its ownership. In addition, MCWD currently loans grooming equipment to TOML in order to pre-groom the Main Path between the Main Street tunnel and Mammoth Creek Park for cross-country skiing in the winter. Mammoth Nordic then lays classic cross-country ski tracks using its own equipment.

**7.1.5. Volunteer Maintenance Efforts**

Numerous organizations have expressed and/or participated in volunteer summer or winter trail maintenance efforts. Mammoth Nordic currently grooms cross-country ski trails (blue diamonds) in the Shady Rest area. Mammoth Nordic also has a contract with TOML to groom the section of Main Path between the Main Street tunnel and Mammoth Creek Park. The Mammoth Snowmobile Association have also expressed interest and/or actively participated in trail maintenance efforts. Other less documented volunteer maintenance efforts may also be taking place in the area. Local hiking, equestrian, mountain biking, road cycling and numerous other activity groups comprise a large pool of potential volunteer labor.

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*pp. 249–252, Section 7.2.1*

**7.2.1. Paved Multi-Use Path Maintenance**

The maintenance of paved paths is similar in some ways to the maintenance of on-street bicycle facilities.

**Summer / Fall Maintenance**

Cracks, ruts and water damage will have to be repaired periodically. In addition, vegetation control will be necessary on a regular basis. Where drainage problems exist along the trails, ditches and drainage structures will need to be kept clear of debris to prevent wash outs. Checks for erosion along the trails should be immediately after any storm that brings flooding to the local area.

The trail surface should be kept free of debris, especially broken glass and other sharp objects, loose gravel, leaves and stray branches. Trail surfaces should be swept periodically to keep them clear of debris. Sweeping should be scheduled based on need. For example, path segments in forested areas such as Shady Rest will tend to accumulate surface debris such as leaves and pine needles at a faster rate than other path segments. These areas should be swept more frequently in order to maintain safe surface conditions on paved MUPs.

After snowfalls, town pathways may be cleared of all snow accumulation, providing a clear paved surface for ideal use by foot traffic. Cleared pathways may also be used for winter bicycle use. Snow removal is best for path segments that provide connections to key pedestrian destinations. The Needs Analysis chapter of this report brought to light a widespread concern for winter pedestrian safety. It also showed that pedestrian/motor vehicle collisions are most likely to occur during winter months. If clearing a segment of paved path will help to improve winter pedestrian safety, the Town should seriously consider clearing that segment, unless it would significantly disrupt the continuity of a groomed path or place an undue burden on Town resources. Currently the Town clears segments of the Main Path and the Meridian Path to provide access to the Welcome Center and schools. If it is decided that a segment of paved path is to be cleared in the winter, every effort should be made to ensure that the segment remains free of ice to prevent slipping injuries. This will likely require ongoing inspection between snow events to ensure that ice buildup and drifting snow is removed promptly. Salt, sand, or de-icing solution should only be used if special circumstances warrant; such as severe ice buildup or freeze thaw cycles on the trail surface. Snow stakes should be used along all paths intended for clearing in order to ensure that only the paved surface is cleared (see **Figure 7-2**).

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**Spring Maintenance**

As the snow melts in the spring, paved paths can emerge from winter operations covered in dirt and debris. Signage along paved paths generally sustains significant damage from snow maintenance operations and from the effect of natural snow movement. Because residents and visitor will begin using these facilities as soon as they are exposed, every effort should be made to sweep and clear these facilities as early as practical. Lingering patches of snow should be cleared to provide a safe smooth surface for bicyclists and pedestrians. Any signage that is missing should be replaced and any striping or stenciling that has become well worn should be repainted. This is also an opportunity to remove any irrelevant or misleading signage and add any additional signage that may be relevant to upcoming summer and winter trail activities. For example, if a segment signed for cross-country skiing will not be groomed the following season, the cross-country skiing signs should be removed as part of spring maintenance. These activities should be undertaken as early as possible and constitute the majority of paved multi-use path maintenance.

*p. 260, Recommendation M1*

**Recommendation M1: Development of Coordinated Year-Round Maintenance Plan**

The Department of Tourism and Recreation and the Department of Public Works should work together to develop a year-round maintenance plan. This plan should include a clear division of responsibilities between departments. The plan should also clearly identify funding sources for the maintenance of different facilities. Maintenance efforts can be carried out both by TOML maintenance personnel, and as stewardship opportunities with volunteer organizations.

**Stewardship**

**MLTS Adopt-a-Trail Program**

*p. 155, Recommendation E6*

**Recommendation E6: Establish a Trail Patrol**

Mammoth Lakes can establish a volunteer-based trail patrol through MLTPA, the Mammoth Snowmobile Association, Mammoth Nordic, or other local organizations to supplement official law enforcement and maintenance efforts. IMBA provides training for both law enforcement officers and volunteers to use mountain bikes for these activities. Patrol services can range from general public assistance to trained backcountry search and rescue operations. Mammoth Lakes could also reactivate the existing "Adopt-a-Trail" program for paved paths and Nordic trails for litter control and limited light maintenance purposes.

## **MARKETING/PROMOTION**

### **Marketing Strategy**

#### **MLTS Marketing and Publicity**

*p.154, Recommendation E2*

##### **Recommendation E2: Annual Events / Coordinated Activity Calendar**

There are numerous opportunities for Mammoth Lakes to promote special events, tours and club functions related to the trail system through a paper and web-based event calendar. This can include ongoing local events such as the Century Bike Ride, guided hiking tours, Marathon/Triathlon events and trail clean-up days as part of the National Trails Day celebration. These types of events can provide public awareness, visibility for sponsors and fundraising opportunities for the trail system.

### **Sponsorship Opportunities**

#### **MLTS Partnership with Westin**

*p.154, Recommendation E2*

##### **Recommendation E2: Annual Events / Coordinated Activity Calendar**

There are numerous opportunities for Mammoth Lakes to promote special events, tours and club functions related to the trail system through a paper and web-based event calendar. This can include ongoing local events such as the Century Bike Ride, guided hiking tours, Marathon/Triathlon events and trail clean-up days as part of the National Trails Day celebration. These types of events can provide public awareness, visibility for sponsors and fundraising opportunities for the trail system.

### **Trail Maps/Guides**

#### **Print and Web-Based Maps/Guides**

*p. 113, Recommendation G2*

##### **Recommendation G2: Updated Trail Maps**

User-friendly summer and winter trail maps should be developed and updated annually, if new facilities have been added since the previous printing. The trail maps should include information on trails and bikeways, trail access, safety information, local trail resources, phone number to report hazards or maintenance issues, etc. Because of the greatly differing geographic scales of different activities and groups, it will be necessary to provide different maps to

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**Attachment A: Plan Citations**

address different activities. For example, some recreational activities can take place almost entirely within the UGB or Town Boundary (day hikes, family bike rides, Nordic Skiing, etc.), while other activities cover a larger geographic area (road bicycling, OHV/OSV, backpacking, etc.). Based on issues of scale and survey responses, it appears that the most effective approach would be to produce a series of detailed maps addressing each of the major summer and winter activity categories. In addition, either less detailed consolidated maps can be created for each season; or a booklet with a series of smaller maps dedicated to each activity can be produced to provide visitors and residents with a broad overview of the various trail-related activities in each season.

*p. 154, Recommendation E1*

**Recommendation E1: Publish a Trail Guide for Mammoth Lakes**

An 'early win' for Mammoth Lakes would be to provide literature, web sources and trail maps for public use. Opportunities for the web-based articulation of the Mammoth Lakes Trail System are numerous and quickly evolving. A strategic effort to integrate resources such as GIS data, web-based mapping platforms such as Google Earth, the VisitMammoth web site, user group sites maintained by members of Mammoth Trails, the MLTPA GIC data set, and user data being generated by existing out of area user group sites will need to be undertaken. This effort will ensure that the web-based definition of trails and recreation amenities in Mammoth Lakes is available to the Mammoth Lakes community. This effort will add to the quality of analogue deliverables as well. A trail guide would provide information on access points, existing trails, rental equipment locations, and other information for residents and visitors. The data being collected and managed could be provided in electronic format online, or could be published and made available in hard copy form as well.

## **Trail Events**

*p.154, Recommendation E2*

**Recommendation E2: Annual Events / Coordinated Activity Calendar**

There are numerous opportunities for Mammoth Lakes to promote special events, tours and club functions related to the trail system through a paper and web-based event calendar. This can include ongoing local events such as the Century Bike Ride, guided hiking tours, Marathon/Triathlon events and trail clean-up days as part of the National Trails Day celebration. These types of events can provide public awareness, visibility for sponsors and fundraising opportunities for the trail system.

## RecStrats I Citations

### **PLANNING**

#### **Strategic Planning**

#### **MLTS Strategic Plan**

*p. 11, Economics*

The potential division between affluent visitors, the patrons of recreation destinations and low-income local residents needs to be carefully considered and factored in to the development of strategies for the successful implementation of recreation facilities and programs in the Mammoth Lakes region.

*p. 14, Sense of Place and Tangible Elements*

The Steering Committee further identified both a sense of place and tangible elements that would give evidence to the achievement and implementation of the vision and strategic plan. In essence, these are desired elements meant to define what Mammoth Lakes looks like when the vision and strategic plan are implemented.

#### **Sense of Place**

- Inspiring/adventurous spirit
- Sense of ownership/a special place
- Sense of renewal

#### **Tangible Elements**

- World-class high-altitude training center
- Year-round recreation
- Multi-use facilities
- Trail system with signage
- Integrated mobility
- Resources for maintenance
- Trail access/parking

*p. 19, Core Strategies*

#### **4. Trails:**

To develop, maintain and program the highest-quality integrated trail system.

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Attachment A: Plan Citations**

*p. 26, Core Strategy 6*

Support the completion of the Mammoth Lakes Trail System. Trails are important for year-round training and recreation activities.

**Collaborative Processes  
Lakes Basin Working Group**

No citations available.

**DESIGN  
Guidelines and Standards  
MLTS Standards Manual Updates**

*p. 16, Weaknesses*

**Wayfinding:**

Currently there is not a coordinated wayfinding program to inform users on the trail systems and within the TOML's park system and the Inyo National Forest.

*p. 24, Core Strategy 4*

Wayfinding and signage program to inform users (wayfinding is important for user information and an enhanced experience).  
Completion of wayfinding program.

**Trail Alignment Studies**  
**1. SHARP Trails Technical Committee**  
**2. Lakes Basin Trails Technical Committee**  
**3. Shady Rest/Inyo Craters Trails Technical Committee**

No citations available.

## **Project Design**

- 1. SHARP Trails Project Design**
- 2. Lakes Basin Trails Project Design**
- 3. Shady Rest/Inyo Craters Trails Project Design**

*p. 24, Core Strategy 4*

Completion of Trail System Master Plan, Sherwins Area Recreation Plan and Lakes Basin master plan for ongoing development and management of key recreation areas in the region.

## **IMPLEMENTATION**

### **Project-Based Environmental Analysis**

- 1. SHARP Trails Environmental Analysis**
- 2. Lakes Basin Trails Environmental Analysis**
- 3. Shady Rest/Inyo Craters Trails Environmental Analysis**

No citations available.

### **Easements/Access Negotiations**

#### **Sherwins Egress**

No citations available.

### **Project Implementation/Construction**

- 1. SHARP Trails Implementation/Construction**
- 2. Lakes Basin Trails Implementation/Construction**
- 3. Shady Rest/Inyo Craters Trails Implementation/Construction**
- 4. Signage and Wayfinding Projects**

*p. 26, Core Strategy 6*

Continue to support agencies' capacity to complete and adopt the plans for implementation.

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Attachment A: Plan Citations**

**OPERATION**

**Management Plan**

**MLTS Management Program**

No citations available.

**Governance**

**MLTS Coordinating Committee**

*p. 8, Where We Are Going*

Many of these efforts are being driven as a result of a recognized need to strengthen the relationship between the Town and the INF. This relationship is a vital element in RECSTRATS and is being pursued by the Town's elected leadership along with representatives from the INF. There are many projects that can be shared between the two agencies: for example, sharing equipment and resources for more efficient implementation of prioritized projects. A first step in forming this renewed relationship is to identify common needs and opportunities for sharing resources, which leads to "getting things done."

*p. 13, Strategic Vision and Guiding Principles*

**Guiding Principles**

The guiding principles to achieve the vision include key partners all working together and, in doing so, making the Mammoth Lakes region the best alpine outdoor-recreation community in the United States. These principles are to be used as overarching guidelines when new ideas and priorities are being considered for implementation.

*p. 20, Action Steps*

**Partnership Development:**

Ongoing development of partnerships in order to leverage limited resources (financial and human).

*p. 24, Core Strategy 4*

Partnership with the public and private sectors and Mammoth Lakes Tourism.

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Attachment A: Plan Citations**

## **MLTS Facilities for TOML CIP**

*p. 29, Implementation Recommendations*

Resources for implementation are limited and projects will need to line up for access to those resources in a responsible manner. This direction should also consider the other processes already in place, such as the CIP Five-Year Plan, Measure R funding and CFFC/Resort Investment Criteria, and strive to link those efforts into an overarching policy for all to follow.

## **MLTS Quarterly Reporting**

No citations available.

## **MLTS Annual Budget Coordination**

No citations available.

## **Interagency Coordination Mammoth Trails**

*p. 18, Key Organizational Resources*

The implementation of the recreation strategy is based on the available organizational resources. In the case of the Mammoth Lakes/Inyo National Forest region there are four core groups that have different roles and responsibilities in the implementation of the Recreation Strategic Plan and delivery of the recreation vision. This includes the following:

### **Governmental Agencies**

### **Non-Governmental Organizations (NGOs)**

### **The Private Sector**

### **User Groups:**

Includes those local groups that use recreation facilities as well as provide support for the activities they participate in. Examples include, but are not limited to, the High Sierra Striders, Mammoth Trails, the Mammoth Sharks Swim Team, Eastern Sierra Nordic Ski Association, Sierra Cycling Foundation, the High Sierra Triathlon Club and Mammoth Repertory Theatre.

Combined and working together, these agencies and organizations provide unique and needed resources to implement the recreation vision and strategic

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**Attachment A: Plan Citations**

plan. It is only by this willingness to work together that each of these resource areas can be maximized and leveraged.

**Fundraising**  
**MLTS Grants**  
**MLTS Fundraising**

*p. 11, Government*

Local recreation interests, however—specifically the Town and the community of Mammoth Lakes—have significant opportunities to develop, construct, maintain and program recreation capacity due to the approval of Measure R and U, two special taxes committed to specified uses by law, neither of which contain sunset clauses. Both measure are committed, either wholly or in part, to recreation.

*p. 20, Action Steps*

**Sustainable Funding Sources:**

Identify and secure funding through a variety of resources including local, state and federal agencies, private-sector investment and grant opportunities.

*p. 28, Implementation Recommendations*

This recommendation will also allow the Recreation Commission to integrate prioritized core strategies into the Measure R funding process.

*p. 31, Funding: State and Federal*

In addition to local funding, there is opportunity to pursue state and federal funding. At the state level, grants such as Community Development Block Grants (CDBG) as well as BTA and RTP, Proposition 84 and Sierra Nevada Conservancy grant opportunities should be identified and a strategy for acquiring them be developed. This could include the following:

- Working to identify potential recreation/community/transportation grant areas
- Identifying appropriate persons in state government agencies with which to develop appropriate relationships
- Working with elected representatives on a regular basis to articulate community needs and interests that align with political opportunities
- Developing a community-based team to work to develop grant opportunities

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Attachment A: Plan Citations**

## **Website**

### **MLTS Website**

*p. 11, Technology*

#### **Technology**

Technology has created significant opportunities for the enhancement of recreation, especially with its ability to communicate opportunities for experiences, facilities, programs and safety via the Internet.

*p. 16, Weaknesses*

#### **Comprehensive/Centralized Recreation Information:**

Currently there is not a comprehensive source to provide users with appropriate information on recreational activities.

*p. 24, Core Strategy 4*

Trail awareness (communication about trails, including traditional and technological platforms, to both local residents and visitors).

*p. 30, B. Technology*

A technology platform can serve primarily as a communication tool in implementing the recreation vision and strategy. It's imperative for all (Town of Mammoth Lakes, INF, non-governmental organizations, private sector and user groups) to consider the use of online, social media and mobile technology to educate and create awareness for recreation. A few steps to consider:

- Clearly understand the emerging needs of recreation users and provide sustainable technology solutions for those needs.
- Develop a comprehensive technology plan for the recreation vision and strategy utilizing existing resources while tracking and exploring new resources. Understand the current technology of partners and collaborate on the delivery of shared future needs.

## **Information Systems**

### **MLTS Data Library**

No citations available.

## **Interpretive**

### **MLTS Interpretive Program**

No citations available.

## **Regulations/Enforcement**

### **MLTS Trail Patrol**

No citations available.

## **Image Library**

### **MLTS Photo and Image Library**

No citations available.

## **MAINTENANCE**

### **MLTS Maintenance**

#### **(By Soft-Surface Trail)**

No citations available.

## **Stewardship**

### **MLTS Adopt-a-Trail Program**

No citations available.

## **MARKETING/PROMOTION**

### **Marketing Strategy**

#### **MLTS Marketing and Publicity**

*p. 11, Economics*

It should be noted that many in the Mammoth Lakes community see recreation as an important economic-development strategy with potential benefits to local revenues, taxes and employment. Opportunities to engage recreation as a significant component of local and regional economic activity will need to be considered and fully integrated into developed recreation strategies moving forward.

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Attachment A: Plan Citations**

*p. 32, D. Other*

Create a “Mammoth Recreation” brand that can be utilized by all of the agencies, NGOs, private sector and user groups that works to unify the recreation theme within the area.

**Sponsorship Opportunities  
MLTS Partnership with Westin**

*p. 29, Implementation Recommendations*

**Private Sector:**

The private sector plays an important role in the implementation of the recreation vision. Those entities working on public lands under special-use permits with the Inyo National Forest need to continue working with the agency to upgrade their recreation experiences as well as develop ongoing stewardship of the environment. Those private entities not on public lands can look to form partnerships with the public sector for potential development opportunities of facilities and programs.

**Trail Maps/Guides  
Print and Web-Based Maps/Guides**

No citations available.

**Trail Events**

*p. 19, Core Strategies*

**5. Special Events:**

To provide infrastructure, logistics and facilitation support for regional recreation-based special events.

## RecStrats II Citations

### **PLANNING**

#### **Strategic Planning**

##### **MLTS Strategic Plan**

*p. 26, B. Consolidated Project List*

1. Adopt and implement Trail System Master Plan in order to integrate various trails around Town with enhanced signage/wayfinding/markers/classic + iconic trails for multi-use enjoyment.

#### **Collaborative Processes**

##### **Lakes Basin Working Group**

No citations available.

### **DESIGN**

#### **Guidelines and Standards**

##### **MLTS Standards Manual Updates**

*p. 18, Diagram 2: Trails*

###### **Identified Elements:**

- Wayfinding, maps, info system.

*p. 20, Diagram 4: Communication and Coordination*

###### **Identified Elements**

- Wayfinding/signage
- Information, maps, wayfinding, technology, interpretive

#### **Trail Alignment Studies**

##### **1. SHARP Trails Technical Committee**

##### **2. Lakes Basin Trails Technical Committee**

##### **3. Shady Rest/Inyo Craters Trails Technical Committee**

No citations available.

## **Project Design**

- 1. SHARP Trails Project Design**
- 2. Lakes Basin Trails Project Design**
- 3. Shady Rest/Inyo Craters Trails Project Design**

No citations available.

## **IMPLEMENTATION**

### **Project-Based Environmental Analysis**

- 1. SHARP Trails Environmental Analysis**
- 2. Lakes Basin Trails Environmental Analysis**
- 3. Shady Rest/Inyo Craters Trails Environmental Analysis**

No citations available.

## **Easements/Access Negotiations**

### **Sherwins Egress**

*p. 18, Diagram 2: Trails*

#### **Identified Elements:**

- Improved access

*p. 35, 7. Transportation/Mobility*

- Multiple & potentially shared staging areas for all uses (reliable & transit access)
- 

## **Project Implementation/Construction**

- 1. SHARP Trails Implementation/Construction**
- 2. Lakes Basin Trails Implementation/Construction**
- 3. Shady Rest/Inyo Craters Trails Implementation/Construction**
- 4. Signage and Wayfinding Projects**

*p. 18, Diagram 2: Trails*

#### **Identified Elements:**

- Single track for non-motorized

## **OPERATION**

### **Management Plan**

#### **MLTS Management Program**

*p. 26, B. Consolidated Project List*

Coordination of operations, management & marketing of recreation and arts experiences to provide information, maps, assistance with permitting events, access to resources, central spot for disseminating information, etc.

### **Governance**

#### **MLTS Coordinating Committee**

*p. 26, B. Consolidated Project List*

Increased coordination with Inyo National Forest to develop and market joint recreation opportunities.

#### **MLTS Facilities for TOML CIP**

No citations available.

#### **MLTS Quarterly Reporting**

No citations available.

#### **MLTS Annual Budget Coordination**

No citations available.

### **Interagency Coordination**

#### **Mammoth Trails**

*p. 30, Unlinked Project Elements List*

- Create partnerships.

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Attachment A: Plan Citations**

**Fundraising**  
**MLTS Grants**  
**MLTS Fundraising**

*p. 35, 6. Funding Sources*

In terms of potential funding for identified RecStrats projects a number of potential sources were identified in the workshops. They include the following:

- Town of Mammoth Lakes – General Fund, Measure R, Measure U, Bonds (leverage)
- Mammoth Unified School District – In-kind Services, Bonds
- Non-Governmental Organizations (NGOs)
- Grants – Federal + State Government, Private Foundations
- Private Sector
- User Groups
- Inyo National Forest – Agency Internal Grants, Appropriations, Fees
- Mono County – In-kind Services, General Fund, Fees
- Los Angeles Department of Water & Power – In-kind Services, Grants
- Corporate Sponsorships/Business Development
- Membership
- User Fees
- Volunteer Programs
- Cerro Coso College/ Mammoth Lakes Foundation
- Developers

**Website**  
**MLTS Website**

*p. 26, B. Consolidated Project List*

Coordination of operations, management & marketing of recreation and arts experiences to provide information, maps, assistance with permitting events, access to resources, central spot for disseminating information, etc.

More wayfinding, signage, maps, and information systems utilizing emerging technology-based resources around town.

**Information Systems**  
**MLTS Data Library**

No citations available.

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Attachment A: Plan Citations**

**Interpretive**

**MLTS Interpretive Program**

*p. 26, B. Consolidated Project List*

5. Low-cost and/free awareness, education, and interpretive programs.

**Regulations/Enforcement**

**MLTS Trail Patrol**

No citations available.

**Image Library**

**MLTS Photo and Image Library**

No citations available.

**MAINTENANCE**

**MLTS Maintenance**

**(By Soft-Surface Trail)**

No citations available.

**Stewardship**

**MLTS Adopt-a-Trail Program**

No citations available.

**MARKETING/PROMOTION**

**Marketing Strategy**

**MLTS Marketing and Publicity**

*p. 26, B. Consolidated Project List*

Coordination of operations, management & marketing of recreation and arts experiences to provide information, maps, assistance with permitting events, access to resources, central spot for disseminating information, etc.

## **Sponsorship Opportunities**

### **MLTS Partnership with Westin**

*p. 35, 6. Funding Sources*

- Corporate Sponsorships/Business Development

## **Trail Maps/Guides**

### **Print and Web-Based Maps/Guides**

*p. 26, B. Consolidated Project List*

Coordination of operations, management & marketing of recreation and arts experiences to provide information, maps, assistance with permitting events, access to resources, central spot for disseminating information, etc.

More wayfinding, signage, maps, and information systems utilizing emerging technology-based resources around town.

## **Trail Events**

*p. 26, B. Consolidated Project List*

Variety of youth/adult/family camps and learning programs (for all ages) linked to Mammoth-centric experiences that integrate natural environment experience and provide physical activities (i.e. running camps to become better runner, bike camps for improving skills, etc.).

**Attachment B:  
Project Concept Plan**

**Measure R Fall 2011 Application: Town of Mammoth Lakes**  
**Attachment B: Project Concept Plan (Narrative)**

1. Background

- a. The Town of Mammoth Lakes (Town) seeks to enhance and improve the Town's component of a Mammoth Lakes Trail System (MLTS). Working with the Mammoth Lakes Trails and Public Access Foundation (MLTPA) under a project-consultant agreement funded by Measure R (see "Attachment F: Consulting Agreement: MLTS Support"), the Town has identified a range of opportunities that it believes will increase visitation to Mammoth Lakes while improving the quality of life for local residents and enhancing the visitor experience.
- b. The Town has determined that in order to efficiently realize the opportunities of an enhanced MLTS, it is in the interest of all citizens that the Town formalizes its relationship with the Inyo National Forest (INF) with regard to an MLTS. A recommendation of RecStrats, as adopted by Town Council, reads: "Given that the Inyo National Forest and the Town of Mammoth Lakes are responsible for a significant number of action-plan elements within the core strategies (including "Trails"), it is critical that their relationship is formalized and a true partnership be developed. This relationship can be formalized in a number of ways, including a Memorandum of Understanding or Cooperative Agreement. The process for formalizing this relationship is being led by the Town Council's Recreation Reorganization Committee."
- c. In the spring of 2011, the INF requested that the Town represent its desire to partner with the INF to create a Mammoth Lakes Trail System by drafting and submitting a formal "proposal" to the agency. The INF requested that the Town's proposal include projects to be done "on the ground" along with a credible representation of the long-term commitment of resources necessary to effectively construct, operate, and maintain all of the projects identified in the proposal. As the basis for this proposal, both the Town and the INF have recognized the Town's "Trail System Master Plan (2011)" as the Master Development Plan for a Mammoth Lakes Trail System.
- d. Following up on the request from the INF, the Town has developed and prepared the "Proposal from the Town of Mammoth Lakes to the United States Forest Service with Regard to a Mammoth Lakes Trail System: Content Draft." This document is included in the "Inaugural Documents of Authority" (Attachment D), an inventory of the necessary components of a Mammoth Lakes Trail System program that includes:
  - i. A catalogue of all of the physical assets that may be represented as part of the system ("MLTS Assets – Track #1")

**Measure R Fall 2011 Application: Town of Mammoth Lakes**  
**Attachment B: Project Concept Plan (Narrative)**

- ii. The draft elements of an intellectual-property program (“Intellectual Property – Track #2”)
- iii. The draft of a governance program to be considered by the Town’s Recreation Commission (“Governance – Track #3”)
- iv. The documented consensus of the Town and the INF regarding partnership opportunities for the management of a Mammoth Lakes Trail System (“Operations and Maintenance – Track #4”)
- v. Consensus recommendations for the Town’s application for Measure R funds for the enhancement of its component of a Mammoth Lakes Trail System (“Capacity and Resources – Track #5”).

Participants in the discussions and efforts necessary to produce the “Inaugural Documents of Authority” include the staffs of the Town of Mammoth Lakes, the INF, MLTPA, and the Strategic Marketing Group; members of the Town’s Recreation Commission “Trails Committee”; and members of MLTPA’s board of directors.

- e. The Town requests that the proposed enhancements and improvements to the Town’s component of a Mammoth Lakes Trail System, as identified by the Town and its partners, be funded by Measure R. This application details specific tasks and deliverables in “Attachment B: Project Concept Plan,” specifically in the “Scope of Work” and “Budget” sections.
- f. Should Town Council appropriate the funds requested through this Measure R application to enhance and improve the Town’s component of a Mammoth Lakes Trail System, the Town will then work with the INF to prepare the necessary legal documents to bind the Town and the INF in a cooperative partnership wherein each agency will coordinate the planning, construction, operations, maintenance, programming, and administration of their respective components of a Mammoth Lakes Trail System. The appropriate legal documents will be submitted to the Town for its consideration and approval. Only with the approval of and acceptance by the Town of any necessary legal documents to formalize this partnership will any appropriated Measure R funds be allocated to the program. (See “Appropriation of Funds,” below.) Town Council’s approval of this Measure R application will demonstrate the Town’s willingness and capacity to enter into such legal agreements with the INF and will immediately instruct Town staff (or any extension thereof) to begin negotiation of these agreements.
- g. Prior to the drafting of the appropriate legal documents to bind the Town and the INF in a cooperative partnership, it is necessary for the Town to establish its level of commitment to enhancing and improving its component of a Mammoth Lakes Trail System. This Measure R application will provide

**Measure R Fall 2011 Application: Town of Mammoth Lakes**  
**Attachment B: Project Concept Plan (Narrative)**

the Town with the opportunity to evaluate, consider, and potentially commit the resources necessary to realize the economic and social opportunities of a Mammoth Lakes Trail System for the benefit of the community of Mammoth Lakes.

2. Appropriation of Funds

- a. No funds are requested by the Town from the pool of funds identified as being currently available for Fall 2011 Measure R applications.
- b. To maintain continuity with existing Town efforts in support of a Mammoth Lakes Trail System that have already been funded through Measure R, funds appropriated for this program will be required for allocation by the Town in the spring of 2012.
- c. Allocation of appropriated funds is contingent upon the following:
  - i. The approval by the Town of any necessary legal documents that will bind the Town and the INF for the specific purposes of the program and that will ensure the efficient and effective planning, construction, operations, maintenance, programming, and administration of the program.
  - ii. The satisfactory submittal to the Town of project deliverables identified in Amendments 01 and 02 to the “Consulting Agreement: Mammoth Lakes Trail System Support (2010)” (Attachment F), which is currently in effect.
  - iii. The development and execution of annual amendments to the “Consulting Agreement: Mammoth Lakes Trail System Support (2010)” (Attachment F) as reviewed and recommended by the “Mammoth Lakes Trail System Coordinating Committee” that will identify deliverables and the proposed allocation of appropriated funds for the implementation of the program, should that be the desire of the Town.
  - iv. The annual review of the program by the Town’s “Mammoth Lakes Trail System Coordinating Committee” (see “Governance – Track 3” of “Attachment D: IDOA”), which will make specific recommendations to the Town’s Recreation Commission with regard to the prioritization of capital-project implementation, the allocation of program funds as appropriated by Town Council, reporting to the Recreation Commission on the efforts and current capacity of the partners in a

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment B: Project Concept Plan (Narrative)**

Mammoth Lakes Trail System, and/or any other task(s) that may be deemed necessary or desired by the Town's Recreation Commission.

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment B: Project Concept Plan (Scope of Work)**

CODE	PROJECT	YEAR	YEAR	YEAR	YEAR	YEAR
100 PLANNING		1	2	3	4	5
110	<b>Strategic Planning</b>					
111	MLTS Strategic Plan		Complete			
120	<b>Collaborative Processes</b>					
121	Lakes Basin Working Group	Complete				
130	<b>Focused Planning Efforts</b>					
131						
200 DESIGN						
210	<b>Guidelines and Standards</b>					
211	MLTS Standards Manual updates	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
220	<b>Trail Alignment Studies</b>					
221	SHARP Trails Technical Committee					
	SHARP Project #1	TTC				
	SHARP Project #2	TTC				
	SHARP Project #3	TTC				
	SHARP Project #4		TTC			
	SHARP Project #5		TTC			
222	Lakes Basin Trails Technical Committee					
	LABSS Project #1		TTC			
	LABSS Project #2		TTC			
	LABSS Project #3			TTC		
	LABSS Project #4			TTC		
	LABSS Project #5				TTC	
223	Shady Rest/Inyo Craters Trails Technical Committee					
	Shady Rest/Inyo Craters Project #1		TTC			
	Shady Rest/Inyo Craters Project #2		TTC			
	Shady Rest/Inyo Craters Project #3			TTC		
	Shady Rest/Inyo Craters Project #4			TTC		
	Shady Rest/Inyo Craters Project #5				TTC	
230	<b>Project Design</b>					
231	SHARP Trails Project Design					
	SHARP Project #1		Design			
	SHARP Project #2		Design			
	SHARP Project #3		Design			
	SHARP Project #4			Design		
	SHARP Project #5			Design		
232	Lakes Basin Trails Project Design					
	LABSS Project #1			Design		
	LABSS Project #2			Design		
	LABSS Project #3				Design	
	LABSS Project #4				Design	
	LABSS Project #5					Design
233	Shady Rest/Inyo Craters Trails Project Design					
	Shady Rest/Inyo Craters Project #1			Design		
	Shady Rest/Inyo Craters Project #2			Design		
	Shady Rest/Inyo Craters Project #3				Design	
	Shady Rest/Inyo Craters Project #4				Design	
	Shady Rest/Inyo Craters Project #5					Design
300 IMPLEMENTATION						
310	<b>Project-Based Environmental Analysis</b>					
311	SHARP Trails Environmental Analysis					
	SHARP Project #1		Shovel Ready			
	SHARP Project #2		Shovel Ready			
	SHARP Project #3		Shovel Ready			
	SHARP Project #4			Shovel Ready		
	SHARP Project #5			Shovel Ready		
312	Lakes Basin Trails Environmental Analysis					
	LABSS Project #1			Shovel Ready		
	LABSS Project #2			Shovel Ready		
	LABSS Project #3				Shovel Ready	
	LABSS Project #4				Shovel Ready	
	LABSS Project #5					Shovel Ready
313	Shady Rest/Inyo Craters Trails Environmental Analysis					
	Shady Rest/Inyo Craters Project #1			Shovel Ready		
	Shady Rest/Inyo Craters Project #2			Shovel Ready		
	Shady Rest/Inyo Craters Project #3				Shovel Ready	
	Shady Rest/Inyo Craters Project #4				Shovel Ready	

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment B: Project Concept Plan (Scope of Work)**

		Shady Rest/Inyo Craters Project #5						Shovel Ready
	<b>320</b>	<b>Easements/Access Negotiations</b>						
		321 Sherwins Egress	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
	<b>330</b>	<b>Project Implementation / Construction</b>						
		331 SHARP Trails Implementation/ Construction						
		SHARP #13	Construction					
		SHARP #15		Construction				
		SHARP #5bN		Construction				
		SHARP Project #1			Construction			
		SHARP Project #2			Construction			
		SHARP Project #3			Construction			
		SHARP Project #4				Construction		
		SHARP Project #5				Construction		
		332 Lakes Basin Trails Implementation/ Construction						
		LABSS Project #1				Construction		
		LABSS Project #2				Construction		
		LABSS Project #3					Construction	
		LABSS Project #4					Construction	
		LABSS Project #5					Construction	
		333 Shady Rest/Inyo Craters Trails Implementation/ Construction						
		Shady Rest/Inyo Craters Project #1				Construction		
		Shady Rest/Inyo Craters Project #2				Construction		
		Shady Rest/Inyo Craters Project #3					Construction	
		Shady Rest/Inyo Craters Project #4					Construction	
		Shady Rest/Inyo Craters Project #5						
		334 Signage and Wayfinding Projects						
		Signage and Wayfinding Phase 5 - SS		Construction				
		Signage and Wayfinding Phase 6 - SS			Construction			
	<b>400</b>	<b>OPERATION</b>						
		410 Management Plan						
		411 MLTS Management Program	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		420 Governance						
		421 MLTS Coordinating Committee	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		422 MLTS Facilities for TOML CIP	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		423 MLTS Quarterly Reporting	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		424 MLTS Annual Budget Coordination	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		430 Interagency Coordination						
		431 Mammoth Trails	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		440 Fundraising						
		441 MLTS Grants						
		442 MLTS Fundraising						
		450 Website						
		451 MLTS Website	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		460 Information Systems						
		461 MLTS Data Library	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		470 Interpretive						
		471 MLTS Interpretive Program	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		480 Regulations / Enforcement						
		481 MLTS Trail Patrol	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		490 Image Library						
		491 MLTS Photo and Image Library	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
	<b>500</b>	<b>MAINTENANCE</b>						
		510 Maintenance						
		511 MLTS Maintenance						
		Horseshoe Lake Loop	Maintenance				Maintenance	
		Mammoth Rock Trail	Maintenance				Maintenance	
		Mill City Wheel Trail	Maintenance				Maintenance	
		Panorama Dome Trail	Maintenance				Maintenance	
		Panorama MTB Trail	Maintenance				Maintenance	
		SHARP ID# 12b	Maintenance				Maintenance	
		Knolls Loop		Maintenance				Maintenance
		Mountain View Trail		Maintenance				Maintenance
		Crystal Lake Trail		Maintenance				Maintenance
		Coldwater-George Trail		Maintenance				Maintenance
		TJ Lake Loop		Maintenance				Maintenance
		Earthquake Fault			Maintenance			
		Arrowhead Lake Trail			Maintenance			
		Duck Pass Trail			Maintenance			

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment B: Project Concept Plan (Scope of Work)**

		Heart Lake Trail				Maintenance		
		McLeod Lake Trail				Maintenance		
		Sherwin Lakes Trail				Maintenance		
		SHARP #13		Maintenance				
		SHARP #15				Maintenance		
		SHARP #5bN				Maintenance		
		SHARP Project #1					Maintenance	
		SHARP Project #2					Maintenance	
		SHARP Project #3					Maintenance	
		SHARP Project #4						Maintenance
		SHARP Project #5						Maintenance
		LABSS Project #1						Maintenance
		LABSS Project #2						Maintenance
		LABSS Project #3						
		LABSS Project #4						
		LABSS Project #5						
		Shady Rest/Inyo Craters Project #1						Maintenance
		Shady Rest/Inyo Craters Project #2						Maintenance
		Shady Rest/Inyo Craters Project #3						
		Shady Rest/Inyo Craters Project #4						
		Shady Rest/Inyo Craters Project #5						
		Signage and Wayfinding Phase 5 - SS				Maintenance	Maintenance	Maintenance
		Signage and Wayfinding Phase 6 - SS					Maintenance	Maintenance
<b>600 STEWARDSHIP</b>								
		<b>610 Adopt A Trail</b>						
		<b>611 MLTS Adopt A Trail Program</b>						
<b>700 MARKETING/PROMOTION</b>								
		<b>710 Marketing Strategy</b>						
		<b>711 MLTS Marketing and Publicity</b>	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		<b>720 Sponsorship Opportunities</b>						
		<b>721 MLTS Partnership with Westin</b>						
		<b>730 Trail Maps / Guides</b>						
		<b>731 Print and Web-Based Maps/Guides</b>	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		<b>740 Trail Events</b>						
		<b>741 Annual Lakes Basin Path - Season Opener</b>	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
		= Projects with the Measure R logo were initiated by Measure R and will require maintenance by Measure R.						

Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment B: Project Concept Plan (Budget)

CODE	PROJECT	YEAR	YEAR	YEAR	YEAR	YEAR
		1	2	3	4	5
<b>100</b>	<b>PLANNING</b>					
110	Strategic Planning	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -
120	Collaborative Processes	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -
130	Focused Planning Efforts					
<b>200</b>	<b>DESIGN</b>					
210	Guidelines and Standards	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00
220	Trail Alignment Studies	\$ 5,000.00	\$ 11,250.00	\$ 5,000.00	\$ 5,000.00	\$ -
230	Project Design	\$ -	\$ 4,800.00	\$ 9,600.00	\$ 6,400.00	\$ 3,200.00
<b>300</b>	<b>IMPLEMENTATION</b>					
310	Project-Based Environmental Analysis	\$ -	\$ 7,500.00	\$ 15,000.00	\$ 10,000.00	\$ 5,000.00
320	Easements/Access Negotiations	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00
330	Project Implementation / Construction	\$ 16,250.00	\$ 33,750.00	\$ 11,250.00	\$ 22,500.00	\$ 15,000.00
<b>400</b>	<b>OPERATION</b>					
410	Management Plan	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
420	Governance	\$ 42,500.00	\$ 42,500.00	\$ 42,500.00	\$ 42,500.00	\$ 42,500.00
430	Interagency Coordination	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
440	Fundraising	\$ 31,500.00	\$ 31,500.00	\$ 31,500.00	\$ 31,500.00	\$ 31,500.00
450	Website	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00
460	Information Systems	\$ 22,500.00	\$ 22,500.00	\$ 22,500.00	\$ 22,500.00	\$ 22,500.00
470	Interpretive	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
480	Regulations / Enforcement	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00
490	Image Library	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00
<b>500</b>	<b>MAINTENANCE</b>					
510	Maintenance	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00
<b>600</b>	<b>STEWARDSHIP</b>					
610	Adopt A Trail	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
<b>700</b>	<b>MARKETING/PROMOTION</b>					
710	Marketing Strategy	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00
720	Sponsorship Opportunities	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
730	Trail Maps / Guides	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
740	Trail Events	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00

<b>Subtotal for Trail Construction Development =</b>	\$ 38,500.00	\$ 74,550.00	\$ 48,100.00	\$ 51,150.00	\$ 30,450.00
<b>Subtotal for Programming =</b>	\$ 238,500.00	\$ 238,500.00	\$ 238,500.00	\$ 238,500.00	\$ 238,500.00
<b>Subtotal =</b>	\$ 277,000.00	\$ 313,050.00	\$ 286,600.00	\$ 289,650.00	\$ 268,950.00
<b>10% Contingency =</b>	\$ 27,700.00	\$ 31,305.00	\$ 28,660.00	\$ 28,965.00	\$ 26,895.00
<b>10% Administration =</b>	\$ 27,700.00	\$ 31,305.00	\$ 28,660.00	\$ 28,965.00	\$ 26,895.00
<b>Total Projected Budget =</b>	\$ 332,400.00	\$ 375,660.00	\$ 343,920.00	\$ 347,580.00	\$ 322,740.00
<b>Subtotal less construction =</b>	\$ 293,900.00	\$ 301,110.00	\$ 295,820.00	\$ 296,430.00	\$ 292,290.00
<b>Trail Construction Development</b>					
<b>Budget at \$300k cap =</b>	\$ 6,100.00	\$ (1,110.00)	\$ 4,180.00	\$ 3,570.00	\$ 7,710.00

**Budget Narrative**

This is a program budget for a multi-year financial commitment for specific enhancements and improvements to the Town's existing component of an MLTS with no supplanting of existing maintenance funds from other Town resources.
The program budget provides individual project budgets with specifically identified tasks and deliverables.
The projects were developed in accordance with Track # 5 of the Inaugural Documents of Authority (IDOA) and will be reviewed annually by the "Mammoth Lakes Trail System Coordinating Committee," who will make specific recommendations to the Town's Recreation Commission with regard to the prioritization of capital-project implementation, the allocation of program funds as appropriated by Town Council, reporting to the Recreation Commission on the efforts and current capacity of the partners in a Mammoth Lakes Trail System, and/or any other task(s) that may be deemed necessary or desired by the Town's Recreation Commission.
The request for Measure R funds is for an annual amount not to exceed \$300,000.00.
Differences between the estimated annual cost of the program and funds available for any specific year will have to be reconciled by the MLTS Coordinating Committee.

Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment B: Project Concept Plan (Budget)

CODE	PROJECT	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
<b>100 PLANNING</b>						
<b>110 Strategic Planning</b>						
111	MLTS Strategic Plan	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -
<b>120 Collaborative Processes</b>						
121	Lakes Basin Working Group	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -
<b>130 Focused Planning Efforts</b>						
131						
<b>200 DESIGN</b>						
<b>210 Guidelines and Standards</b>						
 211	MLTS Standards Manual Updates	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00
<b>220 Trail Alignment Studies</b>						
 221	SHARP Trails Technical Committee	\$ 5,000.00	\$ 3,750.00	\$ -	\$ -	\$ -
222	Lakes Basin Trails Technical Committee		\$ 3,750.00	\$ 2,500.00	\$ 2,500.00	
223	Shady Rest/Inyo Craters Trails Technical Committee		\$ 3,750.00	\$ 2,500.00	\$ 2,500.00	
<b>230 Project Design</b>						
 231	SHARP Trails Project Design		\$ 4,800.00	\$ 3,200.00		
232	Lakes Basin Trails Project Design			\$ 3,200.00	\$ 3,200.00	\$ 1,600.00
233	Shady Rest/Inyo Craters Trails Project Design			\$ 3,200.00	\$ 3,200.00	\$ 1,600.00
<b>300 IMPLEMENTATION</b>						
<b>310 Project-Based Environmental Analysis</b>						
 311	SHARP Trails Environmental Analysis		\$ 7,500.00	\$ 5,000.00		
312	Lakes Basin Trails Environmental Analysis			\$ 5,000.00	\$ 5,000.00	\$ 2,500.00
313	Shady Rest/Inyo Craters Trails Environmental Analysis			\$ 5,000.00	\$ 5,000.00	\$ 2,500.00
<b>320 Easements/Access Negotiations</b>						
 321	Sherwins Egress	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00
<b>330 Project Implementation / Construction</b>						
 331	SHARP Trails Implementation/ Construction	\$ 7,500.00	\$ 25,000.00	\$ 11,250.00	\$ 7,500.00	
332	Lakes Basin Trails Implementation/ Construction				\$ 7,500.00	\$ 7,500.00
333	Shady Rest/Inyo Craters Trails Implementation/ Construction				\$ 7,500.00	\$ 7,500.00
334	Signage and Wayfinding Projects	\$ 8,750.00	\$ 8,750.00	\$ 8,750.00	\$ 8,750.00	\$ 8,750.00
<b>400 OPERATION</b>						
<b>410 Management Plan</b>						
 411	MLTS Management Program	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
<b>420 Governance</b>						
421	MLTS Coordinating Committee	\$ 17,500.00	\$ 17,500.00	\$ 17,500.00	\$ 17,500.00	\$ 17,500.00
 422	MLTS Facilities for TOML CIP	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
 423	MLTS Quarterly Reporting	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00
424	MLTS Annual Budget Coordination	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00
<b>430 Interagency Coordination</b>						
 431	Mammoth Trails	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
<b>440 Fundraising</b>						
 441	MLTS Grants	\$ 14,000.00	\$ 14,000.00	\$ 14,000.00	\$ 14,000.00	\$ 14,000.00
442	MLTS Fundraising	\$ 17,500.00	\$ 17,500.00	\$ 17,500.00	\$ 17,500.00	\$ 17,500.00
<b>450 Website</b>						
 451	MLTS Website	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00
<b>460 Information Systems</b>						
 461	MLTS Data Library	\$ 22,500.00	\$ 22,500.00	\$ 22,500.00	\$ 22,500.00	\$ 22,500.00
<b>470 Interpretive</b>						
 471	MLTS Interpretive Program	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
<b>480 Regulations / Enforcement</b>						
481	MLTS Trail Patrol	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00
<b>490 Image Library</b>						
 491	MLTS Photo and Image Library	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00
<b>500 MAINTENANCE</b>						
<b>510 Maintenance</b>						
511	MLTS Maintenance	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00
<b>600 STEWARDSHIP</b>						
<b>610 Adopt A Trail</b>						
611	MLTS Adopt-a-Trail Program	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
<b>700 MARKETING/PROMOTION</b>						
<b>710 Marketing Strategy</b>						
 711	MLTS Marketing and Publicity	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00
<b>720 Sponsorship Opportunities</b>						
 721	MLTS Partnership with Westin	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
<b>730 Trail Maps / Guides</b>						
 731	Print and Web-Based Maps/Guides	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
<b>740 Trail Events</b>						
741	Annual Lakes Basin Path - Season Opener	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00

 = Projects with the Measure R logo were initiated by Measure R and will require maintenance by Measure R.

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Strategic Plan
<b>Project Code #:</b>	111
<b>Project Description:</b>	Long-range strategic planning for an MLTS. <i>Content Draft reference A1</i>
<b>Project Term:</b>	6 months
<b>Project Complete:</b>	Complete in year 2
<b>Citations from the Draft TSMP (2009):</b>	pp. 15-16, Section 1.1 (p. 1 of Attachment A: Plan Citations), pp. 16-17, Section 1.2 (p. 2 of Attachment A: Plan Citations), p. 114, Recommendation G5 (p. 3 of Attachment A: Plan Citations), p. 115, Recommendation G9 (p. 3 of Attachment A: Plan Citations), pp. 174-175, Section 5.2.15 (p. 4 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 11, Economics (p. 42 of Attachment A: Plan Citations), p. 14, Sense of Place and Tangible Elements (p. 42 of Attachment A: Plan Citations), p. 19, Core Strategies (p. 42 of Attachment A: Plan Citations), p. 26, Core Strategy 6 (p. 43 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 26, B. Consolidated Project List (p. 51 of Attachment A: Plan Citations)

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Development
  - 2a Convening and facilitation
  - 2b Draft mission, vision, and values statements
  - 2c Conduct basic strategic analysis
  - 2d Establish strategic direction
  - 2e Creation and circulation of draft Strategic Plan
  - 2f Formatting and publication of final Strategic Plan
- 3 Outreach - As requested
- 4 Quarterly and Final Reporting - Preparation for quarterly reporting
- 5 Final Deliverables - Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 =**

**Estimated Project Cost Year 2 = \$ 10,000.00**

**Estimated Project Cost Year 3 =**

**Estimated Project Cost Year 4 =**

**Estimated Project Cost Year 5 =**

## PROJECT AND CITATIONS

<b>Project Title:</b>	Lakes Basin Working Group
<b>Project Code #:</b>	121
<b>Project Description:</b>	Collaborative planning effort to develop recreation and MLTS related opportunities for the Mammoth Lakes Basin. <i>Content Draft reference A2</i>
<b>Project Term:</b>	4 - 6 months
<b>Project Complete:</b>	year 1
<b>Citations from the Draft TSMP (2009):</b>	p. 141, Recommendation INT1 (p. 5 of Attachment A: Plan Citations), p. 116, Recommendation G13 (pp. 4–5 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Development
  - 2a Kick Off Meeting
  - 2b Volunteer Field Trips
  - 2c Facilitated Meetings including notification and documentation
  - 2d Key Agreements – Convened and facilitated meetings to develop and document consensus and to establish key agreements
  - 2e Draft Lakes Basin Recreation Plan
  - 2f Circulation of Draft Lakes Basin Recreation Plan
  - 2g Drafting and formatting of Final Report
- 3 GIS Mapping and Field Work
- 4 Photo Documentation
- 5 Outreach - As requested
- 6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 7 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 10,000.00**

**Estimated Project Cost Year 2 =**

**Estimated Project Cost Year 3 =**

**Estimated Project Cost Year 4 =**

**Estimated Project Cost Year 5 =**

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Standards Manual Updates
<b>Project Code #:</b>	211
<b>Project Description:</b>	The development and maintenance of an MLTS Standards Manual directing the uniform and coherent development, design, and implementation of MLTS trails and trail related facilities, including but not limited to the design of recreation nodes, signage and wayfinding, soft-surface trails, multi-use paths, on-street bikeways, and trail amenities. <i>Content Draft reference A4</i>
<b>Project Term:</b>	Annually
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 112, Recommendation G1 (pp. 6–7 of Attachment A: Plan Citations), p. 114, Recommendation G3 (p. 7 of Attachment A: Plan Citations), p. 115, Recommendation G8 (p. 7 of Attachment A: Plan Citations), p. 118, Recommendation N3 (pp. 7–8 of Attachment A: Plan Citations), pp. 165-184, Chapter 5 (p. 8 of Attachment A: Plan Citations), p. 174, Section 5.2.14 (p. 8 of Attachment A: Plan Citations), pp. 185-243, Chapter 6 (p. 9 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 16, Weaknesses (p. 43 of Attachment A: Plan Citations), p. 24, Core Strategy 4 (p. 43 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 18, Diagram 2: Trails (p. 51 of Attachment A: Plan Citations), p. 20, Diagram 4: Communication and Coordination (p. 51 of Attachment A: Plan Citations)
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Standards Development
  - 2a Partner Consensus – Documentation of MLTS partner consensus and drafting of signage and wayfinding and facility components for the Standards Manual
  - 2b Naming Conventions – Documentation, drafting, and incorporation of naming conventions into Standards Manual
  - 2c Graphic Conventions – Documentation, drafting, and incorporation of graphic conventions into Standards Manual

MLTS Standards Manual Updates

Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment B: Project Concept Plan (Budget)

- 2d Mapping Conventions – Documentation, drafting, and incorporation of mapping conventions into Standards Manual
- 2e Trail System Facilities – Documentation, drafting, and incorporation of the implementation, maintenance, and cost estimate components into Standards Manual
- 3 Document Updates and Maintenance
  - 3a Document preparation for agency adoption(s)
- 4 Monitoring and Enforcement
  - 4a Review of MLTS projects for conformity with Standards Manual
- 5 Outreach - As requested
- 6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 7 Final Deliverables – Final deliverable(s) preparation and delivery

<b>Estimated Project Cost Year 1 =</b>	<b>\$</b>	<b>3,500.00</b>
<b>Estimated Project Cost Year 2 =</b>	<b>\$</b>	<b>3,500.00</b>
<b>Estimated Project Cost Year 3 =</b>	<b>\$</b>	<b>3,500.00</b>
<b>Estimated Project Cost Year 4 =</b>	<b>\$</b>	<b>3,500.00</b>
<b>Estimated Project Cost Year 5 =</b>	<b>\$</b>	<b>3,500.00</b>

## PROJECT AND CITATIONS

<b>Project Title:</b>	SHARP Trails Technical Committee
<b>Project Code #:</b>	221
<b>Project Description:</b>	Further development and refinement of recommendations from the Sherwins Area Recreation Plan (SHARP) into detailed projects and trail alignments that can be submitted for project design and environmental review. <i>Content Draft reference A6</i>
<b>Project Term:</b>	4-6 months (June - October as needed)
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p 116, Recommendation G13 (pp. 9–10 of Attachment A: Plan Citations), p. 150, Recommendation SS1 (p. 10 of Attachment A: Plan Citations), p. 150, Recommendation SS2 (pp. 10–11 of
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Development
  - 2a Kick Off Meeting – Convening of agencies and volunteers for the purposes of refining proposals, including the notice of meetings, venue coordination, materials preparation and distribution, and the production of meeting summaries and documentation
  - 2b Volunteer Field Work – Meetings and volunteer efforts in the field for trail alignment and facility design development
  - 2c In House Meeting(s) – Convened meetings for project or trail groups in an office setting
  - 2d Key Agreements – Convened and facilitated meetings to develop and document consensus and to establish key agreements
  - 2e General Meeting(s) – All project general meetings for field or in-house meetings whose goal is to address universal concerns to the entire project
  - 2f Technical Meeting(s) – Specific development and analysis of technical issues related to the development or analysis of key agreements including agency partners and outside specialists

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- 2g Wrap Celebration – Final meeting of all participants and agency partners to review accomplishments and key agreements of the TTC’s efforts
- 3 GIS and Mapping Field Work – GIS and mapping updates of revised facility and/or alignment proposals
- 4 Photo Documentation – Photo documentation of volunteer efforts
- 5 Outreach - As requested
- 6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 7 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 5,000.00**  
**Estimated Project Cost Year 2 = \$ 3,750.00**  
**Estimated Project Cost Year 3 =**  
**Estimated Project Cost Year 4 =**  
**Estimated Project Cost Year 5 =**

## PROJECT AND CITATIONS

<b>Project Title:</b>	Lakes Basin Trails Technical Committee
<b>Project Code #:</b>	222
<b>Project Description:</b>	Further development and refinement of recommendations from the Lakes Basin Working Group into detailed projects and trail alignments that can be submitted for project design and environmental review. <i>Content Draft reference A6</i>
<b>Project Term:</b>	4 -6 months (June - October as needed)
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p 116, Recommendation G13 (p. 11 of Attachment A: Plan Citations), p. 150, Recommendation SS2 (p. 12 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Development
  - 2a Kick Off Meeting – Convening of agencies and volunteers for the purposes of refining proposals, including the notice of meetings, venue coordination, materials preparation and distribution, and the production of meeting summaries and documentation
  - 2b Volunteer Field Work – Meetings and volunteer efforts in the field for trail alignment and facility design development
  - 2c In House Meeting(s) – Convened meetings for project or trail groups in an office setting
  - 2d Key Agreements – Convened and facilitated meetings to develop and document consensus and to establish key agreements
  - 2e General Meeting(s) – All project general meetings for field or in-house meetings whose goal is to address universal concerns to the entire project
  - 2f Technical Meeting(s) – Specific development and analysis of technical issues related to the development or analysis of key agreements including agency partners and outside specialists

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- 2g Final meeting of all participants and agency partners to review accomplishments and key agreements of the TTC's efforts
- 3 GIS and Mapping Field Work – GIS and mapping updates of revised facility and/or alignment proposals
- 4 Photo Documentation – Photo documentation of volunteer efforts
- 5 Outreach - As requested
- 6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 7 Final Deliverables – Final deliverable(s) preparation and delivery

<b>Estimated Project Cost Year 1 =</b>		
<b>Estimated Project Cost Year 2 =</b>	\$	3,750.00
<b>Estimated Project Cost Year 3 =</b>	\$	2,500.00
<b>Estimated Project Cost Year 4 =</b>	\$	2,500.00
<b>Estimated Project Cost Year 5 =</b>		

## PROJECT AND CITATIONS

<b>Project Title:</b>	Shady Rest/Inyo Craters Trails Technical Committee
<b>Project Code #:</b>	223
<b>Project Description:</b>	Further development and refinement of recommendations from the Shady Rest/Inyo Craters Working Group into detailed projects and trail alignments that can be submitted for project design and environmental review. <i>Content Draft reference A6</i>
<b>Project Term:</b>	4-6 months (June - October as needed)
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p 116, Recommendation G13 (p. 11 of Attachment A: Plan Citations), p. 150, Recommendation SS2 (p. 12 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Development
  - 2a Kick Off Meeting – Convening of agencies and volunteers for the purposes of refining proposals, including the notice of meetings, venue coordination, materials preparation and distribution, and the production of meeting summaries and documentation
  - 2b Volunteer Field Work – Meetings and volunteer efforts in the field for trail alignment and facility design development
  - 2c In House Meeting(s) – Convened meetings for project or trail groups in an office setting
  - 2d Key Agreements – Convened and facilitated meetings to develop and document consensus and to establish key agreements
  - 2e General Meeting(s) – All project general meetings for field or in-house meetings whose goal is to address universal concerns to the entire project
  - 2f Technical Meeting(s) – Specific development and analysis of technical issues related to the development or analysis of key agreements including agency partners and outside specialists
  - 2g Wrap Celebration – Final meeting of all participants and agency partners to review accomplishments and key agreements of the TTC's efforts

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- 3 GIS and Mapping Field Work – GIS and mapping updates of revised facility and/or alignment proposals
- 4 Photo Documentation – Photo documentation of volunteer efforts
- 5 Outreach - As requested
- 6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 7 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 =**

**Estimated Project Cost Year 2 = \$ 3,750.00**

**Estimated Project Cost Year 3 = \$ 2,500.00**

**Estimated Project Cost Year 4 = \$ 2,500.00**

**Estimated Project Cost Year 5 =**

## PROJECT AND CITATIONS

**Project Title:** SHARP Trails Project Design  
**Project Code #:** 231  
**Project Description:** Trail alignment and/or facility design review and development of construction specifications for Sherwins Area Recreation Plan (SHARP) projects. *Content Draft reference A5*  
**Project Term:** 4-6 months (June - October as needed)  
**Project Complete:** Ongoing  
**Citations from the Draft TSMP (2009):** pp. 165-184, Chapter 5 (p. 12 of Attachment A: Plan Citations), pp. 185-243, Chapter 6 (pp. 12–13 of Attachment A: Plan Citations)

**Citations from RecStrats I:** p. 24, Core Strategy 4 (p. 44 of Attachment A: Plan Citations)

**Citations from RecStrats II:** No citations available.



This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Development
  - 2a Finalized trail alignment and/or facility design  
Construction drawings and/or bid set development –  
Construction details for specific trail alignments including but not limited to topographic surveys, trail layouts and cross-sections, demolition plans, grading plans, materials selection, landscape plans, site drainage plans, and erosion control measures.
  - 2b Cost estimates for construction
  - 2c Timeline and/or phasing for construction
- 3 GIS and Mapping Field Work
- 4 Photo Documentation
- 5 Outreach - As requested
- 6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 7 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 =**

**Estimated Project Cost Year 2 = \$ 4,800.00**

**Estimated Project Cost Year 3 = \$ 3,200.00**

**Estimated Project Cost Year 4 =**

**Estimated Project Cost Year 5 =**

## PROJECT AND CITATIONS

<b>Project Title:</b>	Lakes Basin Trails Project Design
<b>Project Code #:</b>	232
<b>Project Description:</b>	Trail alignment and/or facility design review and development of construction specifications for Lakes Basin Working Group projects. <i>Content Draft reference A5</i>
<b>Project Term:</b>	4 -6 months (June - October as needed)
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	pp. 165-184, Chapter 5 (p. 12 of Attachment A: Plan Citations), pp. 185-243, Chapter 6 (pp. 12–13 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 24, Core Strategy 4 (p. 44 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	No citations available.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Development
  - 2a Finalized trail alignment and/or facility design
  - 2b Construction drawings and/or bid set development – Construction details for specific trail alignments including but not limited to topographic surveys, trail layouts and cross-sections, demolition plans, grading plans, materials selection, landscape plans, site drainage plans, and erosion control measures
  - 2c Cost estimates for construction
  - 2d Timeline and/or phasing for construction
- 3 GIS and Mapping Field Work
- 4 Photo Documentation
- 5 Outreach - As requested
- 6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 7 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 =**

**Estimated Project Cost Year 2 =**

**Estimated Project Cost Year 3 = \$ 3,200.00**

**Estimated Project Cost Year 4 = \$ 3,200.00**

**Estimated Project Cost Year 5 = \$ 1,600.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	Shady Rest/Inyo Craters Trails Project Design
<b>Project Code #:</b>	233
<b>Project Description:</b>	Trail alignment and/or facility design review and development of construction specifications for Shady Rest/Inyo Craters Working Group projects. <i>Content Draft reference A5</i>
<b>Project Term:</b>	4-6 months (June - October as needed)
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	pp. 165-184, Chapter 5 (p. 12 of Attachment A: Plan Citations), pp. 185-243, Chapter 6 (pp. 12–13 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 24, Core Strategy 4 (p. 44 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	No citations available.

## TASKS AND DELIVERABLES

<b>Tasks &amp; Deliverables:</b>	<ol style="list-style-type: none"><li>1 Project Management</li><li>2 Project Development<ol style="list-style-type: none"><li>2a Finalized trail alignment and/or facility design</li><li>2b Construction drawings and/or bid set development – Construction details for specific trail alignments including but not limited to topographic surveys, trail layouts and cross-sections, demolition plans, grading plans, materials selection, landscape plans, site drainage plans, and erosion control measures</li><li>2c Cost estimates for construction</li><li>2d Timeline and/or phasing for construction</li></ol></li><li>3 GIS and Mapping Field Work</li><li>4 Photo Documentation</li><li>5 Outreach - As requested</li><li>6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting</li><li>7 Final Deliverables – Final deliverable(s) preparation and delivery</li></ol>
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**Estimated Project Cost Year 1 =**

**Estimated Project Cost Year 2 =**

**Estimated Project Cost Year 3 = \$ 3,200.00**

**Estimated Project Cost Year 4 = \$ 3,200.00**

**Estimated Project Cost Year 5 = \$ 1,600.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	SHARP Trails Environmental Analysis
<b>Project Code #:</b>	311
<b>Project Description:</b>	To the extent appropriate and feasible, the Partners shall conduct joint CEQA/NEPA environmental review processes for specific MLTS projects, including the preparation and drafting of the necessary and appropriate environmental review documents for the potential implementation of Sherwins Area Recreation Plan (SHARP) projects. <i>Content Draft reference A7</i>
<b>Project Term:</b>	4-6 months (June - October as needed)
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 229, Section 6.6.1 (p. 13 of Attachment A: Plan Citations), pp. 231-232, Section 6.6.1 (pp. 13–15 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Development
  - 2a Facilitation of joint CEQA/NEPA environmental review processes
  - 2b Coordination of field surveys by environmental specialists
  - 2c Environmental Review Process
    - i Project Initiation/Prepare Project Description
    - ii Initial Study and Notice of Preparation
    - iii Draft Environmental Review Document
    - iv Responses to Comments and Final Document
    - v Meetings and Management Coordination
  - 2d Secure any other necessary environmental permits prior to construction
- 3 GIS and Mapping Field Work
- 4 Outreach - As requested
- 5 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 6 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 =**

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**Estimated Project Cost Year 2 = \$ 7,500.00**  
**Estimated Project Cost Year 3 = \$ 5,000.00**  
**Estimated Project Cost Year 4 =**  
**Estimated Project Cost Year 5 =**

## PROJECT AND CITATIONS

<b>Project Title:</b>	Lakes Basin Trails Environmental Analysis
<b>Project Code #:</b>	312
<b>Project Description:</b>	To the extent appropriate and feasible, the Partners shall conduct joint CEQA/NEPA environmental review processes for specific MLTS projects, including the preparation and drafting of the necessary and appropriate environmental review documents for the potential implementation of Lakes Basin Working Group projects. <i>Content Draft reference A7</i>
<b>Project Term:</b>	4-6 months (June - October as needed)
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMF (2009):</b>	p. 229, Section 6.6.1 (p. 13 of Attachment A: Plan Citations), pp. 231-232, Section 6.6.1 (pp. 13-15 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Development
  - 2a Facilitation of joint CEQA/NEPA environmental review processes
  - 2b Coordination of field surveys by environmental specialists
  - 2c Environmental Review Process
    - i Project Initiation/Prepare Project Description
    - ii Initial Study and Notice of Preparation
    - iii Draft Environmental Review Document
    - iv Responses to Comments and Final Document
    - v Meetings and Management Coordination
  - 2d Secure any other necessary environmental permits prior to construction
- 3 GIS and Mapping Field Work
- 4 Outreach - As requested
- 5 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 6 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 =**

**Estimated Project Cost Year 2 =**

**Estimated Project Cost Year 3 = \$ 5,000.00**

**Estimated Project Cost Year 4 = \$ 5,000.00**

**Estimated Project Cost Year 5 = \$ 2,500.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	Shady Rest/Inyo Craters Trails Environmental Analysis
<b>Project Code #:</b>	313
<b>Project Description:</b>	To the extent appropriate and feasible, the Partners shall conduct joint CEQA/NEPA environmental review processes for specific MLTS projects, including the preparation and drafting of the necessary and appropriate environmental review documents for the potential implementation of Shady Rest/Inyo Craters Working Group projects. <i>Content Draft reference A7</i>
<b>Project Term:</b>	4-6 months (June - October as needed)
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 229, Section 6.6.1 (p. 13 of Attachment A: Plan Citations), pp. 231-232, Section 6.6.1 (pp. 13-15 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Development
  - 2a Facilitation of joint CEQA/NEPA environmental review
  - 2b Coordination of field surveys by environmental specialists
  - 2c Environmental Review Process
    - i Project Initiation/Prepare Project Description
    - ii Initial Study and Notice of Preparation
    - iii Draft Environmental Review Document
    - iv Responses to Comments and Final Document
    - v Meetings and Management Coordination
  - 2d Secure any other necessary environmental permits prior to construction
- 3 GIS and Mapping Field Work
- 4 Outreach - As requested
- 5 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 6 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 =**

**Estimated Project Cost Year 2 =**

**Estimated Project Cost Year 3 = \$ 5,000.00**

**Estimated Project Cost Year 4 = \$ 5,000.00**

**Estimated Project Cost Year 5 = \$ 2,500.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	Sherwins Egress
<b>Project Code #:</b>	321
<b>Project Description:</b>	Signage and outreach campaign to advise the public on the legal egress routing from the Sherwins area across Snowcreek Golf Course to the Ranch Road gate public easement. <i>Content Draft reference A8</i>
<b>Project Term:</b>	4-6 months
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 115, Recommendation G9 (p. 15 of Attachment A: Plan Citations), p. 116, Recommendation G10 (p. 15 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	p. 18, Diagram 2: Trails (p. of Attachment A: Plan Citations), p. 35, 7. Transportation/Mobility (p. of Attachment A: Plan Citations)



This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Program Development – Signage program updates including design, mapping, installation, and maintenance components
- 3 Installation and maintenance of signage
- 4 Fabrication/replacement of signs
- 5 Outreach – Public outreach program to provide awareness of the program and gain feedback, and any other outreach as requested by the Partners
- 6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 7 Final Deliverables – Final deliverable(s) preparation and delivery

<b>Estimated Project Cost Year 1 =</b>	\$	3,750.00
<b>Estimated Project Cost Year 2 =</b>	\$	3,750.00
<b>Estimated Project Cost Year 3 =</b>	\$	3,750.00
<b>Estimated Project Cost Year 4 =</b>	\$	3,750.00
<b>Estimated Project Cost Year 5 =</b>	\$	3,750.00

## PROJECT AND CITATIONS

<b>Project Title:</b>	SHARP Trails Implementation/Construction
<b>Project Code #:</b>	331
<b>Project Description:</b>	A proponent-based capital projects implementation program with regard to the construction of Sherwins Area Recreation Plan (SHARP) projects. <i>Content Draft reference A9</i>
<b>Project Term:</b>	4-6 months (June - October as needed)
<b>Project Complete:</b>	TBD
<b>Citations from the Draft TSMP (2009):</b>	p. 17, Section 1.2.3 (p. 16 of Attachment A: Plan Citations), p. 26, Section 2.2 (p. 16 of Attachment A: Plan Citations), p. 265, Section 8.1 (p. 16 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 26, Core Strategy 6 (p. 44 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 18, Diagram 2: Trails (p. 52 of Attachment A: Plan Citations)
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Pre-Construction
  - 2a Develop RFP/RFB
- 3 Construction
  - 3a Development and management of construction effort in coordination with agency project proponent
- 4 Post-Construction
  - 4a Quality control/punch list development
  - 4b Adding as-built facilities to the MLTS Atlas
- 5 GIS and Mapping Field Work
- 6 Photo Documentation
- 7 Outreach - As requested
- 8 Quarterly and Final Reporting – preparation for quarterly reporting and final project reporting
- 9 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 7,500.00**

**Estimated Project Cost Year 2 = \$ 25,000.00**

**Estimated Project Cost Year 3 = \$ 11,250.00**

**Estimated Project Cost Year 4 = \$ 7,500.00**

**Estimated Project Cost Year 5 =**

## PROJECT AND CITATIONS

<b>Project Title:</b>	Lakes Basin Trails Implementation/Construction
<b>Project Code #:</b>	332
<b>Project Description:</b>	A proponent-based capital projects implementation program with regard to the construction of Lakes Basin Working Group projects. <i>Content Draft reference A9</i>
<b>Project Term:</b>	4-6 months (June - October as needed)
<b>Project Complete:</b>	TBD
<b>Citations from the Draft TSMP (2009):</b>	p. 17, Section 1.2.3 (p. 16 of Attachment A: Plan Citations), p. 26, Section 2.2 (p. 16 of Attachment A: Plan Citations), p. 265, Section 8.1 (p. 16 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 26, Core Strategy 6 (p. 44 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 18, Diagram 2: Trails (p. 52 of Attachment A: Plan Citations)

## TASKS AND DELIVERABLES

<b>Tasks &amp; Deliverables:</b>	<ol style="list-style-type: none"><li>1 Project Management</li><li>2 Pre-Construction<ol style="list-style-type: none"><li>2a Develop RFP/RFB</li></ol></li><li>3 Construction<ol style="list-style-type: none"><li>3a Development and management of construction effort in coordination with agency project proponent</li></ol></li><li>4 Post-Construction<ol style="list-style-type: none"><li>4a Quality control/punch list development</li><li>4b Adding as-built facilities to the MLTS Atlas</li></ol></li><li>5 GIS and Mapping Field Work</li><li>6 Photo Documentation</li><li>7 Outreach - As requested</li><li>8 Quarterly and Final Reporting – preparation for quarterly reporting and final project reporting</li><li>9 Final Deliverables – Final deliverable(s) preparation and delivery</li></ol>
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**Estimated Project Cost Year 1 =**

**Estimated Project Cost Year 2 =**

**Estimated Project Cost Year 3 =**

**Estimated Project Cost Year 4 = \$ 7,500.00**

**Estimated Project Cost Year 5 = \$ 7,500.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	Shady Rest/Inyo Craters Trails Implementation/Construction
<b>Project Code #:</b>	333
<b>Project Description:</b>	A proponent-based capital projects implementation program with regard to the construction of Shady Rest/Inyo Craters Working Group projects. <i>Content Draft reference A9</i>
<b>Project Term:</b>	4-6 months (June - October as needed)
<b>Project Complete:</b>	TBD
<b>Citations from the Draft TSMP (2009):</b>	p. 17, Section 1.2.3 (p. 16 of Attachment A: Plan Citations), p. 26, Section 2.2 (p. 16 of Attachment A: Plan Citations), p. 265, Section 8.1 (p. 16 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 26, Core Strategy 6 (p. 44 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 18, Diagram 2: Trails (p. 52 of Attachment A: Plan Citations)

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Pre-Construction
  - 2a Develop RFP/RFB
- 3 Construction
  - 3a Development and management of construction efforts in coordination with agency project proponent
- 4 Post-Construction
  - 4a Quality control/punch list development
  - 4b Adding as-built facilities to the MLTS Atlas
- 5 GIS and Mapping Field Work
- 6 Photo Documentation
- 7 Outreach - As requested
- 8 Quarterly and Final Reporting – preparation for quarterly reporting and final project reporting
- 9 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 =**

**Estimated Project Cost Year 2 =**

**Estimated Project Cost Year 3 =**

**Estimated Project Cost Year 4 = \$ 7,500.00**

**Estimated Project Cost Year 5 = \$ 7,500.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	Signage and Wayfinding Projects
<b>Project Code #:</b>	334
<b>Project Description:</b>	Development and construction of a soft-surface signage and wayfinding program for an MLTS. <i>Content Draft reference A9</i>
<b>Project Term:</b>	4-6 months (June - October as needed)
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 17, Section 1.2.3 (p. 16 of Attachment A: Plan Citations), p. 26, Section 2.2 (p. 16 of Attachment A: Plan Citations), p. 265, Section 8.1 (p. 16 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 26, Core Strategy 6 (p. 44 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 18, Diagram 2: Trails (p. 52 of Attachment A: Plan Citations)

## TASKS AND DELIVERABLES

<b>Deliverables Schedule:</b>	1 Project Management
	2 Project Development
	2a Partner Meetings and Consensus Development
	2b Convening of Mammoth Trails Map Signage and Wayfinding Committee
	3 Pre-Construction
	3a Environmental Analysis Needs Assessment
	3b Map Content Development
	3c Graphics Development and Design
	3d Messaging Content Development
	4 Construction
	4a Development and management of construction efforts in coordination with agency project proponent
	4b Fabrication
	5 Post-Construction
	5a Quality control/punch list development
	5b Adding as-built facilities to MLTS Atlas
	6 GIS and Mapping Field Work
	7 Photo Documentation
	8 Outreach - As requested
	9 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
	10 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 8,750.00**

**Estimated Project Cost Year 2 = \$ 8,750.00**

**Estimated Project Cost Year 3 = \$ 8,750.00**

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**Estimated Project Cost Year 4 = \$ 8,750.00**  
**Estimated Project Cost Year 5 = \$ 8,750.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Management Program
<b>Project Code #:</b>	411
<b>Project Description:</b>	The generation and implementation of an annual operations and management plan for the administration of an MLTS. <i>Content Draft reference A10</i>
<b>Project Term:</b>	1 year
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 24, Section 1.3.10 (p. 17 of Attachment A: Plan Citations), p. 116, Recommendation G12 (p. 17 of Attachment A: Plan Citations), p. 293, Glossary of Terms (p. 17 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	p. 26, B. Consolidated Project List (p. 53 of Attachment A: Plan Citations)
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

<b>Deliverables Schedule:</b>	1 Project Management
	2 Project Development
	2a Annual Operations Plan development and updating per MLTS Strategic Plan
	2b Program review by MLTS Coordinating Committee
	2c Implementation by MLTS Partners
	3 Outreach - As requested
	4 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
	5 Final Deliverables – Final deliverable(s) preparation and delivery

<b>Estimated Project Cost Year 1 =</b>	\$	5,000.00
<b>Estimated Project Cost Year 2 =</b>	\$	5,000.00
<b>Estimated Project Cost Year 3 =</b>	\$	5,000.00
<b>Estimated Project Cost Year 4 =</b>	\$	5,000.00
<b>Estimated Project Cost Year 5 =</b>	\$	5,000.00

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Coordinating Committee
<b>Project Code #:</b>	421
<b>Project Description:</b>	The implementation and convening of a governance program for an MLTS, hereinafter referred to as the MLTS Coordinating Committee, to discuss, coordinate, and develop policy, budget, and other matters pertaining to an MLTS and the governance of an MLTS. <i>Content Draft reference A11</i>
<b>Project Term:</b>	Monthly
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	pp. 24, Section 1.3.10 (p. 18 of Attachment A: Plan Citations), p. 116, Recommendation G11 (p. 18 of Attachment A: Plan Citations), p. 116, Recommendation G12 (p. 18 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 8, Where We Are Going (p. 45 of Attachment A: Plan Citations), p. 13, Strategic Vision and Guiding Principles (p. 45 of Attachment A: Plan Citations), p. 20, Action Steps (p. 45 of Attachment A: Plan Citations), p. 24, Core Strategy 4 (p. 45 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 26, B. Consolidated Project List (p. 53 of Attachment A: Plan Citations)

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Coordination
  - 2a Regular Meeting – Convened and facilitated biweekly meetings of TOML staff, MLTPA Trails Coordinator, and as such members of the MLTS Coordinating Committee wish to participate
  - 2b Monthly Meeting – Convened and facilitated monthly meeting as an opportunity for MLTS issues/projects to be agendized at monthly leadership team meetings between INF and the Town Council’s “Recreation Leadership Team”
  - 2c Quarterly Meeting – Convened and facilitated quarterly meeting of the MLTS Coordinating Committee in its entirety
  - 2d TOML Recreation Commission – Preparation and attendance at TOML Recreation Commission meetings to provide regular updates and as requested by the Recreation Commission

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- 2e As Needed – Convened and facilitated meetings on an as needed, project-by-project basis
- 3 Special Projects
  - 3a Efforts on behalf of projects not listed above, as identified by the MLTS Coordinating Committee
- 4 Outreach - As requested
- 5 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 6 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 17,500.00**  
**Estimated Project Cost Year 2 = \$ 17,500.00**  
**Estimated Project Cost Year 3 = \$ 17,500.00**  
**Estimated Project Cost Year 4 = \$ 17,500.00**  
**Estimated Project Cost Year 5 = \$ 17,500.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Facilities for TOML CIP
<b>Project Code #:</b>	422
<b>Project Description:</b>	Development, coordination, and implementation of a proponent-based capital projects implementation program as related to an MLTS for consideration by MLTS Partners. <i>Content Draft reference A9</i>
<b>Project Term:</b>	Annually
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	pp. 18-24, Section 1.3 (pp. 19-23 of Attachment A: Plan Citations), p. 130, Recommendation MUP1 (pp. 23-24 of Attachment A: Plan Citations), p. 131, Recommendation MUP4 (pp. 24-25 of Attachment A: Plan Citations), p. 133, Recommendation X1 (p. 25 of Attachment A: Plan Citations), p. 133, Recommendation X2 (p. 25 of Attachment A: Plan Citations), p. 133, Recommendation X3 (pp. 25-26 of Attachment A: Plan Citations), p. 142, Recommendation P1 (p. 26 of Attachment A: Plan Citations), p. 142, Recommendation P2 (p. 26 of Attachment A: Plan Citations), p. 142, Recommendation P3 (p. 26 of Attachment A: Plan Citations), p. 142, Recommendation P4 (p. 27 of Attachment A: Plan Citations), p. 156, Recommendation A1 (p. 28 of Attachment A: Plan Citations), p. 156, Recommendation A2 (p. 28 of Attachment A: Plan Citations), p. 156, Recommendation A3 (p. 28 of Attachment A: Plan Citations), p. 156, Recommendation A4 (p. 28 of Attachment A: Plan Citations), p. 265, Section 8.1 (pp. 28-29 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 29, Implementation Recommendations (p. 46 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	No citations available.
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Development
  - 2a Identification of partner capital project programs
  - 2b Coordination of program calendars
  - 2c Review of capital project recommendations by the MLTS Coordinating Committee
  - 2d Drafting of MLTS capital projects for inclusion in the capital improvement programs of the MLTS Partners

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- 3 Outreach - As requested
- 4 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 5 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 5,000.00**

**Estimated Project Cost Year 2 = \$ 5,000.00**

**Estimated Project Cost Year 3 = \$ 5,000.00**

**Estimated Project Cost Year 4 = \$ 5,000.00**

**Estimated Project Cost Year 5 = \$ 5,000.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Quarterly Reporting
<b>Project Code #:</b>	423
<b>Project Description:</b>	Quarterly reporting and presentations to the Mammoth Lakes Recreation Commission and/or other public or private entities as requested by the MLTS Coordinating Committee or the TOML on progress related to MLTS projects. <i>Content Draft reference A11</i>
<b>Project Term:</b>	Once every 3 months
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	No citations available.
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Quarterly Reports
  - 2a Presentation Prep
  - 2b Presentation to Recreation Commission
  - 2c Presentation Recording and Web posting
  - 2d Public Meetings - Commission(s) and Town Council or as directed by the Town
- 3 Outreach - As requested
- 4 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 5 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 12,500.00**

**Estimated Project Cost Year 2 = \$ 12,500.00**

**Estimated Project Cost Year 3 = \$ 12,500.00**

**Estimated Project Cost Year 4 = \$ 12,500.00**

**Estimated Project Cost Year 5 = \$ 12,500.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Annual Budget Coordination
<b>Project Code #:</b>	424
<b>Project Description:</b>	The coordination of annual budgeting for an MLTS by MLTS partners including the prioritization of MLTS projects and programs within each partner's annual budgets. <i>Content Draft reference A16</i>
<b>Project Term:</b>	Annually
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	pp. 258-259, Section 7.4 (p. 29 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Partner Budgets
  - 2a Acquisition of Partner Budgets
  - 2b Review of Partner Budgets
  - 2c Analysis and Compilation of Partner Budgets
  - 2d Presentations to MLTS Coordinating Committee
  - 2e Prioritization of Projects and Programs
- 3 Outreach - As requested
- 4 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 5 Final Deliverables – Final deliverable(s) preparation and delivery

<b>Estimated Project Cost Year 1 =</b>	\$	7,500.00
<b>Estimated Project Cost Year 2 =</b>	\$	7,500.00
<b>Estimated Project Cost Year 3 =</b>	\$	7,500.00
<b>Estimated Project Cost Year 4 =</b>	\$	7,500.00
<b>Estimated Project Cost Year 5 =</b>	\$	7,500.00

## PROJECT AND CITATIONS

<b>Project Title:</b>	Mammoth Trails
<b>Project Code #:</b>	431
<b>Project Description:</b>	The management of a confederation of outdoor-recreation user groups and clubs that meets monthly to discuss common opportunities and issues. Though not a legally binding organization, Mammoth Trails has a consensus Charter to which a number of groups are signatories. MLTPA convenes the group, while the INF and TOML sit as advisory bodies.
<b>Project Term:</b>	Monthly
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 116, Recommendation G12 (p. 30 of Attachment A: Plan Citations), p. 155, Recommendation E7 (p. 30 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 18, Key Organizational Resources (pp. 46-47 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 30, Unlinked Project Elements List (p. 53 of Attachment A: Plan Citations)
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

<b>Tasks &amp; Deliverables:</b>	<ol style="list-style-type: none"><li>1 Project Management</li><li>2 Monthly Meetings<ol style="list-style-type: none"><li>2a Regular Meetings - Convening of monthly meetings, including the notice of meetings, venue coordination, materials preparation and distribution, and the production of meeting summaries and documentation</li><li>2b Subcommittees - Convening of sub committee meetings, including the notice of meetings, venue coordination, materials preparation and distribution, and the production of meeting summaries and documentation</li><li>2c Special Projects - Convening of special-projects meetings, including the notice of meetings, venue coordination, materials preparation and distribution, and the production of meeting summaries and documentation</li></ol></li><li>3 User Data - User data development</li><li>4 Outreach - As requested</li><li>5 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting</li></ol>
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6 Final Deliverables – Final deliverable(s) preparation and delivery

<b>Estimated Project Cost Year 1 =</b>	<b>\$</b>	<b>10,000.00</b>
<b>Estimated Project Cost Year 2 =</b>	<b>\$</b>	<b>10,000.00</b>
<b>Estimated Project Cost Year 3 =</b>	<b>\$</b>	<b>10,000.00</b>
<b>Estimated Project Cost Year 4 =</b>	<b>\$</b>	<b>10,000.00</b>
<b>Estimated Project Cost Year 5 =</b>	<b>\$</b>	<b>10,000.00</b>

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Grants
<b>Project Code #:</b>	441
<b>Project Description:</b>	The raising and acquiring of funds and resources, including grants and private donations, for the benefit of MLTS infrastructure and programs including the coordination of research, opportunity development and the writing of grant opportunities to benefit a Mammoth Lakes Trail System. <i>Content Draft reference A12</i>
<b>Project Term:</b>	Monthly
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	pp. 273-282, Section 8.3 (pp. 30-32 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 11, Government (p. 47 of Attachment A: Plan Citations), p. 20, Action Steps (p. 47 of Attachment A: Plan Citations), p. 28, Implementation Recommendations (p. 47 of Attachment A: Plan Citations), p. 31, Funding: State and Federal (p. 47 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 35, 6. Funding Sources (p. 54 of Attachment A: Plan Citations)
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 MLTS Grants
  - 2a Research and Development - Document potential grant resources, eligible projects, and grant writing capacity for identified projects in collaboration with MLTS partners
  - 2b Opportunity Development – Coordination amongst partners and granting agencies for identified opportunities
  - 2c Grant Writing – The writing of identified grants
  - 2d Awarded Grant Management
- 3 Outreach - As requested
- 4 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 5 Final Deliverables – Final deliverable(s) preparation and delivery

<b>Estimated Project Cost Year 1 =</b>	\$	14,000.00
<b>Estimated Project Cost Year 2 =</b>	\$	14,000.00
<b>Estimated Project Cost Year 3 =</b>	\$	14,000.00
<b>Estimated Project Cost Year 4 =</b>	\$	14,000.00
<b>Estimated Project Cost Year 5 =</b>	\$	14,000.00

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Fundraising
<b>Project Code #:</b>	442
<b>Project Description:</b>	The raising and acquiring of funds and resources, including grants and private-donations, for the benefit of MLTS infrastructure and programs including fundraising events, development of private-donor opportunities, and the management of a donor database to solicit funds. <i>Content Draft reference A12</i>
<b>Project Term:</b>	Monthly
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	pp. 273-282, Section 8.3 (pp. 30-32 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 11, Government (p. 47 of Attachment A: Plan Citations), p. 20, Action Steps (p. 47 of Attachment A: Plan Citations), p. 28, Implementation Recommendations (p. 47 of Attachment A: Plan Citations), p. 31, Funding: State and Federal (p. 47 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 35, 6. Funding Sources (p. 54 of Attachment A: Plan Citations)

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Program Development
- 3 Fundraising Database
  - 3a Development
  - 3b Management
- 4 Individual Donor Program
- 5 Corporate Donor Program
- 6 Events
  - 6a Research and Development
  - 6b Fundraising Events
- 7 Annual Fundraising Report – Reporting to MLTS partners on fundraising efforts
- 8 Outreach - As requested
- 9 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 10 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 17,500.00**

**Estimated Project Cost Year 2 = \$ 17,500.00**

**Estimated Project Cost Year 3 = \$ 17,500.00**

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**Estimated Project Cost Year 4 = \$ 17,500.00**  
**Estimated Project Cost Year 5 = \$ 17,500.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Website
<b>Project Code #:</b>	451
<b>Project Description:</b>	Foster the maintenance of a 21st century technology and information system to enhance recreation experiences on an MLTS, including, but not limited to, a website. <i>Content Draft reference A13</i>
<b>Project Term:</b>	Monthly
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 154, Recommendation E2 (p. 32 of Attachment A: Plan Citations), p. 166, Section 5.1 (p. 32 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 11, Technology (p. 48 of Attachment A: Plan Citations), p. 16, Weaknesses (p. 48 of Attachment A: Plan Citations), p. 24, Core Strategy 4 (p. 48 of Attachment A: Plan Citations), p. 30, B. Technology (p. 48 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 26, B. Consolidated Project List (p. 54 of Attachment A: Plan Citations)
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Ongoing site maintenance and content updating
- 3 Specific updates to site content
  - 3a Trails
  - 3b Destinations
  - 3c Activities
  - 3d Experiences
  - 3e Photography
  - 3f Visual and Audio Media
  - 3g Miscellaneous
- 4 Maintenance of Site Functionality
  - 4a QR Code Program
  - 4b Programming Updates
  - 4c Module Management
  - 4d Server Management and Maintenance
- 5 Advertising and Adopt a Trail
  - 5a Program Development
  - 5b Participant Development
  - 5c Program Management

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- 6 Outreach - As requested
- 7 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 8 Final Deliverables – Final deliverable(s) preparation and delivery

<b>Estimated Project Cost Year 1 =</b>	<b>\$</b>	<b>15,000.00</b>
<b>Estimated Project Cost Year 2 =</b>	<b>\$</b>	<b>15,000.00</b>
<b>Estimated Project Cost Year 3 =</b>	<b>\$</b>	<b>15,000.00</b>
<b>Estimated Project Cost Year 4 =</b>	<b>\$</b>	<b>15,000.00</b>
<b>Estimated Project Cost Year 5 =</b>	<b>\$</b>	<b>15,000.00</b>

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Data Library
<b>Project Code #:</b>	461
<b>Project Description:</b>	The management of databases and information systems, including, but not limited to, GIS data, for the benefit of an MLTS and which may include planning and policy documents in both digital and hard-copy formats. <i>Content Draft reference A14</i>
<b>Project Term:</b>	Monthly
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 23, Section 1.3.8 (p. 33 of Attachment A: Plan Citations), p. 23, Section 1.3.9 (pp. 33 of Attachment A: Plan Citations), p. 127, Recommendation N8 (p. 34 of Attachment A: Plan Citations), p. 174, Section 5.2.13 (p. 34 of Attachment A: Plan Citations), p. 284, Section 9.2.3 (p. 34 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Digital and GIS - GIS and other digital data updates to TOML and Partners
  - 2a FIELD - Data Field Collection
  - 2b UTAP Data Collection
  - 2c Trail Counter Program
  - 2d Additional Data Collection – As needed
- 3 Economic Impacts of MLTS
  - 3a Field Surveys
  - 3b Data Compilation
  - 3c Data Analysis
  - 3d Economic Benefits Report
- 4 Analog - Hard copy updates of maps, tables, and other print data and documents
- 5 Outreach - As requested
- 6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 7 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 22,500.00**

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**Estimated Project Cost Year 2 = \$ 22,500.00**

**Estimated Project Cost Year 3 = \$ 22,500.00**

**Estimated Project Cost Year 4 = \$ 22,500.00**

**Estimated Project Cost Year 5 = \$ 22,500.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Interpretive Program
<b>Project Code #:</b>	471
<b>Project Description:</b>	The development, delivery, and maintenance of an interpretive program as part of an MLTS. <i>Content Draft reference A15</i>
<b>Project Term:</b>	Annually
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 114, Recommendation G4 (pp. 34-35 of Attachment A: Plan Citations), pp. 170-171, Section 5.2.5 (p. 35 of Attachment A: Plan Citations), pp. 177-181, Section 5.5 (p. 35 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	p. 26, B. Consolidated Project List (p. 55 of Attachment A: Plan Citations)
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Program Development
- 3 Development of Interpretive Media
  - 3a Personal Interpretation Media - Guided walks, evening programs, roving interpretation, events and activities
  - 3b Printed and Graphic Interpretation - Leaflets, publications, trail guides, wayside signage and exhibitions
  - 3c Electronic Interpretation Media - Websites, audio guides, podcasts, interactive screens, CD's, cell phone tours and smartphone tours
- 4 Resource Development
  - 4a Research and documentation of grants and private funding opportunities
- 5 Outreach - As requested
- 6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 7 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 10,000.00**

**Estimated Project Cost Year 2 = \$ 10,000.00**

**Estimated Project Cost Year 3 = \$ 10,000.00**

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**Estimated Project Cost Year 4 = \$ 10,000.00**  
**Estimated Project Cost Year 5 = \$ 10,000.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Trail Patrol
<b>Project Code #:</b>	481
<b>Project Description:</b>	The establishment and maintenance of a “trail patrol” to assist in the uniform enforcement of laws and regulations on an MLTS and to assist the public with their recreation experiences on an MLTS. <i>Content Draft reference A16</i>
<b>Project Term:</b>	5 months (June - September)
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 155, Recommendation E6 (p. 35 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Program Development
- 3 Volunteers
  - 3a Volunteer recruitment
  - 3b Volunteer training
  - 3c Volunteer supervision
  - 3d Collateral development, production and distribution
- 4 Outreach - As requested
- 5 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 6 Final Deliverables – Final deliverable(s) preparation and delivery

<b>Estimated Project Cost Year 1 =</b>	\$	7,500.00
<b>Estimated Project Cost Year 2 =</b>	\$	7,500.00
<b>Estimated Project Cost Year 3 =</b>	\$	7,500.00
<b>Estimated Project Cost Year 4 =</b>	\$	7,500.00
<b>Estimated Project Cost Year 5 =</b>	\$	7,500.00

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Photo and Image Library
<b>Project Code #:</b>	491
<b>Project Description:</b>	The management and updating of a collection of photographic and graphic images for distribution and use in support of a Mammoth Lakes Trail System. <i>Content Draft reference A24</i>
<b>Project Term:</b>	Monthly
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 154, Recommendation E2 (pp. 35-36 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Program Development
- 3 Digital Asset Management
  - 3a Protocol reviews and updates
  - 3b Keywording and metadata development
  - 3c Asset organization and management
  - 3d Library updates including software and platform updates
  - 3e Image distribution including web galleries and web gallery management
- 4 Original Photography
- 5 Image Acquisition from 3rd Parties
- 6 Outreach - As requested
- 7 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 8 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 15,000.00**

**Estimated Project Cost Year 2 = \$ 15,000.00**

**Estimated Project Cost Year 3 = \$ 15,000.00**

**Estimated Project Cost Year 4 = \$ 15,000.00**

**Estimated Project Cost Year 5 = \$ 15,000.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Soft-Surface Maintenance
<b>Project Code #:</b>	511
<b>Project Description:</b>	Coordination of the short-, medium-, and long-term maintenance needs of MLTS trail facilities including, but not limited to, soft-surface trails, multi-use paths, equestrian-specific trails, Nordic-specific trails, and on-street bikeways through an annual series of trail stewardship and maintenance volunteer workdays. <i>Content Draft reference A18</i>
<b>Project Term:</b>	Monthly
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	pp. 245-246, Section 7.1 (pp. 36-37 of Attachment A: Plan Citations), pp. 249-252, Section 7.2.1 (pp. 38-39 of Attachment A: Plan Citations), p. 260, Recommendation M1 (p. 39 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Program Development
  - 2a Mammoth Trails – User group coordination and sponsorship
  - 2b Business Partners – Recruitment and coordination
  - 2c Volunteer Management - Coordination and recruiting
  - 2d Trail Crew Management and Coordination (Per Event)
  - 2e Marketing and Promotion
  - 2f Event Management
- 3 Volunteers
  - 3a Volunteer Recruitment
  - 3b Volunteer Training
  - 3c Volunteer Supervision
- 4 Resource Development
  - 4a Research and documentation of grant and private funding opportunities
- 5 Outreach - As requested
- 6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 7 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 45,000.00**

MLTS Soft Surface Maintenance

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<b>Estimated Project Cost Year 2 =</b>	\$	45,000.00
<b>Estimated Project Cost Year 3 =</b>	\$	45,000.00
<b>Estimated Project Cost Year 4 =</b>	\$	45,000.00
<b>Estimated Project Cost Year 5 =</b>	\$	45,000.00

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Adopt-a-Trail Program
<b>Project Code #:</b>	611
<b>Project Description:</b>	The short-, medium-, and long-term maintenance needs of MLTS trail facilities and programs, including, but not limited to, soft-surface trails, multi-use paths, equestrian-specific trails, Nordic-specific trails, and on-street bikeways through the development, implementation and management of an Adopt-a-Trail program. <i>Content Draft reference A18</i>
<b>Project Term:</b>	Annually
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 155, Recommendation E6 (p. 39 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	No citations available.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Project Development
  - 2a Trail adoption opportunity development
  - 2b Recognition program development
  - 2c Permit application development
  - 2d Statement of commitment development
  - 2e Training program development
  - 2f Liability release development
  - 2g Level of service/standards development per trail type
  - 2h Volunteer tracking and record keeping
- 3 Partner Management
  - 3a Annual event for recruitment and management
- 4 Outreach - As requested
- 5 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 6 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 10,000.00**

**Estimated Project Cost Year 2 = \$ 10,000.00**

**Estimated Project Cost Year 3 = \$ 10,000.00**

**Estimated Project Cost Year 4 = \$ 10,000.00**

**Estimated Project Cost Year 5 = \$ 10,000.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Marketing and Publicity
<b>Project Code #:</b>	711
<b>Project Description:</b>	The development, deployment, and maintenance of an effective marketing strategy on behalf of an MLTS including the development and implementation of marketing strategies and programs developed with Mammoth Lakes Tourism. <i>Content Draft reference A22</i>
<b>Project Term:</b>	Monthly
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 154, Recommendation E2 (p. 40 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 11, Economics (p. 49 of Attachment A: Plan Citations), p. 32, D. Other (p. 50 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 26, B. Consolidated Project List (p. 55 of Attachment A: Plan Citations)
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Program Development
  - 2a Sponsorships and strategic alliances
- 3 Branding
  - 3a Branding effort
  - 3b Collateral design and development
- 4 Media
  - 4a Print media content development
  - 4b Print media graphic design
  - 4c Radio/TV recordings
  - 4d B-roll acquisition
- 5 Strategic opportunities development with Mammoth Lakes Tourism
- 6 Social Media Management
  - 6a Social media platforms (Facebook, LinkedIn, Twitter etc.)
- 5 Outreach - As requested
- 6 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 7 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 12,500.00**

MLTS Marketing and Publicity

Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment B: Project Concept Plan (Budget)

**Estimated Project Cost Year 2 = \$ 12,500.00**

**Estimated Project Cost Year 3 = \$ 12,500.00**

**Estimated Project Cost Year 4 = \$ 12,500.00**

**Estimated Project Cost Year 5 = \$ 12,500.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	MLTS Partnership with Westin
<b>Project Code #:</b>	721
<b>Project Description:</b>	The raising and acquiring of funds and resources, including grants and private donations, for the benefit of MLTS infrastructure and programs including the fostering and leveraging of a partnership with the Westin Monache resort to benefit an MLTS. <i>Content Draft reference A12</i>
<b>Project Term:</b>	Annually
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 154, Recommendation E2 (p. 40 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 29, Implementation Recommendations (p. 50 of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 35, 6. Funding Sources (p. 56 of Attachment A: Plan Citations)
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Program Development
  - 2a Opportunity research and development with Westin
  - 2b Outreach – MLTS specific Westin meetings and events and persistent collateral presence
  - 2c MT web optimization
- 3 Outreach - As requested
- 4 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 5 Final Deliverables – Final deliverable(s) preparation and delivery

**Estimated Project Cost Year 1 = \$ 2,000.00**

**Estimated Project Cost Year 2 = \$ 2,000.00**

**Estimated Project Cost Year 3 = \$ 2,000.00**

**Estimated Project Cost Year 4 = \$ 2,000.00**

**Estimated Project Cost Year 5 = \$ 2,000.00**

## PROJECT AND CITATIONS

<b>Project Title:</b>	Print and Web Maps & Guides
<b>Project Code #:</b>	731
<b>Project Description:</b>	The development, maintenance, and offering for sale of items that include intellectual property, including, but not limited to, such items as maps, trail guides, routing information, photographs, and collateral soft goods and MLTS-branded items for the benefit of the MLTS. <i>Content Draft reference A24</i>
<b>Project Term:</b>	Annually
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 113, Recommendation G2 (pp. 40-41 of Attachment A: Plan Citations), p. 154, Recommendation E1 (p. 41 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	No citations available.
<b>Citations from RecStrats II:</b>	p. 26, B. Consolidated Project List (p. 56 of Attachment A: Plan Citations)
	This project was initiated by Measure R and will require maintenance by Measure R.

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Program Research and Development
  - 2a Opportunity identification
  - 2b Licensing and trademarks
  - 2c Business plan development
- 3 Design and Production
- 4 Outreach - As requested
- 5 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 6 Final Deliverables – Final deliverable(s) preparation and delivery

<b>Estimated Project Cost Year 1 =</b>	\$	5,000.00
<b>Estimated Project Cost Year 2 =</b>	\$	5,000.00
<b>Estimated Project Cost Year 3 =</b>	\$	5,000.00
<b>Estimated Project Cost Year 4 =</b>	\$	5,000.00
<b>Estimated Project Cost Year 5 =</b>	\$	5,000.00

## PROJECT AND CITATIONS

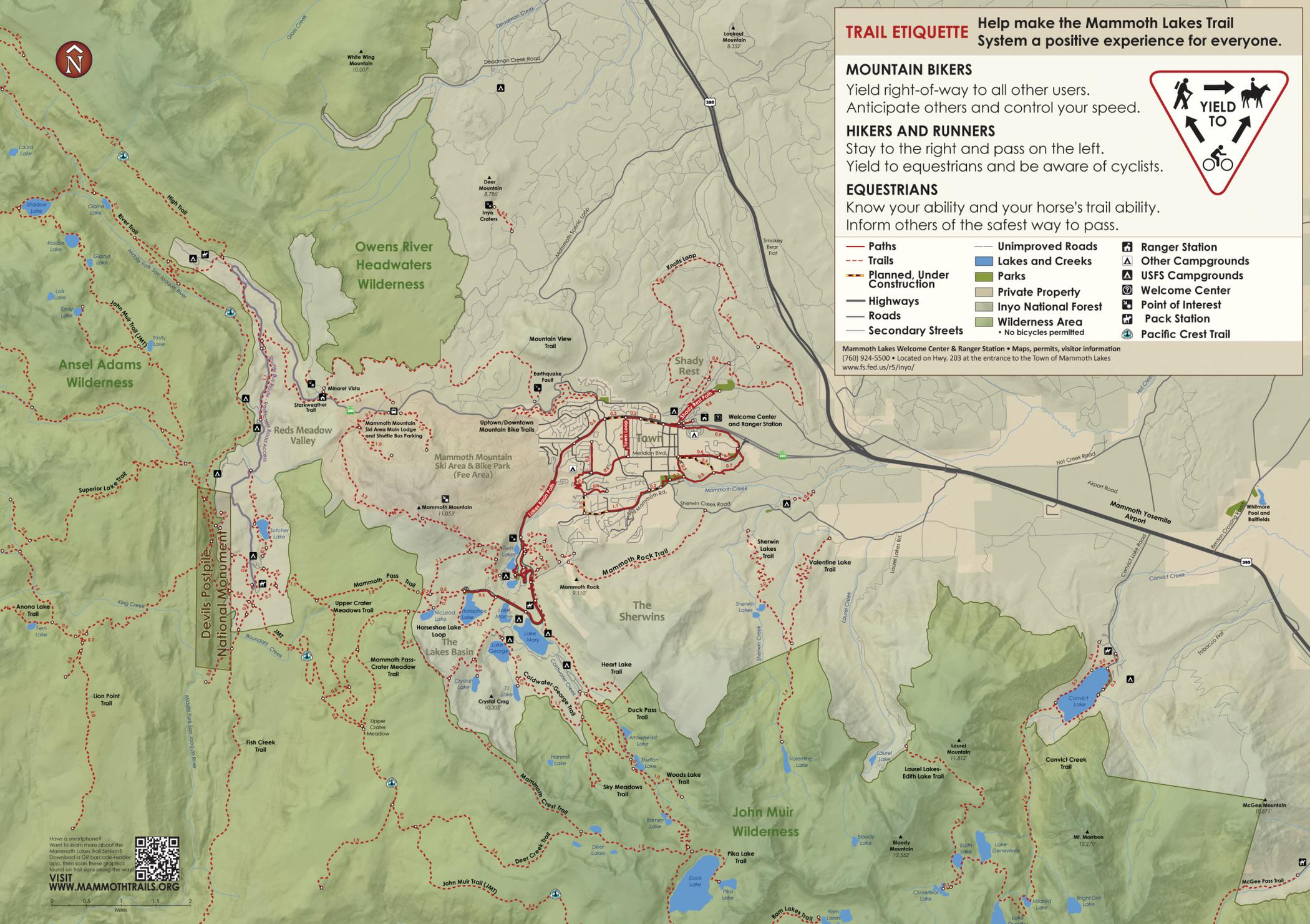
<b>Project Title:</b>	Annual Lakes Basin Path - Season Opener
<b>Project Code #:</b>	741
<b>Project Description:</b>	The permitting and/or authorization for recreation events to take place on MLTS facilities including an annual event to celebrate the opening of the Lakes Basin Path and an MLTS for summer operations. <i>Content Draft reference A25</i>
<b>Project Term:</b>	Annually
<b>Project Complete:</b>	Ongoing
<b>Citations from the Draft TSMP (2009):</b>	p. 154, Recommendation E2 (p. 41 of Attachment A: Plan Citations)
<b>Citations from RecStrats I:</b>	p. 19, Core Strategies (p. of Attachment A: Plan Citations)
<b>Citations from RecStrats II:</b>	p. 26, B. Consolidated Project List (p. 56 of Attachment A: Plan Citations)

## TASKS AND DELIVERABLES

- 1 Project Management
- 2 Program Development
- 3 Permits and Permissions
- 4 Advertising and Publicity
  - 4a Content Development
  - 4b Graphic Design
  - 4c Flyering
  - 4d Media Purchase
  - 4e Media Coordination
- 5 Program
  - 5a Site Prep
  - 5b Start/Finish
  - 5c Ribbons/Plaques/Trophies
  - 5d Support and Logistics
  - 5e Documentation
- 4 Quarterly and Final Reporting – Preparation for quarterly reporting and final project reporting
- 5 Final Deliverables – Final deliverable(s) preparation and delivery

<b>Estimated Project Cost Year 1 =</b>	\$	5,000.00
<b>Estimated Project Cost Year 2 =</b>	\$	5,000.00
<b>Estimated Project Cost Year 3 =</b>	\$	5,000.00
<b>Estimated Project Cost Year 4 =</b>	\$	5,000.00
<b>Estimated Project Cost Year 5 =</b>	\$	5,000.00

**Attachment C:  
MLTS Map**



**TRAIL ETIQUETTE** Help make the Mammoth Lakes Trail System a positive experience for everyone.

**MOUNTAIN BIKERS**

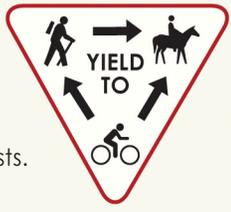
Yield right-of-way to all other users.  
Anticipate others and control your speed.

**HIKERS AND RUNNERS**

Stay to the right and pass on the left.  
Yield to equestrians and be aware of cyclists.

**EQUESTRIANS**

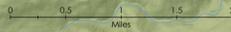
Know your ability and your horse's trail ability.  
Inform others of the safest way to pass.



- |                             |  |                     |
|-----------------------------|--|---------------------|
| Paths                       | Unimproved Roads                       | Ranger Station      |
| Trails                      | Lakes and Creeks                       | Other Campgrounds   |
| Planned, Under Construction | Parks                                  | USFS Campgrounds    |
| Highways                    | Private Property                       | Welcome Center      |
| Roads                       | Inyo National Forest                   | Point of Interest   |
| Secondary Streets           | Wilderness Area                        | Pack Station        |
|                             | <small>* No bicycles permitted</small> | Pacific Crest Trail |

Mammoth Lakes Welcome Center & Ranger Station • Maps, permits, visitor information (760) 924-5500 • Located on Hwy. 203 at the entrance to the Town of Mammoth Lakes [www.fs.fed.us/r5/inyo/](http://www.fs.fed.us/r5/inyo/)

Have a smartphone?  
Want to learn more about the  
Mammoth Lakes Trail System?  
Download a QR barcode-readable  
app, then scan these graphics  
found on trail signs along the way.  
**VISIT**  
[WWW.MAMMOTHTRAILS.ORG](http://WWW.MAMMOTHTRAILS.ORG)



**MAMMOTH LAKES TRAIL SYSTEM**



**Attachment D:  
Inaugural Documents of  
Authority (IDOA)**

# Mammoth Lakes Trail System

**Adventures & Recreation**

**300** miles of trails  
**6,000** feet of elevation gain

**Open year round and welcoming all users**

- Fun for the whole family, from cruiser biking to multi-day adventures
- High-altitude training for athletes of all abilities
- Motorized access, staging, and support

**How** do you want to **PLAY TODAY?**

Backpacking	Fishing	Snowplay
Biking	Hiking	Snowshoeing
Birding	Kite Boarding	Swimming
Boating	OHV	Wildflower Viewing
Camping	Pets	Vista Viewing
Disc Golfing	Rock Climbing	
Dog Sledding	Running	
Equestrian	Skiing and Snowboarding	
Fall Color Viewing	Snowmobiling	

**Connects you**  
**to the world-famous**  
**Eastern High Sierra**  
 from the town of Mammoth Lakes

- Pacific Crest Trail
- John Muir Trail
- John Muir Wilderness
- Ansel Adams Wilderness
- Yosemite National Park

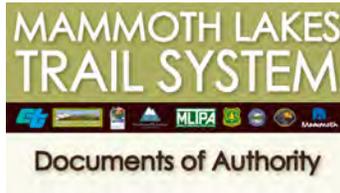
MAMMOTH LAKES TRAIL SYSTEM  

## Inaugural Documents of Authority

- “Proposal from the Town of Mammoth Lakes to the United States Forest Service with Regard to a Mammoth Lakes Trail System” – PDF Page #2
- MLTS Assets (Track #1) – PDF Page # 14
- Intellectual Property (Track #2) – PDF Page # 54
- Governance (Track #3) – PDF Page # 71
- Operations and Maintenance (Track #4) – PDF Page # 80
- Capacity and Resources (Track #5) – PDF Page # 90

November 15, 2011





# “Proposal from the Town of Mammoth Lakes to the United States Forest Service with Regard to a Mammoth Lakes Trail System”

**Document Date:** November 15, 2011

**Document Contents:**

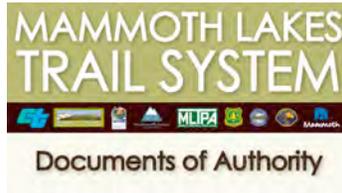
1. Content Draft – November 15, 2011 (with consensus updates in red text)
2. TOML/INF MLTS Proposal Meeting – October 21, 2011

**Document Summary:**

1. Content draft for the proposal from the Town of Mammoth Lakes to the United States Forest Service with regard to a Mammoth Lakes Trail System
  - a. Draft content of the necessary components of a Mammoth Lakes Trail System. Coordinated tasks include planning, design, implementation and construction, operations, maintenance, stewardship, marketing, and promotion of a Mammoth Lakes Trail System.
  - b. Potential soft-surface facilities for incorporation into a special use permit to be held by the Town of Mammoth Lakes.
2. Key agreements for Proposal Content and associated USFS agreement mechanisms.

**Document Contributors:**

- MLTPA/Recreation Comm. Trails Committee – September 27, 2011 @ 3:00 p.m.  
In attendance: John Wentworth, Jay Deinken, Bill Taylor, Kim Stravers (MLTPA); Danna Stroud (SMG); Tony Colasardo (TOML Recreation Commission/Trails Committee)
- Review with Inyo National Forest – October 6, 2011 @ 3:00 p.m.  
In attendance: John Wentworth, Jill Morrison, Drew Blankenbaker, Jay Deinken, Bill Taylor (MLTPA); Danna Stroud (SMG); Sean Turner (TOML Recreation Commission/Trails Committee); Mike Schlafmann (INF)
- TOML/INF MLTS Proposal Meeting – October 21, 2011 @ 9:00 a.m.  
In attendance: Mike Schlafmann, Jon Kazmierski (INF); Rick Wood, Ray Jarvis, Dave Wilbrecht (TOML); Sean Turner (TOML Recreation Commission/Trails Committee); Danna Stroud, Carl Ribaud (SMG); Bill Taylor, John Wentworth, Drew Blankenbaker (MLTPA)
- Partner Meeting - November 14, 2011  
In attendance: Jon Regelbrugge, Mike Schlafmann, Jon Kazmierski (Inyo National Forest); Tony Colasardo (TOML Recreation Commission Trails Committee); Jo Bacon (TOML mayor); Jay Deinken (MLTPA Board of Directors); John Wentworth, Drew Blankenbaker, Kim Stravers (MLTPA staff)



**Town of Mammoth Lakes  
“Proposal to the Inyo National Forest for a  
Mammoth Lakes Trail System”**

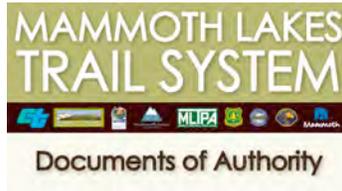
**Content Draft – November 15, 2011**

**In attendance:** [Jon Regelbrugge, Mike Schlafmann, Jon Kazmierski \(Inyo National Forest\); Tony Colasardo \(TOML Recreation Commission Trails Committee\); Jo Bacon \(TOML mayor\); Jay Deinken \(MLTPA Board of Directors\); John Wentworth, Drew Blankenbaker, Kim Stravers \(MLTPA staff\)](#)

- A. The Partners shall coordinate the following tasks as they relate to the planning, design, implementation and construction, operations, maintenance, stewardship, marketing, and promotion of a Mammoth Lakes Trail System (MLTS).
1. Long-range strategic planning for the MLTS.
  2. Public collaborative-planning efforts to the extent that these planning efforts affect agency responsibilities for the MLTS.
  3. Focused planning efforts for specific MLTS projects.
  4. The development and maintenance of a joint Standards Manual directing the uniform and coherent development, design, and implementation of MLTS trail and trail-related facilities, including but not limited to the design of recreation nodes, signage and wayfinding, soft-surface trails, multi-use paths, on-street bikeways, and trail amenities.
  5. The development of standards for a coordinated design process for new MLTS facilities.
  6. The planning and conducting of trail-alignment studies for potentially new MLTS facilities.
  7. To the extent appropriate and feasible, the Partners shall conduct joint CEQA/NEPA environmental-review processes for specific MLTS projects.
  8. Efforts to secure easements between various lands administered by the Town and the FS.
  9. A proponent-based capital-projects implementation program as related to the MLTS.
  10. The administration of the MLTS through the generation and implementation of an annual operations and management plan.
  11. Implement and convene a governance program for the MLTS, hereinafter referred to as the “MLTS Coordinating Committee,” to discuss, coordinate, and develop policy, budget, and other matters pertaining to the MLTS and the governance of the MLTS.
  12. The raising and acquiring of funds and resources, including grants and private donations, for the benefit of MLTS infrastructure and programs.

13. Foster the maintenance of a 21<sup>st</sup>-century technology and information system to enhance recreation experiences on the MLTS, including, but not limited to, a website. The Town shall endeavor to coordinate with the FS on this topic and shall request the input of the FS to the extent appropriate and feasible.
14. Management of databases and information systems, including but not limited to, GIS data, for the benefit of the MLTS. The Town shall endeavor to coordinate with the FS on this topic and shall request the input of the FS to the extent appropriate and feasible.
15. The development, delivery, and maintenance of an interpretive program as part of the MLTS.
16. Budgeting for the MLTS, including the prioritization of MLTS projects and programs within each agency's budgets.
17. The uniform enforcement of laws and regulations that affect the MLTS and the experiences of those participating in its recreation opportunities.
18. The short-, medium-, and long-term maintenance needs of the MLTS trail facilities and [infrastructure](#), including, but not limited to, soft-surface trails, multi-use paths, equestrian-specific trails, Nordic-specific trails, and on-street bikeways.
19. The short-, medium-, and long-term maintenance needs of the MLTS trailhead facilities and [infrastructure](#), including, but not limited to, restrooms, parking areas, trash removal, and landscaping.
20. Training of staff and the management of volunteer resources for consistency and efficiency and for the larger benefit of the MLTS
21. On a facility-by-facility basis, make short-, medium-, and/or long-term commitments on behalf of facilities they manage with regard to their representation and continued existence as MLTS facilities.
22. The development, deployment, and maintenance of an effective marketing strategy on behalf of the MLTS. The Town shall endeavor to coordinate with the FS on this topic and shall request the input of the FS to the extent appropriate and feasible.
23. The development, deployment, and maintenance of an effective sponsorship program on behalf of the MLTS. The Town shall endeavor to coordinate with the FS on this topic and shall request the input of the FS to the extent appropriate and feasible.
24. The development, maintenance, and offering for sale of items that include intellectual property, including, but not limited to, such items as maps, trail guides, routing information, photographs, and collateral soft goods and MLTS-branded items for the benefit of the MLTS. The Town shall endeavor to coordinate with the FS on this topic and shall request the input of the FS to the extent appropriate and feasible to ensure that fiduciary responsibilities are met (e.g., monitoring for illegal content).
25. The permitting and/or authorization for recreation events to take place on MLTS facilities.

B. Potential soft-surface facilities [for incorporation into an appropriate agreement, such as a special-use permit, that would be held by the](#) Town of Mammoth Lakes, including, but not limited to:

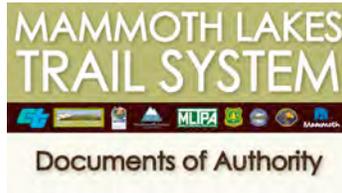


1. Arrowhead Lake Trails
2. Coldwater-George Trail
3. Crystal Lake Trail
4. Duck Pass Trail
5. Earthquake Fault Trail
6. Heart Lake Trail
7. Horseshoe Lake Loop
8. Knolls Loop
9. Mammoth Rock Trail
10. Mill City Wheel Trail
11. Mountain View Trail
12. Panorama Dome Trail
13. Panorama MTB Trails
14. TJ Lake Loop
15. Sherwin Lakes Trail
16. Mammoth Crest Trail (*a portion of this trail*)
17. Mammoth Pass–Crater Meadow Trail (*a portion of this trail*)

It was represented that the FS may be reluctant to put wilderness trails under special-use permit, but a maintenance program, for example, may be developed. The FS would like to see specifics (“who, what, where, and how”) on what the Town would like to do on such trails; the FS will evaluate the potential agreement structures/authority mechanisms based on this information.

It was represented that the Town desires to emphasize that, as regards Section B of this document, there will be continued coordination between the Town and the FS regarding prioritization of trails and the addition or removal of trails from this list. The Town’s current efforts to develop a prioritized five-year capital-improvements program and single-year budget were referenced in this discussion.

It was represented that it should be identified in the forthcoming Measure R application supporting the Town’s funding of this program that if Town Council approves this application, that approval will direct Town staff to begin working with the FS on the specific agreements and mechanisms that will allow the actions described by the tasks above.



**Town of Mammoth Lakes  
“Proposal to the Inyo National Forest for a  
Mammoth Lakes Trail System”  
Content Draft – October 20, 2011**

**TOML/INF MLTS Proposal Meeting – October 21, 2011 @ 9:00 AM  
INF Conference Room**

**In attendance:** Mike Schlafmann, Jon Kazmierski (INF); Rick Wood, Ray Jarvis, Dave Wilbrecht (TOML); Sean Turner, (TOML Rec. Comm./Trails Committee); Danna Stroud, Carl Ribaud (SMG); Bill Taylor, John Wentworth, Drew Blankenbaker (MLTPA)

Red Text = Additional Notes on the Proposal Content  
Orange Text = FS Agreement Mechanism

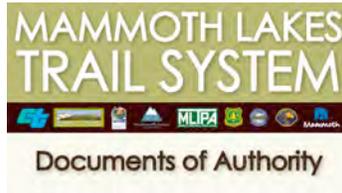
**1. Planning (MOU)**

- a. Strategic Planning
  - i. Track 4 consensus – “Partners can participate in long-range strategic planning for the MLTS, which includes the Town’s planning area.”
    - 1. TOML and INF can agree to commit resources
    - 2. **TOML will be the likely project proponent**
- b. Collaborative Processes
  - i. Track 4 consensus – “Partners can effectively participate and manage public collaborative-planning efforts.”
    - 1. TOML and INF can agree to commit resources
    - 2. **TOML and/or INF will be the project proponent**
      - a. **Example: “Sherwins Working Group”**
- c. Focused Planning Efforts
  - i. Track 4 consensus – “Partners can participate in focused planning efforts for specific MLTS projects”
    - 1. TOML and INF can agree to commit resources
    - 2. **TOML and/or INF will be the project proponent**
      - a. **Example: Motorized Staging Areas on Scenic Loop and Shady Rest**

**2. Design (MOU, but the specifics, i.e., designs standards or trail alignments, would be adopted via a NEPA decision such as an EA or CE; these decisions reside with the District Ranger)**

- a. Guidelines and Standards





- i. Track 4 consensus – “The partners can agree to participate in the coordination of a “proponent”-based capital-projects implementation program”
  - 1. TOML and INF can agree to commit resources
  - 2. **TOML and/or INF will be the project proponent**
  - 3. **TOML will be the likely project(s) proponent**
    - a. **IDOA Pages 19 – 41**
    - b. **Note that the numbers represented within these pages of the IDOA were taken from the Town’s TSMP and are merely estimates. These potential projects will ultimately live within the Town’s Public Facilities and Financing Plan.**

#### 4. Operations

- a. Management Plan (MOU)

- i. Track 4 consensus – “The partners can generate and implement a coordinated annual operations and management plan”
    - 1. TOML and INF can agree to commit resources
    - 2. **TOML will be the likely project proponent**
      - a. **IDOA Pages 59 - 67**

RW – Discussion about Steve Searles’ displeasure with closures in the Lakes Basin and discussion of the TOML taking on these facilities to alleviate this concern.

MS – The above is plausible, but campgrounds are different. There is a bidding process for potential campground concessionaires, which specifies opening and closing dates. The FS can’t ask private entities to operate at a loss. TOML could also apply to be the concessionaire for such facilities and would have the opportunity to do so in 2015. In addition, nothing would bar the TOML from partnering with a private entity such as Inyo Recreation.

ST – Discussion regarding the idea that the Forest Service, once they give the management of a type of facility, they may never take on managing such services/facilities again in the future.

MS – This shift in facility management has been the trend, but the INF doesn’t envision abandoning the responsibility/funding for such facilities if the TOML took on their operation an/or maintenance.

NOTE: MLTS Atlas, especially nodes, should include information regarding hours/seasonality of operation

- b. Governance (MOU)

- i. Track 4 consensus – “The partners can agree to implement and convene a governance program for the MLTS”
      - 1. TOML and INF can agree to commit resources
      - 2. **TOML will be the likely project proponent**

a. IDOA Pages 59 - 67

c. Interagency Coordination (MOU)

i. Track 4 consensus – “The partners can effectively coordinate their activities for the efficient and responsive management of the MLTS”

1. TOML and INF can agree to commit resources
2. TOML will be the likely project proponent

a. IDOA Pages 59 - 67

d. Fundraising (No agreement mechanism is necessary)

i. Track 4 consensus – “The partners can raise and acquire funds and resources, including grants, for the benefit of MLTS infrastructure and programs outside of their agency budgets.”

1. TOML and INF can agree to commit resources
2. TOML and/or INF will be the project proponent
3. TOML will be the likely project proponent

a. TOML has an existing contractual services contract with a local non-profit

e. Website (MOU; MS indicated that it would be better if the Forest Service was not involved, but that the MLTS effort may benefit from some basic MOU language on this Operations component. Such language could be, “In good faith, the INF will coordinate with the TOML when possible.” OR more preferable would be: “the TOML will ask the INF for input”.)

i. Track 4 consensus – “The partners can effectively maintain 21<sup>st</sup> century technology and information systems to enhance recreation experiences on the MLTS, such as a website.”

1. TOML and INF can agree to commit resources
2. TOML will be the likely project proponent

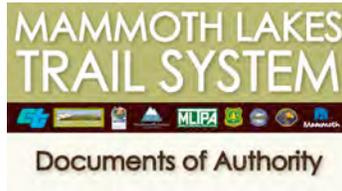
a. IDOA Pages 3 – 16 for scope of website representation opportunities

f. Information Systems (MOU; this Operations component could benefit from some minimal MOU language such as, “The TOML will endeavor to coordinate with the FS when and where possible.” As with the Website component of this proposal, it is more important to simply include language about asking for FS input.)

i. Track 4 consensus – “The partners can effectively manage databases and information systems, such as GIS data, for the benefit of the MLTS.”

1. TOML and INF can agree to commit resources
2. TOML and/or INF will be the project proponent
3. TOML will be the likely project proponent

a. Town has created inventory of MLTS facilities and support facilities (Appendix A: “MLTS Atlas”) through MLTPA Contractual Services Agreement



- g. Interpretive (MOU; MS believes that this component would be most effective with MOU language regarding “coordination”.)
  - i. Track 4 consensus – “The partners can effectively develop, deliver, and maintain an interpretive program as part of the MLTS.”
    - 1. TOML and INF can agree to commit resources
    - 2. **TOML and/or INF will be the project proponent**
    - 3. **TOML will be the likely project proponent**
      - a. **Town has created draft Interpretive Plan through MLTPA Contractual Services Agreement**
- h. Budgeting (MOU; MS added that the INF is not interested in coordinating of actual budgets, but instead would be interested in the coordination of funds raised. A portion of this Proposal item may be combined with the Management Plan component contained in 4a. Any coordination in regards to sharing physical resources would require a Participating Agreement or Challenge Cost Share Agreement.)
  - i. Track 4 consensus – “The partners can effectively coordinate their respective agency resources along with funds raised from outside agency budgets into a reliable and efficient program for budgeting the MLTS, including the prioritization of projects and programs over the short, medium, and long term.”
    - 1. TOML and INF can agree to commit resources
    - 2. **TOML and/or INF will be the project proponent**
- i. Regulations/Enforcement (This item is outside the scope of any MLTS agreement, however, this item could be addressed in some minimal MOU language.)
  - i. Track 4 consensus – “The partners can effectively coordinate the enforcement of the laws and regulations that affect the MLTS and the experiences of those participating in its recreation opportunities...but laws and regulations currently fall outside of the scope of this proposed partnership.”
    - 1. TOML and INF can agree to commit resources
    - 2. **TOML and/or INF will be the project proponent**
- j. Risk Management (insurance) (Special Use Permit; the specifics of this item would be identified in a Special Use Permit.)
  - i. Track 4 consensus – “Yes, but the INF made it clear that the federal government is protected and emphasized the need to

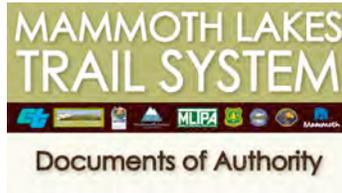
explore the difference between management and maintenance in the context of insurance needs. If the INF owns a particular facility, they would retain the liability. An example of this is the bathrooms at Horseshoe Lake. Under this scenario, the MLTS could find a sponsor to clean the bathrooms (maintenance). The Forest Service would continue to manage the facility and retain the liability, but the INF would not want the liability of the person cleaning the bathroom. If the TOML takes over the management of the facility, the liability would pass from the INF to the TOML.”

1. TOML and INF can agree to commit resources
2. **TOML and/or INF will be the project proponent**

For clarification on this particular Operations component: MS indicated that regarding facilities, the INF would retain responsibility for significant capital improvements. For example, if the Horseshoe Lake bathrooms burned down, the INF would then choose whether or not to rebuild the facility, but the TOML would not be responsible for covering this cost. Some responsibility would remain with the TOML for repairs or needed improvements that may result from the normal operation and maintenance of a facility. The INF is completely comfortable with the Town’s current level of liability coverage. The INF would require complete indemnification. Such terms would be specified under a special use permit.

## 5. Maintenance

- a. Maintenance Management (**Granger-Thye Permit**)
  - i. Track 4 consensus – “The partners can effectively coordinate resources and opportunities—whether the resources and opportunities are agency based or come from outside the agencies—for the short-, medium-, and long-term maintenance needs of the MLTS facilities and program, including but not limited to soft-surface trails, MUPs, equestrian-specific trails, Nordic-specific trails, and on-street bikeways.” The maintenance management component of this proposal would be directed by language contained within a special use permit or other appropriate land use agreement. Such an agreement would not place the Town with the sole responsibility of providing the capacity and resources necessary to fulfill this maintenance item.
    1. TOML and INF can agree to commit resources
    2. **TOML and/or INF will be the project proponent**
      - a. **NOTE: Please note consensus on “Risk Management”, above.**
    3. **TOML will be the likely project proponent**
      - a. **IDOA Pages 17 - 18**
- b. Trailhead Maintenance (**Challenge Cost Share Agreement**)
  - i. Track 4 consensus – “The partners can identify specific MLTS facilities from the MLTS inventory, including but not limited to restrooms, soft-surface trails, MUPs, parking areas, trash



removal, and landscaping, to which they can commit short-, medium-, and long-term maintenance resources.”

1. TOML and INF can agree to commit resources
2. **TOML and/or INF will be the project proponent**
  - a. **NOTE: Please note consensus on “Risk Management”, above.**

c. Equipment Purchase/Maintenance (Annual Capital Outlay) **(No agreement mechanism is necessary)**

- i. Track 4 consensus – “The partners can effectively manage the purchase, maintenance, and use of capital assets, such as trail-building or winter-maintenance equipment, for the benefit of the MLTS ... so long as they are not owned jointly”
  1. TOML and INF can agree to commit resources
  2. **TOML and/or INF will be the project proponent**

d. Staff Training **(MOU)**

- i. Track 4 consensus – “The partners can coordinate the training of staff and volunteer resources for consistency and efficiency and for the larger benefit of the MLTS”
  1. TOML and INF can agree to commit resources
  2. **TOML and/or INF will be the project proponent**

## 6. Stewardship

a. Trail Protection Policy **(Special Use Permit or Challenge Cost Share Agreement)**

- i. Track 4 consensus – “The partners can make short-, medium-, and/or long-term commitments on behalf of facilities they manage with regard to their representation and continued existence as MLTS facilities ... but the decision would need to be on a facility by facility basis.”
  1. TOML and INF can agree to commit resources
  2. **TOML will be the likely project proponent**
    - a. **IDOA Pages 3 – 16**

## 7. Marketing/Promotion **(MOU; MS indicated that the INF would prefer that the TOML just ask for input consultation, and that an MOU for this item is not necessary. However, it may be helpful to add minimal MOU language, similar to the website component of this proposal.)**

a. Marketing Strategy

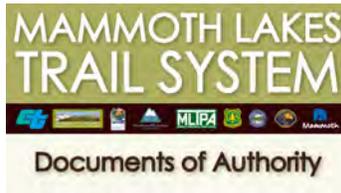
- i. Track 4 consensus – “The partners can develop, deploy, and maintain an effective marketing strategy on behalf of the

MLTS... so long as the MLTS does not aim to commercialize the National Forest.”

1. TOML and INF can agree to commit resources
  2. **TOML will be the likely project proponent**
    - a. **IDOA Pages 42 - 58 “MLTS Intellectual Property”**
- b. Sponsorship Opportunities
- i. Track 4 consensus – The partners can develop, deploy, and maintain sponsorship opportunities on behalf of the MLTS... so long as the MLTS does not aim to commercialize the National Forest.”
    1. TOML and INF can agree to commit resources
    2. **TOML will be the likely project proponent**
      - a. **IDOA Pages 42 - 58 “MLTS Intellectual Property”**
        - i. **Example: “MMSA and Ford”**
- c. Trail Maps/Guides
- i. Track 4 consensus – “The partners can develop, maintain, and offer for sale items that include intellectual property such as maps, trail guides, routing information, photographs, and/or collateral soft goods and MLTS-branded items for the benefit of the MLTS. INF would like to have a seat at the table to ensure that fiduciary responsibilities are met, i.e., monitoring for illegal content.”
    1. TOML and INF can agree to commit resources
    2. **TOML will be the likely project proponent**
      - a. **IDOA Pages 42 - 58 “MLTS Intellectual Property”**
- d. Trail Events (blanket trails permit such as examples of events. Annual operating plan as part of SUP identifies events for the year.
- i. Track 4 consensus – “The partners can permit/authorize recreation events to take place on MLTS facilities.”
    1. TOML and INF can agree to commit resources
    2. **TOML will be the likely project proponent**

### Next Steps:

1. The various components of the MLTS proposal are discrete items and should be developed as such.
2. The TOML TSMP can be accepted as the Master Development Plan for the MLTS proposal via a “letter of acceptance” from the INF.
3. Hand off agreement is being pursued.
4. Forest Service marketing and sponsorship policies should be obtained
5. Discussion about supplanting and Measure R
  - a. “Paragraph” to address how maintenance is going to happen.



## MLTS Assets Track #1

**Document Date:** October 14, 2011

**Document Contents:**

1. "Mammoth Lakes Trail System Atlas Summary"
2. "Potential Facilities for Addition to Existing TOML Use Permit"
3. "TOML/MLTS Draft Capital Improvement Plan"
4. "List of potential implementation projects for the near-term"
5. "Appendix A: Mammoth Lakes Trail System Atlas"

**Document Summary:**

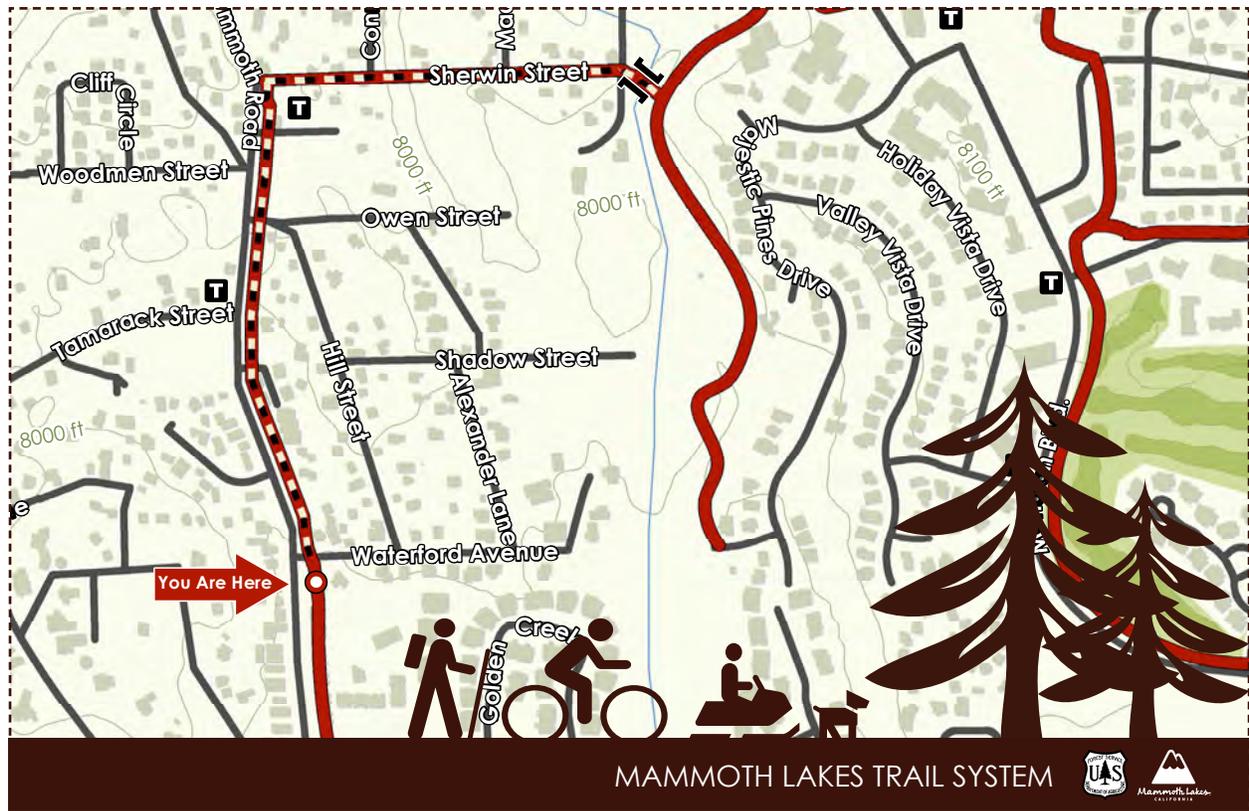
1. Inventory of potential facilities to be represented as part of the MLTS
  - a. Trails
  - b. Bike Lanes
  - c. Nodes
  - d. Sample pages from MLTS Atlas
2. Summary table of potential facilities for addition to the Town's existing special use permit
3. Draft Capital Improvement Plan for MLTS projects based on the Town's Trail System Master Plan
  - a. Recreation Nodes
  - b. Multi-Use Paths
  - c. On-Street Bikeways
  - d. Crossing Improvements
  - e. SHARP Priority Projects
4. List of potential implementation projects for the near-term
  - a. SHARP ID #S05b
  - b. SHARP ID #S13
  - c. SHARP ID #S15
  - d. SHARP ID #S05a (documentation to be developed)
  - e. Mountain View Trail (documentation to be developed)
  - f. Lakes Basin User-Trails (documentation to be developed)

**Document Contributors:**

Meeting Dates and Attendance:

8/25: MLTPA/INF; Chuck Megivern, Drew Blankenbaker, Jon Kazmierski  
9/1: MLTPA/SMG; Chuck Megivern, Drew Blankenbaker, Danna Stroud  
9/8: Chuck Megivern, Drew Blankenbaker, Jon Kazmierski, John Wentworth  
9/23: MLTPA/TOML; Chuck Megivern, Haslip Hayes, Nate Greenberg  
9/26: MLTPA/INF; Chuck Megivern, John Wentworth, Jon Kazmierski

**Next Steps:**

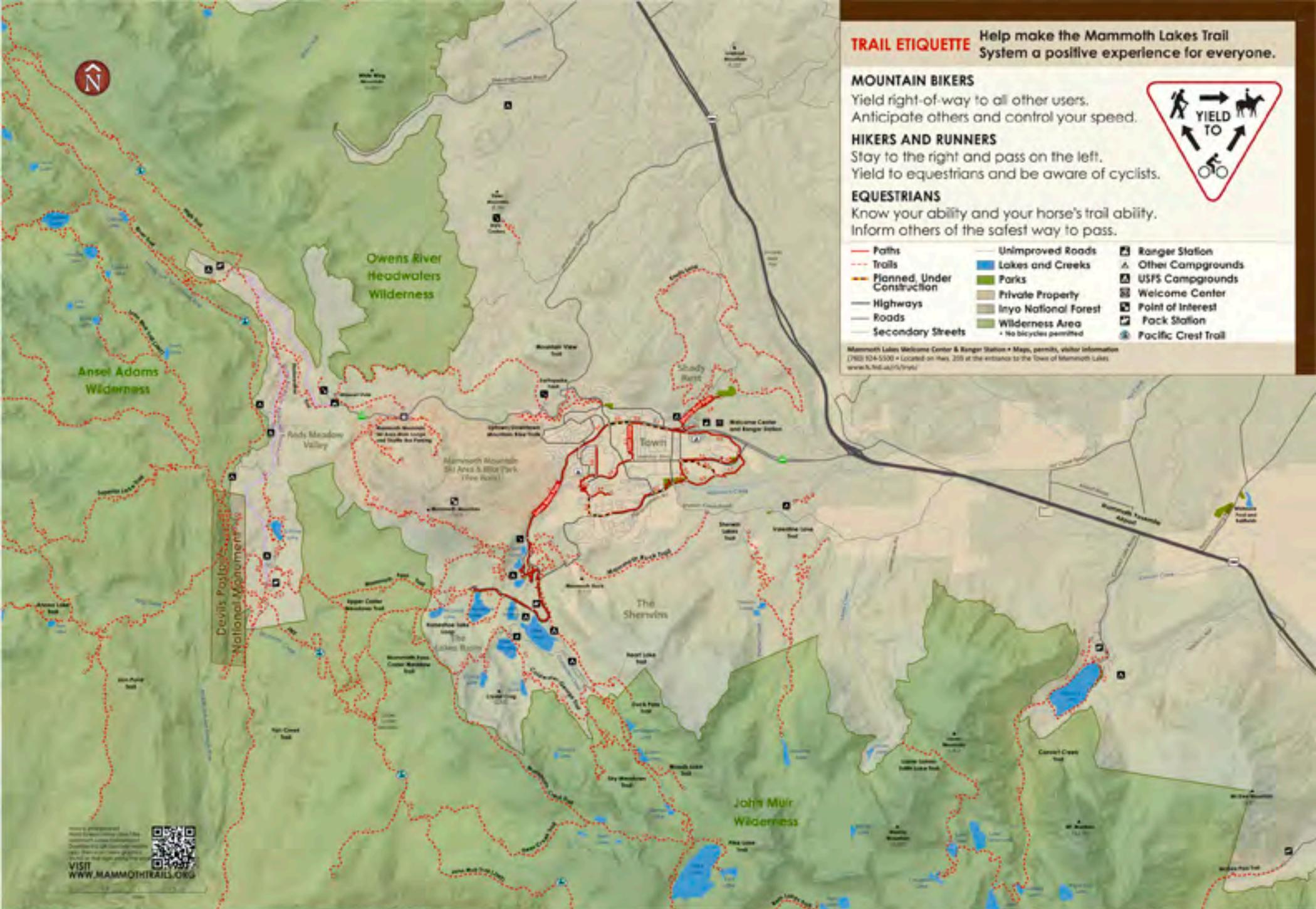


## Mammoth Lakes Trail System Atlas Summary

Summary tables of facilities inventoried in the MLTS Atlas  
 See Appendix A for the complete MLTS Atlas

Updated October 13, 2011



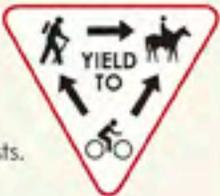


**TRAIL ETIQUETTE** Help make the Mammoth Lakes Trail System a positive experience for everyone.

**MOUNTAIN BIKERS**  
Yield right-of-way to all other users. Anticipate others and control your speed.

**HIKERS AND RUNNERS**  
Stay to the right and pass on the left. Yield to equestrians and be aware of cyclists.

**EQUESTRIANS**  
Know your ability and your horse's trail ability. Inform others of the safest way to pass.



- |                               |  |                       |
|-------------------------------|--|-----------------------|
| — Paths                       | — Unimproved Roads                           | 🏠 Ranger Station      |
| - - - Trails                  | 🌊 Lakes and Creeks                           | ⛺ Other Campgrounds   |
| — Planned, Under Construction | 🌳 Parks                                      | 🏠 USFS Campgrounds    |
| — Highways                    | 🏠 Private Property                           | 🏠 Welcome Center      |
| — Roads                       | 🌲 Inyo National Forest                       | 📍 Point of Interest   |
| — Secondary Streets           | 🌲 Wilderness Area<br>* No bicycles permitted | 📦 Pack Station        |
|                               |  | 🏠 Pacific Crest Trail |

Mammoth Lakes Welcome Center & Ranger Station • Maps, permits, visitor information  
(760) 934-5300 • Located on Hwy. 205 at the entrance to the Town of Mammoth Lakes  
[www.fs.fed.us/r1/trail/](http://www.fs.fed.us/r1/trail/)

VISIT  
[WWW.MAMMOTHTRAILS.ORG](http://WWW.MAMMOTHTRAILS.ORG)

## TOML Owned Trails

<u>Trail Name</u>	<u>Trail Type</u>	<u>Length (ft)</u>
North Main Connector	MUP	2787
203 Underpass Connector*	MUP	454
Lakefront Path	MUP	1400
Shady Rest Path	MUP	4331
Town Loop	MUP	28307
Sierra Park Connector	MUP	1444
Lakes Basin Path	MUP	29012
Lodestar Connector	MUP	2384
Town Loop	MUP	20
Mammoth Creek Connector*	MUP	134
Chateau Connector	MUP	211
Trails Neighborhood Connector	MUP	318
Meridian Connector	MUP	5085
Mammoth Creek Park Path*	MUP	413
Sherwins Vista	MUP	234
Lakefront Connector	MUP	521
North Main Connector	Promenade	828
Sierra Park Connector	Sidewalk	1801
Temporary Town Loop	MUP	3357
North Waterford Connector	MUP	1922

\* denotes the need for consensus naming review

## Inyo National Forest Non-Wilderness Trails

<u>Trail Name</u>	<u>Trail Type</u>	<u>Length (ft)</u>
MAMMOTH PACK STATION - DUCK PASS (NW)*	TSMP SS 2-Equestrian	9168
CONVICT LAKE LOOP (NW) *	TSMP SS 2-Hike	12109
CONVICT LAKE PACK (NW)*	TSMP SS 2-Hike	1904
CONVICT LAKE HIKER PARKING (NW)*	TSMP SS 2-Hike	2371
RAINBOW FALLS WAGON (NW)*	TSMP SS 2-Equestrian	1973
Sotcher Lake-Mammoth Pass/2612bns*	TSMP SS 2-Hike	4239
Sotcher Feeder/2612c*	TSMP SS 2-Hike	4361
Sotcher Lake VIS Loop/2612*	TSMP SS 2-Hike	7663
Sotcher lake-Reds CG/2612ans*	TSMP SS 2-Hike	743
AgnewMeadow-Pumice Flat CG/2633ns*	TSMP SS 2-Hike	12473
Hot Creek VIS/2806*	TSMP SS 2-Hike	1248
Seven Lakes Point/2703bns*	TSMP SS 2-Hike	3280
Barrett Lake - Lake Mary/2709cns*	TSMP SS 2-Equestrian	5862
TJ Lake Loop/2709d*	TSMP SS 2-Hike	1704
Minaret Vista Alt/2609alt*	TSMP SS 2-Hike	654
Minaret Vista VIS/2609*	TSMP SS 2-Hike	1069
McGee Pass*	TSMP SS 2-Hike	5314
McGee Pass*	TSMP SS 2-Hike	6470
RAINBOW FALLS (NW)*	TSMP SS 2-Hike	3584
Rainbow Falls/2623*	TSMP SS 2-Hike	6377
Agnew Wildflower Loop*	TSMP SS 2-Hike	4100
Starkweather spur?*	TSMP SS 2-Hike	478
Earthquake Fault *	TSMP SS 2-Hike	1231
Highway 203*	Bike (III)	4701

\* denotes the need for concensus naming review

## John Muir Wilderness Trails

<u>Trail Name</u>	<u>Trail Type</u>	<u>Length (ft)</u>
Duck Pass Trail	TSMP SS 2-Hike	19764
Mammoth Crest Trail	TSMP SS 2-Hike	41043
Sky Meadows Trail	TSMP SS 2-Hike	8608
EMERALD LAKE - SKELTON LAKE (JM)*	TSMP SS 2-Hike	6038
ARROWHEAD LAKE (JM)*	TSMP SS 2-Hike	1555
Heart Lake Trail	TSMP SS 2-Hike	5568
Woods Lake Trail	TSMP SS 2-Hike	5438
Convict Creek Trail	TSMP SS 2-Hike	36911
JMT/PCT	TSMP SS 2-Hike	23193
Upper Crater Meadows Trail	TSMP SS 2-Hike	13742
Mammoth Pass- Crater Meadow Trail	TSMP SS 2-Hike	18952
Laurel-Lakes- Edith Lake Trail	TSMP SS 2-Hike	22337
Arrowhead Lake Loop/2710bns*	TSMP SS 2-Hike	1189
John Muir Trail (JMT)	TSMP SS 2-Hike	94790
Ram Lakes Trail	TSMP SS 2-Hike	12278
Pika Lake Trail	TSMP SS 2-Hike	5601
Deer Creek Trail	TSMP SS 2-Hike	18400
DOROTHY LAKE SPUR (JM)*	TSMP SS 2-Hike	5146
McGEE PASS (JM)*	TSMP SS 2-Hike	71098
Pumice Butte*	TSMP SS 2-Hike	10224
Mammoth Crest-Duck Pass*	TSMP SS 2-Hike	3361
DUCK PASS (JM)*	TSMP SS 2-Hike	10196
PURPLE LAKE-CASCADE VALLEY (JM)*	TSMP SS 2-MTB	13976
Fish Creek Trail	TSMP SS 2-Hike	98222
BALDWIN CANYON (JM)*	TSMP SS 2-Hike	24648
STEELHEAD LAKE (JM)*	TSMP SS 2-Hike	6680
Valentine Lake Trail	TSMP SS 2-Hike	24075

\* denotes the need for concensus naming review

## Ansel Adams Wilderness Trails

<u>Trail Name</u>	<u>Trail Type</u>	<u>Length (ft)</u>
RED CONES C/O (AA)*	TSMP SS 2-Hike	6688
MCCLEOD LAKE SPUR (NW)*	TSMP SS 2-Hike	1589
Mammoth Pass Trail	TSMP SS 2-Hike	21620
Rim Trail	TSMP SS 2-Hike	7979
Rainbow Falls/2623*	TSMP SS 2-Hike	5940
Pacific Crest Trail (PCT)	TSMP SS 2-Hike	8595
Summit Meadow/2601*	TSMP SS 2-Hike	24940
SUMMIT MEADOW - HOLCOMB C/O (AA)*	TSMP SS 2-Hike	10567
ANONA LAKE (AA)*	TSMP SS 2-Hike	8182
Superior Lake Trail	TSMP SS 2-Hike	23600
Superior Lake Trail	TSMP SS 2-Hike	5815
HOLCOMB LAKE (AA)*	TSMP SS 2-Hike	7797
JMT	TSMP SS 2-Hike	75089
PCT	TSMP SS 2-Hike	28466
MINARET CREEK (AA)*	TSMP SS 2-Hike	27203
MINARET MINE*	TSMP SS 2-Hike	9722
EMILY LAKE SPUR (AA)*	TSMP SS 2-Hike	8795
High Trail (PCT)	TSMP SS 2-Hike	33807
AGNEW CAMPGROUND C/O*	TSMP SS 2-Hike	1728
SHADOW CREEK (AA) (TC3)*	TSMP SS 2-Hike	30772
RIVER SOUTH (AA)*	TSMP SS 2-Hike	5144
RIVER NORTH (AA)*	TSMP SS 2-Hike	22914
LAURA LAKE (AA)*	TSMP SS 2-Hike	3161
CLARK LAKES (AA)*	TSMP SS 2-Hike	19106
AGNEW PASS (AA)*	TSMP SS 2-Hike	3736
ASHLEY LAKE (AA)*	TSMP SS 2-Hike	6738
Lois Meadow/2503cns*	TSMP SS 2-Hike	2887
San Joaquin Peak C/O/2620*	TSMP SS 2-Hike	5408
Lion Point Trail	TSMP SS 2-Hike	15949

\* denotes the need for concensus naming review

## Owens River Headwaters Wilderness Trails

<u>Trail Name</u>	<u>Trail Type</u>	<u>Length (ft)</u>
Glass Creek Meadow/2608*	TSMP SS 2-Hike	10054

\* denotes the need for concensus naming review

## Mammoth Mountain Ski Area Trails

<u>Trail Name</u>	<u>Trail Type</u>	<u>Length (ft)</u>
Downtown	TSMP SS 2-MTB	25454
Uptown	TSMP SS 2-MTB	25067
Mammoth Mountain Trail	TSMP SS 2-Hike	16883
St. Anton Trail	TSMP SS 2-Hike	9080
Main Lodge Trail	TSMP SS 2-Hike	6245
Minaret Vista Trail	TSMP SS 2-Hike	6451

\* denotes the need for concensus naming review

## Bike Lanes

<u>Trail Name</u>	<u>Trail Type</u>	<u>Length (ft)</u>
Kelley Rd.	Bike (III)	1254
Lakeview Blvd	Bike (III)	3008
Majestic Pines Dr.	Bike (III)	5081
Canyon Parking Lot	Bike (III)	1126
Highway 395 (South)	Bike (II)	19817
Minaret Road	Bike (II)	7375
Main Street	Bike (II)	5656
Highway 203	Bike (II)	23588
Forest Trail	Bike (III)	5851
Highway 395 (North)	Bike (II)	20387
Mammoth Scenic Loop	Bike (II)	31228
Twin Lakes Road	Bike (II)	4854
Benton Crossing Road	Bike (II)	6515
Meridian Blvd.	Bike (II)	14342
Lake Mary Road	Bike (III)	512
Old Mammoth Road	Bike (II)	2020
Canyon Blvd.	Bike (II)	5575
Lake View Drive	Bike (III)	224
	Bike (III)	166

\* denotes the need for concensus naming review

## Town of Mammoth Lakes Nodes

<u>Trail Name</u>	<u>Owner</u>	<u>Node Type</u>
Community Center Park	TOML	TSMP
Mammoth Creek Park [West]	TOML	TSMP
Shady Rest Park	TOML	TSMP
Trails End Park	TOML	TSMP

\* denotes the need for consensus naming review

## Inyo National Forest Nodes

<u>Trail Name</u>	<u>Owner</u>	<u>Node Type</u>
Mammoth Creek Park [East]	INF	TSMP
Earthquake Fault	INF	TSMP
Power Plant*	INF	TSMP
Winter Closure on Sawmill Cutoff Rd*	INF	TSMP
Borrow Pit*	INF	TSMP
Welcome Center and Ranger Station	INF	TSMP
Winter Only- Lake Mary Rd. winter terminus*	INF	TSMP
Path along Snowcreek V fence line*	INF	TSMP
Mill City	INF	TSMP
Northern terminus of Sierra Blvd. At Forest tr*	INF	TSMP
Horseshoe Lake Picnic Area	INF	TSMP
MMSA at Austria Hof parking lot*	INF	TSMP
Twin Lakes Vista	INF	TSMP
Uptown Downtown Mountain Bike Trails	INF	TSMP
Lake George	INF	USFS Rec Sites
Hayden Cabin Museum	INF	USFS Rec Sites
Hot Creek	INF	USFS Rec Sites
Sherwin Lakes Trailhead	INF	USFS Rec Sites
Inyo Craters	INF	USFS Rec Sites
SHADOW LAKE/RIVER TH*	INF	USFS Rec Sites
RAINBOW FALLS TH*	INF	USFS Rec Sites
STARKWEATHER FISHING SITE*	INF	USFS Rec Sites
Minaret Vista	INF	USFS Rec Sites
VALENTINE LAKE TH*	INF	USFS Rec Sites
MAM MT, BOTTEMLESS PIT, ETC TH*	INF	USFS Rec Sites
SOTCHER LAKE TH*	INF	USFS Rec Sites
PANORAMA DOME TH*	INF	USFS Rec Sites
MAMMOTH ROCK*	INF	USFS Rec Sites
LAUREL LAKES TH*	INF	USFS Rec Sites
CONVICT CREEK TH*	INF	USFS Rec Sites
CONVICT LAKE LOOP TH*	INF	USFS Rec Sites
AGNEW MEADOW WILDFLOWER TH*	INF	USFS Rec Sites
HIGH TH*	INF	USFS Rec Sites
FISH CREEK TH*	INF	USFS Rec Sites
Panorama Dome MTB Trails @ Old Mammoth Road	INF	
Mammoth Rock TH @ Old Mammoth Rd.*	INF	
Coldwater Creek Trailhead	INF	TSMP

\* denotes the need for concensus naming review

## Other Nodes

<u>Trail Name</u>	<u>Owner</u>	<u>Node Type</u>
Canyon Lodge	MMSA	TSMP
Eagle Lodge	MMSA	TSMP
Mammoth Mountain Ski Area Main Lodge	MMSA	TSMP
Tamarack Lodge	MMSA	TSMP
North Village	MMSA	TSMP
Tamarack St.	Plum	TSMP
Sledz	Private-UNK	TSMP
Minaret Snowplay Area	Private UNK	TSMP

\* denotes the need for concensus naming review

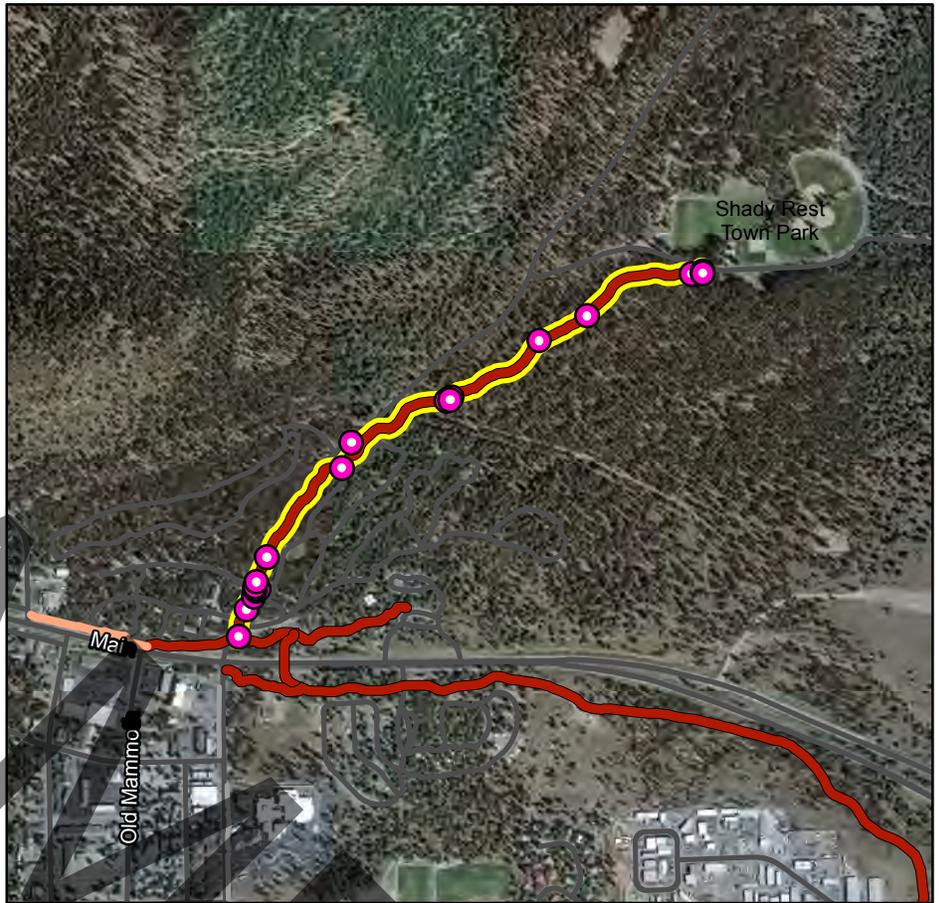
AKA: Shady Rest Path

## Facility Information

Facility Grouping: MUPS  
 Facility Type: MUP  
 Trail Surface: Paved  
 Length: 4331 Ft  
 Ownership: TOML

### Jurisdictions

UGB?: N  
 TOML Municipal?: Y  
 TOML Planning: Y  
 JM Wilderness?: N  
 AA Wilderness?: N  
 ORH Wilderness: N  
 Devils Postpile?: N



## Trail System Support Facilities

Picnic Tables:	0	Bollards:	3
Benches:	2	Dog Bags:	1
Trash:	2	Bike Racks:	0
Blaze Markers (MTB, Blue, Orange, XC):	9	All Other Signage:	

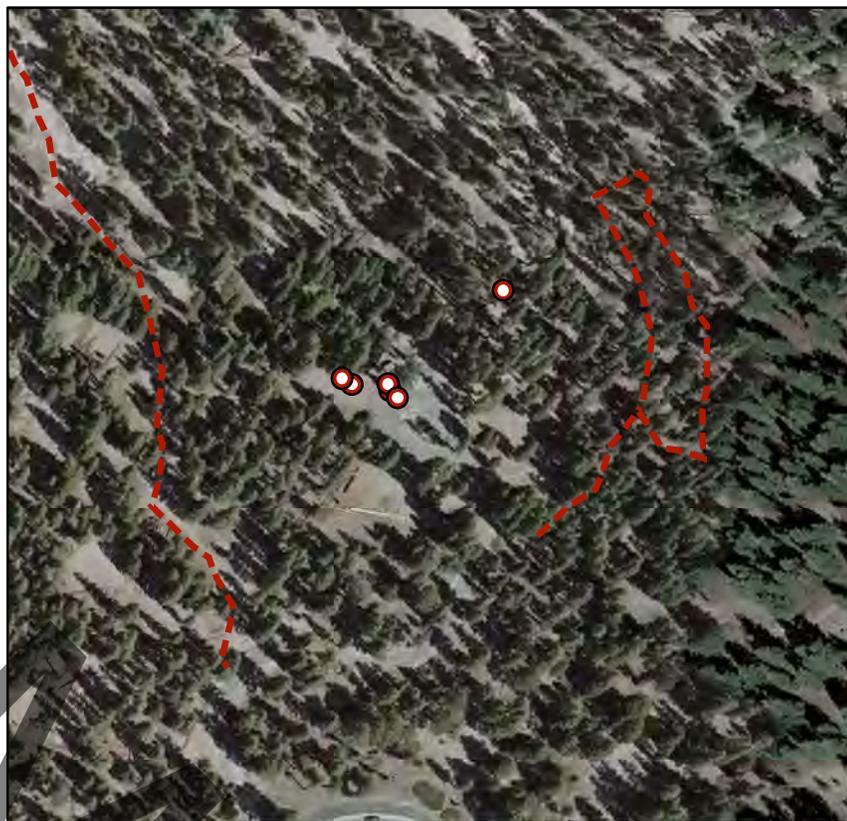
## Maintenance

## Capital Improvement Programs

# Earthquake Fault

AKA: Earthquake Fault parking lot

Ownership: INF  
Node Type: TSMP



TOML UGB?: N  
TOML Municipal?: Y  
TOML Planning?: Y

## Trail System Support Facilities

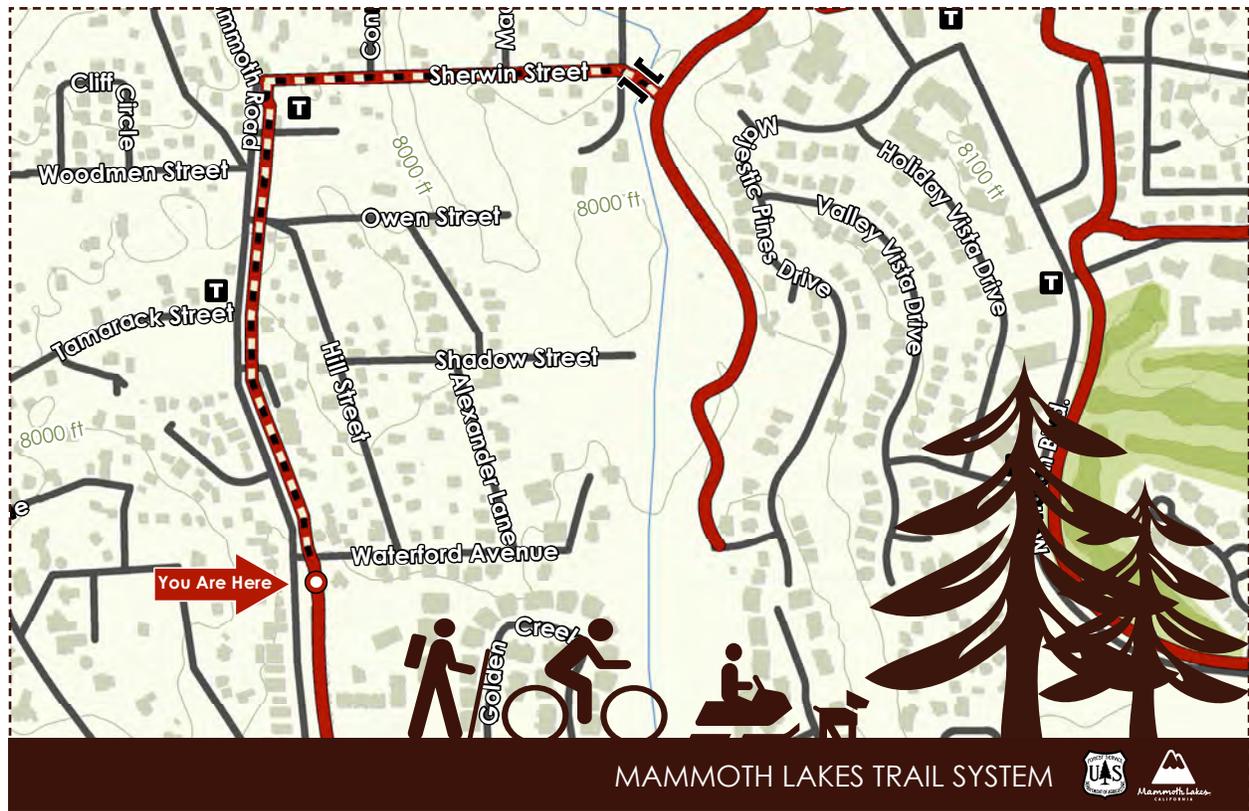
Potable Water:	0	BBQ Grills:	1	Barbox:	0
Recycling:	0	Bathroom:	0	Monofilament:	0
Signage:	1	Bench:	0	Parking:	1
Trash:	1	Bikerack:	0	Picnic Tables:	1

Support Facility Notes: 2 stall Vault Toilet, Trashcan

## Capital Improvement Programs

TOML 2011-2016 CIP: N/A

## Maintenance



## Potential Facilities for Addition to Existing TOML Use Permit

Updated October 13, 2011



## Potential soft-surface facilities for incorporation into a Special Use Permit to be held by the Town of Mammoth Lakes

<u>Trail Name</u>	<u>Trail Type</u>	<u>Owner</u>	<u>Length (ft)</u>
1 Arrowhead Lake Trails	TSMP SS 2-Hike	INF	2744
2 Coldwater-George Trail	TSMP SS 2-Hike	INF	14917
3 Crystal Lake Trail	TSMP SS 2-Hike	INF	1349
4 Duck Pass Trail	TSMP SS 2-Hike	INF	19764
5 Earthquake Fault Trail	TSMP SS 2-Hike	INF	1231
6 Heart Lake Trail	TSMP SS 2-Hike	INF	5568
7 Horseshoe Lake Loop	TSMP SS 2-MTB	INF	8790
8 Knolls Loop	TSMP SS 2-MTB	INF	52029
9 Mammoth Rock Trail	TSMP SS 2-MTB	INF	13649
10 Mill City Wheel Trail	TSMP SS 2-Hike	INF	1055
11 Mountain View Trail	TSMP SS 2-MTB	INF	28217
12 Panorama Dome Trails	TSMP SS 2-Hike	INF	8456
13 Panorama MTB Trails	TSMP SS 2-MTB	INF	7119
14 TJ Lake Loop	TSMP SS 2-Hike	INF	1704
15 Mammoth Crest Trail (to Crystal Lake Trail JCT)	TSMP SS 2-Hike	INF	36890
16 Mammoth Pass-Crater Meadow Trail (McLeod to AA Wilderness)	TSMP SS 2-Hike	INF	4080
17 Sherwin Lakes Trail	TSMP SS 2-Hike	INF	15615



**TOML/MLTS Draft CIP  
Recreation Nodes Cost Estimates**

<b>Name/Description</b>	<b>Node Type</b>	<b>Season</b>	<b>Signage</b>	<b>Restroom</b>	<b># Spaces</b>	<b>Cost</b>	<b>Capital Cost</b>	<b>Maintenance Cost</b>
Canyon Lodge (MMSA)	Portal	Winter	\$ 8,750	\$ -		\$ -	\$ 8,750	\$ 500
Main Lodge (MMSA)	Portal	Year-Round	\$ 8,750	\$ -		\$ -	\$ 8,750	\$ 500
North Village (MMSA)	Portal	Year-Round	\$ 8,750	\$ -		\$ -	\$ 8,750	\$ 500
Tamarack Lodge (MMSA)	Portal	Year-Round	\$ 8,750	\$ -		\$ -	\$ 8,750	\$ 500
Community Center	Park	Year-Round	\$ 8,750	\$ 200,00		\$ -	\$ 208,750	\$ 102,000
Mammoth Creek Park, East	Park	Year-Round	\$ 8,750	\$ 00,000	15	\$ 150,000	\$ 358,750	\$ 102,000
Mammoth Creek Park, West	Park	Year-Round	\$ 8,750	\$ -		\$ -	\$ 8,750	\$ 50,000
Shady Rest Park	Park	Summer	\$ 8,750	\$ -		\$ -	\$ 8,750	\$ 5,000
Trails End Park	Park	Year-Round	\$ 8,750	\$ -		\$ -	\$ 8,750	\$ 5,000
Coldwater Campground	Trailhead	Summer	\$ 8,750	\$ -		\$ -	\$ 8,750	\$ 500
Earthquake Fault	Trailhead	Year-Round	\$ 8,750	\$ -		\$ -	\$ 8,750	\$ 500
Horseshoe Lake	Trailhead	Summer	\$ 8,750	\$ -		\$ -	\$ 8,750	\$ 500
Hwy 203 Motorized Access	Trailhead	Year-Round	\$ 8,750	\$ 200,000	15	\$ 73,440	\$ 282,190	\$ 102,000
Lake George	Trailhead	Summer	\$ 8,750	\$ -		\$ -	\$ 8,750	\$ 500
Power Plant	Trailhead	Winter	\$ 8,750	\$ 200,000	15	\$ 202,500	\$ 411,250	\$ 75,000
Shady Rest / Saw Mill Cutoff Road	Trailhead	Winter	\$ 8,750	\$ -		\$ -	\$ 8,750	\$ 500
Sherwin Creek Rd, USFS gravel borrow pit	Trailhead	Year-Round	\$ 8,750	\$ 200,000	15	\$ 202,500	\$ 411,250	\$ 102,000
Sierra Blvd at Forest Trail	Trailhead	Year-Round	\$ 8,750	\$ 200,000	15	\$ 202,500	\$ 411,250	\$ 102,000
Eagle Lodge - temp (MMSA)	Access/Egress	Year-Round	\$ 2,750	\$ -		\$ -	\$ 2,750	\$ 250
Lake Mary Bike Path NE Terminus	Access Egress	Summer	\$ 2,750	\$ -		\$ -	\$ 2,750	\$ 250
Lake Mary Rd winter terminus	Access Egress	Winter	\$ 2,750	\$ -		\$ -	\$ 2,750	\$ 250
Mill City	Access/egress	Winter	\$ 2,750	\$ -		\$ -	\$ 2,750	\$ 250
Tamarack Street	Access/Egress	Year-Round	\$ 2,750	\$ -		\$ -	\$ 2,750	\$ 5,000
Twin Lakes Parking	Access/Egress	Summer	\$ 2,750	\$ -		\$ -	\$ 2,750	\$ 250
						<b>TOTAL COST</b>	<b>\$ 2,204,940</b>	<b>\$ 655,750</b>

**TOML/MLTS Draft CIP  
Multi-Use Path Cost Estimates**

<b>Project No.</b>	<b>Name</b>	<b>Length (LF)</b>	<b>Improvement Type</b>	<b>Unit Cost</b>	<b>Capital Cost</b>	<b>Maintenance Cost</b>
MUP 2-1	Town Loop	921	MUP	\$ 230	\$ 211,830	\$ 1,744
			Tunnel	\$ 500,000	\$ 500,000	\$ -
MUP 2-2	Lodestar Connector	441	MUP	\$ 230	\$ 101,430	\$ 835
MUP 3-1	College Connector	3,769	MUP	\$ 230	\$ 866,870	\$ 7,138
MUP 3-2	Elementary School Connector	426	MUP	\$ 230	\$ 97,980	\$ 807
MUP 3-3	Industrial Park Connector	2,275	MUP	\$ 230	\$ 523,250	\$ 4,309
MUP 3-4	Mammoth Creek Park Connector	602	MUP	\$ 230	\$ 138,460	\$ 1,140
MUP 3-5	Manzanita Connector	480	MUP	\$ 230	\$ 110,400	\$ 909
MUP 3-6	MCWD Access	677	MUP	\$ 230	\$ 155,710	\$ 1,282
MUP 3-7	Lodestar to Bear Lake Connector					
MUP 3-8	Hidden Valley to Minaret Connector					
MUP 3-9	Center Street to Hidden Creek Connector					
MUP 3-10	Manzanita to Tavern Connector					
MUP 3-11	Manzanita Path					
MUP 3-12	North Village to St. Anton Connector					
MUP 3-13	Eagle Path					
MUP 4-1	Shady Rest Park Path Extension	6,769	MUP	\$ 230	\$ 1,556,870	\$ 12,820
MUP 4-2	Forest Trail to Shady Rest Connector	2,792	MUP	\$ 230	\$ 642,160	\$ 5,288
MUP 4-3	Knolls Path (south route)	14,098	MUP	\$ 230	\$ 3,242,540	\$ 26,701
MUP 4-4	Mammoth Creek Path	5,596	MUP	\$ 230	\$ 1,287,080	\$ 10,598
MUP 4-5	Sherwin/Snowcreek Connector					
	<b>TOTAL LENGTH</b>	<b>38,846</b>		<b>TOTAL COST</b>	<b>\$ 9,434,580</b>	<b>\$ 73,572</b>
		<b>7.4 MI</b>				

**TOML/MLTS Draft CIP  
On-Street Bikeway Cost Estimates**

<b>Project No.</b>	<b>Street</b>	<b>From</b>	<b>To</b>	<b>Length (LF)</b>	<b>Unit Cost</b>	<b>Capital Cost</b>	<b>Maintenance Cost</b>	
B 2-1	Minaret Road	Mammoth Scenic Loop	Mammoth Knolls Dr	3,096	\$ 57	\$ 176,472	\$ 1,994	
B 2-2	Minaret Road	Mammoth Knolls Dr	Main St	2,058	\$ 95	\$ 195,510	\$ 1,325	
B 2-3	Lake Mary Road	Davison Rd	Minaret Rd	2,71	\$ 10	\$ 25,774	\$ 1,747	
B 2-4	Meridian Blvd.	S Majestic Pines Drive	N Majestic Pines Dr	49	\$ 10	\$ 6,166	\$ 418	
B 2-5	Meridian Blvd.	Sierra Park Rd	Highway 203	6,9 6	\$ 10	\$ 65,892	\$ 4,466	
B 2-6	Old Mammoth Road	Red Fir Road	Minaret Road	7,419	\$ 10	\$ 70,481	\$ 4,777	
B 2-7	Old Mammoth Road	Main Street	Mammoth Creek Park	396	\$ 95	\$ 417,620	\$ 2,831	
B 3-1	Forest Trail	Minaret Road	Canyon Blvd	5,599	\$ 57	\$ 319,143	\$ 3,605	
B 3-2	Canyon Blvd.	Lake Mary Road	Hillside Drive	5,624	\$ 50	\$ 281,200	\$ 3,622	
B 3-3	Lakeview Blvd.	Rainbow Lane	Canyon Blvd	2,635	\$ 57	\$ 150,195	\$ 1,697	
B 3-4	Majestic Pines Drive	Silver Tip Lane	Lodes ar Drive	2,459	\$ 57	\$ 108,471	\$ 1,225	
B 3-5	Chateau Road	Minaret Road	End	2,991	\$ 57	\$ 170,487	\$ 1,926	
B 3-6	Sierra Nevada Road	Azimuth Drive	S erra Park Road	764	\$ 57	\$ 43,548	\$ 492	
B 3-7	Laurel Mountain Road	Main Street	Sierra Nevada Road	1,826	\$ 57	\$ 104,082	\$ 1,176	
B 3-8	Tavern Road	Laurel Mountain Road	Sierra Park Road	83	\$ 57	\$ 67,431	\$ 762	
B 3-9	Sierra Manor Road	Tavern Road	Meridian Blvd	716	\$ 57	\$ 97,812	\$ 1,105	
B 3-10	Sierra Park Road	Main Street	End	3,190	\$ 57	\$ 181,830	\$ 2,054	
B 3-11	Kelley Road	Lake Mary Road	Majestic Pines	1,254				
B 3-12	S. Majestic Pines Drive	Meridian Blvd	Waterford Street	2,622				
B 4-1	Forest Trail	Canyon Blvd	L keview Blvd	3,115	\$ 4	\$ 12,460	\$ 295	
B 4-2	Majestic Pines Drive	Silver Tip Lane	Lodestar Drive	1 903	\$ 4	\$ 7,612	\$ 180	
B 4-3	North Waterford Ave.	Maj stic Pin s Drive	Old Mammoth Road	1,268	\$ 4	\$ 5,072	\$ 120	
B 4-5	Davison Road	Lake Mary Road	Lakeview Blvd	3,130				
B 5-1	Sherwin Creek Road	Borro Pit	Highway 395	26,177				
				<b>TOTAL LENGTH</b>	<b>94,723</b>	<b>TOTAL COST</b>	<b>\$ 2,507,258</b>	<b>\$ 35,817</b>
				17.9 MI				

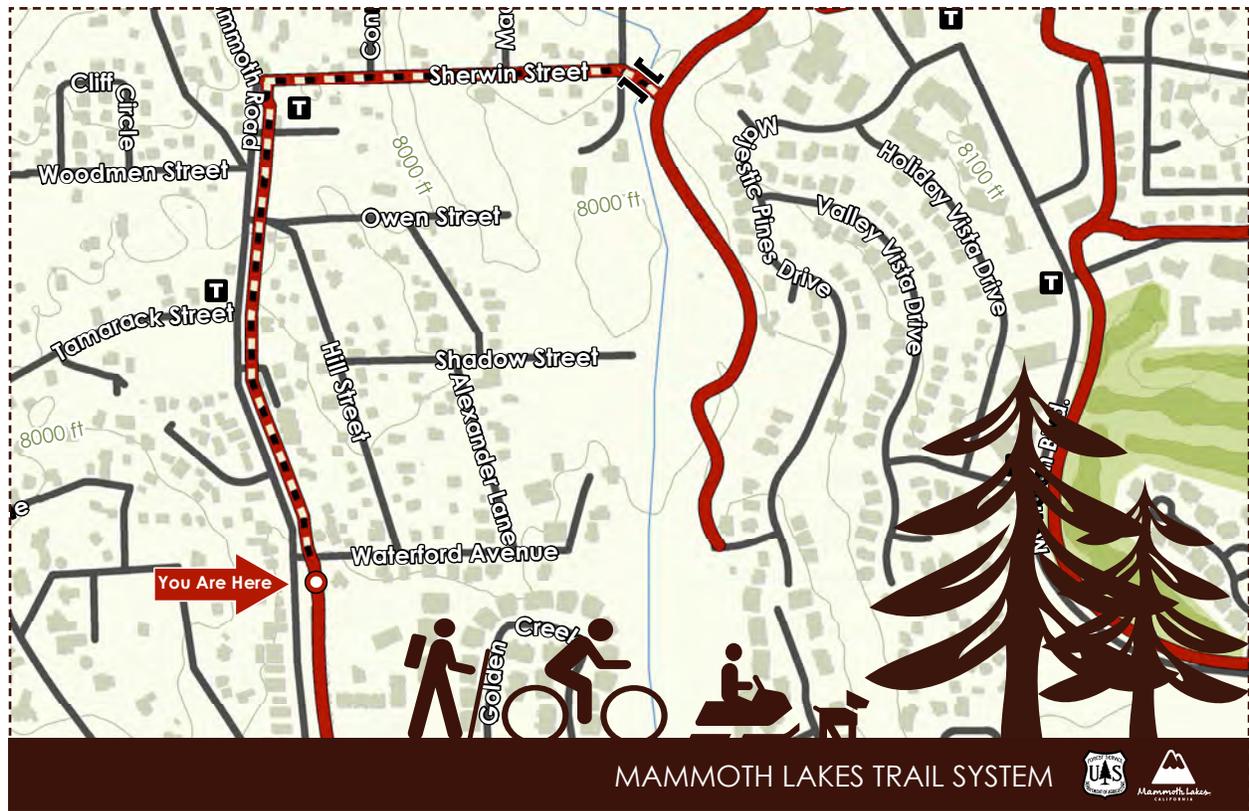
**TOML/MLTS Draft CIP  
Crossing Improvements Cost Estimates**

<b>Project No.</b>	<b>Street</b>	<b>Location</b>	<b>Improvement Type</b>	<b>Capital Cost</b>	<b>Maintenance Cost</b>
X 2-1	Minaret Road	Forest Trail	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-2	Minaret Road	North Village (Mid Block)	At-Grade Crossing	\$ 10,000	
X 2-3	Lake Mary Road	Davison Road	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-4	Lake Mary Road	Lakeview Road	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-5	Lake Mary Road	Canyon Boulevard	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-6	Lake Mary Road	Bridges Lane	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-7	Lake Mary Road	Lee Road	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-8	Main Street	Minaret Road	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-9	Main Street	Mountain Boulevard / Callahan Way	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-10	Main Street	Sierra Boulevard / Mon Street	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-11	Main Street	Forest Trail	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-12	Main Street (Hwy 203)	Sierra Park Road	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-13	Meridian Boulevard	Minaret Road	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-14	Meridian Boulevard	Sierra Park Road	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-15	Meridian Boulevard	College Parkway	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-16	Meridian Boulevard	Wagon Wheel Road	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-17	Old Mammoth Road	Chatau Road	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-18	Old Mammoth Road	Minaret Road	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-19	Old Mammoth Road	Ski Trail	At-Grade Crossing	\$ 50,000	\$ 2,000
X 2-20	Old Mammoth Road	Waterford Avenue	At-Grade Crossing	\$ 50,000	\$ 2,000
<b>TOTAL COST</b>				<b>\$ 960,000</b>	<b>\$ 38,000</b>

**TOML/MLTS Draft CIP  
SHARP Priority Projects**

<b>Project No.</b>	<b>Length (LF)</b>	<b>Improvement Type</b>	<b>Unit Cost</b>	<b>Capital Cost</b>	<b>Maintenance Cost</b>
S01 and W01		Multi-Use Staging Area	\$ -	\$ -	\$ 102,000
5b North	2,800	Soft-Surface Trail	\$ 5	\$ 14,000	\$ -
5b South	4,295	Soft-Surface Trail	\$ 5	\$ 21,475	\$ -
6	4,642	MUP	\$ 230	\$ 1,067,660	\$ 8,792
7	6,800	MUP	\$ 230	\$ 1,564,000	\$ 12,879
12b	1,074	Soft-Surface Trail	\$ 5	\$ 5,370	\$ -
13	2,000	Soft-Surface Trail	\$ 5	\$ 10,000	\$ -
14	3,184	Soft-Surface Trail	\$ 5	\$ 15,920	\$ -
15	1,506	Soft-Surface Trail	\$ 5	\$ 7,530	\$ -
		Bridge	\$ -	\$ -	\$ -
19 Panorama	-	Soft-Surface Trail	\$ 5	\$ -	\$ -
19 Solitude	-	Soft-Surface Trail	\$ 5	\$ -	\$ -
<b>TOTAL LENGTH</b>	<b>26,301 LF</b> <b>5.0 MI</b>		<b>TOTAL COST</b>	<b>\$ 2,705,955</b>	<b>\$ 123,670</b>

DRAFT  
09/28/11



## List of potential implementation projects for the near-term

Updated October 13, 2011





## Summer 2010 Final Report

Alignment Proposals for the Inyo National Forest and the Town of Mammoth Lakes

Map ID #S05b North

Map ID #S05b South

November 18, 2010



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



**Map ID# S05b North Key Agreements  
As of October 27, 2010**

**A. Alignment:**

1. **Endpoints:** Safe crossing for Map ID# S05c/Start of Map ID #S15 on the Panorama Mountain Bike Trail
2. **Naming:** Mammoth City Trail (to be tied to interpretive opportunities along trail)
3. **Control Points/Narrative:** Beginning at the southwest endpoint of the trail at the safe crossing for Map ID #S05c (1), the trail travels roughly northeast via the Mammoth Community Water District water-tank access road 320 feet to the safe equestrian crossing (2), which it crosses. The trail then continues roughly northeast along the same Mammoth Community Water District water-tank access road 381 feet to the Mammoth Community Water District water tank (3), at which point it continues 465 feet along a new alignment, which features two climbing turns, to where it begins to parallel Old Mammoth Road (4). The trail then parallels Old Mammoth Road 891 feet through Mammoth City (5), where it begins to gain elevation roughly along a contour line 509 feet to reach a vista point on top of a rock band (6). The trail then heads immediately north, then switches back and down to the east via a series of turns 915 feet to terminate at the Panorama Mountain Bike Trail where it intersects with the start of Map ID #S15 (7).

**B. Design Specifications:**

1. **Trail Type:** Type 2 (preferred mountain bike)
2. **Users:** Non-motorized users
3. **Width:** See "Trail Type."
4. **Grade:** See "Trail Type."
5. **Surface:** See "Trail Type."
6. **Features:** None.
7. **User Experience/Aesthetics:** This trail features incredible views and helps to mitigate user conflict through its coordination with Map ID #S05b South and the trail's design. Interpretive opportunities abound.
8. **Trail Amenities:** None.

**C. Winter/Summer Interface:** None.

**D. Signage and Wayfinding Special Considerations:** Interpretive opportunities should be explored for topics including the local water system, the trail's intersection with Map ID #S05c, archeological sites, and the identified vista point.

**TO BE COMPLETED BY AGENCIES/JURISDICTIONS**



- A. Environmental Review**
- B. Construction & Maintenance**
- C. Funding Considerations & Ownership**
- D. Construction Cost Estimator**
  - a. **Total linear feet of new trail construction:** 2,800 linear feet
  - b. **Total estimated cost per linear foot:** \$5 per linear foot, with added cost for switchbacks
  - c. **Rehabilitation cost estimate:** N/A
  - d. **First-guess cost estimate:**
    - i. **Preferred Alignment:**
    - ii. **Alternative alignment:** N/A
- E. Other Special Considerations:** Archeological sites

# SHARP

Sherwins Area Recreation Plan

Trails Technical Committee

SHARP TTC: Map ID #S05b North

Map Draft Date 11/17/10

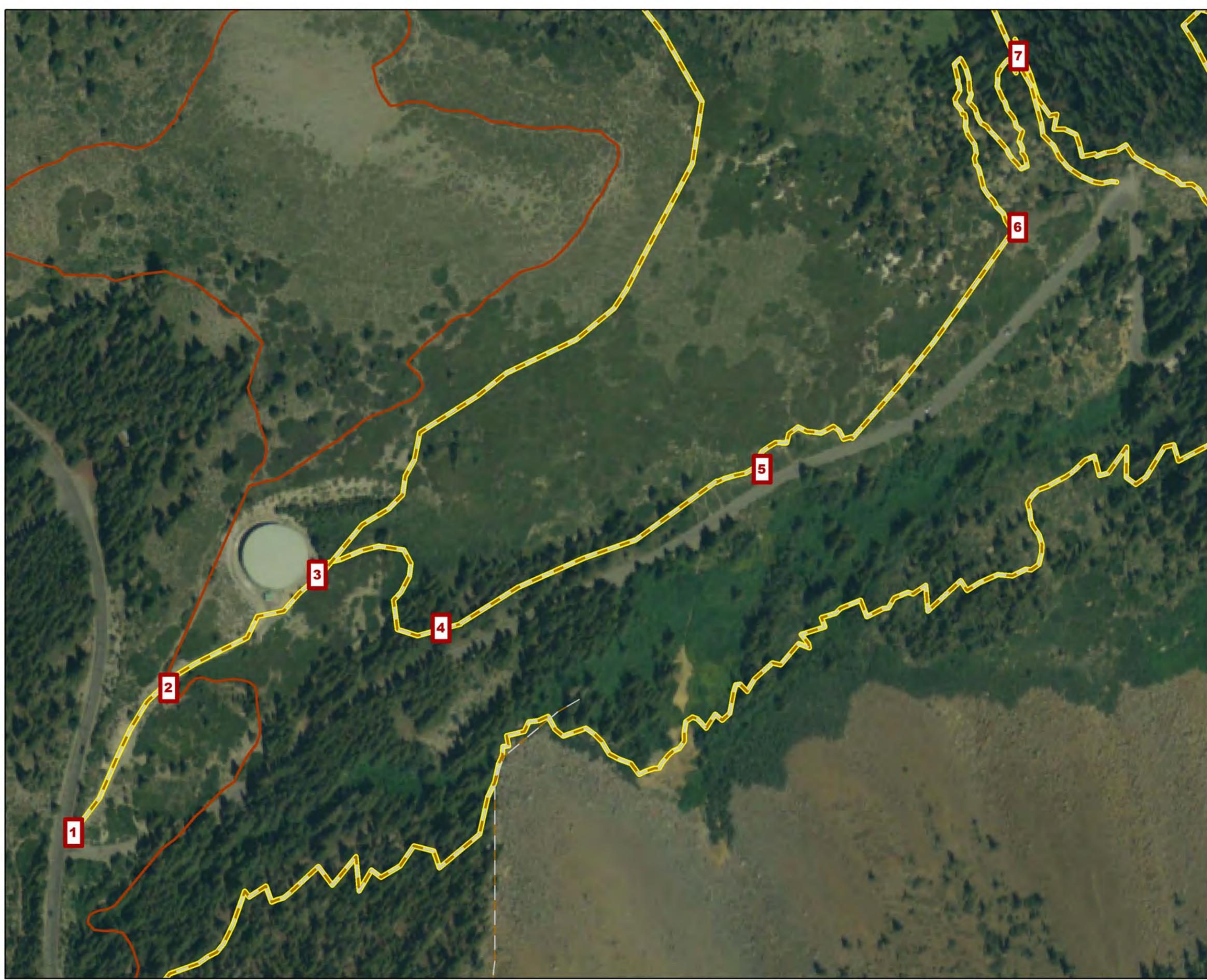
## Legend

-  SHARP TTC Trail Alignments
-  SHARP Proposed Trails
-  INF Trails
-  Centerlines
-  Control Points

Please see the SHARP TTC Project Coversheet and Key Agreements Documents for project details and Control Point definitions, as well as the Sherwins Area Recreation Plan (SHARP) for detailed concept and rationale.

## SHARP TTC

- The SHARP TTC is committed to staying true to the original wording and intent of the SHARP proposals, as crafted by the Sherwins Working Group, and will therefore not revisit or revise any part of any recommendation unless warranted by agency sideboards or other opportunities or constraints as identified by land management agencies such as the INF.
- This map is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information.



0 210 420 840 Feet





**Map ID# S05b South Key Agreements  
As of October 27, 2010**

**A. Alignment:**

1. **Endpoints:** Mammoth Rock Trail/Existing USFS system pack trail
2. **Naming:** To be determined.
3. **Control Points/Narrative:** Beginning at the southwest endpoint of the trail at the existing USFS system pack trail (1), the trail travels roughly northeast via the existing use trail 1845 feet to a riparian area (2) that will require mitigation. The trail then continues roughly northeast along the existing use trail 1390 feet to its intersection with 4S19b (3), which it crosses. The trail then continues as a new alignment 610 feet to the trail's terminus at Mammoth Rock Trail (4).

**B. Design Specifications:**

1. **Trail Type:** Hybrid of Type 2 (preferred equestrian) and Type 2 (preferred hike)
2. **Users:** Non-mechanized use
3. **Width:** See "Trail Type."
4. **Grade:** See "Trail Type."
5. **Surface:** See "Trail Type."
6. **Features:** None.
7. **User Experience/Aesthetics:** This trail is meant to offer early-spring access with low visual impact, beautiful views, and mitigation of user conflict by its coordination with Map ID# S05b North. This trail optimizes user experience by design and will accommodate all skill levels.
8. **Trail Amenities:** None.

**C. Winter/Summer Interface:** None.

**D. Signage and Wayfinding Special Considerations:** None.

**TO BE COMPLETED BY AGENCIES/JURISDICTIONS**

**A. Environmental Review**

**B. Construction & Maintenance**

**C. Funding Considerations & Ownership**

**D. Construction Cost Estimator**

- a. **Total linear feet of new trail construction:** 4,295 linear feet
- b. **Total estimated cost per linear foot:** \$3–\$5 per linear foot
- c. **Rehabilitation cost estimate:** To be determined.
- d. **First-guess cost estimate:**
  - i. **Preferred Alignment:**



**ii. Alternative alignment: N/A**

**E. Other Special Considerations: Goshawk habitat, mining claims**

# SHARP

Sherwins Area Recreation Plan

Trails Technical Committee

SHARP TTC: Map ID #S05b South

Map Draft Date 11/17/10

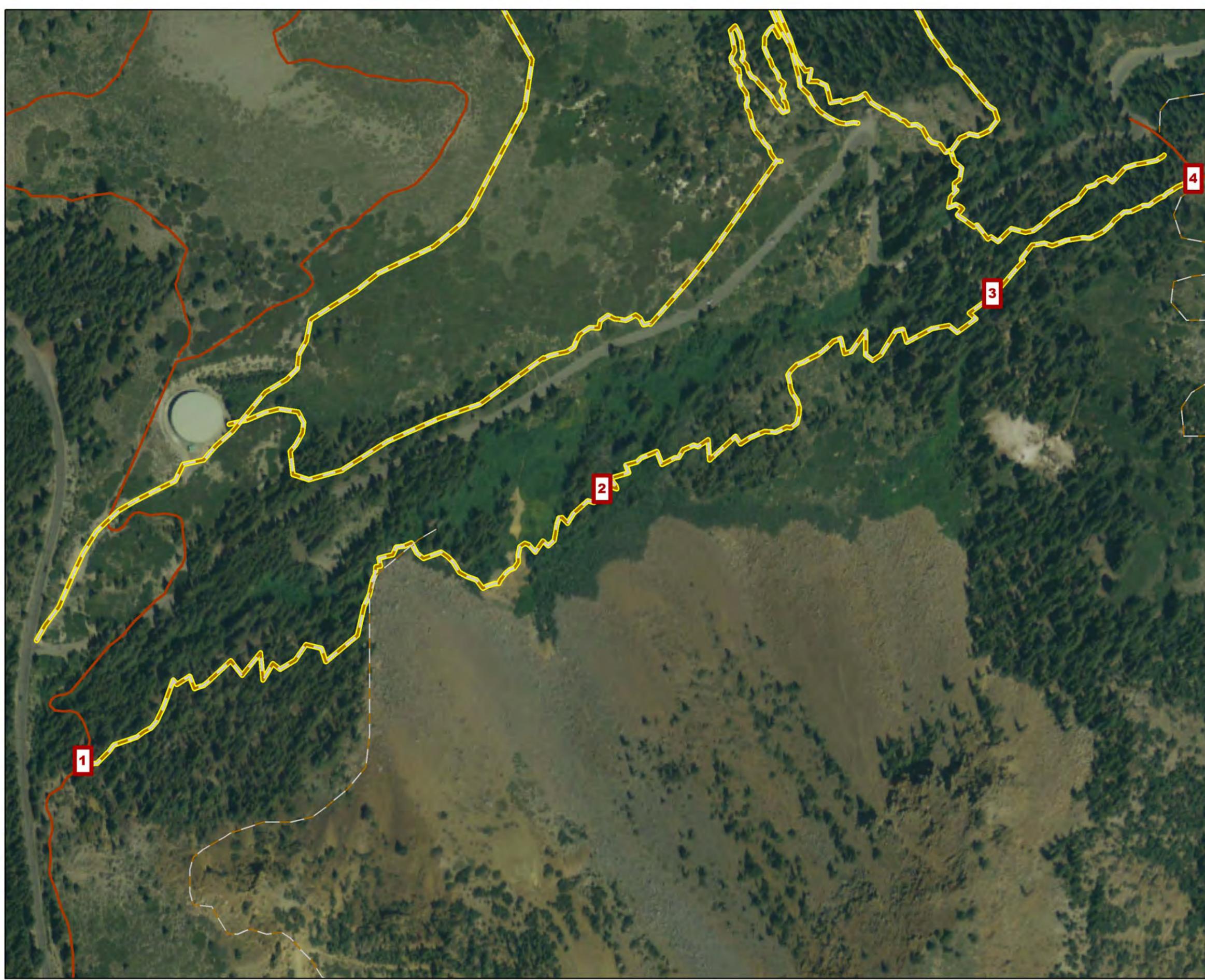
## Legend

-  SHARP TTC Trail Alignments
-  SHARP Proposed Trails
-  INF Trails
-  Centerlines
-  Control Points

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## SHARP TTC

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0 262.5 525 1,050 Feet





## Summer 2010 Final Report

Alignment Proposals for the Inyo National Forest and the Town of Mammoth Lakes

Map ID #S13

November 18, 2010



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



## Map ID# S13 Key Agreements As of July 13, 2010

**A. Alignment:** This trail is meant primarily as a connector to the Mammoth Rock Trail. The alignment described below is still in draft form, and the SHARP TTC looks forward to working more closely with USFS trail specialists to improve the trail's sinuosity and aesthetics.

- 1. Trailhead and Destination(s):** Borrow Pit Staging Area/Mammoth Rock Trail
- 2. Naming:** Sherwin Gateway Trail; Rock Trail Express.
- 3. Control Points:** The trail begins at the South Borrow Pit Trailhead (1), which also provides access to Map ID #S06 and Map ID #S07, and heads south up the existing closed USFS Road 4S106. At the start of the trail, two options exist (2) to maintain desired grades and control downhill speed into the trailhead. The preferred alignment heads south and switches back to the east to rejoin the existing closed road, providing pleasing views to the south and west at the beginning of the trail experience and connecting directly into Map ID #S06. The alternative alignment (Alternative A) heads east and then switches back to the south to rejoin USFS Road 4S106. Where the two options rejoin USFS Road 4S106 (3), the trail then continues south, following USFS Road 4S106 for 256 feet, at which point the trail veers east (4) to reach a grouping of trees that provides pleasing aesthetics and shade while avoiding the steep grade present on USFS Road 4S106 (5). The alignment then heads southwest for 310 feet to an opening in the grouping of trees (6), again avoiding the steep grade present on USFS Road 4S106 and presenting pleasing aesthetics and shade. At this point the alignment converges with and follows an existing game trail (7), heading east toward a large tree (8). The trail will dip below the tree to maintain the desired grade, protect the tree from potential erosion from impact upslope, and prepare for an optimal crossing back over USFS Road 4S106 toward a large boulder (9). Once the trail crosses USFS Road 4S106, it will continue east to a switchback point (10) that bends southwest to maintain the desired grade. The trail continues southwest for 216 feet, again crossing USFS Road 4S106, to another switchback point (11). The alignment then heads east to the top of the ridge (12), which offers a pleasing viewpoint. From this point there are two options to join this connector with Mammoth Rock Trail. The preferred alignment continues south along the ridgeline to a decision point just north of an existing use trail (13), then descends due south for 88 feet to join an existing use trail (14) that continues 159 feet to intersect with Mammoth Rock Trail (15). The alternative alignment (Alternative B) heads south for 118 feet and joins an existing use trail (16) that continues 185 feet to Mammoth Rock Trail (17). A third alternative alignment (Alternative C) departs the preferred alignment at



the decision point (13) and continues southwest up the ridge for 546 feet (18) before turning south and descending 310 feet to Mammoth Rock Trail (19).

4. **Map Reference:** SHARP TTC: Map ID #S13, 08/03/2010

## B. Design Specifications

1. **Trail Type:** Type 2 (preferred mountain bike)
2. **Users:** Non-motorized
3. **Width:** See "Trail Type."
4. **Grade:** See "Trail Type."
5. **Surface:** See "Trail Type."
6. **Features:** See control points. Preventative measures will be taken to prevent cutting of switchbacks and use of the existing unsustainable use trail and USFS Road 4S106.
7. **User Experience/Aesthetics:** This trail exhibits good examples of manzanita communities on the east side of the Sierra, provides excellent views of Mammoth Rock, rehabilitates the existing road "scar," and offers an introduction to the backcountry/soft-surface trail experience.
8. **Trail Amenities:** As directed by the *Mammoth Lakes Trail System Wayfinding and Signage Standards Manual*

**C. Winter/Summer Interface:** No winter facilities are in apparent conflict with this project, though it is proximate to the proposed snowplay area. If possible, it is desirable to compact snow in this area at the beginning of the trail to access the snowplay area. In this case, accommodation of a snowcat should be considered when planning rehabilitation of USFS Road 4S106 in this area.

**D. Signage and Wayfinding Special Considerations:** As directed by the *Mammoth Lakes Trail System Wayfinding and Signage Standards Manual*. Additionally, there is the possibility to implement interpretive signage related to the variety of vegetation and other natural features of the area, which could connect into a larger interpretive experience at the Borrow Pit Staging Area (Map ID #S01).

## TO BE COMPLETED BY AGENCIES/JURISDICTIONS

### A. Environmental Review

### B. Construction & Maintenance

### C. Funding Considerations & Ownership

### D. Construction Cost Estimator

- a. **Total linear feet of preferred alignment:** Approximately 2,000 feet
- b. **Total estimated cost per linear foot:** \$4–\$6 per linear foot



- c. **Rehabilitation cost estimate:** Approximately 1,600 linear feet
- d. **First-guess cost estimate:** \$25,000

**E. Other Special Considerations:** Possible Inyo National Forest Travel Management Plan implications for road closures in the area

# SHARP

Sherwins Area Recreation Plan  
Trails Technical Committee

SHARP TTC: Map ID #S13

Map Draft Date 11/17/10

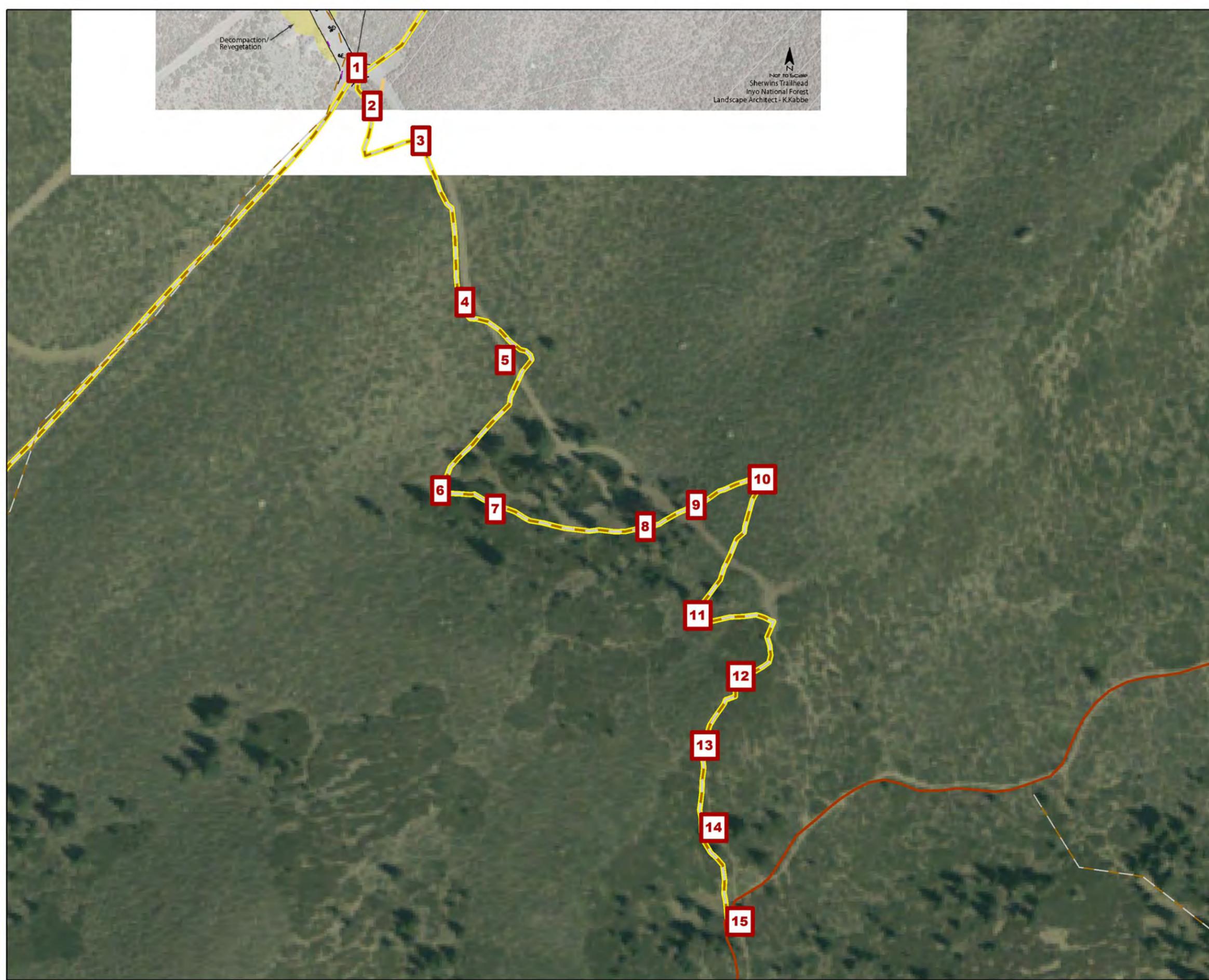
## Legend

-  SHARP TTC Trail Alignments
-  SHARP Proposed Trails
-  INF Trails
-  Centerlines
-  Control Points

Please see the SHARP TTC Project Coversheet and Key Agreements Documents for project details and Control Point definitions, as well as the Sherwins Area Recreation Plan (SHARP) for detailed concept and rationale.

### SHARP TTC

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0 145 290 580 Feet





## Summer 2010 Final Report

Alignment Proposals for the Inyo National Forest and the Town of Mammoth Lakes

Map ID #S15

November 18, 2010



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



## Map ID# S15 Key Agreements As of October 27, 2010

### A. Alignment:

1. **Endpoints:** Intersection of Map ID# S05b North and Panorama Mountain Bike Trail/Mammoth Rock Trail
2. **Naming:** To be determined.
3. **Control Points/Narrative:** From the western endpoint of the trail at the intersection of Map ID# S05b North and Panorama Mountain Bike Trail (1), the trail heads roughly southeast 377 feet to the base of the current Old Mammoth Road hairpin turn at the terminus of the Panorama Mountain Bike Trail (2). The trail then continues southeast 228 feet through a clearing to the start of Map ID #S14 at the existing use trail (3). The trail crosses that point and heads southeast 75 feet down toward the forested area to a point just south of the power lines, at the edge of the gully formed by the drainage (4). At this point the trail bends to the west along a natural bench 73 feet to the identified bridge location (5), which it crosses. The trail then crosses Old Mammoth Road (6) and travels 133 feet making one to two climbing turns to the south before joining the existing use trail paralleling Map ID# S05b South (7). The trail travels a final 521 feet to its termination at the Mammoth Rock Trail (8).

### B. Design Specifications:

1. **Trail Type:** Type 2 (preferred mountain bike)
2. **Users:** Non-motorized users
3. **Width:** See "Trail Type."
4. **Grade:** See "Trail Type."
5. **Surface:** See "Trail Type."
6. **Features:** 32-foot bridge
7. **User Experience/Aesthetics:** This trail is meant primarily as a connector between the Panorama Mountain Bike Trail and the Mammoth Rock Trail, providing continuity of experience for the user. This trail will accommodate all skill levels, but does connect to more intermediate-level amenities.
8. **Trail Amenities:** None.

### C. Winter/Summer Interface: None.

### D. Signage and Wayfinding Special Considerations: None.



**TO BE COMPLETED BY AGENCIES/JURISDICTIONS**

**A. Environmental Review**

**B. Construction & Maintenance**

**C. Funding Considerations & Ownership**

**D. Construction Cost Estimator**

- a. **Total linear feet of new trail construction:** 1,506 linear feet
- b. **Total estimated cost per linear foot:** \$5 per linear foot, with additional cost for bridge construction
- c. **Rehabilitation cost estimate:** Approximately 100 linear feet of existing use trail that would otherwise connect with Map ID# S05b South, which is a non-mechanized trail, will need to be rehabilitated to prevent bicyclists from accessing a trail on which that use is prohibited.
- d. **First-guess cost estimate:**
  - i. **Preferred Alignment:**
  - ii. **Alternative alignment:**

**E. Other Special Considerations:** See "Rehabilitation cost estimate," above.

# SHARP

Sherwins Area Recreation Plan

Trails Technical Committee

SHARP TTC: Map ID #S15

Map Draft Date 11/17/10

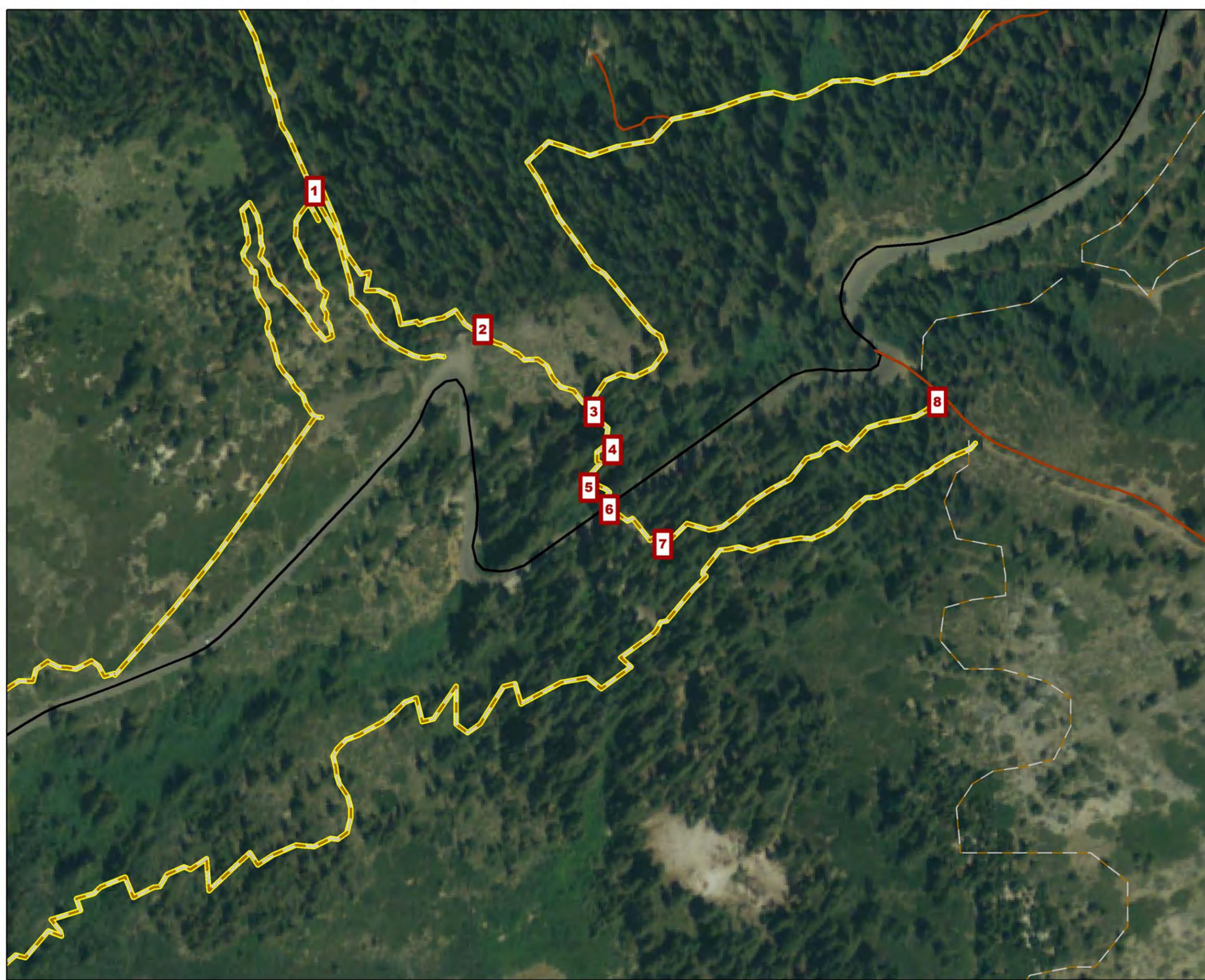
## Legend

-  SHARP TTC Trail Alignments
-  SHARP Proposed Trails
-  INF Trails
-  Centerlines
-  Control Points

Please see the SHARP TTC Project Coversheet and Key Agreements Documents for project details and Control Point definitions, as well as the Sherwins Area Recreation Plan (SHARP) for detailed concept and rationale.

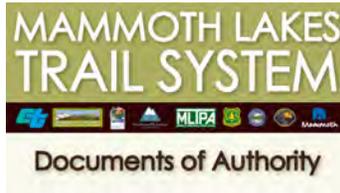
### SHARP TTC

- The SHARP TTC is committed to staying true to the original wording and intent of the SHARP proposals, as crafted by the Sherwins Working Group, and will therefore not revisit or revise any part of any recommendation unless warranted by agency sideboards or other opportunities or constraints as identified by land management agencies such as the INF.
- This map is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information.



0 170 340 680 Feet





# INTELLECTUAL PROPERTY

## Track #2

**Document Date:** October 12, 2011

**Document Contents:**

1. "Memorandum on IP for MLTPAF (GW 08.29.11)"
2. "Town of Mammoth Lakes Trademark and Copyright License Agreement"
3. "Town of Mammoth Lakes Amendment to Consulting Agreement"
4. "TOML/MLTPA Master Agreement" (054\_MLTPA\_TOML\_AgreePage8\_110810)

**Document Summary:**

1. Meeting notes from Partner meeting as summarized by Jonathan Blinderman of "Glaser Weil Fink Jacobs Howard Avchen & Shapiro"
2. Draft trademark and copyright license agreement
3. Draft language to update TOML/MLTPA master agreement

**Document Contributors:**

1. MLTPA/Recreation Comm. Trails Committee – August 11, 2011 @ 3:00 p.m.  
  
In attendance: John Wentworth, Jay Deinken, Bill Taylor, Danna Stroud (SMG); Tony Colasardo, Sean Turner (TOML Recreation Commission/Trails Committee)
2. Draft legal documents prepared by Jonathan Blinderman of "Glaser Weil Fink Jacobs Howard Avchen & Shapiro"

**Next Steps:**

Glaser Weil Fink Jacobs  
Howard Avchen & Shapiro LLP

MEMORANDUM

PRIVILEGED AND CONFIDENTIAL

TO: John Wentworth  
FROM: Jonathan Blinderman  
DATE: August 28, 2011  
SUBJECT: IP Exploitation Strategy

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We have reviewed the options of the Mammoth Lakes Trails and Public Access Foundation (the "MLTPAF") with respect to the development and implementation of a plan to develop intellectual property and to exploit the intellectual property in a manner to best support the MLTPAF's mission. Our goal is to permit the creation of a robust portfolio of IP assets that can be exploited to further development and promotion of the Mammoth Lakes trail and public access system. A secondary goal is to ensure that valuable good will is not developed and then lost to judgment creditors holding rights against the Town of Mammoth Lakes. The following is an outline of our suggestions.

1. Ownership of All Rights MLTPAF

Our initial suggestion is to revise the Consulting Agreement between the Town of Mammoth Lakes (the "Town") and the MLTPAF to permit MLTPAF to create and own IP in its own name. Current the Consulting Agreement provides that all IP created under the Consulting Agreement is created on a work-for-hire basis, such that the Town owns the underlying rights in all such IP. Thus in order to implement this change, the Town and MLTPAF would need to amend the Consulting Agreement.

We have been informed that there is some concern regarding amending the Consulting Agreement. The concern revolves around the fact that the MLTPAF is funded, wholly or substantially, with funds provided by the Town. There is resistance to permitting the MLTPAF to own the underlying IP in that there is a belief by some that this would be a misuse of the Town's resources. While we believe that the Consulting Agreement could be modified to require that all proceeds of the exploitation of developed IP would be used to promote the MLTPAF's mission (which is supported by the Town), we understand that the Town wishes to pursue an alternative plan.

2. Licensing of Rights to MLTPAF

As an alternative plan, the MLTPAF can develop IP pursuant to the Consulting Agreement as work-for-hire for the Town, but receive back an exclusive license to exploit the IP in a manner that best promotes the MLTPAF mission.

The first consideration is to treat copyrighted materials and trademark's separately.

Copyrights are the writes of an author of original works that embody original ideas in a tangible form. Thus, the creation of trail maps, trail guides, photographs, drawings, etc... are protected by copyright. A trademark is a distinctive symbol or indicator used by an individual, business organization, or other legal entity to identify that the products or services to consumers with which the trademark appears originate from a unique source, and to distinguish its products or services from those of other entities. Thus, the creation of a logo that represents the Mammoth Lakes Trail System would be protected by trademark.

#### a. Copyrights

Materials that are created to support the MLTPAF mission, such as trail maps, guides, descriptions, photographs and artworks should be protected by copyright. MLTPAF would develop copyrighted materials and work for hire for the Town.

MLTPAF and the Town would enter into an exclusive license agreement, granting MLTPAF the exclusive right to control the underlying works and to exploit them. This license would generally require and capture all copyrighted materials created under the Consulting Agreement.

Some of the terms that would need to be discussed would be: i) the length of the license (and automatic extensions); ii) how proceeds of the exploitation of the copyrighted materials would be shared between MLTPAF or a portion being paid back to the Town; and iii) approval rights (would the Town need to approve any aspect of the creation or exploitation of the copyrighted works).

The idea would be to allow the Town to own the underlying copyrights, but to give MLTPAF unfettered control to develop and exploit the works, with the understanding that all proceeds must be used to further promote the Mammoth Lakes Trail System.

#### b. Trademarks

In the scenario at hand, trademarks are a more difficult right to manage. Because trademarks are intended to protect the public (as opposed to the trademark holder); there are specific requirements to permit a party to exploit a trademark of a different party.

Thus, after MLTPAF assists the Town in developing one or more trademarks, the Town will necessarily be required to maintain some control over the marks. The proposed license would include i) controls over the types of goods and services with which the

marks could be used (in line with the quality of goods normally associated with the underlying mark); ii) provisions that the goodwill associated with the marks belongs to the Town; and iii) some type of oversight by the Town to ensure that the marks are being used in accordance with the license.

### 3. Conclusion

Based upon the needs of the Town and MLTPAF, we recommend that the copyright and trademarks be treated separately. There should be a master copyright license that permits MLTPAF to fully use and exploit the copyrighted materials. There should be a trademark license that gives the Town the necessary control to ensure that the mark remains valid and enforceable against third parties.

## TRADEMARK AND COPYRIGHT LICENSE AGREEMENT

**THIS AGREEMENT**, made and entered into on or around the \_\_\_\_ day of October, 2011 and effective as of the \_\_\_\_ day of October, 2011 (“Effective Date”), is between the Town of Mammoth Lakes (“Town”), and Mammoth Lakes Trails and Public Access Foundation (“Licensee”).

**WHEREAS**, Town and Licensee are parties to that certain Consulting Agreement, dated as of December 2, 2010, as amended by the Amendment to Consulting Agreement, dated October \_\_\_\_, 2011 (the “Consulting Agreement”);

**WHEREAS**, Town is the owner of all right, title, and interest in and to the trademarks listed on the attached Exhibit A, as updated from time to time by mutual consent of the parties (the “Trademarks”), and the copyrights listed on the attached Exhibit B, as updated from time to time by mutual consent of the parties (the “Copyrights”), together with the Trademarks, the “Licensed Property”);

**WHEREAS**, Licensee desires to acquire an exclusive license to use the Licensed Property, throughout the territories set forth in Exhibit C (the “Licensed Territories”), pursuant to the terms and conditions set forth herein

**NOW THEREFORE**, in consideration of the promises and obligations in this Agreement, and other good and valuable consideration received sufficiency of which are hereby acknowledged, the parties agree as follows:

### 1. Grant

1.1 Trademark License. Subject to the terms and conditions set forth in this Agreement, Town grants to Licensee an exclusive, non-transferable license to use the Trademarks, throughout the territories set forth in Exhibit C (the “Licensed Territories”) (the “Trademark License”) for use on the goods and services set forth in Exhibit A-1 (when branded with one or more of the trademarks, the “Licensed Goods/Services”), as modified by mutual agreement of the parties, provided the Licensed Goods/Services shall be subject to the Quality Control provisions provided in section 3 of this Agreement. No license is granted hereunder for any use other than that specified under this Agreement.

1.1.b. New Trademark. Notwithstanding the foregoing, Licensee shall have the right during the Term to modify or create new trademarks for use in developing good will in the Town and the Mammoth Lakes Trail System. Licensee shall submit to the Town any new proposed Trademark to be added to Exhibit A. Town shall provide fifteen (15) days in which to give or withhold its written approval for inclusion of the new Trademark on Exhibit A; provided that Town shall be deemed to have approved submission if Town does not reject the proposed addition within the fifteen (15) day period. Licensee shall cooperate with Town in connection with Town’s review of the new Trademark, including by providing any additional information or materials that may be requested by Town or making requested modifications to the proposed Trademark. Licensee shall have the right to register any new Trademark on behalf of the Town with the United States Patent and Trademark Office.

1.2 Copyright License. Subject to the terms and conditions set forth in this Agreement, Town grants to Licensee an exclusive, non-transferable license to use, reproduce, distribute copies of, make derivative works of, publish, distribute, display, broadcast and/or transmit the Copyrights in the Licensed Territory, through all media whether now known or hereinafter devised (the "Copyright License").

1.2.a. Limitation on Copyright License. The Copyright License is limited to uses necessary for Licensee to perform Licensee's obligations under the Consulting Agreement with regards to public outreach, including web posting, printing and publication, as well as the reproduction and sale of the Copyrights with all proceeds going to Licensee to fulfill its duties under the Consulting Agreement.

1.2.b. New Copyright. Notwithstanding the foregoing, Licensee shall have the right during the Term to modify or create derivative works of the Copyrights and to create new copyrights. Licensee shall submit to the Town any newly proposed Copyrights to be added to Exhibit A. Town shall have fifteen (15) days in which to give or withhold its written approval for the proposed new Copyrights; provided, that Town shall be deemed to have approved any new Copyright if Town does not reject the proposed new Copyrights within the fifteen (15) day period. Licensee shall cooperate with Town in connection with Town's review of matters contained in Licensee's notice, including any requested modifications by the Town. Licensee shall have the right to register a new Copyright on behalf of the Town with the United States Copyright Office.

## 2. Term and Termination

2.1 This Agreement shall commence on the Effective Date and terminate on December 31, 2021 (the "Initial Term") unless sooner terminated by operation of law or in accordance with the provisions of this Agreement.

2.2 Upon expiration of the Initial Term, this Agreement shall be automatically renewed for additional five-year terms (each a "Renewal Term") on the same terms and conditions herein except otherwise provided. The Initial Term and each Renewal Term are each referred to as a "Contract Period."

2.3 Either Town or Licensee may terminate a Contract Period upon written notice to the other at least One Hundred Eighty (180) days prior to the expiration of the then-current Contract Period.

2.4 Upon termination of this Agreement, Licensee will immediately cease all use or exploitation of the Licensed Property.

## 3. Quality Control, Marketing

3.1 Licensee acknowledges that the maintenance of the high quality of the Licensed Property usage are material conditions of this Agreement and Town is relying upon Licensee's representation and warranty that Licensee will use the Licensed Property only in a manner approved by the Town and consistent with the highest standards of services and products. Licensee agrees that Town may, at any time and not less than once a year, request that Licensee

submit samples of all uses of the Licensed Property as applied to services, goods, products, advertisements and promotions, and submit to Town on-site inspection of Licensee's facilities as Town may request from time to time.

3.2 Licensee agrees that it will use its reasonable best efforts to comply with all conditions set forth in writing from time-to-time by Town with respect to the title, appearance and manner of use of the Licensed Property. In addition, upon Town's request, Licensee shall place all Trademark and Copyright notices reasonably acceptable to Town on any Licensed Property usage and any marketing, advertising, or promotional materials bearing the Licensed Property to identify the licensed use under this Agreement and the proprietary rights of Town in such Licensed Property.

3.3 Prior to the use or exploitation of the Licensed Property by Licensee, at least representative specimen showing the Trademark and Copyright notice(s) and their location on any Licensed Property usage or any promotional, advertising, or marketing materials, shall be provided by Licensee, at Licensee's sole expense to Town and Town shall have thirty (30) days to review and approve any such specimen. If Town does not respond within such thirty (30) day period, such approval shall be deemed to have been denied unless Town gives approval for a specific use of a Licensed Property, substantially similar uses will be deemed approved without the need to resubmit a request for approval to Town.

3.4 All marketing, advertising and promotional materials shall be subject to prepublication review and approval with respect to, but not limited to content, style, appearance, and composition. At least one copy of all such marketing, advertising and promotional material shall be provided by Licensee at its sole expense to Town, and Town shall have thirty (30) days to review and approve any such material. If Town does not respond within such thirty (30) day period, such approval shall be deemed to have been denied. Once Town gives approval for a specific use of a Licensed Property, substantially similar uses will be deemed approved without the need to resubmit a request for approval from Town.

3.5 Licensee will use and display trademarks only in a form and style which do not defame, disparage, diminish or place in a bad light, or otherwise injure Town, any affiliate of Town, or any officer, or director of Town or any of their respective affiliates.

3.6 Licensee will not represent in any manner that it has any ownership interest in the Licensed Property or any goodwill associated therein. Licensee will not represent in any manner that it has any rights or to the Licensed Property other than as set forth in this Agreement.

3.7 Licensee further agrees that it will not apply for nor seek to obtain trademark or copyright registration or any other property rights in the Licensed Property and that, upon request Licensee will furnish to Town any reasonably necessary specimens or facsimiles for the purpose of submitting appropriate trademark/service mark or copyright applications in the name of Town.

3.8 Licensee agrees that if Licensee receives knowledge of any usage or exploitation of the Licensed Property by any person or entity other than Licensee or Town that Licensee has a belief that the use is not approved of by Town, or of other confusingly similar marks, Licensee

will promptly call such fact to the attention of Town in writing and shall assist Town in any enforcement action Town may elect to bring in the Town's sole and absolute discretion.

3.9 Licensee shall undertake any corrective actions required by Town in order to comply with Town's Quality Control Requests in a timely and professional manner and shall provide Town with such evidence of compliance as Town may reasonably require.

#### 4. **Proceeds**

4.1 All proceeds derived from Licensee's exploitation of the Licensed Property shall inure to the benefit of Licensee for the purposes of Licensee's performance of services related to the Mammoth Lakes Trails System including, inter alia, public outreach, data collection, updating and adoption of a trail system master plan, development of a prioritized implementation program, implementation of signage and wayfinding, incorporation and implementation of special projects, implementation of information system development of a management plan, facilitating cooperation and consultation between multiple jurisdictions, product development and marketing, and representing Town in collaboration with other jurisdictional partners.

5. **No Partnership.** Licensee agrees that this Agreement does not constitute a partnership or joint venture, and agrees not to use the Licensed Property or the name of Town other than as provided by this Agreement or in the Consulting Agreement.

#### 6. **Ownership and Protection of Rights**

6.1 Licensee acknowledges the value of the goodwill associated with the Licensed Property and acknowledges that such goodwill belongs exclusively to Town. Licensee further acknowledges the exclusive right, title and interest of Town in and to the Licensed Property.

6.2 Licensee agrees that during the Term and thereafter, Licensee will not attack any of Town's Trademark or Copyright or other intellectual property right pertaining to the Licensed Property in the United States or anywhere in the world, and will not aid or assist any third person or entity in doing so.

6.3 Licensee agrees that it will not harm, misuse or bring into dispute the Licensed Property in the United States or anywhere in the world.

6.4 Licensee agrees that it will use and exploit the Licensed Property only in accordance with the terms and intent of this Agreement.

6.5 Licensee agrees that its use of the Licensed Property inures to the benefit of Town and agrees not to register, attempt to register, or attempt to obtain ownership, on its own behalf or through any third party, in any jurisdiction, of any of the Licensed Property.

6.6 Licensee agrees that it will comply with all laws and regulations relating or pertaining to the use or exploitation of the Licensed Property and shall maintain the highest quality and standards in relation to the goods and services provided by it which bear or are

related to or are in connection with the Licensed Property, and shall comply with any regulatory agencies which shall have jurisdiction over the Licensed Property.

6.7 At the request of Town, Licensee shall perform any reasonable acts necessary to assist Town in preserving and protecting, and to vest in Town, ownership of and title to the Licensed Property, including, without limitation, the execution and delivery of necessary documents.

6.8 Licensee agrees not to use or authorize use of, either during or after term of this Agreement, any configuration, mark, name, design, logo or other designation confusingly similar to any of the Trademarks.

6.9 Licensee agrees to notify Town promptly in writing of any merchandise or services advertised, promoted or sold that may constitute infringement or improper use of the Licensed Property, of which Licensee has knowledge. Licensee further agrees to assist Town in obtaining, defending and enforcing its rights in or registration of the Marks by providing evidence, testimony, and documents concerning, among other things, Licensee's use of the Licensed Property, and by taking any other action reasonably requested by Town, including but not limited to joining in any such enforcement action, at the request and expense of Town.

6.10 As between Town and Licensee, Licensee shall have the sole right to determine whether or not any action shall be taken on account of infringement or improper use of the Licensed Property. Licensee agrees not to contact any third party or to make any demands or claims, not to institute any suit, and not to take any other action on account of such infringements or uses without first obtaining the prior written permission of Town. All costs and expenses, including attorneys' fees incurred in connection with any suit instituted by Licensee without the consent of Town shall be borne solely by Licensee.

6.11 With respect to all claims and suits for infringement of any of the Licensed Property, including suits in which Licensee is joined as a party, Town shall have the sole right to employ counsel of choice and to direct the handling of the litigation and any settlement thereof. Town shall be entitled to receive and retain all amounts awarded as damages, profits or otherwise in connection with such suits.

## **Indemnification**

7.1 Town assumes no liability to Licensee or any third parties with respect to the performance, use or disposal of the Licensed Goods/Services manufactured, sold, offered for sale or distributed by Licensee. Licensee agrees to hold harmless, defend and indemnify Town and its governing board members, shareholders, affiliates, employees and agents against third party claim liabilities (demands, judgments or causes of action, and costs and expenses related thereto (including but not limited to reasonable attorneys' fees and costs), arising out of the manufacture, distribution, advertising, use, sale or marketing of the Licensed Goods/Services, and any breach of this Agreement, provided that: (a) prompt written notice is given to Licensee of any such suit or claim; (b) Licensee shall have the option and right to undertake and conduct the defense of any such suits or claims brought against Town; and (c) no settlement of any suit or claim is made or entered into without the prior express written consent of Licensee.

7.2 Town agrees to hold harmless, defend and indemnify Licensee, its officers, shareholders, employees and agents against third party claims, liabilities, demands, judgments, or causes of action and costs and expenses related thereto (including but not limited to reasonable attorneys' fees and costs) of trademark or copyright infringement, or unfair competition, or damages relating thereto, related to Licensee's use of the Licensed Property that are registered in the identified Licensed Territories, on or in connection with the Licensed Goods/Services as expressly authorized by this Agreement provided that (a) prompt written notice is given to Town of any such suit or claim; (b) Town shall have the option and right to undertake and conduct the defense of any such suits or claims brought against Licensee; and (c) not settle any suit or claim is made or entered into without the prior express written consent of Town. This indemnification shall not apply to actions arising out of the use of trademarks in Territories where such Trademarks are not registered.

## 8. Licensee's Duties upon Termination

8.1 Upon termination of this Agreement for any reason, Licensee shall (a) immediately discontinue manufacturing, distributing, selling and offering for sale all Licensed Goods/Services, (b) immediately discontinue all uses of the Licensed Property, and (c) promptly destroy all materials in its possession incorporating the Licensed Property and provide to Town a description of the materials destroyed.

8.2 Notwithstanding the provisions of Section 1 in the event that this Agreement is terminated for any reason other than for a breach or other failure of Licensee to meet the quality standards warranted herein or otherwise to permit its obligations under this Agreement, Licensee shall have a period of six (6) months following the date of termination in which to distribute, sell, and offer for sale Licensee's inventory of Licensed Goods on hand at the date of termination.

## 9. Survival of Rights and Obligations

9.1 Termination of this Agreement shall not impair any rights of Town, nor shall it relieve Licensee of its obligations under Section 8 hereof or any rights or obligations that have accrued prior to termination of this Agreement.

## 10. Remedies

10.1 Licensee acknowledges that any material breach of this Agreement will result in irreparable damage, and that money damages alone will be inadequate to compensate Town. Therefore, in the event of a material breach or threatened material breach of any provision of this Agreement, Town may, in addition to all other remedies, obtain immediate injunctive relief prohibiting the breach or compelling specific performance.

## 11. Severability

11.1 If any provision of this Agreement is held to be unenforceable, such provision shall be limited and construed so as to make it enforceable consistent with the parties' manifest intentions or, if such limitation or construction is not possible or would be inconsistent with the parties' manifest intentions, such provision will be deemed stricken from this Agreement. In any

such event, all other provisions of this Agreement will remain in full force and effect, unless such enforcement would result in an injustice or be inconsistent with the purposes of this Agreement.

## 12. Waiver

12.1 No waiver of any term of this Agreement shall be valid unless a writing signed by the party against which the waiver is sought to be enforced. No waiver of any party of any breach of or failure of performance under this Agreement shall be deemed a continuing waiver or a waiver as to any subsequent or similar breach.

## 13. No Assignment

13.1 Neither this Agreement nor any right, license or privilege granted to Licensee herein shall be assignable, by operation of law or otherwise, without the other party's prior written consent to such assignment.

## 14. Notice

14.1 All notices, demands, and other communications required by this Agreement and all payments to be made pursuant to this Agreement shall be sent to the addresses set forth below unless and until a notification of a change of address is given in writing. All notices, demands, payments and other communications shall be deemed to have been duly given or made (i) when delivered personally, (ii) when sent by telefax to the telephone number on the address shown below, (iii) the second day following the date of delivery prepaid to a national air courier service, or (iv) three business days after deposit in the U.S. mails certified or registered, postage prepaid, in each case addressed to the party to whom notice is being given at the addresses set forth below.

Town  
Ray C. Jar  
Public Work Director  
Town of Mammoth Lakes  
P.O. Box 1609  
Mammoth Lakes, CA 93546

Licensee  
John Wentworth  
President & Chief Executive Officer  
Mammoth Lakes Trails and Public Access  
Foundation  
P.O. Box 100 PMB 432  
Mammoth Lakes, CA 93546-0100

## 15. Governing Law

15.1 All issues and questions concerning the construction, validity, enforcement and interpretation of this Agreement shall be governed by, and construed in accordance with the laws of the State of California applicable to contracts made and to be wholly performed within such State (with giving effect to any choice of law or conflict of law principles whether of the State of California or any other jurisdiction that would cause the application of the Laws of any jurisdiction other than the State of California). The parties hereby irrevocably submit themselves to the jurisdiction of the courts residing in Los Angeles, California, and irrevocably waive any other forum to which they might be entitled by reason of their present or future domicile or any reason whatsoever.

**16. Entire Agreement**

16.1 This Agreement contains the entire agreement between the parties with regard to its subject matter and supersedes all prior agreements between them pertaining to its subject matter. This Agreement may be altered or amended only in a duly executed writing.

IN WITNESS WHEREOF, the parties have executed this Agreement by their duly authorized representatives on the dates set forth below.

**TOWN**

**LICENSEE**

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**EXHIBIT A**

**Trademarks**

**EXHIBIT A-1**

**Goods and Services**

**EXHIBIT B**

**Copyrights**

**EXHIBIT C**

**Licensed Territories**

**AMENDMENT TO  
CONSULTING AGREEMENT**

This AMENDMENT TO CONSULTING AGREEMENT (this "Amendment"), dated as of October \_\_\_\_, 2011, by and between the Town of Mammoth Lakes ("TOWN") and Mammoth Lakes Trails and Public Access Foundation ("CONSULTANT") is made and entered into with reference to the following facts and circumstances.

WHEREAS, the parties hereto have heretofore entered into the certain Consulting Agreement dated as of December 2, 2010 (the "Agreement"). Capitalized terms used herein but not otherwise defined have the meaning set forth in the Agreement.

WHEREAS, the parties hereto now desire to amend the Agreement, as hereinafter set forth.

NOW, THEREFORE, in consideration of the mutual covenants contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Amendment of Agreement The Agreement is hereby amended as follows:

(a) Amendment of Section 8 Section 8 of the Agreement is hereby deleted in its entirety and replaced with the following language:

All results and proceeds of CONSULTANT's services pursuant to this Agreement, including but not limited to all original documents, records, drawings and other material prepared by CONSULTANT under this Agreement ("Work Product"), shall constitute a work product specially ordered or commissioned by TOWN, or created within the scope of CONSULTANT's employment, and shall be deemed a "work made for hire" under U.S. copyright law with TOWN being considered the author for copyright purposes and the owner of the copyright (and all extensions and renewals thereof) and all other rights now known or hereafter recognized. If any results and proceeds of CONSULTANT's services are determined not to be "works made for hire," CONSULTANT hereby assigns and/or is deemed to have assigned the same to TOWN unconditionally, irrevocably and in perpetuity. CONSULTANT waives any "moral rights" of authors and any similar rights throughout the world. TOWN shall have no limitation whatsoever on the uses that may be of the results and proceeds of CONSULTANT's services throughout the world in perpetuity in any manner or method now known or hereafter devised. TOWN agrees that CONSULTANT shall have an exclusive license to exploit the Work Product, subject to the terms of the Trademark and Copyright License Agreement between TOWN and CONSULTANT, dated October \_\_\_\_, 2011.

2. Remaining Effect. The Agreement is hereby amended to reflect the foregoing. Except as amended herein, the Agreement continues in full force and effect without change thereto.

3. Entire Agreement. The Agreement, as amended hereby, constitutes the entire subject matter hereof and thereof and supersedes prior agreements and undertakings, both oral and written among the parties with respect to the subject matter hereof and thereof.

4. Representation and Warranties. The parties each represent and warrant for themselves, and not for the other party, that they have all requisite power and authority to enter into this Amendment, and the Amendment has been duly authorized by the necessary actions on the part of each party.

5. Counterparts. This Amendment may be executed in separate counterparts each of which shall be an original and all of which taken together shall constitute one and the same agreement.

6. Governing Law. All issues and questions concerning the construction, validity, enforcement and interpretation of this Amendment shall be governed by, and construed in accordance with the laws of the State of California applicable to contracts made and to be wholly performed within such State (without giving effect to any choice of law or conflict of law principles whether of the State of California or any other jurisdiction that would cause the application of the Laws of any jurisdiction other than the State of California). The parties hereby irrevocably submit themselves to the jurisdiction of the courts sitting in Los Angeles, California, and irrevocably waive any other forum to which they might be entitled by reason of their present or future domicile or any reason whatsoever.

7. Descriptive Headings. The descriptive headings of this Amendment are inserted for convenience only and do not constitute a part of this Amendment.

8. No Waiver. Nothing contained in this Amendment shall operate as a waiver by either party of any prior or continuing breach of any of the provisions contained in the Agreement.

\* \* \* \* \*

[Remainder of page intentionally left blank.]

**IN WITNESS WHEREOF**, the parties hereto have executed this Amendment as of the date first above written.

CONSULTANT

TOWN OF MAMMOTH L ES

\_\_\_\_\_  
President & Chief Executive Officer

\_\_\_\_\_  
Town Manager

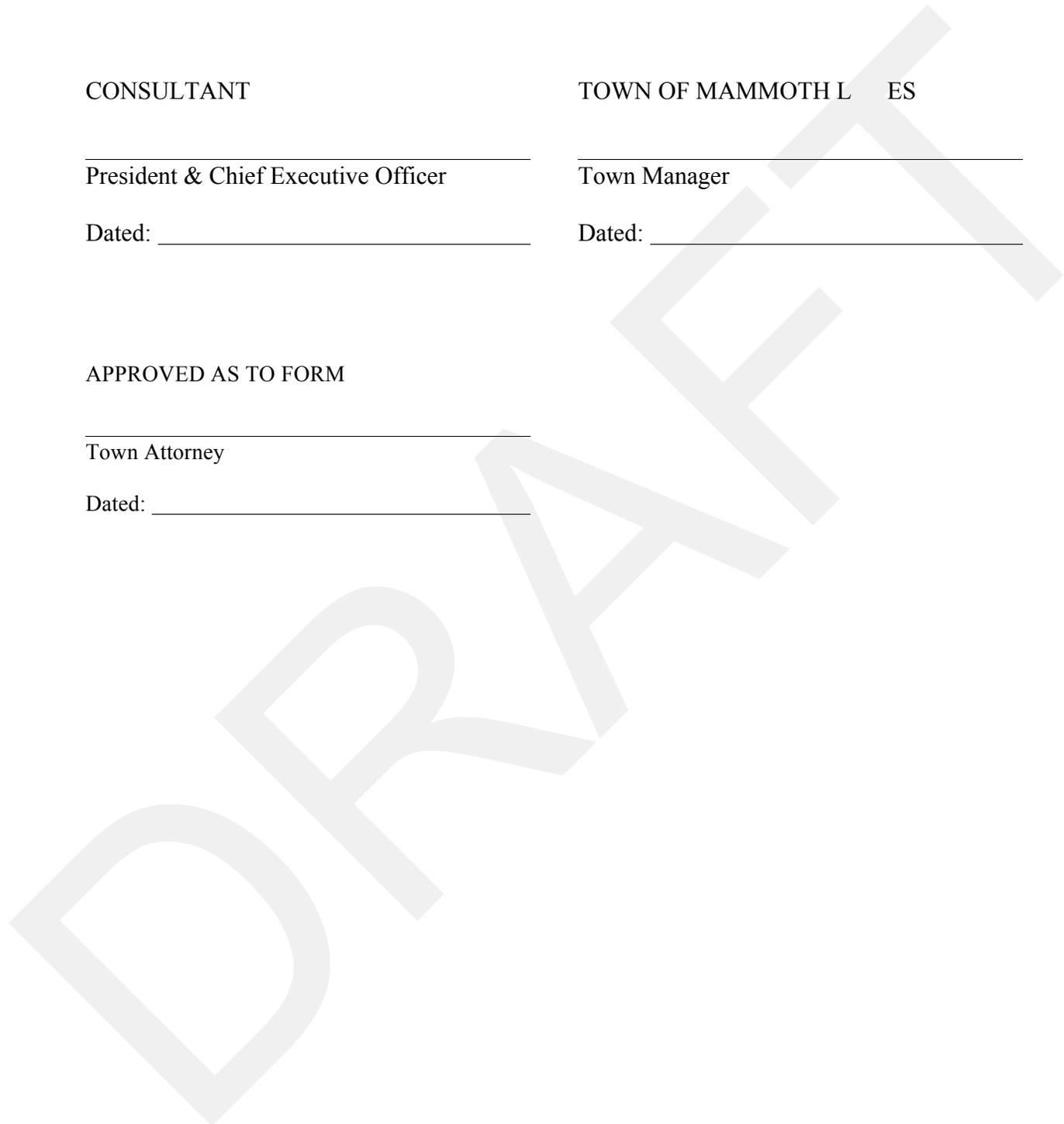
Dated: \_\_\_\_\_

Dated: \_\_\_\_\_

APPROVED AS TO FORM

\_\_\_\_\_  
Town Attorney

Dated: \_\_\_\_\_

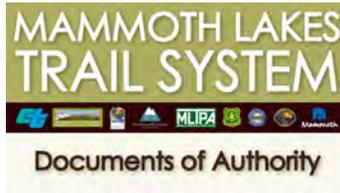


7.7 Failure to Maintain Coverage. CONSULTANT agrees to suspend and cease all operations hereunder during such period of time as the required insurance coverage is not in effect and evidence of insurance has not been furnished to the TOWN. The TOWN shall have the right to withhold any payment due CONSULTANT until CONSULTANT has fully complied with the insurance provisions of this Agreement. In the event that the CONSULTANT's operations are suspended for failure to maintain required insurance coverage, the CONSULTANT shall not be entitled to an extension of time for completion of the Services because of production lost during suspension.

7.8 Acceptability of Insurers. Each such policy shall be from a company or companies with a current A.M. Best's rating of no less than A:VII and authorized to do business in the State of California, or otherwise allowed to place insurance through surplus line brokers under applicable provisions of the California Insurance Code or any federal law.

7.9 Insurance for Sub-CONSULTANTS. All Sub-CONSULTANTS shall be included as additional insureds under the CONSULTANT's policies, or the CONSULTANT shall be responsible for causing Sub-CONSULTANTS to purchase the appropriate insurance in compliance with the terms of these Insurance Requirements, including adding the TOWN as an Additional Insured to the Sub-CONSULTANT's policies. CONSULTANT shall provide to TOWN satisfactory evidence as required under this Agreement.”

8. All original documents, records, drawings and other material prepared by CONSULTANT under this Agreement, shall become the exclusive property of TOWN and shall not be used in any manner without prior consent of TOWN. TOWN agrees that CONSULTANT shall have access to all documents, drawings and exhibits necessary for CONSULTANT to perform necessary tasks with regards to public outreach, including web posting, printing and public distribution. Any reuse of such documents, records, drawings, and other material by TOWN on any project other than that covered by this Agreement and its Amendments, shall be TOWN's sole risk and without liability to CONSULTANT. TOWN and CONSULTANT recognize that the work product generated by CONSULTANT under this Agreement may include intellectual property. TOWN's needs for the services and deliverables to be provided by CONSULTANT may not necessarily include the need for ownership of, or the right to use, all such intellectual property. Moreover, CONSULTANT may have opportunities to generate income, which could be used to further benefit the Mammoth Lakes Trail System, by exploiting some of such intellectual property outside of this Agreement. Therefore, TOWN and CONSULTANT agree to explore and negotiate appropriate allocations of rights in such intellectual property where this may potentially benefit TOWN, CONSULTANT and the Mammoth Lakes Trail System.



# GOVERNANCE

## Track #3

**Document Date:** October 12, 2011

**Document Contents:**

- 1\_062\_MLTS\_TrailsComm\_110914\_db notes
- 2\_062\_Gov\_MakeUp and Schedule\_111013
- 3\_062\_GovernOrgChrt\_110918

**Document Summary:**

- 1. Partner Meeting Notes
- 2. Narrative description of governance program
- 3. Draft organizational chart for MLTS Governance Program

**Document Contributors:**

- 1. MLTPA/Recreation Comm. Trails Committee – September 14, 2011 @ 3:00 p.m.

In attendance: John Wentworth, Jay Deinken, Bill Taylor, (MLTPA); Danna Stroud (SMG); Tony Colasardo, Sean Turner (TOML Recreation Commission/Trails Committee)

**Next Steps**



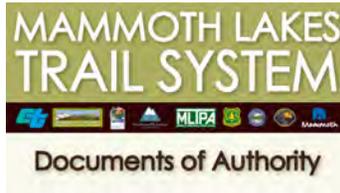
**Rec Commission Trails Committee/MLTPA Meeting  
Wednesday, September 14, 2011  
MLTPA Annex #6 – 3:00 PM**

- 1. MLTS – Inaugural Documents of Authority** (updates)
  - a. Physical Assets
  - b. Intellectual Property
  - c. Program of Operations and Maintenance
  - d. Governance
  - e. Partner Resources and Capacities
  - f. “How This All Works” (attached)
  
- 2. MLTS – Intellectual Property**
  - a. Review of legal opinion from Glaser Weil (attached)
  - b. Review of IP outline from Jay Deinken (attached)
  - c. Next Steps
  
- 3. MLTS – Governance Discussion**
  - a. What the MLTS governance will do
  - b. Means and Methods – Integration with Existing Programs
  - c. The Calendar
  - d. Recommendations for Participation and Level of Commitment
  
- 4. Kick Off Meeting with TOML and INF (Friday, September 16 @ 9:00 AM)**
  - a. Participants
  - b. Draft Agenda Review (attached)
  - c. Discussion
  
- 5. Next Steps**
  - a. Map out of decision-making process for MLTS
  - b. Governance (quarterly meeting MLTS Coordinating Committee)
    1. In line with calendar, grants, MR
  - ii. Who
    1. Public Works Director
    2. Trails Coordinator (MLTPA)
    3. Recreation Commission Trails Committee
    4. INF participation (ex officio)
    5. Other Town Commissions
  - iii. What
    1. Tasks: Establish program and capital priorities and make recommendations
    2. What this governance body is not?

iv. Other Comments

1. BOD – INF and BLM
2. Shared vision
3. What does the success of this MLTS effort look like?

**6. Adjourn**



## Proposed MLTS Governance Program

### MLTS Coordinating Committee – Proposed Membership

**Recreation Commission “Trails Committee”** – 2 appointments

**TOML Staff** – Director of Public Works Department

**INF Staff** – 1 Appointment

**MLTPA** – Trails Coordinator

### MLTS Coordinating Committee – Mission and Purpose

- Establish program and capital priorities and make recommendations to the Town’s Recreation Commission for implementation of the Town’s Trail System Master Plan
- Coordinate the resources of the partners
- *To be further developed and refined by the TOML Recreation Commission*

### MLTS Coordinating Committee – Regular Meeting Opportunities

**Every Two Weeks** – Regular meeting of TOML staff, MLTPA Trails Coordinator, and such members of MLTS coordinating committee as wish to participate

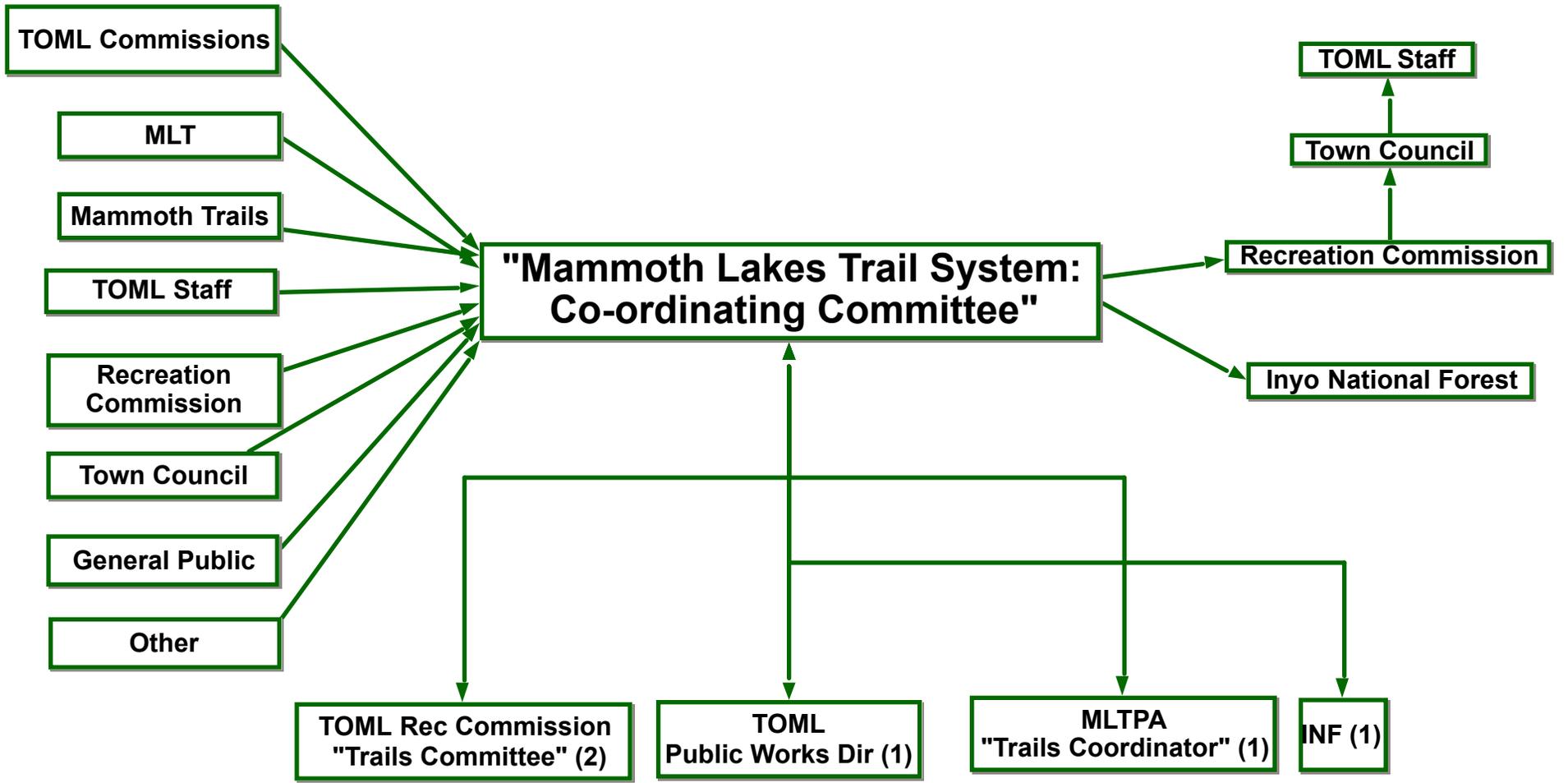
**Every Month** – Opportunity for MLTS issues/projects to be agendized on to regular TOML/INF monthly meeting agenda.

**Every Quarter** – Opportunity for MLTS issues/projects to agendized on to TOML/INF leadership team meetings.

**Every Quarter** – Full meeting of MLTS Coordinating Committee

**TOML Recreation Commission** – regular updates and as requested by the Recreation Commission

**As Needed** – MLTS Coordinating committee will meet on an as needed/project by project basis



**MLTS Co-ordinating Committee 110918**

# MLTS Budget Framework (DRAFT)

Protected Funds		TOML General Fund							Unfunded/ Unknown
Measure R (016)	Measure U	PW Admin/Maint (200-205)	Comm Dev (019)	Parks & Rec (015)	Park Maint (020)	Tourism Dev (14)	Gas Tax Fund (210)	Public Safety (008)	GAP

CAT.	SUB-CATEGORY	Project/Line Item	Responsible Agency/ Organization	Dedicated Funding?	Current TOML Funding Source (#)	Notes/Questions?
<b>PLANNING</b>						
	<b>Strategic/Master Planning</b>					
		060_TSMP_AD	MLTPA	Y	Measure R (016)	
		058_TSMP_CEQA	MLTPA	Y	Measure R (016)	
		068_TSMP_CIP	MLTPA	Y	Measure R (016)	
		Strategic and Advanced Planning	TOML (Community Development)	Y	Comm Dev (019)	Will any of the \$591,782 requested support MLTS planning efforts?
	<b>Collaborative Processes</b>					
		070_MLTS_CP	MLTPA	Y	Measure R (016)	
	<b>Focused Planning Efforts</b>					
		061_MLTS_ISP	MLTPA	Y	Measure R (016)	
		051_02_TTC11	MLTPA	Y	Measure R (016)	
<b>DESIGN</b>						
	<b>Guidelines and Standards</b>					
		052_STDMAN	MLTPA	Y	Measure R (016)	
	<b>Project Design</b>					
		Capital Projects Engineering	TOML (Public Works)	Y	PW Admin/Maint (200-205)	To what extent could the requested \$648,259 in Engineering funds be used for MLTS project design?
	<b>Trail Alignment Studies</b>					
	<b>Accessibility</b>					
				N		
				N		
<b>IMPLEMENTATION</b>						
	<b>Cost Estimates</b>					
				N		
		Capital Projects Engineering	TOML (Public Works)	Y	PW Admin/Maint (200-205)	To what extent could the requested \$648,259 in Engineering funds be used for the development of MLTS project cost estimates?
	<b>Easements/Access Negotiations</b>					
		053_ShrwnEgr	MLTPA	Y	Measure R (016)	
	<b>Project Implementation/Construction</b>					
		Capital Projects Engineering	TOML (Public Works)	Y	PW Admin/Maint (200-205)	To what extent could the requested \$648,259 in Engineering funds be used for the construction of MLTS projects?
		045_02_ARRA_11	MLTPA	Y	Measure R (016)	
		071_SHARP_BLD	MLTPA	Y	Measure R (016)	
		043_MRACK	MLTPA	Y	Measure R (016)	

# MLTS Budget Framework (DRAFT)

Protected Funds		TOML General Fund							Unfunded/ Unknown
Measure R (016)	Measure U	PW Admin/Maint (200-205)	Comm Dev (019)	Parks & Rec (015)	Park Maint (020)	Tourism Dev (14)	Gas Tax Fund (210)	Public Safety (008)	GAP

OPERATION						
OPERATION	Management Plan					
		062_MLTS_MP	MLTPA	Y	Measure R (016)	
	Governance					
		072_MLTS_REP	MLTPA	Y	Measure R (016)	
	Coordination					
		068_TSMP_CIP_1c	MLTPA	Y	Measure R (016)	
	Fundraising					
		057_MLTS_GRANTS	MLTPA	Y	Measure R (016)	
	Website					
		056_MT_WEB	MLTPA	Y	Measure R (016)	
	Information Systems					
		069_MLTS_IMG	MLTPA	Y	Measure R (016)	
		029_DATA	MLTPA	Y	Measure R (016)	
	Budgeting/Reporting					
		063_MLTS_ORQ	MLTPA	Y	Measure R (016)	
Regulations/Enforcement						
	Public Safety	TOML (Police)	Y	Safety (008)	To what degree could TOML Police provide enforcement support for MLTS?	
			N		Where will additional enforcement activities along MLTS come from?	
Risk Management (Insurance)						
	PW Insurance Premiums	TOML (Public Works)	Y		To what extent will \$348K in insurance premiums provide liability coverage for MLTS?	
Benchmarking and Evaluation			N			
MAINTENANCE						
Maintenance Management			Y			
	068_TSMP_CIP_1d	MLTPA	Y	Measure R (016)		

# MLTS Budget Framework (DRAFT)

Protected Funds		TOML General Fund							Unfunded/ Unknown
Measure R (016)	Measure U	PW Admin/Maint (200-205)	Comm Dev (019)	Parks & Rec (015)	Park Maint (020)	Tourism Dev (14)	Gas Tax Fund (210)	Public Safety (008)	GAP

<b>MUP Maintenance</b>						Y			
	MUP Inspection	TOML (Public Works)				Y	Public Works Admin/Maint (200-205)		Is the level of maintenance described in TSMP Figure 7-5 covered entirely by the \$36,807 identified for the Trail System Maintenance division under the Parks Maintenance (020) budget?
	MUP Summer Maintenance	TOML (Public Works)				Y	Park Maintenance (020)		
	MUP Snow Management	TOML (Public Works)				Y	Gas Tax Fund (210)		
	MUP Signage	TOML (Public Works)				Y	Park Maintenance (020)		
	MUP Lighting	TOML (Public Works)				Y	Gas Tax Fund (210)		
	MUP Lighting	TOML (Public Works)				Y	Park Maintenance (020)		
<b>Soft-Surface Trail Maintenance</b>						N			
<b>Equestrian-specific Trail Maintenance</b>						N			
<b>Nordic-specific Trail Maintenance</b>						N			
<b>On-Street Bikeway Maintenance</b>									
	On-Street Bikeway Summer Maintenance	TOML (Public Works)				Y	Gas Tax Fund (210)		
	On-Street Bikeway Winter Maintenance	TOML (Public Works)				Y	Gas Tax Fund (210)		
<b>Trailhead Maintenance</b>									
	Park Maintenance	TOML (Public Works)				Y	Park Maintenance (020)		\$426,323 for Parks Maintenance should theoretically cover maintenance of trailheads in cases where parks also serve as trailheads.
<b>Equipment Purchase/Maintenance (Annual Capital Outlay)</b>									
	Summer and Winter Equipment Garage	TOML (Public Works)				Y	Gas Tax Fund (210)		To what extent can the requested \$1.6M for summer and winter garage be used to provide/maintain equipment to be employed in MLTS maint.?
<b>Staff Training</b>						N			Specific MLTS maintenance training for staff?

## MLTS Budget Framework (DRAFT)

Protected Funds		TOML General Fund							Unfunded/ Unknown
Measure R (016)	Measure U	PW Admin/Maint (200-205)	Comm Dev (019)	Parks & Rec (015)	Park Maint (020)	Tourism Dev (14)	Gas Tax Fund (210)	Public Safety (008)	GAP

<b>STEWARDSHIP</b>	<b>Advocacy</b>					N			
	<b>Mammoth Trails</b>								
		014_MT		MLTPA		Y	Measure R (016)		
	<b>Volunteer Program</b>								
		057_MLTS_GRANTS		MLTPA		Y	Measure R (016)		
	<b>Education Programs</b>								
		Recreation Programs		TOML		Y	Parks & Rec (015)		Programs: What will the \$546,222 for programs actually cover? Are all of the program recommendations from the TSMP being evaluated and prioritized by RecStrats?
	<b>Trail Protection Policy</b>								
							N		
	<b>MARKETING/PROMOTION</b>	<b>Marketing Strategy</b>							
		067_MLTS_MKT		MLTPA		Y	Measure R (016)		
		Destination Marketing Organization		TOML (Tourism & Marketing)		Y	Tourism Dev (14)		\$2.3M requested for FY 2011/2012
<b>Trail Maps/Guides</b>									
		Recreation Guide (R-4) /Summer Recreation Map (R-5)		TOML (Rec Dept)		Y	Parks & Rec (015)		These items are identified in Rec Dept Work Plan. Will these document identify the full range of MLTS opportunities?
<b>Trail Promotion/Events</b>									
		Event Production (R-6) & Facilitation (R-7)		TOML (Rec Dept)		Y	Parks & Rec (015)		These items are identified in Rec Dept Work Plan. To what extent will produced/facilitated events be trails-related?
<b>Awards/Recognition</b>									
	042_01_BFC		MLTPA		Y	Measure R (016)			



# Operations and Maintenance Track #4

**Document Date:** October 12, 2011

**Document Contents:**

1. "Proposal to the Inyo National Forest: Inaugural Documents of Authority – Operations and Maintenance Opportunities"

**Document Summary:**

1. Key agreements for operations and maintenance opportunities
  - a. Question and answer document for key operations and maintenance opportunities covering the following topics:
    - i. Planning
    - ii. Design
    - iii. Implementation
    - iv. Operations
    - v. Maintenance
    - vi. Stewardship
    - vii. Marketing/Promotion

**Document Contributors:**

1. MLTPA/Recreation Comm. Trails Committee – September 27, 2011 @ 3:00 p.m.

In attendance: John Wentworth, Jay Deinken, Bill Taylor, Kim Stravers (MLTPA); Danna Stroud (SMG); Tony Colasardo (TOML Recreation Commission/Trails Committee)

2. Review with Inyo National Forest – October 6, 2011 @ 3:00 p.m.

In attendance: John Wentworth, Jill Morrison, Drew Blankenbaker, Jay Deinken, Bill Taylor (MLTPA); Danna Stroud (SMG); Sean Turner (TOML Recreation Commission/Trails Committee); Mike Schlafmann (INF)

**Next Steps:**



## “Proposal to the Inyo National Forest: Inaugural Documents of Authority” Operations and Maintenance Opportunities

MLTPA/Rec Comm “Trails Committee” – Sept 27 @ 3:00  
MLTPA Annex #6

Review with Inyo National Forest – Oct 6 @ 3:00  
USFS Conference Room

**In attendance:** John Wentworth, Jay Deinken, Bill Taylor, Kim Stravers (MLTPA); Danna Stroud (SMG); Tony Colasardo (TOML Recreation Commission/Trails Committee)

**In attendance on Oct 6:** John Wentworth, Jill Morrison, Drew Blankenbaker, Jay Deinken, Bill Taylor (MLTPA); Danna Stroud (SMG); Sean Turner (TOML Recreation Commission/Trails Committee); Mike Schlafmann (INF)

### 1) Planning

#### a) Master Planning/Programmatic Environmental Analysis

- i) Can the partners commit to joint master-planning processes?
  - (1) If yes, how: **Technically, this is possible; however, planning cycles must be in sync. The TOML would need to be the driving force. This would need to serve specific needs of both agencies. Agencies may, however, provide input into master-planning processes.**

Yes. However, it depends on the joint master-planning process. It has been done before. The INF recently did Chair 15 base planning with Mammoth Mountain Ski Area.

- ii) Can the partners conduct joint CEQA/NEPA environmental analysis?
  - (1) If yes, how: **Yes. Both sets of regulations encourage joint documents. The lead agency must be decided and is normally the initiating agency. This may be programmatic as well as project specific. If it's not truly a joint document, coordination between the agencies should occur so that the separate documents are complementary. Joint processes are time and funding efficient. Identifying staff leads/liaisons for each project is critical so that there is one point of contact for each agency.**

Yes. The INF currently conducts two to three per year, so long as the project is defined and the partners then coordinate the process.

#### b) Strategic Planning

- i) Can the partners participate in long-range strategic planning for the MLTS?  
(1) If yes, how: **Yes. Policy adoption by the Inyo National Forest (INF) can be complicated and problematic, so it's preferable to have the Town of Mammoth Lakes (TOML) initiate and facilitate such planning.**

**Yes. Based on the above comment, policy is actually easy to set at the local level, but the decisions and plan adoption may be more complicated.**

- ii) Can the partners participate in the establishment of long-term goals and priorities for the MLTS?  
(1) If yes, how: **Yes. See 1(b)i, above (TOML as proponent).**

**Yes. The INF agrees with the previous consensus.**

c) Collaborative Processes

- i) Can the partners effectively participate and manage public collaborative-planning efforts?  
(1) If yes, how: **Yes. See 1(b)i, above (TOML as proponent). LABSS, SWG, and other projects are examples of successful collaborations.**

**Yes. The INF agrees with the previous consensus.**

- ii) Does FACA have implications for the participation of the USFS in collaborative planning efforts for the MLTS?  
(1) If yes, what are they: **No, so long as the project is initiated and facilitated/convened by an agency other than the INF.**

**Yes, FACA has implications, but more importantly it is not a barrier.**

d) Focused Planning Efforts

- i) Can the partners participate in focused planning efforts for specific MLTS projects?  
(1) If yes, how: **Yes. See 1(b)i, above (TOML as proponent). If the INF has a specific project that they initiate, the TOML may provide the same level of service back to the INF.**

**Yes. Partners are currently participating in focused planning efforts. INF agrees with the previous consensus.**

**2) Design**

a) Guidelines and Standards

- i) Can the partners agree to abide by and maintain a joint “Standards Manual”?

(1) If yes, how: **No.**

Yes, contrary to the above statement, the INF can agree to joint standards, such as, design guidelines for trails. The INF frequently adopts local standards. For example, recent coordination on signage and wayfinding guidelines. There is no national trail standard for each forest; these are simply recommendations. Descriptive not prescriptive.

- ii) Can the partners have a “Standards Manual” for the MLTS incorporated into their codes and regulations?

(1) If yes, how: **The TOML can do this, but the INF cannot modify national standards. Incorporation of national standards into the Standards Manual, however, is advisable. Also, if the Standards Manual is part of the annual operations plan for something under special-use permit, then those standards must be met under that permit so long as they do not conflict with the national standards. INF staff may agree, but this cannot be codified. A handover agreement is useful in bridging the information gap between outgoing and incoming staff at the INF.**

Probably not because codes and regulations happen at a national level. The USFS Code of Regulations is intentionally created so that local regulations can be included. This provides for maximum flexibility at forest level. INF could reference the Standards Manual in a site specific decision or in a forest plan on a case-by-case basis.

b) Project Design

- i) Can standards be developed for a coordinated design process for new facilities?

(1) If yes, how: **The INF would not be able to build a TOML-designed facility, but they could agree to such a facility if the TOML initiated, constructed, and maintained it.**

Yes, INF agrees with the previous consensus. INF currently coordinates design processes for new facilities, i.e., Eagle Base. Another example is bathrooms. If the new facility is built by the TOML, the INF would coordinate the design process with the TOML, but the TOML would not have to construct a specific type of toilet.

c) Trail-Alignment Studies

- i) Can the partners participate in coordinated Trail-Alignment Studies?

(1) If yes, how: **Yes. See 1(b)i, above (TOML as proponent).**

**Yes. INF agrees with the previous consensus.**

### **3) Implementation**

#### **a) Project-Based Environmental Analysis**

i) Can the partners agree to conduct joint CEQA/NEPA environmental processes for specific projects?

(1) If yes, how: **Yes. See 1(a)ii, above.**

**Yes. The INF agrees with the previous consensus and conducts joint CEQA/NEPA environmental processes regularly.**

#### **b) Easements/Access Negotiations**

i) Can the partners coordinate efforts to secure easements between various lands administered by the partners?

(1) If yes, how: **Each agency would negotiate a separate easement for their specific purposes, but may provide input to one another.**

**Yes, the INF can coordinate efforts to secure easements. For example, the INF is currently trying to do this with Mammoth Meadows/Terry Plum.**

#### **c) Project Implementation/Construction**

i) Can the partners agree to participate in the coordination of a “proponent”-based capital-projects implementation program?

(1) If yes, how: **Yes, with any agency as the proponent.**

**Yes. The INF agrees with the previous consensus. For example, the OSV/OHV staging area projects at Shady Rest and along the Scenic Loop. In this example, the INF applied for the grant, conducted the public planning process, and then plans to pass the construction money to the TOML.**

### **4) Operations**

#### **a) Management Plan**

i) Can the partners generate and implement a coordinated annual operations and management plan?

(1) If yes, how: **Yes. Many agencies and partners may have a role to play as identified in the annual operating plan, as with the motocross track. A challenge cost-share agreement may be advisable.**

**Yes. The INF agrees with the previous consensus.**

b) Governance

- i) Can the partners agree to implement and convene a governance program for the MLTS?  
(1) If yes, how: **Yes. The INF may inform it, but will not control it or manage it.**

**Yes. The INF can participate in whatever form of governance is created for the MLTS, but its authorities may be somewhat restricted. The INF agrees with the proposed composition of such a governance program.**

c) Interagency Coordination

- i) Can the partners effectively coordinate their activities for the efficient and responsive management of the MLTS?  
(1) If yes, how: **Yes. Appropriate mechanisms must be in place at every level. This could also expand to include activities such as mining, geothermal, etc., that may impact the MLTS.**

**Yes. The INF agrees with the previous consensus.**

d) Fundraising

- i) Can the partners raise and acquire funds and resources for the benefit of MLTS infrastructure and programs outside of their agency budgets?  
(1) If yes, how: **Yes, through grants for federal agencies. Considerations will include who is responsible for improvements once made.**

**Yes, the INF agrees with the previous consensus and does this on a regular basis. For example, the INF can write a letter of support, do a match, or leverage joint capacity to apply and secure grant funding.**

- ii) Can the partners effectively and efficiently task and deploy funds raised from non-agency resources to the benefit of MLTS infrastructure and programs?  
(1) If yes, how: **Yes.**

**Yes, the INF agrees with the previous consensus, but emphasizes the needs for an easy and efficient flow of money. For example, the disabled access boat dock at Convict made use of sponsored funds, as well as the Welcome Center plaza. Sponsorship is allowed so long as the sponsor's logo is subordinate to the primary permitted use. See the Forest Service directives regarding advertising policy.**

e) Website

- i) Can the partners effectively maintain 21<sup>st</sup> century technology and information systems to enhance recreation experiences on the MLTS, such as a website?

(1) If yes, how: **Yes. A lead agency is needed. Projects will need to be vetted against changing national standards. The Sawtooth Recreation Area in Idaho may be a resource for this.**

**Yes. The INF agrees with the previous consensus.**

- ii) Can the partners develop an efficient program for content approval and management consistent with their individual fiduciary responsibilities?

(1) If yes, how: **Yes.**

**Yes, the INF would need to and like to review the content, specifically, components relevant to the National Forest.**

f) Information Systems

- i) Can the partners effectively manage databases and information systems, such as GIS data, for the benefit of the MLTS?

(1) If yes, how: **Yes. There must be a lead agency and system. Core agreements on standards, protocols, etc., should be in place.**

**Yes, the INF agrees with the previous consensus. The INF also noted that all of their GIS data is public data.**

g) Interpretive

- i) Can the partners effectively develop, deliver, and maintain an interpretive program as part of the MLTS?

(1) If yes, how: **Yes. There must be a lead agency and system. Core agreements on standards, protocols, etc., should be in place.**

**Yes, the INF agrees with the previous consensus.**

h) Programs

i) Budgeting

- i) Can the partners effectively coordinate their respective agency resources along with funds raised from outside agency budgets into a reliable and efficient program for budgeting the MLTS, including the prioritization of projects and programs over the short, medium, and long term?

(1) If yes, how: **Yes. There must be a lead agency/coordinating and system. Core agreements on standards, protocols, fiscal years, etc., should be in place. The coordinating committee would not actually spend, but would coordinate the individual spending of each partner.**

Yes, the INF agrees with the previous consensus, so long as the MLTS budget is scalable and reasonable.

j) Regulations/Enforcement

- i) Can the partners effectively coordinate the enforcement of the laws and regulations that affect the MLTS and the experiences of those participating in its recreation opportunities?

(1) If yes, how: **Yes. Laws and regulations fall outside the scope of this potential partnership.**

Yes, but laws and regulations currently fall outside of the scope of this proposed partnership. The INF desires more coordination and better synthesis of the TOML's ordinances and the INF's regulations. This would allow for more enforceable regulations. Leash regulations is a good example.

k) Risk Management (insurance)

- i) Can the partners effectively coordinate the allocation of liability and insurance needs for the MLTS?

(1) If yes, how: **Yes. More research is needed.**

Yes, but the INF made it clear that the federal government is protected and emphasized the need to explore the difference between management and maintenance in the context of insurance needs. If the INF owns a particular facility, they would retain the liability. An example of this is the bathrooms at Horseshoe Lake. Under this scenario, the MLTS could find a sponsor to clean the bathrooms (maintenance). The Forest Service would continue to manage the facility and retain the liability, but the INF would not want the liability of the person cleaning the bathroom. If the TOML takes over the management of the facility, the liability would pass from the INF to the TOML.

l) Benchmarking and Evaluation

**5) Maintenance**

a) Maintenance Management

- i) Can the partners effectively coordinate resources and opportunities—whether the resources and opportunities are agency based or come from outside the agencies—for the short-, medium-, and long-term maintenance needs of the MLTS facilities and program such as soft-surface trails, MUPs, equestrian-specific trails, Nordic-specific trails, on-street bikeways, etc.

(1) If yes, how: **Yes. The “how” will come from the annual operations plan. Explore other agreements as models.**

Yes. See INF response to Risk Management.

- ii) Can the partners effectively coordinate resources and opportunities for the maintenance of specialized MLTS recreation needs such as equestrian- or Nordic-specific activities?

(1) If yes, how: **Yes. The “how” will come from the annual operations plan. Explore other agreements as models.**

Yes. The INF agrees with the previous consensus.

b) Trailhead Maintenance

- i) Can partners identify specific MLTS facilities from the MLTS inventory (restrooms, soft-surface trails, MUPs, parking areas, trash removal, landscaping, etc.) to which they can commit short-, medium-, and long-term maintenance resources?

(1) If yes, how: **Yes. The “how” will come from the annual operations plan. Explore other agreements as models.**

Yes. The INF agrees with the previous consensus.

c) Equipment Purchase/Maintenance (Annual Capital Outlay)

- i) Can the partners effectively manage the purchase, maintenance, and use of capital assets, such as trail-building or winter-maintenance equipment, for the benefit of the MLTS?

(1) If yes, how: **Yes. The “how” will come from the annual operations plan. Explore other agreements as models.**

Yes, so long as the capital assets are not owned jointly.

d) Staff Training

- i) Can the partners coordinate the training of staff and volunteer resources for consistency and efficiency and for the larger benefit of the MLTS?

(1) If yes, how: **Yes. Agencies regularly hold training sessions to which they invite other partner agencies.**

Yes. The INF agrees with the previous consensus.

**6) Stewardship**

a) Advocacy

b) Mammoth Trails

c) Trail Protection Policy

- i) Can the partners make short-, medium-, and/or long-term commitments on behalf of facilities they manage with regard to their representation and continued existence as MLTS facilities?

(1) If yes, how: **Yes, if there is a high-level agreement to define it.**

Yes. The INF has the discretion to make commitments on behalf of facilities they manage, but the decisions would be made on a case-by-case basis.

## 7) Marketing/Promotion

### a) Marketing Strategy

- i) Can the partners develop, deploy, and maintain an effective marketing strategy on behalf of the MLTS?

(1) If yes, how: Yes, but more research is needed, as well as a solid definition of “marketing.” The federal agencies tend to provide information rather than promotional materials, but those campaigns might also apply here. Explore how “marketing” applies to wilderness areas.

Yes. Marketing is allowed, so long as the MLTS does not aim to commercialize the National Forest. For example, the INF currently markets the wilderness to promote visitation, but the INF has quotas in place to protect the resource.

### b) Trail Maps/Guides

- i) Can the partners develop, maintain, and offer for sale items that include intellectual property such as maps, trail guides, routing information, photographs, and/or collateral soft goods and MLTS-branded items for the benefit of the MLTS?

(1) If yes, how: The TOML can set up licensing agreements, but it is not known how this works with the federal agencies. The intellectual property track will flush this out, as well as intellectual property issues related to items handed out for free and to federal coordination/public domain/use of public funds.

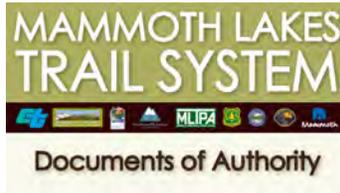
Yes, the INF agrees with previous consensus. An existing scenario is the relationship between ESIA and the INF at the Welcome Center. The INF is interested in less involvement in content approval, but would still like to have a seat at the table to ensure that fiduciary responsibilities are met, i.e., monitoring for illegal content.

### c) Trail Events

- i) Can the partners permit/authorize recreation events to take place on MLTS facilities?

(1) If yes, how: Yes. Explore how permit fees may be reinvested back into the MLTS rather than going straight back into the agency or partner’s coffers (fee retention).

Yes. The INF currently permits/authorizes recreation events.



# Capacity and Resources Track #5

**Document Date:** October 12, 2011

**Document Contents:**

1. "MLTS Measure R Meeting – 10/11/11"
2. "Mammoth Lakes Trail System – Budget Framework"

**Document Summary:**

1. Key agreements for how to proceed with MR application on behalf of the MLTS
  - a. Fall 2011 Measure R application
  - b. Elements of MLTS Fall 2011 Measure R application
  - c. Future oversight of MLTS
2. MLTS Budget Framework
  - a. High-level budget categories for the annual operation of the MLTS

**Document Contributors:**

1. MLTS – Measure R Meeting – October 12, 2011 @ 4:00 p.m.  
In attendance: Jay Deinken, John Wentworth, Drew Blankenbaker (MLTPA); Bill Sauser, Tony Colasardo (Recreation Commission); Danna Stroud (SMG)

**Next Steps:**



MLTS – Measure R Meeting  
10/11/11

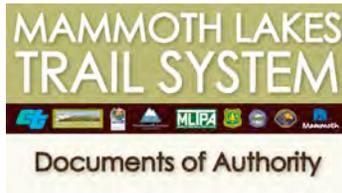
Attendance: Jay Deinken, Bill Sauser, Tony Colasardo, John Wentworth, Drew Blankenbaker, Danna Stroud (SMG)

Key Agreements:

1. Yes, MLTS should submit Fall 2011 Measure R application for following reasons:
  - Serves as TOML commitment to engage in a partnership with INF and satisfies INF desire to see commitment of capacity from TOML
  - Generate public awareness of partnership development between TOML and INF
  - Window of opportunity to secure support with current political climate
  - Meets desire for pursuing economic growth opportunities through development of MLTS
  - Secures support to maintain continuity of current MLTS efforts and long-term funding
  
2. Elements of MLTS Fall 2011 Measure R application
  - Framed as Amendment #3 (extension) to the existing TOML/MLTPA agreement
  - Contains specific deliverables and timelines based on MLTS “Budget Framework” document
  - Amendment #3 executed upon successful negotiation between TOML and INF for management of MLTS through contracting program
  - Amendment #3 will go into effect with successful completion and delivery of Amendment #2 (Note: this is not a double-dip of Fall 2011 Measure R cycle, which has funding already allocated for MLTS. The deliverables of Amendment #2 are on track for delivery ahead of schedule and there is a desire to keep moving forward with identified projects. Funds for Amendment #3 will be allocated in Fall 2011, and will be accessed when Amendment #2 is officially closed out.)
  - Submitted by the TOML with input from MLTPA
  
3. Future oversight of MLTS
  - MLTS Coordinating Committee (2 Rec Commissioners, Public Works Director, MLTPA Trails Coordinator, INF) will develop annual operations budget and specific projects/deliverables for MLTS and will deliver and report to Recreation Commission for integration into annual funding cycle



- New amendments will serve as trigger for funding mechanism on annual basis
- Creates environment of partnership, accountability and transparency



## **Mammoth Lakes Trail System – Budget Framework**

### **Planning**

- Strategic Planning
- Collaborative Processes
- Focused Planning Efforts

### **Design**

- Guidelines and Standards
- Project Design
- Trail Alignment Studies

### **Implementation and Construction**

- Project-Based Environmental Analysis
- Easements/Access Negotiations
- Project Implementation/Construction

### **Operations**

- Management Plan
- Governance
- Interagency Coordination
- Fundraising
- Website
- Information Systems
- Programs
- Budgeting
- Regulations/Enforcement
- Risk Management (insurance)
- Benchmarking and Evaluation

### **Maintenance**

- Maintenance Management
- Trailhead Maintenance
- Equipment Purchase/Maintenance (Annual Capital Outlay)
- Staff Training

### **Stewardship**

- Advocacy
- Mammoth Trails
- Trail Protection Policy

### **Marketing/Promotion**

- Marketing Strategy
- Trail Maps/Guides
- Trail Events

**Attachment E:  
Project Feasibility**

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment E: Project Feasibility**

**DEMAND ANALYSIS**

**1. Competitive Supply Analysis**

***A. Provide a review of both direct and indirect competition and the strengths and weaknesses of the competition (SWOT) – identification of where the proposed project fits within the marketplace.***

**Direct Competition – National/International:** With the reintroduction of air service to Mammoth Lakes in the winter of 2008/2009, it is reasonable to say that Mammoth Lakes competes with the finest alpine-recreation resort destinations in North America and that travel decisions are being informed by the perceived quality and opportunities of recreation amenities and attractions offered here. Examples of peer resorts that not only offer alpine skiing and provide access via air service, but also feature trail systems and/or enhanced year-round recreation opportunities, include Whistler, Park City, Sun Valley, Jackson Hole, Aspen, and Telluride. Note that many of these peer resorts were visited during the Town’s “Peer Resort Tour” in 2006.

**Direct Competition – Regional Trail Systems:** Assuming that “regional trail system(s)” equates to trail systems that can be accessed reasonably by car from the primary population centers that also serve Mammoth Lakes, it is important to keep in mind the full complement of outdoor-recreation activities that are offered in Mammoth Lakes. The following is a list of trail systems in the region that may offer competition to a Mammoth Lakes Trail System (MLTS); it is fair to say that none of these systems on its own offers the full complement of recreation opportunities available in Mammoth Lakes.

- Santa Monica National Recreation Area
- San Gabriel Mountains
- Jawbone Canyon
- Lake Tahoe: Tahoe Rim Trail
- Yosemite National Park: In-park hiking
- Sequoia National Park: In-park hiking
- Golden Gate National Recreation Area: In-park hiking

**Direct Competition – Local Trail Systems:** Local fee-based trail systems available on Mammoth Mountain through Mammoth Mountain Ski Area (MMSA) may appear to offer direct competition to an MLTS, but the activities available on each system are not necessarily duplicative. For example, an MLTS would not provide lift-assisted alpine skiing and snowboarding, but it would support backcountry skiing and snowboarding. The same can be said of mountain biking: while an MLTS

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment E: Project Feasibility**

will support mountain biking, it will not supply lift-accessed downhill mountain-biking experiences. And because all of the trail facilities and recreation infrastructure available through an MLTS would be free to the public, the activities available through MMSA at a cost to the participant should probably be viewed as a potential enhancement of recreation experiences in Mammoth Lakes and not as a direct competitor.

There are no “free to the public” trail systems in the immediate vicinity that would offer any meaningful competition to an MLTS. While there certainly are trails all along the east side of the Sierra and in local mountain ranges such as the Glass or the White mountains, these are perhaps better evaluated as potential enhancements to the recreation experiences available in Mammoth Lakes in the same way as the fee-based activities available through MMSA.

**Indirect Competition – National/International:** Outdoor-recreation opportunities of the type offered by an MLTS face indirect competition from the full array of tourism opportunities that don’t directly involve physical activity in a natural setting such as the Sierra Nevada. These include cultural and urban destinations, such as the major coastal cities of California, and gaming and culinary destinations, such as Las Vegas.

**Indirect Competition – Regional:** Indirect regional competition for an MLTS would most likely come in the form of festivals or driving tours, such as Mule Days or the Millpond Music Festival.

**Indirect Competition – Local:** Indirect local competition would include the fee-based recreation opportunities offered by MMSA as well as leisure pursuits in town such as shopping and dining. Summer festivals may also offer indirect competition, but are held for no more than one week each year.

***3. Describe the targeted users of your project/service. (Include numbers of participants)***

The target market for an MLTS includes the following:

- **Primary Market:** Adults 25–55
- **Secondary Market:** Adults 56 and older; families with children
- **Geographic Target:**
  - Southern California
  - Western United States
  - National visitors who are part of a “touring vacation” (e.g., “The

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment E: Project Feasibility**

- California Loop”)
  - International visitors who are part of a “touring vacation”
- **Current estimated number of users:** 122,000 (data source is from “Attachment G: The Economic & Fiscal Impacts and Visitor Profile of Mono County Tourism in 2008”)
- **Participants in the following types of activities that are supported by an MLTS:**
  - Backpacking
  - Biking
  - Birding
  - Boating
  - Camping
  - Disabled Access
  - Disc Golfing
  - Dog Sledding
  - Equestrian
  - Fall Color Viewing
  - Fishing
  - Hiking
  - Kiteboarding
  - OHV
  - Paddleboarding
  - Pets
  - Rock Climbing
  - Running
  - Skiing & Snowboarding
  - Snowmobiling
  - Snowplay
  - Snowshoeing
  - Swimming
  - Wildflower Viewing
  - Vista Viewing

**4. Projected Multi-Year Demand Analysis**

**A. Provide the projected demand with assumptions.**

With consistent investment in a trail system, as well as increased awareness and marketing efforts, a trail system would see an increase in demand. An economic impact model has been developed for this feasibility analysis (“Attachment H: MLTS Economic Impact Model”) that has looked at a number of scenarios, including 5%, 10%, 15%, and 20% annual increases in demand. A 10% increase in demand is probably the most realistic, and the following table documents the economic impact revenue projection.

10% Scenario	Year 1	Year 2	Year 3	Year 4	Year 5	Incremental Δ
Hikers	122,214	134,435	147,879	162,667	178,934	187,880
Spending	\$54	\$54	\$54	\$54	\$54	\$54
Length of Stay	2.3	2.3	2.3	2.3	2.3	2.3
Estimated Impact	\$15,235,197	\$16,758,717	\$18,434,589	\$20,278,048	\$22,305,852	\$23,421,145
						\$8,185,948

**Assumptions and data sources:**

- Hikers were identified as the primary focus of the model, based on data that was developed and used in “Attachment G: The Economic & Fiscal Impacts and Visitor Profile of Mono County

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment E: Project Feasibility**

Tourism in 2008” (Lauren Schlau Consulting, 2009). Data for the numbers of hikers was developed using this study’s impact model.

- The data developed for “Attachment G: The Economic & Fiscal Impacts and Visitor Profile of Mono County Tourism in 2008” includes spending, length of stay, and activity participation.
- Please see “Attachment H: MLTS Economic Impact Model” for complete details on assumptions and data resources.

**5. Projected Multi-Year Revenue Projections**

**A. Projected revenue with pricing assumptions.**

In terms of multi-year revenue projections, the preferred 10% growth scenario from the economic impact model projects a return based on an annual investment of \$300,000. Based on the assumptions outlined above, there is a projected return on investment of \$5.50 for every dollar invested.

ROI							
10% Scenario		Year 1	Year 2	Year 3	Year 4	Year 5	
Hikers	122,214	134,435	147,879	162,667	178,934	187,880	
Spending	\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay	2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact	15,235,197	16,758,717	18,434,589	20,278,048	22,305,852	23,421,145	8,185,948
Incremental Change		1,523,520	1,675,872	1,843,459	2,027,805	1,115,293	8,185,948
Investment		\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 1,500,000
ROI							5.5

**Attachment F:  
Consulting Agreement:  
MLTS Support**

**CONSULTING AGREEMENT**  
Mammoth Lakes Trail System Support

This agreement made as of this 2nd day of December 2010.

Between:                   Town of Mammoth Lakes (TOWN)  
                                  P. O. Box 1609  
                                  Mammoth Lakes, CA 93546

And:                        Mammoth Lakes Trails and Public Access Foundation (CONSULTANT)  
                                  PO Box 100 PMB 432  
                                  Mammoth Lakes, CA 93546-0100

WITNESSETH THAT WHEREAS:

- A.     It has been determined to be in TOWN's best interest to retain the professional services of a consultant to provide services related to the Mammoth Lakes Trails System including, inter alia, public outreach, data collection, updating and adoption of a trail system master plan, development of a prioritized implementation program, implementation of signage and wayfinding, incorporation and implementation of special projects, implementation of information systems, development of a management plan, facilitating cooperation and consultation between multiple jurisdictions, product development and marketing, and representing TOWN in collaboration with other jurisdictional partners.
  
- B.     TOWN desires to plan, construct, operate, maintain, program and administer TOWN's component of the Mammoth Lakes Trail system, that trail system being roughly defined by the planning area of the Town of Mammoth Lakes and which shall engage multiple partners, jurisdictions, non-governmental organizations, local citizens and the general public for the successful completion of the trail system, including effective integration of TOWN's component of the trail system with other components of the trail system under the jurisdiction of partners such as the United States Forest Service, Mono County, the National Park Service, the Bureau of Land Management, etc.
  
- C.     TOWN and CONSULTANT anticipate that a multi-year effort will be required to develop, implement and manage the Mammoth Lakes Trail System program. CONSULTANT has demonstrated and documented capacities in the project areas and proposed scope of work as described in this Agreement. As an organization possessing a high degree of unique, and technical skill and expertise, not adaptable to competitive bidding, CONSULTANT, in accordance with Section 3.20.290 of TOWN's Municipal Code, is authorized to enter into exclusive negotiations to undertake the work described in this Agreement.

- D. Because TOWN and CONSULTANT anticipate that a multi-year effort will be required to develop, implement and manage the Mammoth Lakes Trail System program, this Agreement is structured and is intended to function as a Master Agreement, with the expectation that specific scopes of work, funding resources, periods of performance, and identifications of significant staff will be identified by specific Amendments to this Agreement. It is anticipated that the first Amendment to this Agreement – Amendment #1 - shall be funded by Town Council’s approval of a 2010 Measure R Fall Award. Each subsequent Amendment to the Agreement shall, with the mutual consent of the parties, be incorporated into this Agreement by reference. The overall budget for the services to be provided under this Agreement shall include funding awarded to CONSULTANT by TOWN’s Town Council through the Measure R allocation process, together with any funding approved by the Town Council from other sources and designated for services to be provided by CONSULTANT by specific Amendment to this Agreement.

NOW, THEREFORE, it is mutually agreed by and between TOWN and CONSULTANT as follows:

1. CONSULTANT’S duties and obligations under this agreement shall be fulfilled by the performance of services and provision of deliverables described in specific Amendments attached hereto and incorporated herein by this reference. TOWN and CONSULTANT shall prioritize services and deliverables as described in each Amendment prior to performing work. Work may include, but is not necessarily limited to the areas of work identified in Exhibit A. TOWN and CONSULTANT shall maintain and regularly update a list of prioritized services and deliverables for which CONSULTANT is performing services and producing deliverables as long as this agreement is in effect.
2. Work covered by this Master Agreement and by any Amendments to this Agreement shall proceed on a Project-by-Project basis, based on an agreed upon budget, scope of services and schedule for each Project. TOWN and CONSULTANT shall jointly develop the budget; scope of work and schedule for each Project and billable work shall not be undertaken until a Notice to Proceed is issued by TOWN for that Project.
3. CONSULTANT’S compensation shall be based on the invoicing of time and materials spent on approved Projects. Invoices submitted to TOWN shall include sufficient, detailed backup so that charges can be reconciled with the work performed under the scope of work agreed to for each Project (or group of Projects) as described above. This includes description of staff, hourly rate, and overhead multiplier, hours spent on each work item and deliverable, and itemized reimbursable expenses. Invoices shall be submitted for approval on the last day of every month, or the closest business day should the last day of the month fall on a holiday or weekend, with payment due by the 30<sup>th</sup> of the following month, or the closest business day should the 30<sup>th</sup> day of the following month fall on a holiday or weekend. Additionally, 20% of the value of each approved Amendment to this Agreement shall be paid in advance to CONSULTANT prior to the start of work on that Amendment’s mutually agreed upon Projects.

4. CONSULTANT shall be responsible for the professional quality, technical accuracy, timely completion, and coordination of all reports and other services furnished by CONSULTANT under this Agreement.
5. Any licenses, certificates, or permits required by federal, state, district, or municipal governments for CONSULTANT to provide the services and work described in this Agreement or in subsequent Amendments to this Master Agreement must be procured by CONSULTANT and be valid at the time CONSULTANT enters into this Agreement. Further, during the term of this Agreement, CONSULTANT must maintain such licenses, certificates, and permits in full force and effect. Licenses, certificates, and permits include, but are not limited to, driver's licenses or certificates, and business licenses. Such licenses, certificates, and permits will be procured and maintained in force by CONSULTANT at no expense to TOWN. CONSULTANT will provide TOWN, upon execution of this Agreement, with evidence of current and valid licenses, certificates and permits which are required to perform the services identified in this Agreement and its Amendments. Where there is a dispute between CONSULTANT and TOWN as to what licenses, certificates, and permits are required to perform the services identified in this Agreement and its Amendments, TOWN reserves the right to make such determinations for purposes of this Agreement. Town reserves the right to waive and/or modify any requirements of this section for purposes of this agreement.
6. CONSULTANT hereby indemnifies and holds harmless TOWN and its agents and employees from any and all liability or claim of liability, including attorney fees, arising by reason of personal injury, death or property damage and resulting from CONSULTANT'S, and/or subcontractors, negligent acts, errors, or omissions in the performance of this Agreement.
7. CONSULTANT shall procure and maintain for the duration of this Agreement insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by CONSULTANT, its agents, representatives, or employees.

Minimum Limits of Insurance

CONSULTANT shall maintain limits no less than:

- A. General Liability: \$1,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
- B. Workman's Compensation: \$1,000,000 statutory minimum.

### Verification of Coverage

CONSULTANT shall furnish TOWN with original endorsements effecting coverage required by this clause. The endorsements are to be signed by a person authorized by that insurer to bind coverage on its behalf. All endorsements are to be received and approved by TOWN before work commences. TOWN reserves the right to require complete, certified copies of all required insurance policies, including endorsements affecting the coverage required by these specifications.

8. All original documents, records, drawings and other material prepared by CONSULTANT under this Agreement, shall become the exclusive property of TOWN and shall not be used in any manner without prior consent of TOWN. TOWN agrees that CONSULTANT shall have access to all documents, drawings and exhibits necessary for CONSULTANT to perform necessary tasks with regards to public outreach, including web posting, printing and public distribution. Any reuse of such documents, records, drawings, and other material by TOWN on any project other than that covered by this Agreement and its Amendments, shall be TOWN's sole risk and without liability to CONSULTANT. TOWN and CONSULTANT recognize that the work product generated by CONSULTANT under this Agreement may include intellectual property. TOWN's needs for the services and deliverables to be provided by CONSULTANT may not necessarily include the need for ownership of, or the right to use, all such intellectual property. Moreover, CONSULTANT may have opportunities to generate income, which could be used to further benefit the Mammoth Lakes Trail System, by exploiting some of such intellectual property outside of this Agreement. Therefore, TOWN and CONSULTANT agree to explore and negotiate appropriate allocations of rights in such intellectual property where this may potentially benefit TOWN, CONSULTANT and the Mammoth Lakes Trail System.
9. The performance of services under this Agreement by certain professionals is significant to TOWN. CONSULTANT shall identify by list those persons to perform the professional services described in this Agreement and its Amendments and shall not add or remove persons from the list without the written consent of TOWN. CONSULTANT may subcontract to supplement its staff resources. CONSULTANT shall not subcontract any tasks under this Agreement without obtaining advance written approval of TOWN.
10. CONSULTANT shall not assign or transfer any interest in this Agreement without the prior written consent of TOWN, and any attempt to do so shall render this Agreement null and void.
11. Either CONSULTANT or TOWN may terminate this Agreement at any time without cause by giving thirty (30) days advance written notice to the other party.
12. If CONSULTANT abandons the work, or fails to proceed with the work and services requested by TOWN in a timely manner, or fails in any way to conduct the work and services as required by TOWN, TOWN may declare CONSULTANT in default and terminate this Agreement upon five (5) days written notice to

CONSULTANT. Upon such termination by default, TOWN will pay to CONSULTANT all amounts owing to CONSULTANT for services and work satisfactorily performed to the date of termination.

13. This Agreement, its Exhibits, and its attachments are the entire understanding of the parties, and there are no other terms or conditions, written or oral, controlling this matter.
14. CONSULTANT agrees that it has no interest, and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of the work and services under this Agreement.
15. This Agreement shall be governed by the laws of the State of California.
16. CONSULTANT is an independent contractor and hereby agrees and warrants that no agency relationship, either express or implied, is created by the execution of this Agreement.
17. CONSULTANT shall not discriminate against any employee or applicant for employment because of race, religious creed, medical condition, color, marital status, ancestry, sex, age, national origin, or physical handicap (Government Code Section 12940 et seq.).
18. The work performed under this agreement shall be completed in accordance with the schedule and scope outlined in specific Amendments to this Agreement, in any attachments that may be incorporated, and as approved by TOWN. CONSULTANT may request an appropriate extension of time in case of unavoidable delays and for consideration of warranted adjustments in payment for changes in the scope of work. CONSULTANT shall notify TOWN immediately when changes in work are outside the original scope and request the execution of a supplemental agreement.
19. CONSULTANT shall retain all records and documents prepared under this agreement for inspection by the State, FHWA, or their duly authorized representatives. This time period must be at least three years after final payment to the consultant.
20. All allowable elements of cost must comply with Federal Acquisition Regulation in Title 48, Chapter 1, Part 31.
21. CONSULTANT warrants that it has not employed or retained any company or person, other than a bona fide employee working for CONSULTANT, to solicit or secure this agreement, and that it has not paid or agreed to pay any company or person, other than a bona fide employee, any fee, commission, percentage, brokerage fee, gift, or contingent fee.
22. If any portion of this Agreement or application thereof to any person or circumstance shall be declared invalid by a court of competent jurisdiction, or if it

is found in contravention of any federal, state, or district statute, ordinance, or regulation, the remaining provisions of this Agreement, or the application thereof, shall not be invalidated thereby and shall remain in full force and effect to the extent that the provisions of this Agreement are severable.

23. This Agreement may be modified, amended, changed, added to, or subtracted from, by the mutual consent of the parties hereto, only if such amendment or change is in written form and executed with the same formalities as this Agreement, and attached to the original Agreement to maintain continuity.
24. CONSULTANT shall not use any monies received under this agreement for the endorsement, opposition or participation in any public office campaign or other political or lobbyist activity.
25. TOWN shall have the right to audit the books, records and accounts of CONSULTANT at any reasonable time, as coordinated with CONSULTANT'S President or CEO. At the request of TOWN, CONSULTANT will provide detailed backup documentation for work performed in accordance with this Agreement and its Amendments, including work performed in accordance with any attachments incorporated under this Agreement and its Amendments, including copies of all time sheets, direct and indirect cost data, and copies of all invoices paid for services, supplies and facilities costs.
26. This Agreement shall not apply to, and shall not be effective with respect to, any work which requires public bidding under federal or California law, including but not limited to, "public works" as defined in Section 20161 of the California Public Contract Code, or any work which requires payment of wages under federal or California law, including but not limited to, "public works" as defined in Section 1720 of the California Labor Code, or public projects or works governed by the federal Davis-Bacon Act.
27. Although this Agreement contains a general scope of work, it shall not be effective for any purpose unless and until an amendment or addendum is adopted and approved by both parties which sets forth a specific scope of work which falls within the general scope of work set forth in this Agreement. This Agreement is intended by the parties to be a Master Agreement which sets forth an over-riding general scope of work within which specific projects described by specific scopes of work are identified and agreed upon by the parties.
28. Any notice, communication, amendments, additions, or deletions to this Agreement, including change of address of either party during the terms of this Agreement, which CONSULTANT or TOWN shall be required, or may desire, to make, shall be in writing and may be personally served, or sent by prepaid first class mail to, the respective parties as follows:

TOWN

Ray C. Jarvis  
Public Works Director  
Town of Mammoth Lakes  
P.O. Box 1609  
Mammoth Lakes, CA 93546

CONSULTANT

John Wentworth  
President & Chief Executive Officer  
Mammoth Lakes Trails and Public Access Foundation  
PO Box 100 PMB 432  
Mammoth Lakes, CA 93546-0100

IN WITNESS WHEREOF, the parties have executed this Agreement as of the day and year first above written.

CONSULTANT

  
\_\_\_\_\_  
President & Chief Executive Officer

Dated: 12-2-10

TOWN OF MAMMOTH LAKES

  
\_\_\_\_\_  
Town Manager

Dated: 12-2-10

APPROVED AS TO FORM

  
\_\_\_\_\_  
Town Attorney / PETER TRACY

Dated: 12/09/10

**Attachment G:  
The Economic & Fiscal Impacts  
and Visitor Profile of Mono  
County Tourism in 2008**

*Lauren Schlaw*  
*Consulting*



Department of Economic Development & Special Projects

**The Economic & Fiscal Impacts  
and Visitor Profile of  
Mono County Tourism in 2008**

January 2009

*Lauren Schlau  
Consulting*

January 23, 2009

Dan Lyster, Director  
Sarah McCahill, Manager  
Mono County Economic Development & Special Projects Department  
P.O. Box 2415  
Mammoth Lakes CA 93546

Dear Mr. Lyster and Ms. McCahill:

LSC is pleased to present the following Report on the results of the Study of the Economic and Fiscal Impacts of Mono County Tourism and Visitor Profile for fiscal year 2008.

Our findings and conclusions represent tourism activity based on market research conducted in four periods during 2007-08, reflecting then-current market conditions. These results were expanded to represent the entire year, and thus are not specific measures. The economic and fiscal impact estimates, generated by CIC Research, Inc. reliably reflects the conditions it measures.

This Report document includes narrative findings and conclusions. Detailed data tables were sent to you separately. Please feel free to contact me at any time should you have any questions, comments or need further interpretation of the results or this report.

We express our deep appreciation to the Economic Development Department for its support and thank you for the opportunity to have assisted you. We wish you success in your use of the study.

Sincerely,



Principal

C: Skip Hull, CIC Research, Inc.

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## SECTION 1 - EXECUTIVE SUMMARY OF FINDINGS

### Study Background & Approach

This Study of the Economic and Fiscal Impacts of Mono County Tourism ("the Study") was conducted to provide the Mono County Economic Development Department and other interested parties with accurate and credible estimates of Mono County tourism volume, the economic and fiscal impacts of tourism activity, and visitor demographics and trip characteristics. For this study, a visitor is anyone residing outside of Mono County.

The 2008 Study, which covers the fiscal year period June 2007 – May 2008, consisted of 1,214 on-site visitor intercept interviews (i.e., non-Mono County residents) in key Mono County visitor locales to obtain demographic, trip behavior and spending data. In addition, lodgings throughout Mono County were surveyed to develop a comprehensive inventory, and to determine seasonal and annual occupancy and average rates.

### Summary of Results

#### Visitor Volume, Days and Spending

For 2008, Mono County attracted an estimated 1.5 million visitors, who stayed an average of 3.1 days, generating 4.7 million total visitor days. Visitors spent a total of \$369.6 million and through this spending, generated \$16 million in lodging and retail sales taxes countywide as shown in Table 1.

**Table 1 - Summary Indicators - All Visitors**

Indicator	Annual Total	Summer	Fall	Winter	Spring
Total visitors	1,515,246	585,484	418,774	225,744	285,244
Average length of stay – all visitors (days)	3.10	3.25	2.17	3.80	3.45
Total visitor days	4,702,740	1,905,677	907,938	856,765	982,992
Average spending Daily per-person	\$ 78.58	\$ 54.24	\$ 54.20	\$ 171.00	\$ 71.70
Average Spending for Mono Trip per-group	\$ 738.41	\$ 567.51	\$ 324.45	\$ 2,055.82	\$ 738.74
Total Annual Direct visitor spending	\$ 369,560,000	\$ 103,360,000	\$ 49,210,000	\$ 146,510,000	\$ 70,480,000
Total Direct + Indirect Visitor Spending*	\$ 517,384,000	\$ 144,704,661	\$ 68,895,396	\$ 205,108,441	\$ 98,675,097
Annual Countywide Lodging & Sales Taxes	\$ 16,613,200	\$ 4,412,400	\$ 2,225,400	\$ 5,997,100	\$ 3,926,100

\* The indirect total spending results from applying a 1.4 multiplier to direct spending.  
Source: CIC Research, Inc. and Lauren Schlau Consulting.

Visitation also can be measured by lodging type. A total of 965,200 or 64% of the total visitors stayed overnight in Mono County, while day-trippers accounted for 550,000 visitors, 36% of total volume. The 2008 visitation figures by lodging type appear in Table 2.

**Table 2 - Summary of Tourism Volume by Visitor Lodging Segment**

Visitor Lodging Category	Individual Visitors	Ratio	Mean Stay in Mono Co. (Days)	Visitor Days	Ratio
Cabin/Campsite/RV/other paid	320,685	21.2%	4.92	1,576,782	33.5%
Hotel/Motel/Inn	277,065	18.3%	3.20	886,214	18.8%
Rental Condo	260,748	17.2%	4.56	1,189,571	25.3%
Private Residence/other unpaid	106,736	7.0%	4.69	500,162	10.6%
<b>Subtotal Overnight</b>	<b>965,234</b>	<b>63.7%</b>	<b>4.30</b>	<b>4,152,729</b>	<b>88.2%</b>
Day Visitors	550,012	36.3%	1.00	550,012	11.7%
<b>Total</b>	<b>1,515,246</b>	<b>100.0%</b>	<b>3.10</b>	<b>4,702,740</b>	<b>100.0%</b>

Source: CIC Research Inc., economic impact model

\*Visitor days are calculated by multiplying the number of visitors by their length of stay (days).

Mono County visitors spent \$369.6 million in total direct spending in 2008, or nearly \$80 average per-person per-day while in Mono County. Spending varied by visitor lodging segment, as follows:

- those renting condos spent the most in total, \$153 million, or \$129 per-person per-day;
- those lodging in hotels/motels/inns spent \$99 million in total or \$112 per-day;
- tent/cabin/RV campers spent \$72 million in total or \$46 per-person per-day;
- those staying in private residences/other unpaid lodging spent \$28 million in total or \$57 per-person per-day; and,
- day visitors spent \$15 million in total or \$57 per-person per-day.

**Table 3 - Visitor Spending in Mono County by Segment - 2008**

Visitor/Lodging Category	Daily Per - Capita Spending	Per Group Spending In Mono Co. (Total Trip)	Total Annual Expenditures (Direct)	Ratio
Rental Condo	\$ 128.91	\$ 2,291.98	\$ 153,350,000	41.5%
Hotel/Motel/Inn	\$ 112.09	\$ 1,062.55	\$ 99,340,000	26.9%
Cabin/Campsite/RV/other paid	\$ 46.11	\$ 827.81	\$ 72,710,000	19.7%
Private Residence/Other unpaid	\$ 56.70	\$ 744.12	\$ 28,360,000	7.7%
<b>Subtotal Overnight</b>	<b>\$ 85.19</b>	<b>\$ 1,235.42</b>	<b>\$ 353,760,000</b>	<b>95.8%</b>
Day Visitors	\$ 28.72	\$ 73.77	\$ 15,800,000	4.3%
<b>Total</b>	<b>\$ 78.58</b>	<b>\$ 738.41</b>	<b>\$ 369,560,000</b>	<b>100.0%</b>

Source: CIC Research Inc., economic impact model and Lauren Schlau Consulting

Visitors spent across a range of good and services categories. About one-third of all spending, \$118 million was for lodging in Mono County, while spending for meals out and beverages combined

accounted for another \$80 million. Visitors also spent over \$40 million on transportation (within the county on gas or car rental), as well as for admissions/recreation fees, over \$30 million for retail items and for groceries/incidentals, and \$16 million for recreational equipment and supplies, as shown in Table 4.

**Table 4 - Visitor Spending in Mono County by Category - 2008**

Spending Category	% Who Spent in Category	Avg. Daily Per-Person*	Total Direct Spending*	Category Ratio
Lodging (in Mono County)	64.1%	\$ 25.12	\$ 118,140,000	32.0%
Meals out/snacks	77.6%	\$ 13.48	\$ 63,410,000	17.2%
Transportation (gas, rental)	51.5%	\$ 10.61	\$ 49,880,000	13.5%
Admissions/recreation activities	36.6%	\$ 9.36	\$ 44,000,000	11.9%
Shopping/gifts/souvenirs	43.0%	\$ 6.55	\$ 30,820,000	8.3%
Groceries/incidental items	44.8%	\$ 6.43	\$ 30,240,000	8.2%
Beverages	57.6%	\$ 3.58	\$ 16,830,000	4.6%
Recreation equipment/supplies	17.9%	\$ 3.45	\$ 16,240,000	4.4%
<b>Total</b>	<b>98.1%</b>	<b>\$ 78.58</b>	<b>\$ 369,560,000</b>	<b>100.0%</b>

\*Per-person per day spending includes those not spending in that category.  
 Retail categories include sales tax; food and beverage categories include sales tax and tips.

### Multiplier

Additional levels of spending, *indirect* spending, accrued within the county from goods and services purchased by the tourism industry and by industry employees using earnings from visitor expenditures. This indirect spending is calculated by a "multiplier" that estimates the extent that such spending circulates through the economy.

Multipliers range from 1.2 to 2.5 in most California areas. Despite Mono County's relative isolation, its relative lack of locally available goods requires many goods to be purchased from sources outside the county. Therefore we estimate Mono County's multiplier at a **1.4**, which when applied to the \$369.5 million of direct visitor spending, yields **an additional \$147.8** million to the economy, resulting in total direct and indirect spending of **\$517.4 million** for 2008.

### Tax Impacts

The county realizes taxes from direct visitor spending on lodging and taxable retail sales. This study analyzed the transient occupancy (lodging) tax, of which Mono County and any incorporated towns collect 100% of room/unit sales of all transient lodgings.<sup>1</sup> It also analyzed retail sales, of which one

<sup>1</sup> Note: the county tax rate is 12% and Mammoth Lakes' tax rate is 13%. The figures in this report represent "countywide" collections not just the "County of Mono".

percentage point of the 7.25% California/Mono County retail tax on goods and services, including meals and beverages out, shopping and incidentals, and (private) transportation are realized by the county. Other taxes and fees such as business licenses, property and utility taxes, and special fees and assessments levied on visitor serving entities, while related and important, are outside the scope of this study.

A total of \$16.6 million in lodging and retail taxes was earned countywide in 2008 from all taxable visitor spending. Thus, for each visitor dollar, the county realized 6.2 cents in taxes. The \$15.1 million of transient occupancy tax, 91% of all visitor-generated taxes, reflects the fiscal importance of lodging.

**Table 5 - Lodging and Sales Tax Revenues from Visitor Spending**

Category	Taxable Total Spending	Countywide Tax Revenues	Ratio	State Tax Revenue	Total State & Taxes	Ratio
Lodging	\$ 118,140,000	\$ 15,062,900	91.0%	\$ -	\$ 15,062,900	58.1%
Meals	\$ 54,081,000	\$ 540,800	3.3%	\$ 3,380,100	\$ 3,920,900	15.1%
Beverages	\$ 14,354,000	\$ 143,500	0.9%	\$ 897,200	\$ 1,040,700	4.0%
Shopping/Gifts/retail	\$ 28,737,000	\$ 287,400	1.7%	\$ 1,796,000	\$ 2,083,400	8.0%
Transportation (gas)	\$ 23,254,000	\$ 232,500	1.4%	\$ 1,453,400	\$ 1,685,900	6.5%
Rec.equipment/supplies	\$ 15,142,000	\$ 151,400	0.9%	\$ 946,400	\$ 1,097,800	4.2%
Groceries/Incidentals	\$ 14,098,000	\$ 141,000	0.9%	\$ 881,100	\$ 1,022,100	3.9%
<b>Total</b>	<b>\$267,806,000</b>	<b>\$ 16,559,500</b>	<b>100.0%</b>	<b>\$ 9,354,000</b>	<b>\$25,913,700</b>	<b>100.0%</b>

Note: ticketed admissions are not taxable and therefore are excluded from the calculation  
Tax estimates based on visitor spending reported in the intercept survey.

## Employment

The actual number of Mono County jobs supported by visitor activity is not readily available and must be extrapolated from other sources. Research from California Tourism <sup>2</sup> indicates visitor spending per category and typical visitor jobs produced for Mono County. These figures were applied to the 2008 Mono County spending estimates.

Tourism supported an estimated annual average of 4,500 Mono County jobs, representing 62% of the countywide workforce, well above rates found elsewhere. This reflects significance of tourism to the Mono County economy. Due to the seasonality of Mono County tourism, many of these jobs are seasonal and part-time, and as well, this estimate will vary widely by season.

<sup>2</sup> California Travel Impacts By County 1992-2006 and Preliminary 2008 Estimates, Dean Runyan Associates, California Division of Tourism, March, 2008, p. 46

### Mono County Lodging Market

The Mono County lodging market contains 132 lodging properties with 8,632 units, separated into three major groups: tent, RV campgrounds and cabins, hotel/motel/inns, and condominiums. Unpaid lodging is excluded from this analysis.

On an annual basis, these lodgings offered 2.5 million available units. In 2008, guests occupied 1.0 million units, resulting in an overall annual countywide occupancy rate of 39.2%. The lodgings collectively achieved an average daily rate of \$118.60. Both occupancy and average rate varied by type.

- "Cabins/campgrounds" operated at an annual occupancy rate of nearly 48% and an average unit/space rate of \$35 per-night
- "Hotel/motel/inns" operated at 48% and an average rate of \$124 per-night
- "Condos" operated at an annual occupancy rate of 28% and an average rate of \$228 per-night per unit.
- Mono County properties outperformed Mammoth Lakes properties with a 51% annual occupancy rate versus 33%, while Mammoth Lakes, far exceeded the county areas for average rate, \$173 versus \$49, respectively, mainly as more high-rate full service hotels and a plethora of condominiums are located in Mammoth Lakes.

**Table 6 - Mono County Lodging Market Supply and Demand - 2008**

Sector	By Type				By Area	
	County wide	Cabin/ Camp/RV	Hotel/ motel/inn	Condo Other	Mono County	Mammoth Lakes
Daily Available Units	8,632	3,871	1,722	3,039	3,543	5,089
Annual Available Units*	2,578,668	879,194	587,324	1,112,150	866,573	1,712,095
Ratio of Available Units	100.0%	34.1%	22.8%	43.1%	33.6%	66.4%
Annual Occupied Units	1,010,504	418,182	283,893	308,429	442,852	567,630
Ratio of Occupied Units	100.0%	41.4%	28.1%	30.5%	43.8%	56.2%
Avg. Occupancy Rate	39.2%	47.6%	48.3%	27.7%	51.1%	33.2%
Avg. Daily Rate (ADR)	\$ 118.60	\$ 34.89	\$ 123.51	\$ 227.59	\$ 48.85	\$ 173.02

Source: Mono County Lodging Properties and Lauren Schlau Consulting

\* Accounts for units closed during the year for seasonality factors, renovation or other factors.

### Visitor Profile

Another goal of the study was to identify visitor demographics and trip characteristics.

- The vast majority, 90% of Mono County visitors resided in the United States with the remainder, 11% being from international areas.

- Hotel/motel lodging captured far more non-California and non-U.S. guests than campgrounds or condos.

**Table 7a – Overall Visitor Residency**

Residence Area	Total	MONO Co. Lodging Type				
		Day Vis.	Camp - tent	Camp - RV	Hotel/Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
U.S. (excl. California)	18.5%	29.6%	19.4%	6.8%	11.7%	10.7%
California resident	70.8%	59.0%	77.9%	88.5%	65.5%	79.4%
<b>Subtotal U.S.</b>	<b>89.2%</b>	<b>88.6%</b>	<b>97.3%</b>	<b>95.3%</b>	<b>77.2%</b>	<b>90.1%</b>
International resident	10.8%	11.4%	2.7%	4.7%	22.8%	9.9%

- Of the U.S. visitors, most, 79% were from California, followed by Nevada and Oregon.
- The top five states accounted for 90% of all U.S. visitors to Mono County.

**Table 7b - Top U.S. Feeder Markets**

Origin State	Total
1. California	79.3%
2. Nevada	7.2%
3. Oregon	1.8%
4. Colorado	1.5%
5. Florida	0.9%
<b>Total (Top 5)</b>	<b>90.7%</b>

\*Percentages based on U.S. residents, not entire sample.

- ▶ Among international visitors, as shown below, Europe was the largest feeder market, with 64% of total international volume, followed by Scandinavia with 14%, and Asia/Pacific Islands at 9%.

**Table 7c - Top Overall International Feeder Markets**

Origin	Total
<b>Base: Non-US visitors</b>	<b>122</b>
Europe (non- Scandinavia)	63.8%
Scandinavia (Denmark, Finland, Iceland, Norway, Sweden)	13.9%
Asia/Pacific Islands	8.9%
Australia/New Zealand	5.6%
Canada	3.7%
Middle East	2.6%
All Other (any not listed above)	< 2%

Most visitors in Mono County stayed overnight, and reported above average annual household incomes. Visitors were highly satisfied with Mono County as a visitor destination.

The key visitor profile factors are shown in the next Table.

**Table 8 - Overall Profile of Mono County Visitors**

Characteristic	All Mono County Visitors
% of Total Visitors in Segment <sup>1</sup>	100.0%
% Californians (of total visitors)	70.7%
% International Resident	10.8%
% Have Visited in past 3 Years	64.1%
Avg. # Visits to MC in Past 3 Years (by those who visited)	5.17
% Mono County Day Visitors	35.6%
Avg. Nights Stay in MC (all visitors)	2.49
Avg. Nights Stay in MC (overnighters) <sup>2</sup>	3.82
% Used Lodging's Internet web-site to reserve Mono lodging <sup>3</sup>	26.4%
Avg. Number of Weeks in Advance reserved lodging	7.48
% Mono County is Main Destination	65.4%
Satisfaction Rating (5= highest – 1 = lowest)	4.66
Average # Persons in travel group	3.79
Median Respondent Age (years)	48.27
Median Annual Household Income	\$92,600

## **SECTION 2 - STUDY OVERVIEW**

### **Introduction**

This report represents the culmination of the effort to measure the economic and fiscal impacts of Mono County tourism for fiscal year 2008. This is the first such in-depth research study by the Mono County Economic Development Department (the County).

The study provides a benchmark for the Mono County tourism industry relative to visitor volume, spending, fiscal impacts and critical demographic and trip behavior information from which to plan and design more effective marketing, promotion, educational and development programs.

### **Mono County Economic Development Department**

The Mono County Economic Development & Special Projects Department is an operating department of Mono County, a governmental agency. The Department works to promote tourism to Mono County on behalf of countywide economic development interests including attracting visitors, and encouraging visitor spending that generates fiscal benefits and supports tourism related employment.

As the County's recognized tourism promotion and development agency, the Department's main purposes and initiatives include:

- Coordinate and act as a catalyst for effective tourism promotion programs;
- Serve as the central information source for visitors, the media and travel industry;
- Serve as the data center for tourism statistics, trends and information;
- Identify the need for facilities, attractions and services;
- Work with the community to meet economic development goals.

To fulfill the above and to provide the County a factual basis on which to make effective decisions, the size, scope and impacts of the county's tourism are documented through this primary research study. The study data and findings are considered to reflect and describe Mono County's tourism industry at the time the research was conducted. The results are applicable for revealing trends and opportunities to help direct current and future County and industry priorities and programs.

### **Approach**

The Study consisted of a three-part process:

1. 1,214 on-site intercept interviews with visitors (i.e., non-Mono County residents) in specified Mono County visitor locales to obtain demographic, trip behavior and spending data. The data were collected by professional interviewers using hand-held computers.

2. An inventory as well as occupancy and average rate data from Mono County' lodgings via a confidential survey, were collected by Mono County and tabulated by LSC, in order to assess seasonal visitor patterns, lodging guest volume (occupied room nights), overall average rate.
  
3. An estimate of tourism generated tax/fiscal impacts and employment.

The interviews were conducted in the following Mono County locations shown in total and by season.

**Table 9 - Interview Location and Number of Surveys Completed**

	TOTAL	Interview Wave*			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008
<b>BASE:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>
Lee Vining/Mobil Mart	19.1%	14.8%	35.2%	0.0%	19.3%
Mono Lake Visitor Center	9.7%	2.5%	24.3%	0.7%	10.2%
June Lake - Main Street/Market	9.1%	4.4%	12.1%	25.1%	2.2%
Bodie - Visitor Center	8.9%	12.5%	6.0%	0.0%	12.4%
Walker – Main Street	7.0%	18.1%	0.3%	0.0%	0.0%
Crowley Lake - Toms Place Store	6.3%	6.3%	4.1%	0.0%	13.9%
Devil's Postpile	3.4%	8.8%	0.2%	0.0%	0.0%
Bridgeport Main St./Courthouse	3.3%	6.3%	2.8%	0.0%	0.8%
Lee Vining/ Tioga Pass	1.1%	0.0%	2.3%	0.0%	2.3%
Sonora Pass	0.5%	0.0%	0.0%	3.6%	0.0%
Shady Rest Park X-C Ski Area	0.3%	0.0%	0.0%	1.7%	0.0%
Smokey Bear Flats	0.0%	0.0%	0.0%	0.3%	0.0%
<b>Subtotal County Areas</b>	<b>68.6%</b>	<b>73.6%</b>	<b>87.3%</b>	<b>31.4%</b>	<b>61.0%</b>
Mammoth Lakes - Welcome Visitor Center/ Trolley-Shuttle	8.6%	11.6%	5.7%	11.7%	4.8%
Mammoth Lakes - Von's Market Area	6.2%	1.3%	4.6%	0.0%	22.1%
Mammoth Lakes - Village	4.2%	6.6%	0.0%	2.7%	6.7%
Mammoth Mtn. Main Lodge	4.1%	0.0%	0.0%	23.7%	2.9%
Mammoth Mtn. Adventure Center/Reds Meadow Shuttle	2.4%	5.8%	0.7%	0.0%	0.0%
Mammoth Mtn. - Eagle Lodge	1.6%	0.0%	0.0%	11.2%	0.0%
Tamarack Lodge X-C Ski Area	1.6%	0.0%	0.0%	7.5%	2.5%
Mammoth Mtn. - Canyon Lodge	1.6%	0.0%	0.0%	10.6%	0.0%
Mammoth Lakes - Lakes Basin	0.9%	1.1%	1.7%	0.0%	0.0%
Mammoth Lakes Ice Rink	0.2%	0.0%	0.0%	1.0%	0.0%
<b>Subtotal Mammoth Lakes Areas</b>	<b>31.4%</b>	<b>26.4%</b>	<b>12.7%</b>	<b>68.40%</b>	<b>39.0%</b>

\* Interviewing locations were varied by season to reflect closures and seasonality factors.

Data from the visitor intercept and lodging surveys were input into the Visitor Economic Impact Model, designed by CIC Research, Inc., which generated the estimated annual number of visitors, visitor days and visitor spending as well as sales and lodging taxes generated by visitors.

## **Report Organization**

This written report of the quantitative and qualitative analysis of Mono County' tourism industry covers the following general topics:

- estimated visitor volume
- estimated visitor spending (economic impacts) and taxes generated (fiscal impacts)
- visitor demographics (age, income, household composition, gender)
- visitor trip characteristics (length of stay, lodging and reservations, visitor party size and composition, trip information sources, transportation, trip purpose and activities, etc.)

The remaining sections of the Report are as follows:

Section 3: Economic and Fiscal Impacts of Mono County Tourism

Section 4: Mono County Visitor Serving Environment

Section 5: Visitor Behavior and Characteristics Profiles

Section 6: Final Observations

Appendix 1: Detailed Visitor Profiles

Appendix 2: Visitor Intercept Survey

## **Acknowledgements**

Sincere appreciation is expressed to Mono County Department of Economic Development and Special Projects, the Mono County Tourism Commission, countywide lodging operators and others who contributed their time and provided valuable information to lead to the successful completion of this most worthwhile undertaking.

## SECTION 3

### ECONOMIC AND FISCAL IMPACTS OF MONO COUNTY TOURISM

#### Economic Impact Model/Estimate Derivation

One of the main purposes of this study is to measure tourism's economic and fiscal impacts in Mono County. These impacts were derived directly from visitors through on-site intercept surveying and from Mono County lodgings. Secondary data sources include the California Tourism Office and the California Board of Equalization.

All results are input into an economic impact model by CIC Research, Inc.,<sup>3</sup> to estimate visitor activity in terms of the number of visitors, visitor days and visitor spending, in total and per-capita, and by visitor lodging segments. The model begins by estimating the number of lodging guests from the number of occupied lodging rooms, and then calculates the number of day visitors resulting in the estimate of total visitors. Reported length of stay from the intercept data is applied to the number of visitors, yielding the estimated total visitor days and the overall average length of stay. Finally, the average reported visitor spending multiplied by the total number of visitors, results in annual direct total visitor spending and spending by day visitors and by guests of paid and unpaid lodging.

Employment data are derived from the California Travel & Tourism Commission to estimate the number of direct tourism jobs supported in Mono County, and taxes are calculated from the aggregated taxable spending figures estimated by the CIC, Inc. economic impact model.

Thus, indicators such as demographics and trip behaviors use the actual visitor survey results, while the lodging survey and the visitor intercepts were used to estimate the number of lodging guests.

#### Definitions

A **visitor** is someone who resides outside of Mono County and visiting Mono County for any purpose other than regular employment or to attend school. The residency and trip purpose provide a common basis to differentiate "" from "visitor" impacts.

The following explains the key visitor measurements and how they are derived.

- A **visitor group** is the immediate travel party, which multiplied by the group size (the average number of persons per group) generates the number of visitors.
- **Visitor days** refers to the total number of days spent in Mono County by all visitors, calculated as the number of visitors multiplied by the average length of stay (number of days) in Mono County, e.g., two persons staying three days represent six visitor days.

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<sup>3</sup> RIMS input-output model, CIC Research, Inc., San Diego

- **Visitor spending** refers to total or daily per-person amounts spent by visitors for all goods and services while in Mono County (e.g. the two people who each spend \$100.00 over three days account for \$600.00 of total spending).

This report generally refers to Mono County as all towns and unincorporated areas encompassing the entire "countywide" area, versus Mono County the governmental entity.

### Visitor Volume, Visitor Days and Visitor Spending

The following tables summarize Mono County visitor activity estimates, and key overall visitor volume and spending estimates for fiscal 2008.

As shown below, an estimated annual nearly **1.5 million visitors** came to Mono County, accounting for **4.7 million visitor days** and **\$369 million** in total annual direct visitor spending impact. As well, these visitors averaged nearly \$79.00 per person in daily spending and \$738 for the trip by their immediate visitor group.

**Table 10 - Summary Visitor Indicators**

Indicator	Annual Total	Summer	Fall	Winter	Spring
Total visitors	1,515,246	585,484	418,774	225,744	285,244
Average length of stay – all visitors (days)	3.1	3.25	2.17	3.80	3.45
Total visitor days	4,702,740	1,905,677	907,938	856,765	982,992
Average spending Daily per-person	\$ 78.58	\$ 54.24	\$ 54.20	\$ 171.00	\$ 71.70
Average Spending for Mono Trip per-group	\$ 738.41	\$ 176.54	\$ 117.51	\$ 648.99	\$ 247.09
Total Annual Direct visitor spending	\$ 369,560,000	\$ 103,360,000	\$ 49,210,000	\$ 146,510,000	\$ 70,480,000
Total Direct and Indirect Visitor Spending*	\$ 517,384,000	\$ 144,704,661	\$ 68,895,396	\$ 205,108,441	\$ 98,675,097
Annual Countywide Lodging & Sales Taxes	\$ 16,613,200	\$ 4,412,400	\$ 2,225,400	\$ 5,997,100	\$ 3,926,100

\* Indirect total spending results by applying a 1.4 multiplier to direct spending  
 Source: CIC Research, Inc. and Lauren Schlau Consulting

The California Travel & Tourism Commission (CTTC) publishes a report <sup>4</sup> estimating countywide tourism expenditures but does not estimate visitor volume. In 2006, the most current year for which the estimate was made, visitors were reported to spend a total of \$395 million in Mono County. The differences may be attributable to different research methodologies, and the fact that state counts anyone who travels 50+ miles as a visitor, that may include a substantial number of Mono County residents, whereas in this study, Mono County residents are excluded. In addition, the studies were completed in different years.

<sup>4</sup> California Travel Impacts By County 1992-2006, Dean Runyan Associates

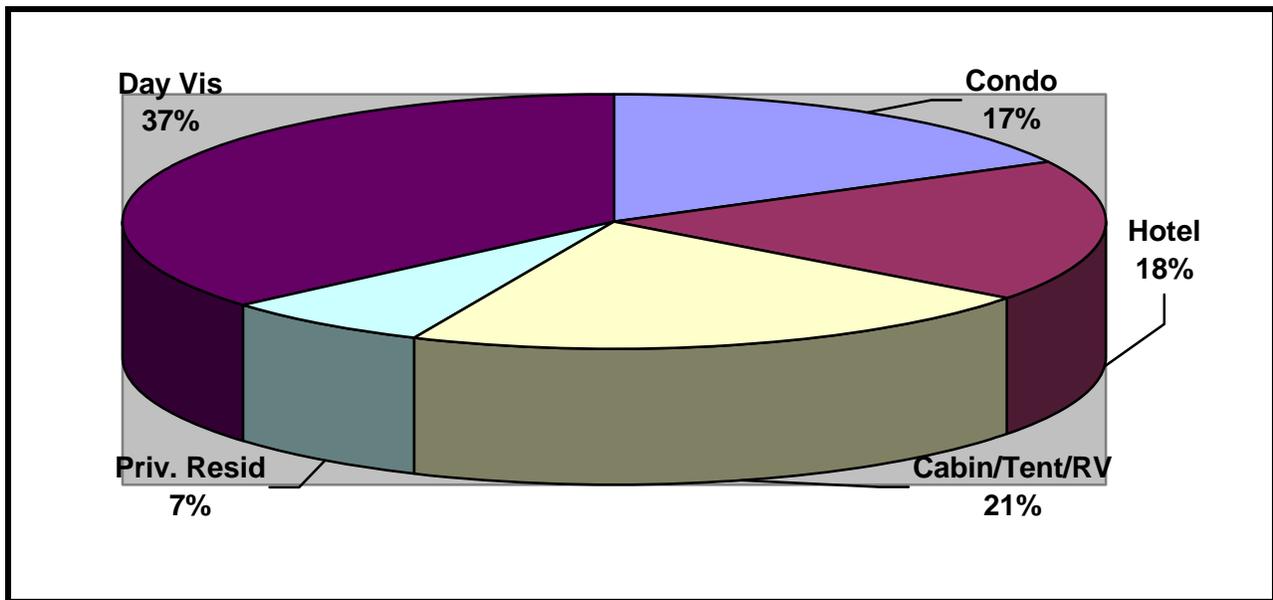
### Visitor Volume, Visitor Volume & Spending By Lodging Type

Another level of analysis defines visitors by the type of lodging used during their stay in Mono County: which can be broken out into five distinct segments: those staying in hotels/motels/inns, renting condos, RV/tent/cabin campers, those staying in private residences (unpaid) and day visitors.

#### Visitor Volume

In total 1.5 million visitors are estimated to have visited Mono County in 2008. Of the total, visitors staying overnight comprised about two-thirds or 64% of the total visitor volume while day visitors were 36%. However, no single overnight segment was larger than the day visitor segment. Visitor volume ratio by lodging type is shown below in Exhibit 1.

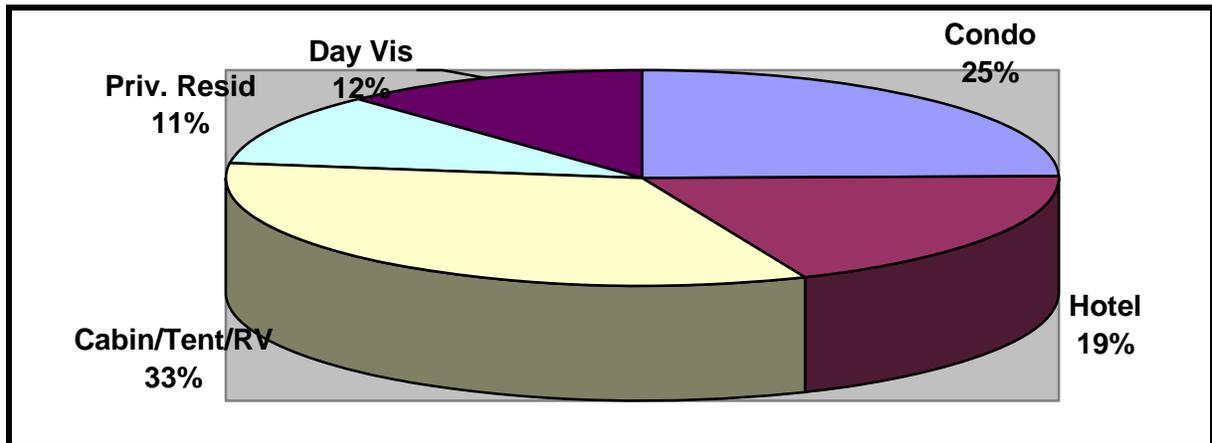
**Exhibit 1 – Visitor Volume Ratio by Lodging Type**



#### Visitor Days

Based on an overall mean 3.1 days length of stay, visitors accounted for 4.7 million visitor days in Mono County. When length of stay is factored into visitor volume, the ratios change notably. Whereas day visitors comprised 36% of visitor volume due to their short one-day visit, they then comprise 12% of visitor days and overnight visitors comprise 88% of visitor days as shown below.

**Exhibit 2 – Visitor Days Ratio by Lodging Type**

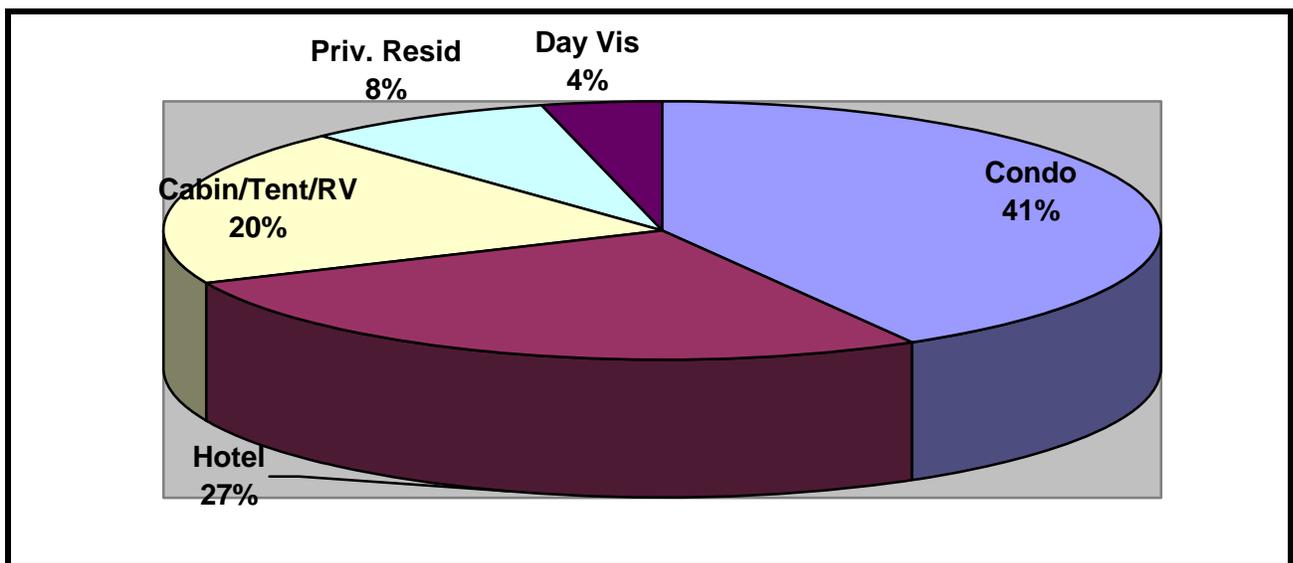


**Visitor Spending**

Finally, visitors spent a total of \$369 million in Mono County during 2008. When looking at spending by lodging type, the ratios again shift to the point that day visitors accounted for 4% of the spending whereas overnight visitors account for 96%.

Of the total visitors, those who stayed in condos (paid) accounted for a total of \$153 million or 41% of total spending, followed by those lodging overnight in hotels/motels/inns who generated a total of \$99.3 million in spending or 27%. Cabin/RV campers accounted for \$72.7 million or 20%, and visitors lodging in private residences (unpaid) spent \$28.4 million, or 8% of the total.

**Exhibit 3 – Visitor Total Spending by Lodging Type**



**Table 11 - Summary of Visitor Indicators - 2008**

Visitor/Lodging Category	Individual Visitors	Ratio	Mean Stay In Mono Co. (Days)	Visitor Days	Ratio	Daily Per Capita Spending	Per Group Spending In Mono Co. (Total Trip)	Total Annual Expenditures (Direct)	Ratio
Rental Condo	260,748	17.2%	4.56	1,189,571	25.3%	\$ 128.91	\$ 2,291.98	\$ 153,350,000	41.5%
Hotel/Motel/Inn	277,065	18.3%	3.20	886,214	18.8%	\$ 112.09	\$ 1,062.55	\$ 99,340,000	26.9%
Cabin/Campsite/RV Park/ other paid	320,685	21.2%	4.92	1,576,782	33.5%	\$ 46.11	\$ 827.81	\$ 72,710,000	19.7%
Private Residence/other unpaid	106,736	7.0%	4.69	500,162	10.6%	\$ 56.70	\$ 744.12	\$ 28,360,000	7.7%
<b>Subtotal Overnight</b>	<b>965,234</b>	<b>63.7%</b>	<b>4.30</b>	<b>4,152,729</b>	<b>88.2%</b>	<b>\$ 85.19</b>	<b>\$1,235.42</b>	<b>\$ 353,760,000</b>	<b>95.8%</b>
Day Visitors	550,012	36.3%	1.00	550,012	11.7%	\$ 28.72	\$ 73.77	\$ 15,800,000	4.3%
<b>Total</b>	<b>1,515,246</b>	<b>100.0%</b>	<b>3.10</b>	<b>4,702,740</b>	<b>100.0%</b>	<b>\$ 78.58</b>	<b>\$ 738.41</b>	<b>\$ 369,560,000</b>	<b>100.0%</b>

### **Economic Impacts by Spending and Category Lodging Segment**

Overall spending by spending category is discussed below and shown in Table 13.

**Total:** Overall, visitors spent \$369.5 million in Mono County on a direct basis, or an average of \$79.00 per-person per-day. Spending is broken out into eight spending categories as discussed below in terms of the percentage of visitors who reported spending any amount in the category, the total aggregated spending in Mono County for the year, and the average daily spent per-person. These figures are shown in the table following the narrative below.

The most in total was spent on **Lodging**. Overall, 64% indicated staying overnight in Mono County, and spending on lodging totaled \$118.1 million, accounting for 32% of all visitor spending. Spending averaged \$25.12 daily per-person, which may seem to be low, however it represents spending by all visitors whether or not they spent for lodging. The average daily per-person spending on lodging was \$55 for those renting condos and \$43 for those using hotels.

Total spending **for meals out** was the second highest category at \$63.4 million, or about \$13.50 daily per-person, accounting for 17% of the total. When adding in the \$16.8 million spent for **beverages**, this combined category then accounts for \$80.2 million or nearly 22% of the total spending.

**Transportation** (car rental, fuel) the third highest category, totaling \$49.9 million, and accounting for 13.5% of total visitor spending. Overall 52% reported spending in this category and on a daily basis, each visitor spent \$10.61 on average.

Over one-third or 36% reported spending for **admissions and recreational activities**. Spending totaled \$44 million, or 12% of the total and averaged \$9.36 per-person.

**Retail shopping** totaled nearly \$31 million, or 8.3% of the total. Just over four in ten or 43% reported spending in this category. and each visitor spent an average of \$6.55 on retail items.

Visitor spending for **groceries and incidentals** reached \$30.2 million, representing 8.2% of the total, or \$6.43 daily per-person by the 45% who reported spending on these items in Mono County.

Finally, 18% of visitors spent a total of \$16.2 million on **recreational equipment/supplies** sales and/or rentals, or an average of \$3.45 per person per day.

**Table 12 – Total Visitor Spending in Mono County by Category**

Spending Category	% Who Spent in Category	Avg. Daily Per-Person*	Total Spending*	Category Ratio
Lodging (in Mono County)	64.1%	\$ 25.12	\$ 118,140,000	32.0%
Meals out/snacks	77.6%	\$ 13.48	\$ 63,410,000	17.2%
Transportation/parking	51.5%	\$ 10.61	\$ 49,880,000	13.5%
Admissions/recreation activities	36.6%	\$ 9.36	\$ 44,000,000	11.9%
Shopping/gifts/souvenirs	43.0%	\$ 6.55	\$ 30,820,000	8.3%
Groceries/incidental items	44.8%	\$ 6.43	\$ 30,240,000	8.2%
Beverages	57.6%	\$ 3.58	\$ 16,830,000	4.6%
Recreation equipment/supplies	17.9%	\$ 3.45	\$ 16,240,000	4.4%
<b>Total</b>	<b>98.1%</b>	<b>\$ 78.58</b>	<b>\$ 369,560,000</b>	<b>100.0%</b>

Source: Lauren Schlau Consulting and CIC Research

\* Daily per-person spending includes those not spending in that category.

Retail categories include sales tax; food and beverage categories include sales tax and tips.

**Visitor Spending by Lodging Segment**

Expenditures by lodging segment are discussed and shown in each table below. The data include each segment's total and average daily spending by category, and the category ratio to total spending.

**Condo guests:** Mono County condo (paid) visitors spent the most of any group both in total, accounting for \$153 million, and per day, averaging \$129. They spent more on lodging rental, nearly \$55.00 per-person/day, and \$65 million in total for lodging, above by far any other spending category. They accounted for nearly \$20 million for meals out and also for admissions/recreational activities. Also pushing these visitors' spending is their long length of stay, 4.5 days, as mentioned. This expenditure and stay pattern suggests that condo visitors also tend to be winter skiers.

**Table 13 – Spending by Condo Visitors**

Spending Category	Rental Condo		
	Daily Per Capita Spending	Ratio	Total Annual Expenditures
Lodging	\$ 54.73	42.5%	\$ 65,110,000
Admissions/Recreation Activities	\$ 16.79	13.0%	\$ 19,970,000
Meals	\$ 16.71	13.0%	\$ 19,870,000
Transport/Parking	\$ 12.27	9.5%	\$ 14,600,000
Groceries/Incidentals	\$ 10.42	8.1%	\$ 12,400,000
Shopping/Gifts	\$ 8.67	6.7%	\$ 10,310,000
Recreation Equipment/Supplies	\$ 5.53	4.3%	\$ 6,570,000
Beverages	\$ 3.80	2.9%	\$ 4,520,000
<b>Total</b>	<b>\$ 128.91</b>	<b>100.0%</b>	<b>\$ 153,350,000</b>

Source: Lauren Schlau Consulting and CIC Research, Inc.

1. Per-capita amount represents the average of all in the segment whether or not they spent in a category.
2. Lodging spending only for paid lodging; figure represents spending per-person, not the room rate paid

Note: Expenditures include all applicable taxes and tips, rounded to nearest \$10,000

**Hotel/Motel/Inn Guests:** This segment accounted for the second highest spending total, \$99.3 million. As with condo guests, more of their expenditure, \$38 million or 39% was for lodging. They also spent another \$16.3 million in meals out as well as over \$12 million each for admissions/recreational activities and transportation.

**Table 14 – Spending by Hotel/Motel/Inn Visitors**

Spending Category	Hotel/Motel/Inn Visitors		
	Daily Per Capita Spending	Ratio	Total Annual Expenditures *
Lodging	\$ 43.43	38.7%	\$ 38,490,000
Meals	\$ 18.33	16.4%	\$ 16,250,000
Transport/Parking	\$ 14.37	12.8%	\$ 12,740,000
Admissions/Recreation Activities	\$ 13.87	12.4%	\$ 12,290,000
Shopping/Gifts	\$ 6.79	6.1%	\$ 6,010,000
Recreation Equipment/Supplies	\$ 5.55	5.0%	\$ 4,920,000
Groceries/Incidentals	\$ 5.22	4.7%	\$ 4,630,000
Beverages	\$ 4.53	4.0%	\$ 4,020,000
<b>Total</b>	<b>\$ 112.09</b>	<b>100.0%</b>	<b>\$ 99,340,000</b>

Source: Lauren Schlau Consulting and CIC Research, Inc.

**Cabin/campsite/RV campers:** Another important segment of Mono County tourism is campers, with total spending of \$72.7 million or \$46 per-person per-day. While they too spent more on lodging (campsite) at \$14.6 million or 20% of their total spending, they spent nearly as much, \$13.9 million on meals out and \$13.2 million on transportation while in Mono County.

**Table 15 – Spending by Cabin/Campsite/RV Visitors**

Spending Category	Cabins/Campsites/RV Parks/Other		
	Daily Per Capita Spending	Ratio	Total Annual Expenditures *
Lodging	\$ 9.23	20.0%	\$ 14,550,000
Meals	\$ 8.83	19.1%	\$ 13,920,000
Transport/Parking	\$ 8.26	17.9%	\$ 13,020,000
Shopping/Gifts	\$ 5.85	12.7%	\$ 9,230,000
Groceries/Incidentals	\$ 5.12	11.1%	\$ 8,070,000
Admissions/Recreation Activities	\$ 3.84	8.3%	\$ 6,060,000
Beverages	\$ 3.23	7.0%	\$ 5,090,000
Recreation Equipment/Supplies	\$ 1.75	3.8%	\$ 2,760,000
<b>Total</b>	<b>\$ 46.11</b>	<b>100.0%</b>	<b>\$ 72,710,000</b>

Source: Lauren Schlau Consulting and CIC Research, Inc.

**Private residence visitors:** These visitors generally do not pay for lodging. Overall, they spent a total of \$28.4 million, or an average of \$57 daily per-person. Of their total spending, \$6 million, 24% of their total spending, which equals \$14 daily per-person, was for meals, with another \$5.1 million, or 18% and \$10.00 daily per-person, for transportation.

**Table 16 – Spending by Private Residence/Other Unpaid Lodging Visitors**

Spending Category	Private Home / Other Unpaid		
	Daily Per Capita Spending	Ratio	Total Annual Expenditures*
Meals	\$ 13.64	24.0%	\$ 6,820,000
Transport/Parking	\$ 10.30	18.2%	\$ 5,150,000
Admissions/Recreation Activities	\$ 9.73	17.2%	\$ 4,870,000
Groceries/Incidentals	\$ 9.05	16.0%	\$ 4,520,000
Shopping/Gifts	\$ 5.68	10.0%	\$ 2,840,000
Beverages	\$ 4.40	7.8%	\$ 2,200,000
Recreation Equipment/Supplies	\$ 3.92	6.9%	\$ 1,960,000
Lodging	\$ -	0.0%	\$ -
<b>Total</b>	<b>\$ 56.70</b>	<b>100.0%</b>	<b>\$ 28,360,000</b>

Source: Lauren Schlau Consulting and CIC Research, Inc.

**Day Visitors:** Although this segment does not stay overnight in Mono County, the magnitude of 550,000 annual day visitors has a notable spending impact of \$15.8 million. Not spending on lodging, more of their spending was on meals out, \$6.55 million representing 41%, of their total and an average of \$12 per-person per-day. They spent another \$4.4 million, 27% or \$8.00 per-person per-day on transportation

**Table 17 – Spending by Day Visitors**

Spending Category	Day Visitors		
	Daily Per Capita Spending	Ratio	Total Annual Expenditures*
Meals	\$ 11.90	41.4%	\$ 6,550,000
Transport/Parking	\$ 7.94	27.6%	\$ 4,370,000
Shopping/Gifts	\$ 4.41	15.4%	\$ 2,430,000
Beverages	\$ 1.82	6.3%	\$ 1,000,000
Admissions/Recreation Activities	\$ 1.48	5.1%	\$ 810,000
Groceries/Incidentals	\$ 1.12	3.9%	\$ 610,000
Recreation Equipment/Supplies	\$ 0.06	0.2%	\$ 30,000
Lodging	\$ -	0.0%	\$ -
<b>Total</b>	<b>\$ 28.72</b>	<b>100.0%</b>	<b>\$ 15,800,000</b>

Source: Lauren Schlau Consulting and CIC Research, Inc.

## Visitation By Season

Mono County's widely varied terrain, environmental factors and offerings make it a highly seasonal destination with different visitor markets, characteristics and volume. Due to these distinctions, this study includes an analysis of these seasonality factors as discussed in this section.

### Visitor Volume

Volume by season is discussed below and shown in the following table.

**Summer:** captured the most volume, 585,500 visitors, representing 39% of total volume. More summer visitors, 217,400, were in Mono County for the day only, with another 178,800 staying overnight in area campgrounds while fewer utilized the other lodging types.

**Fall:** Not surprisingly, Fall volume is lower than for summer but still second highest of the four seasons, with nearly 419,000 visitors. Again, more, over one-half, or 225,000, were day visitors, while the second highest volume was campers, at 75,800.

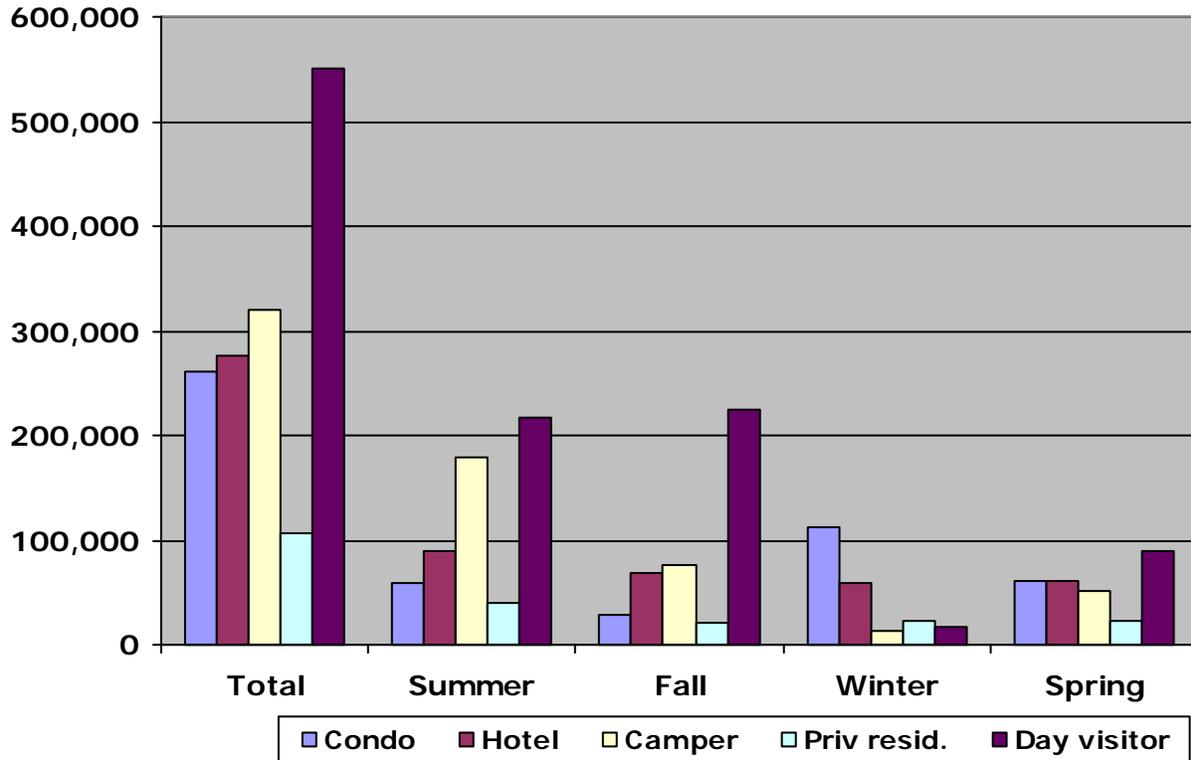
**Winter:** This season accounted for the lowest visitor volume, at 225,700 visitors. As may be expected, lodging shifted dramatically into condos, with about one-half or 112,000 of Winter visitors, and another 58,600 stayed in area hotels/motels. Far fewer, under 10%, were day visitors.

**Spring:** Volume for spring was the second lowest, just above winter, with 285,200 visitors or 19% of the total annual visitation. While 90,000 or nearly one-third were day visitors, 60,000 visitors stayed in condos and another 60,000 stayed in hotels/motels.

**Table 18 – Visitor Volume by Season by Lodging Type**

Visitor Category	Total	Summer	Fall	Winter	Spring
Rental Condo	260,748	59,338	29,097	112,280	60,032
Hotel/Motel/Inn	277,065	90,149	68,239	58,571	60,106
Cabin/Campsite/RV/Other Paid	320,685	178,830	75,804	13,974	52,078
Private Homes /Other Unpaid	106,736	39,779	20,355	23,579	23,022
Day Visitors	550,012	217,388	225,278	17,340	90,006
<b>Total</b>	<b>1,515,246</b>	<b>585,484</b>	<b>418,774</b>	<b>225,744</b>	<b>285,244</b>
<b>Ratio To Total</b>	<b>100.0%</b>	<b>38.6%</b>	<b>27.6%</b>	<b>14.9%</b>	<b>18.8%</b>

**Exhibit 4 – Visitor Volume by Season by Lodging Type**



**Visitor Spending By Season**

Visitor spending in total by season is discussed below and shown in the following table.

**Summer:** while capturing the highest visitor volume, summer accounted for the second total of \$103.4 million, or 28% of total annual Mono County visitor spending. The campers, who were the highest volume segment for this season, also spent the most, \$39.7 million, followed by condo visitors at \$8 million, and hotel guests who spent \$23.2 million.

**Fall:** Although Fall visitor volume was second highest of the four seasons, they spent the least, a total of \$49.2 million. Campers again spent the most, \$15 million but hotel/motel guests spent nearly as much, \$13.8 million followed by \$11 million for condo guests.

**Winter:** While accounting for the lowest visitor volume, the season’s visitor spending far outpaced the others. Winter visitors spent a total of \$146.5 million or 40% of the annual total. Not surprisingly, winter condo users spent the most, \$82.5 million, with hotel guests spending \$41 million one-half that of the condo users.

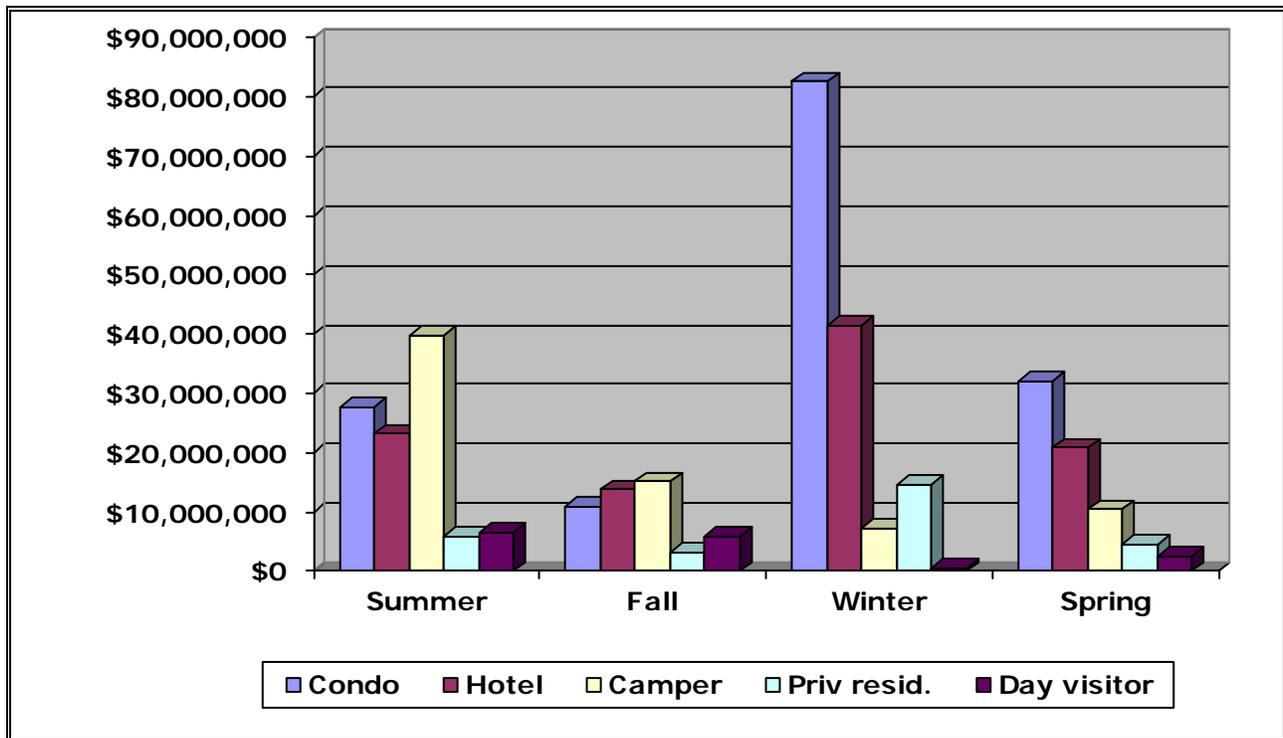
**Spring:** Spring spending was the second lowest, at \$70 million or 19% of the annual total. Nearly one-half the season's total spending, \$32 was accounted for by condo guests, while hotel visitors spent nearly \$21 million.

**Table 19 – Seasonal TOTAL Spending Volume by Lodging Type**

Visitor Category	Total	Summer	Fall	Winter	Spring
Rental condo	\$ 153,350,000	\$ 27,810,000	\$ 10,990,000	\$ 82,520,000	\$ 32,030,000
Hotel/Motel/Inn	\$ 99,340,000	\$ 23,230,000	\$ 13,790,000	\$ 41,500,000	\$ 20,810,000
Cabin/Campsite/RV/ other paid	\$ 72,710,000	\$ 39,730,000	\$ 15,230,000	\$ 7,330,000	\$ 10,430,000
Private Home/other unpaid	\$ 28,360,000	\$ 5,930,000	\$ 3,210,000	\$ 14,600,000	\$ 4,610,000
Day Visitors	\$ 15,800,000	\$ 6,650,000	\$ 5,990,000	\$ 560,000	\$ 2,600,000
<b>Total Direct*</b>	<b>\$369,560,000</b>	<b>\$ 103,360,000</b>	<b>\$ 49,210,000</b>	<b>\$ 146,510,000</b>	<b>\$ 70,480,000</b>
Total Direct + Indirect	<b>\$ 517,383,595</b>	<b>\$ 144,704,661</b>	<b>\$ 68,895,396</b>	<b>\$ 205,108,441</b>	<b>\$ 98,675,097</b>
<b>Ratio To Total*</b>	<b>100.0%</b>	<b>28.0%</b>	<b>13.3%</b>	<b>39.6%</b>	<b>19.1%</b>

\* Total spending and ratios do not add to 100% due to rounding.

**Exhibit 5 – Visitor Total Spending by Season by Lodging Type**



## Per-Capita Daily Spending by Season

The per-capita spending levels by season are shown in the next table.

**Table 20 – Seasonal PER-CAPITA Daily Spending Volume by Lodging Type**

Visitor Category	Total	Summer	Fall	Winter	Spring
Rental Condo	\$ 128.91	\$ 95.28	\$ 92.85	\$ 176.16	\$ 106.06
Hotel/Motel/Inn	\$ 112.09	\$ 89.64	\$ 83.49	\$ 200.22	\$ 90.65
Cabin/Campsite/RV/other paid	\$ 46.11	\$ 41.58	\$ 48.71	\$ 131.71	\$ 43.66
Private Homes /other unpaid	\$ 56.70	\$ 32.67	\$ 37.18	\$ 135.10	\$ 37.62
Day Visitors	\$ 28.72	\$ 30.61	\$ 26.57	\$ 32.05	\$ 28.91
Total	\$ 78.58	\$ 54.24	\$ 54.20	\$ 171.00	\$ 71.70

## Multiplier

The estimated \$369.56 million that visitors spent in Mono County during 2008 represents direct level expenditures. Additional levels of spending, indirect spending, accrued within the county from goods and services purchased by the tourism industry and by tourism industry employees using earnings from visitor expenditures. This indirect spending is calculated by a "multiplier" that estimates the extent that such spending circulates through the economy.

Multipliers range from 1.2 to 2.5 in most California areas. Despite Mono County's relative isolation, its relative lack of locally available goods requires many goods to be purchased from sources outside the county. Therefore we estimate Mono County's multiplier at a **1.4**, which when applied to the \$369.5 million of direct visitor spending, yields **an additional \$147.8** million to the economy, resulting in total direct and indirect spending of **\$517.4 million** for 2008.

Applying this multiplier to the \$369.5 million of direct visitor spending yields **an additional \$147.8** million to the economy, resulting in total direct and indirect spending of **\$517.4 million** for 2008.

## Tax Impacts

Taxes are realized from direct visitor spending on lodging and taxable retail sales. This study analyzed the tax categories including the transient occupancy (lodging) tax, of which Mono County collects 100% for all transient lodging properties located in county unincorporated areas, and one percentage point of the California and Mono County 7.25% tax on retail goods and services, including meals and beverages out, shopping and incidentals, and (private) transportation expenditures. All admissions fees and some grocery food items and recreational services are tax-exempt and excluded from the calculation.

Note, each incorporated town such as Mammoth Lakes levies and collects its own transient occupancy taxes. The tax figures herein represent “countywide” collections not just for the “County of Mono”.

Other taxes and fees such as business licenses, property and utility taxes, and special fees and assessments levied on visitor serving entities, while important, are outside the scope of this study.

The following Table summarizes the taxes realized throughout Mono County due to visitor/tourism activity and by the state of California from direct visitor spending (based on spending net of taxes).

As shown, a total of \$16.6 million was earned countywide in taxes in 2008 from total taxable visitor spending \$267.8 million. Thus, for each visitor dollar, the county realized 6.2 cents in taxes.

The \$15.1 million of transient occupancy tax accounted for 91% of all visitor-generated taxes, reflecting the fiscal importance of lodging. On this basis, TOT generated \$1.25 million per month, while other direct tourism spending added another \$124,700 each month to the countywide tax base.

Another view is that Mono County has 13,395 households and if the \$16.6 million in visitor-generated taxes countywide were paid by residents, each household would pay an equivalent average of \$1,240 in annual tax revenues now paid by visitors to fund county services benefiting all residents.

**Table 21 - Lodging and Sales Tax Revenues from Visitor Spending**

<b>Taxable Category</b>	<b>Taxable Total Spending</b>	<b>Countywide Tax Revenues</b>	<b>Ratio</b>	<b>State Tax Revenue</b>	<b>Total State &amp; Tax Revenues</b>	<b>Ratio</b>
Lodging	\$ 118,140,000	\$ 15,062,900	91.0%	\$ -	\$ 15,062,900	58.1%
Meals	\$ 54,081,000	\$ 540,800	3.3%	\$ 3,380,100	\$ 3,920,900	15.1%
Beverages	\$ 14,354,000	\$ 143,500	0.9%	\$ 897,200	\$ 1,040,700	4.0%
Shopping/Gifts	\$ 28,737,000	\$ 287,400	1.7%	\$ 1,796,000	\$ 2,083,400	8.0%
Transportation	\$ 23,254,000	\$ 232,500	1.4%	\$ 1,453,400	\$ 1,685,900	6.5%
Recreation equipment/supplies	\$ 15,142,000	\$ 151,400	0.9%	\$ 946,400	\$ 1,097,800	4.2%
Groceries/Incidentals	\$ 14,098,000	\$ 141,000	0.9%	\$ 881,100	\$ 1,022,100	3.9%
<b>Total</b>	<b>\$267,806,000</b>	<b>\$ 16,559,500</b>	<b>100.0%</b>	<b>\$ 9,354,000</b>	<b>\$ 25,913,700</b>	<b>100.0%</b>

Note: admissions are not taxable

## Employment

The actual number of Mono County jobs supported by visitor activity is not readily available and must be extrapolated from other sources. Research from California Tourism <sup>5</sup> indicates visitor spending per

<sup>5</sup> California Travel Impacts By County 1992-2006 and Preliminary 2008 Estimates, Dean Runyan Associates, California Division of Tourism, March, 2008, p. 46

category and typical visitor jobs produced for Mono County. These figures were applied to the 2008 Mono County spending estimates.

Mono County had 7,141 total jobs in 2006. <sup>6</sup> Applying an annual growth rate of .5% for 2006 - 2008 results in an estimated Mono County workforce of 7,212 persons in 2008.

Tourism supported a potential estimated 5,597 Mono County jobs in 2008 based on visitor spending and earnings ratios. At the same time, due to Mono County's seasonality and the part-time nature of many tourism jobs, we have reduced the employment estimate by 25%. Thus, we estimate that in 2008 countywide tourism activity supported nearly 4,500 jobs representing 62% of the countywide workforce, significantly higher than the 5% to 10% rates found in other areas and reflecting the great importance of tourism to the Mono County economy.

**Table 22 - Mono County Jobs Supported by Visitor Spending**

	Mono County Visitor Spending	Visitor Spending to Support One Job	# Mono Co. Jobs (adjusted)	Jobs Ratio
Lodging	\$ 118,140,000	\$ 46,461	2,034	45.4%
Meal service	\$ 63,410,000	\$ 46,461	1,092	24.4%
Admissions/recreation activities	\$ 44,000,000	\$ 79,731	290	9.9%
Beverage service	\$ 16,830,000	\$ 46,461	127	6.5%
transportation/parking	\$ 49,880,000	\$ 193,937	441	4.6%
Recreation Equipment/Supplies	\$ 16,240,000	\$ 79,731	206	3.6%
Shopping/gifts	\$ 30,820,000	\$ 193,937	163	2.8%
Groceries/incidentals	\$ 30,240,000	\$ 193,937	125	2.8%
<b>Total</b>	<b>\$ 369,560,000</b>	<b>\$ 66,023</b>	<b>4,478</b>	<b>100.0%</b>

Source: Lauren Schlau Consulting and State of California Division of Tourism, Travel Impacts By County, 1992-2006 and 2008 Preliminary Estimates, Dean Runyan Associates, March 2008.

Note: The spending to support one job has been inflated to 2008. The jobs have been adjusted to account for seasonality and part-time factors.

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<sup>6</sup> California Department of Finance, County Profiles, Mono County

## SECTION 4 - MONO COUNTY VISITOR SERVING ENVIRONMENT

This section discusses Mono County visitor serving infrastructure, including its lodgings, restaurants, recreation, and other amenities that contribute to the county's capacity and attractiveness to visitors.

### MONO COUNTY LODGING MARKET

#### Lodging Supply

The Mono County lodging market contained 8,632 total units in 132 properties <sup>7</sup> considered transient, i.e., at least 80% of guests stay less than 30 days and are "paid" lodgings. A census of Mono County transient lodgings is presented in Appendix 2. The census documents a wide range of offerings from basic outdoor campgrounds and rustic cabins to luxury full-service hotels.

These lodgings are segmented into cabins/campsites and RV sites, hotels, motels and inns, as well as condos, s and other paid lodging. As shown below, about 45% are camping related, 35% are condo units and 20% are hotels/motels/inns.

**Table 22 - Summary of Mono County Lodging Inventory by Type**

Lodging Type	Properties	Daily Units	Ratio
Cabin/Campsite/RV Lodging	59	3,871	44.8%
Hotel Motel Inns	44	1,722	19.9%
Condos/Other Paid	29	3,039	35.2%
<b>Total Market Supply</b>	<b>132</b>	<b>8,632</b>	<b>100.0%</b>

By area, over 3,500 units or 41% of the total inventory are located in Mono County outside Mammoth Lakes, while nearly 5,100 units or 59% are located within the Town of Mammoth Lakes.

**Table 23 - Summary of Mono County Lodging Inventory by Location**

Lodging Type	Daily Units	Ratio
Total Mono County Areas	3,543	41.0%
Total Mammoth	5,089	59.0%
<b>Grand Countywide Total</b>	<b>8,632</b>	<b>100.0%</b>

#### Annual and Seasonal Transient Lodging Supply

On an annualized basis, a total of 2.58 million transient lodging units are available countywide.

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<sup>7</sup> This represents the daily available units. As discussed later, not all rooms were open during the year, thus these percentages vary when annualizing each tier's room ratio.

- ▶ By season, 780,600 units or 30% of the inventory were available in the summer, with 670,000 or 26% each in the Fall and Spring. In the winter just 460,800 or 18%, were available, which is reduced due to weather and lower tourism volume.
- ▶ Not surprisingly, due to weather and types of visitor activities, the unit type varies widely by season. For example, only 4% of campsites/cabins are available in the winter while the number of condos and hotels are generally at the same level throughout the year.
- ▶ By type on an annual basis, most are condos, with 1.1 million or 43% of countywide available units. Another nearly 880,000 or 34% are campsites/cabins, and 587,300 or 23% are hotel/motel rooms.

In comparing units by area, Mono County (excluding Mammoth Lakes) has about one-third or 866,500 of the annual available units while Mammoth Lakes has 1.7 million units. Most of the condos as well as the larger hotels are located in Mammoth Lakes contributing to its higher unit inventory.

**Table 24a – Annual Lodging Supply By Type – Number of Units**

	Annual	Summer	Fall Avail.	Winter	Spring
<b>By Type</b>					
Cabin, Campsite/RV	879,194	356,132	249,078	38,584	235,400
Hotel/Motel/Inn	587,324	144,900	140,727	145,691	156,006
Condo	1,112,150	279,588	276,425	276,549	279,588
<b>Total Market Supply</b>	<b>2,578,668</b>	<b>780,620</b>	<b>666,230</b>	<b>460,824</b>	<b>670,994</b>
<b>By Area</b>					
Mono Co. Areas	866,573	325,956	241,485	66,248	232,884
Mammoth Lakes	1,712,095	454,664	424,745	394,576	438,110
<b>Total Market Supply</b>	<b>2,578,668</b>	<b>780,620</b>	<b>666,230</b>	<b>460,824</b>	<b>670,994</b>

**Table 24b – Annual Lodging Supply By Type – Ratio of Units**

	Annual	Summer	Fall	Winter	Spring
<b>By Type</b>					
Cabin/Campsite/RV	34.1%	40.5%	28.3%	4.4%	26.8%
Hotel/Motel/Inn	22.8%	24.7%	24.0%	24.8%	26.6%
Condo	43.1%	25.1%	24.9%	24.9%	25.1%
<b>Annual Ratio</b>	<b>100.0%</b>	<b>30.3%</b>	<b>25.8%</b>	<b>17.9%</b>	<b>26.0%</b>
<b>By Area</b>					
Mono Co. Areas	33.6%	37.6%	27.9%	7.6%	26.9%
Mammoth Lakes	66.4%	26.6%	24.8%	23.0%	25.6%

**Transient Lodging Rooms Demand****Lodging Supply and Demand by Lodging Type**

Specific lodging demand and rate performance data shown in the table below are based on a survey of lodging managers conducted for this study.

- Countywide, Mono County achieved an annual 39.2% occupancy rate and a daily average unit rate of \$118.60.
- With fewer available units, Mono County (excluding Mammoth Lakes) annual occupancy rate was 51% with nearly 442,900 units sold versus 33% with 567,600 units sold for Mammoth Lakes. However, this may be somewhat misleading as virtually all properties in Mammoth Lakes are open year-round, whereas the many closed in Mono County have been removed from the inventory.
- By type, cabin/campsites and hotel/motel occupancy rates were comparable at 48% although not surprisingly with far different room rates of \$35.00 and \$123.50, respectively. Conversely, the condos operated at 27.7% with a \$227.59 average rate.

**Table 25 - Mono County Lodging Market Performance Summary**

Factor	By Type				By Area	
	County wide	Cabin/ Camp/RV	Hotel/ motel/inn	Condo Other	Mono County	Mammoth Lakes
Annual Available Units*	2,578,668	879,194	587,324	1,112,150	866,573	1,712,095
Ratio of Available Units	100.0%	34.1%	22.8%	43.1%	33.6%	66.4%
Annual Occupied Units	1,010,504	418,182	283,893	308,429	442,852	567,630
Ratio of Occupied Units	100.0%	41.4%	28.1%	30.5%	43.8%	56.2%
Avg. Occupancy Rate	39.2%	47.6%	48.3%	27.7%	51.1%	33.2%
Avg. Daily Rate (ADR)	\$ 118.60	\$ 34.89	\$ 123.51	\$ 227.59	\$ 48.85	\$ 173.02

Source: Mono County Lodging Properties and Lauren Schlau Consulting

\* Accounts for units closed during the year for seasonality factors, renovation or other factors.

**Seasonality of Lodging Demand**

A key objective of the lodging survey is to measure room demand by season to discern seasonal patterns. This study used four seasons, June – August, September - November, December – February, and March – May, matching the on-site interviewing periods and natural seasons.

- Overall, occupancy varies significantly between seasons, not surprising for a destination like Mono County with major climate changes throughout the year.
- Overall, countywide demand peaked in the summer at 52.9% occupancy with 413,100 occupied units and 40% of the total annual units demand.

- Winter was next highest at 44.6% occupancy, but due to the closures, was third in terms of demand at 205,700 units behind spring with nearly 211,000 units.
- Spring occupancy was third at 31% followed by Fall at 27%.
- Occupancy and demand varied between Mono County and Mammoth Lakes. While more units/rooms were sold in Mammoth Lakes, 567,630 versus 442,852 for Mono County (excluding TOML), Mono County lodging achieved a higher annual occupancy rate, 51% versus 33% for Mammoth Lakes. This may be partially due to the fact that more lodging is closed in Mono County.

**Table 26a - Mono County Lodging Demand – by Occupied Units (FY 2008)**

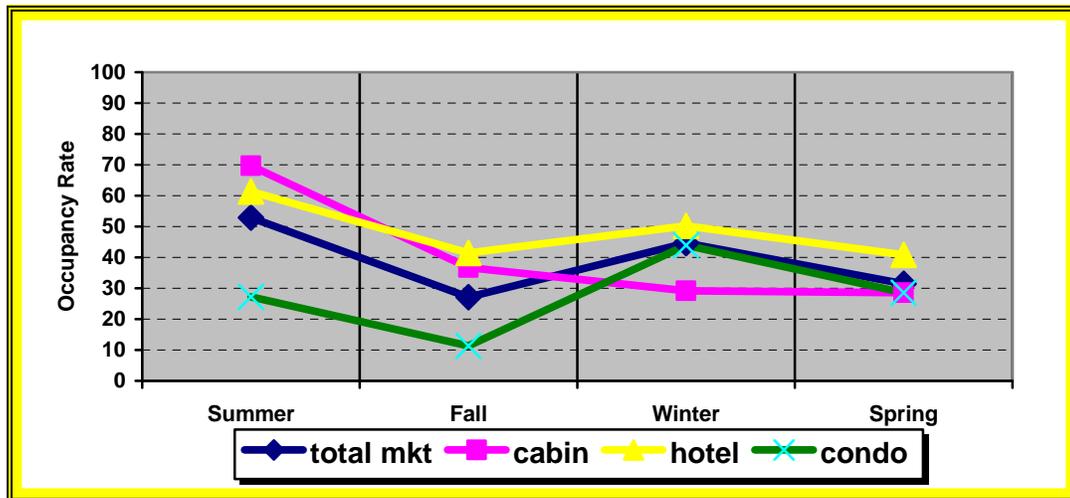
Property	Annual	Summer	Fall	Winter	Spring
<b>By Type</b>					
Cabin/Camp/RV	418,182	248,264	91,295	11,275	67,349
Hotel/Motel/Inn	283,893	88,842	58,272	73,099	63,680
Condo/Other Paid	308,429	76,020	31,104	121,354	79,952
<b>Countywide Total Demand</b>	<b>1,010,504</b>	<b>413,126</b>	<b>180,670</b>	<b>205,727</b>	<b>210,981</b>
<b>Ratio Of Demand</b>	<b>100.0%</b>	<b>40.9%</b>	<b>17.9%</b>	<b>20.4%</b>	<b>20.9%</b>
<b>By Area</b>					
Total Mono County Areas (excl. TOML)	442,852	240,670	103,215	19,960	79,007
Total Mammoth Lakes	567,630	172,456	77,433	185,767	131,974

**Table 26b - Mono County Lodging Demand – by Occupancy Rate (FY 2008)**

Property	Annual	Summer	Fall	Winter	Spring
<b>By Type</b>					
Cabin/Camp/RV	47.6%	69.7%	36.7%	29.2%	28.6%
Hotel/Motel/Inn	48.3%	61.3%	41.4%	50.2%	40.8%
Condo/Other Paid	27.7%	27.2%	11.3%	43.9%	28.6%
<b>Countywide Total Occupancy Rate</b>	<b>39.2%</b>	<b>52.0%</b>	<b>27.1%</b>	<b>44.6%</b>	<b>31.4%</b>
<b>By Area</b>					
Total Mono County Areas (excl. TOML)	51.1%	73.8%	42.7%	30.1%	33.9%
Total Mammoth Lakes	33.2%	37.9%	18.2%	47.1%	30.1%

Source: Mono County Lodging Properties and Lauren Schlau Consulting

**Exhibit 6 - Lodging Occupancy Rate By Type by Season**



**Room Rate**

- Overall, countywide lodgings achieved an average rate per night of \$118 in 2008.
- The rate varied by lodging type, ranging from \$228 per night for condos and \$123 for hotels/motels to \$43 for cabins/campsites.
- The overall rate also varied by season, ranging from \$56 in the Fall to \$236 in the Winter, mainly due to the impact of condo lodging.
- The rate by area shows Mammoth Lakes at \$173 for the year versus \$48 for Mono County areas, sharply reflecting the impact of higher rate condos and hotels concentrated in Mammoth Lakes versus lower rate campsites, cabins and smaller motels concentrated in the county areas.

**Table 28 - Mono County Lodging Demand – by Average Rate (FY 2008)**

Property	Annual	Summer	Fall	Winter	Spring
<b>By Type</b>					
Cabin/Camp/RV	\$ 34.89	\$ 34	\$ 25	\$ 126	\$ 38
Hotel/Motel/Inn	\$ 123.51	\$ 102	\$ 68	\$ 178	\$ 142
Condo/Other Paid	\$ 227.59	\$ 168	\$ 125	\$ 281	\$ 243
<b>Countywide Total Average Daily Rate</b>	<b>\$ 118.60</b>	<b>\$ 73</b>	<b>\$ 56</b>	<b>\$ 236</b>	<b>\$ 147</b>
<b>By Area</b>					
Total Mono County Areas (excl. TOML)	\$ 48.85	\$ 48	\$ 35	\$ 122	\$ 52
Total Mammoth Lakes	\$ 173.02	\$ 108	\$ 84	\$ 248	\$ 204

## **Visitor Serving Amenities**

In addition to lodgings, Mono County offers a wide range of amenities and activities to its visitors, which in combination create the destination experience that is Mono County. These amenities are also important as they not only attract visitors but are instrumental to generating economic impact.

First and foremost, Mono County is recognized for its scenery, fresh air, and majestic natural wonders from snowy mountain peaks and pristine fresh water lakes to natural hot springs and forest trails. These natural wonders create opportunities for a myriad of outstanding outdoor recreational activities available on a year-round basis, although of course vary by season.

Featured unique natural wonders include Mono Lake with its geological tufa towers and Devil's Postpile located in Red's Meadow. A noted historic site is the Bodie State Park a preserved mining town.

While extremely popular as a winter ski resort centered in Mammoth Lakes and June Lake, the area has worked to enhance its appeal in other seasons. Mono County summers attract visitors from around the world to view the scenery hike, take photographs, camp, fish and bird watch among other activities. It is also heavily traveled as the eastern gateway to Yosemite National Park. The Fall offers brilliant fall tree colors rivaling those seen in New England, and in the spring, the area is heavily patronized for its excellent fishing and other related activities.

To support visitor activity the area boasts a range of dining establishments and retail outlets with new and antique items throughout the county.

## SECTION 5

### PROFILE OF VISITOR BEHAVIOR & TRIP CHARACTERISTICS

Visitor characteristics and visitor behavior affect economic indicators, which in turn are used to measure the county's viability as a visitor destination. The responses from visitors interviewed when intercepted provide the basis for identifying visitors' behavioral and demographic profile. Additionally, they provide the basis for the economic model used to estimate tourism's impacts in the county.

In this section, each survey question is summarized with an adjoining table, in order of visitors' trip planning, actions/activities and spending while in Mono County, and demographics. The categories across the top of each table are specific visitor sub-segments as follows:

Factor	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/Motel	Rent. Condo

- *Total* signifies all respondents
- *So. Cal* represents all Mono County visitors residing in Southern California
- *Cntr. Cal* represents all Mono County visitors residing in Central California
- *Nor. Cal* represents all Mono County visitors residing in Northern California
- *U.S.* represents all Mono County visitors who reside in the United States, *excluding* Californians
- *Int'l* represents all Mono County visitors residing outside the United States
- *Day* are visitors in Mono County for the day only, not staying overnight in the city
- *Camp-tent* are visitors staying overnight in a Mono County tent campground
- *Camp-RV* are visitors staying overnight in Mono County in an RV campground
- *Hotel/Motel* are visitors staying overnight in a Mono County hotel or motel
- *Rent/Condo* are visitors staying overnight in Mono County in a rental condominium

For each table in this section, a " + " (plus) or a " - " (minus) sign next to a reported percentage figure indicates a significantly higher or lower value respectively between the compared item and the Total, tested to the 0.95 significance level. The sample size of 1,214 total respondents has a margin of error of ± 3.4% for responses at the 50% level, the highest level of variance.

## Profile of a Typical Visitor to Mono County

Table 28 presents key Mono County visitor characteristics based on the visitor intercept survey. This profile should be viewed as an overall composite, not a precise description.

**Table 28 - Overall Profile of Mono County Visitors**

Characteristic	All Mono County Visitors
% of Total Visitors in Segment <sup>1</sup>	100.0%
% Californians (of total visitors)	70.7%
% International Resident	10.8%
% Have Visited in past 3 Years	64.1%
Avg. # Visits to MC in Past 3 Years (by those who visited)	5.17
% Mono County Day Visitors	35.6%
Avg. Nights Stay in MC (all visitors)	2.49
Avg. Nights Stay in MC (overnighters) <sup>2</sup>	3.82
% Used Lodging's Internet web-site to reserve Mono lodging <sup>3</sup>	26.4%
Avg. Number of Weeks in Advance reserved lodging	7.48
% Mono County is Main Destination	65.4%
Satisfaction Rating (5= highest – 1 = lowest)	4.66
Average # Persons in travel group	3.79
Median Respondent Age (years)	48.27
Median Annual Household Income	\$92,600

<sup>1</sup>Pleasure includes vacation/leisure, sightseeing/entertainment and outdoor recreation.

### Visitor Behavior

#### Previous Visits to Mono County

- Close to two-thirds or 64% had previously visited Mono County in the past three years.
- Visitors from Central California and Southern California were more likely to be repeat visitors at 83% and 76%, respectively.
- Conversely, International visitors were more likely to be first-time visitors with 85% having never visited Mono County in the past three years.

**Table 29 – Prior Visitation to Mono County (Past Three Years)**

Prior Visitation to Mono County	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>567</b>	<b>125</b>	<b>174</b>	<b>226</b>	<b>122</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
Yes – Repeat visitor	64.1%	76.4%+	82.7%+	65.2%	52.1%-	14.7%-	57.9%	70.8%	65.8%	58.3%	69.6%
No – First-time visitor	35.9%	23.6%-	17.3%-	34.8%	47.9%+	85.3%+	42.1%	29.2%	34.2%	41.7%	30.4%

- Repeat visitors had previously visited Mono County an average of 5.2 times in the past three years or the equivalent of almost twice annually.
- Visitors from Central California were the most frequent visitors at 15.4 times in the past three years or the equivalent of five times annually, and day visitors visited more than thrice annually or 9.5 times in the three year period. Not surprisingly, International visitors had only visited 2.4 times in the past three years.

**Table 30 – Number of Prior Visits to Mono County (Past Three Years)**

Number of Prior Visits	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/Motel	Rent. Condo
<b>Base: Visited Mono County</b>	<b>828</b>	<b>457</b>	<b>104</b>	<b>119</b>	<b>114</b>	<b>34</b>	<b>107</b>	<b>87</b>	<b>61</b>	<b>187</b>	<b>175</b>
1 time	15.9%	16.6%	3.5%-	16.3%	23.4%	28.9%	18.5%	14.5%	9.1%	23.4%	13.9%
2-3 times	30.3%	32.6%	23.8%	40.0%	14.1%-	53.5%+	20.5%-	39.4%	56.8%+	40.0%	33.0%
4-5 times	11.5%	12.5%	6.8%-	9.6%	14.7%	11.9%	6.8%-	16.8%	8.4%	15.0%	10.5%
6-9 times	15.3%	17.0%	7.7%-	17.5%	17.2%	0.0%	15.1%	18.2%	19.7%	9.8%-	16.0%
10+ times	27.0%	21.3%-	58.3%+	16.6%-	30.6%	5.8%-	39.0%+	11.2%-	6.0%-	11.8%-	26.6%
<b>Mean:</b>	<b>5.17</b>	<b>4.87</b>	<b>15.42+</b>	<b>4.05</b>	<b>4.89</b>	<b>2.42-</b>	<b>9.45+</b>	<b>4.09</b>	<b>3.42-</b>	<b>3.31-</b>	<b>5.17</b>

### Initial Awareness of Mono County

- More than four in ten or 45% of visitors first heard about Mono County from their own experience while 42% heard about the area from a relative or friend.
- Still another 3% each had heard about Mono County from a destination website or a newspaper or magazine ad or story.
- More than one-half or 54% of Southern Californians first heard about Mono County from a relative or friend.
- Not surprisingly, 13% of International residents first heard about Mono County from their travel agent.

**Table 31 - Sources First Heard about Mono County**

Sources of Initial Awareness	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>567</b>	<b>125</b>	<b>174</b>	<b>226</b>	<b>122</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
Own experience/ been here before	45.0%	44.7%	61.1%+	51.6%	47.0%	16.2%-	52.2%+	47.2%	59.7%+	30.3%-	42.5%
Family member/ friend	42.3%	54.0%+	40.6%	40.5%	31.1%-	19.5%-	25.2%-	48.7%	42.2%	38.4%	61.0%+
Any destination Web site	3.4%	0.6%-	0.0%	8.5%	4.4%	9.3%	5.8%	2.1%	2.5%	4.6%	0.7%-
Newspaper or magazine ad or story	2.7%	1.6%	0.6%-	1.9%	3.1%	9.7%	2.1%	2.2%	0.0%	8.7%+	0.0%
Travel Agent	1.4%	0.0%	0.0%	0.0%	0.2%-	12.9%+	0.0%	0.5%	0.0%	5.8%+	1.7%
Any destination Visitor Guide	1.3%	0.8%	0.0%	0.1%-	0.6%	7.6%+	2.1%	0.0%	0.0%	1.1%	0.9%
Hotel or lodging	0.9%	0.2%	0.0%	0.1%-	2.8%	2.3%	0.7%	0.0%	0.0%	2.2%	0.5%
Retail or Auto Club Guide book	0.8%	0.3%	0.0%	0.0%	0.4%	5.5%	0.7%	0.7%	0.0%	2.2%	0.4%
Tour Operator	0.8%	1.5%	0.0%	0.0%	0.1%	1.1%	1.8%	0.2%	0.0%	0.6%	0.0%
General travel website like travelocity.com	0.7%	0.2%	0.0%	0.0%	2.0%	2.6%	0.0%	0.0%	0.0%	2.6%	1.5%
A Mono County Chamber of Commerce or visitor bureau	0.7%	1.5%	0.0%	0.1%	0.0%	0.0%	1.5%	0.0%	0.0%	0.2%	0.0%
Direct mail or e-mail from a Mono County venue/ destination	0.4%	0.1%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.2%
Mono County booth at a travel show	0.2%	0.4%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%
Other	7.0%	5.0%	5.5%	3.7%-	12.8%	11.4%	9.0%	6.5%	1.1%-	11.8%+	2.6%-
Don't know/ No particular source	4.9%	2.9%-	4.2%	5.7%	5.3%	11.6%	6.0%	6.0%	3.4%	6.7%	3.9%

### Trip Planning Sources

Visitors indicated how they obtained Mono County information when planning their trips and their information sources once in the area as follows.

- Among Mono County visitors, 43% obtained area information from their own previous experience followed by 32% who obtained their information about Mono County from friends/relatives. Another 29% used different types of Internet web sites including destination web sites or general travel websites such as Travelocity.com.
- Although only 2% of all visitors relied on a travel agent, 13% of International visitors used a travel agent to gather information, as did 5% of hotel/motel guests.

**Table 32 - Sources of Mono County Information – When Planning Trip**

Sources of Information	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>567</b>	<b>125</b>	<b>174</b>	<b>226</b>	<b>122</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
Own experience/ been here before	42.9%	43.9%	52.4%	55.5%+	43.7%	9.4%-	47.7%	50.1%	54.9%	24.5%-	44.0%
Family member/ friend	32.0%	39.8%+	33.2%	27.4%	27.7%	13.5%-	21.2%-	40.2%	29.3%	26.8%	41.4%+
<b>Net: Internet Web Sites</b>	<b>28.9%</b>	<b>30.1%</b>	<b>19.5%</b>	<b>25.2%</b>	<b>25.6%</b>	<b>44.7%</b>	<b>20.1%</b>	<b>26.9%</b>	<b>30.8%</b>	<b>42.0%</b>	<b>34.5%</b>
Any destination Web site	26.9%	28.7%	19.2%	24.8%	23.1%	37.0%	19.9%-	26.0%	30.8%	37.4%+	32.5%
Retail or Auto Club Guide book	4.2%	3.8%	1.1%-	1.3%-	6.4%	9.7%	4.3%	9.4%	9.5%	4.2%	0.6%-
Hotel or lodging	3.5%	3.6%	1.0%-	3.5%	5.4%	2.5%	1.8%-	0.3%-	0.2%-	9.6%+	3.2%
Newspaper or magazine ad or story	3.5%	2.8%	4.2%	1.8%	4.7%	5.8%	2.0%	3.2%	1.9%	8.5%	3.1%
Any destination Visitor Guide	3.4%	1.7%-	1.2%-	4.5%	4.5%	9.0%	4.9%	1.6%	1.2%	3.7%	1.8%
Tour Operator	2.2%	2.7%	5.8%	1.1%	0.3%-	1.6%	3.7%	3.0%	0.0%	3.0%	0.5%-
A Mono County Chamber of Commerce or visitor bureau	2.2%	3.1%	0.6%-	0.5%-	3.5%	0.7%-	0.4%-	3.5%	1.5%	4.5%	4.9%
General travel website like travelocity.com	2.0%	1.4%	0.3%-	0.4%-	2.5%	7.7%+	0.2%-	0.9%	0.0%	4.6%	2.0%
Travel Agent	1.7%	0.5%-	0.0%	0.0%	0.4%-	13.0%+	0.5%-	1.4%	0.0%	5.3%+	2.3%
Mono County booth at a travel show	0.8%	0.9%	0.0%	0.0%	2.0%	0.7%	0.0%	3.7%	0.0%	2.2%	0.7%
Direct mail or e-mail from a Mono County venue/ destination	0.6%	0.4%	0.0%	0.8%	0.1%	2.2%	0.0%	0.0%	0.0%	2.1%	1.0%
Other	4.1%	6.2%	2.8%	0.6%-	1.5%-	6.9%	2.7%	0.7%-	1.6%-	3.6%	11.0%+
None	13.8%	13.1%	7.9%	6.3%-	18.5%	25.2%+	10.8%	12.6%	9.3%	15.6%	20.9%+

Note: For each table throughout the remainder of this report, a +/- indicates a significantly higher/ lower value between the compared item and the "Total", tested to the 0.95 significance level. In addition, table column headings represent Mono County visitors; e.g., Hotel is a hotel guest staying only in a Mono County hotel.

- Of the Mono County visitors who used a web site, visitor guide or chamber of commerce to obtain information, 32% used that of Mammoth Lakes followed by 21% who used California Tourism, 17% used Mammoth Mountain, 13% used June Lake, and 12% used Mono County.
  - Close to two-thirds or 64% of Central California residents used Mammoth Lakes while 51% of Northern Californians and 48% of day visitors used California Tourism.

**Trip Purpose to Mono County**

- The main purpose for visiting **Mono County** was for vacation/pleasure/to visit, by 39%, with another 29% for outdoor recreation and 10% for sightsee/exploring the area, thus in total 78% are considered "leisure" visitors.
- Another 13% were in Mono County because they were passing through to another place.
  - Northern California visitors and other U.S. visitors were more likely to be passing through at 27% and 22%, respectively.
- By season as shown in Table 33b, far more winter visitors than for any other season, 82% were in the area for outdoor recreation. Many Fall visitors, 20% came to explore the area, suggesting that they were viewing Fall colors.

**Table 33a - Main Purpose for Visiting Mono County**

Main Purpose / Reason	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>567</b>	<b>125</b>	<b>174</b>	<b>226</b>	<b>122</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
Vacation/ pleasure/ to visit	38.7%	36.7%	28.8%-	35.9%	37.6%	63.4%+	28.7%-	38.4%	61.5%+	42.3%	38.4%
Outdoor recreation	29.1%	43.0%+	27.0%	17.5%-	20.4%-	7.9%-	10.4%-	49.1%+	21.6%	31.7%	51.4%+
Passing through to another place	12.8%	3.6%-	11.1%	26.6%+	22.2%+	14.5%	31.4%+	2.0%-	2.4%-	6.4%-	0.0%
Sightseeing or Explore the area	10.4%	10.4%	15.9%	9.2%	8.4%	9.7%	14.1%+	10.3%	11.1%	11.1%	5.6%-
To conduct business or attend a meeting/ conference	2.6%	0.6%-	9.4%	3.9%	2.6%	1.8%	6.1%+	0.2%-	1.1%	1.2%	0.0%
To visit relatives/ friends/ personal visit	2.3%	2.5%	3.3%	0.2%-	3.8%	1.2%	4.1%	0.0%	1.5%	0.2%-	1.1%
Combining business or meeting and pleasure	1.4%	1.1%	4.0%	0.6%	1.2%	1.6%	1.1%	0.0%	0.5%-	3.3%	1.6%
To attend a special event - festival	0.7%	1.4%+	0.0%	0.1%-	0.3%	0.0%	0.0%	0.0%	0.0%	2.2%	1.1%
To attend a special event - tournament or contest	0.2%	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.1%	0.0%
Other	1.7%	0.3%	0.0%	6.1%	3.3%	0.0%	4.1%+	0.0%	0.0%	0.5%	0.7%

**Table 33b - Main Purpose for Visiting Mono County – By Season**

	Total	Interview wave			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>
Vacation/pleasure/ to visit	38.7%	42.9%	31.6%	13.7%-	58.7%+
Outdoor recreation	29.1%	19.7%-	20.0%-	81.7%+	20.8%-
Passing through to another place	12.8%	17.1%	16.7%	0.0%	8.6%
Sightseeing or Explore the area	10.4%	8.4%	20.1%+	1.2%-	7.7%
To conduct business or attend a meeting/ conference	2.6%	1.1%-	6.7%+	1.3%	1.1%
To visit relatives/ friends/ personal visit	2.3%	4.5%	0.5%-	0.9%	1.7%
Combining business or meeting and pleasure	1.4%	0.9%	2.6%	1.0%	1.2%
To attend a special event - festival	0.7%	1.7%+	0.0%	0.1%-	0.2%-
To attend a special event - tournament or contest	0.2%	0.0%	0.7%	0.0%	0.1%
Other	1.7%	3.7%	1.1%	0.0%	0.0%

***Other Purposes***

In addition to the main purpose, other purposes for visiting Mono County are as follows:

- Sightseeing/exploring the area was the most frequent reason, by 64% of the total, and by 78% of tent campers and 77% of RV campers.
- Another 42% were in Mono County for vacation/pleasure/visit and 37% for outdoor recreation.
- In addition, 16% were in Mono County because they were passing through to another place and 9% were visiting friends/family.

**Table 33c - Other Purposes of Visit in Mono County**

Other Purpose / Reason	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>567</b>	<b>125</b>	<b>174</b>	<b>226</b>	<b>122</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
Sightseeing or Explore the area	63.7%	63.8%	54.4%	60.5%	65.5%	74.4%	52.7%-	77.5%+	77.3%+	65.7%	65.7%
Vacation/ pleasure/ to visit	41.9%	49.9%+	36.2%	38.2%	42.2%	21.2%-	35.3%	57.1%+	34.8%	41.3%	54.7%+
Outdoor recreation	36.5%	39.6%	26.8%	41.8%	34.7%	29.8%	28.1%-	45.5%	66.8%+	30.8%	36.0%
Passing through to another place	16.1%	8.8%-	19.3%	16.1%	17.1%	40.5%+	31.4%+	10.9%	7.6%	12.3%	2.7%-
To visit relatives/ friends/ personal visit	9.1%	11.0%	4.9%-	2.9%-	11.0%	11.5%	5.8%	17.6%+	5.7%	4.6%-	9.8%
Combining business or meeting and pleasure	3.5%	3.0%	6.5%	2.8%	3.4%	3.3%	4.4%	0.2%-	1.6%	2.9%	2.1%
To attend a special event - festival	2.4%	3.2%	5.1%	1.7%	0.7%-	0.2%-	2.5%	2.8%	0.7%-	0.4%-	2.0%
To conduct business or attend a meeting/ conference	1.3%	0.8%	1.8%	1.3%	0.8%	3.8%	1.2%	0.0%	0.0%	3.0%	1.3%
To attend a special event - tournament or contest	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	2.0%	0.7%-	4.0%	3.8%	3.4%	0.5%-	3.5%	0.8%	0.0%	2.0%	1.2%
None/ No other purpose	5.9%	4.4%	7.2%	5.8%	8.1%	6.7%	10.8%+	0.0%	0.9%-	4.7%	4.6%

\* Adds to more than 100% due to multiple responses

**Table 33d - Other Purposes of Visit in Mono County – By Season**

	Total	Interview wave			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>
Sightseeing or Explore the area	63.7%	61.5%	68.2%	50.5%-	71.3%+
Vacation/ pleasure/ to visit	41.9%	38.0%	40.0%	69.7%+	31.7%-
Outdoor recreation	36.5%	39.8%	37.0%	13.8%-	46.4%+
Passing through to another place	16.1%	8.4%-	32.7%+	1.4%-	19.1%
To visit relatives/ friends/ personal visit	9.1%	9.3%	6.3%	11.9%	10.2%
Combining business or meeting and pleasure	3.5%	1.2%-	5.7%	1.7%	6.0%
To attend a special event - festival	2.4%	1.8%	1.2%	0.2%-	6.6%
To conduct business or attend a meeting/ conference	1.3%	0.2%-	1.7%	0.1%-	3.7%
To attend a special event - tournament or contest	0.1%	0.0%	0.0%	0.6%	0.0%
Other	2.0%	3.3%	2.6%	0.0%	0.4%-
None/ No other purpose	5.9%	8.5%	2.9%	10.8%+	1.3%-

### Main Destination and Other Destination Areas

The following narrative and two tables discuss and present Mono County visitors' main and other destinations on this trip.

- Mono County was the main destination for 65% of all Mono County visitors, but particularly so for 90% of visitors who rented condos and 83% of Southern California residents.
- Yosemite National Park was the main destination for 9% of all Mono County visitors and for 26% of International visitors and 17% of other U.S. residents.
- Another 7% indicated Reno, Tahoe or Las Vegas was their main destination.
- International visitors and day visitors were less likely to call Mono County their main destination; rather they were visiting a wider variety of areas.
- By season, Mono County was the main destination for most Winter visitors, 94%, as well as for over 60% of Spring and Summer visitors.
  - A notable share of Fall visitors, 17% named Yosemite as their main destination.

**Table 34a - Main Destination of This Trip**

Main Destination Area	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>567</b>	<b>125</b>	<b>174</b>	<b>226</b>	<b>122</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
<b>Mono County</b>	<b>65.4%</b>	<b>83.0%+</b>	<b>77.3%</b>	<b>58.5%</b>	<b>47.2%-</b>	<b>24.5%-</b>	<b>36.2%-</b>	<b>82.2%+</b>	<b>77.4%+</b>	<b>68.8%</b>	<b>90.0%+</b>
Yosemite National Park	9.1%	2.6%-	3.2%-	10.4%	17.1%+	26.2%+	15.5%+	6.4%	7.5%	12.2%	0.8%-
Reno, Tahoe or Las Vegas Nevada	7.4%	4.5%	2.9%-	13.6%	12.1%	6.9%	18.2%+	0.5%-	1.6%-	4.5%	0.0%
Other Eastern Sierra areas along Highway 395	3.9%	3.6%	5.3%	5.0%	2.5%	4.0%	6.3%+	4.6%	2.1%	2.1%	1.8%-
Southern California (Santa Barbara to San Diego)	2.8%	0.5%-	3.2%	3.3%	8.0%	2.0%	5.7%+	0.5%-	1.2%	2.9%	0.0%
Other Nevada or Western States	2.6%	2.9%	4.2%	2.9%	1.4%	1.2%	6.5%+	0.0%	3.4%	0.0%	0.0%
Other Northern California area (SFO, Tahoe, etc.)	2.5%	0.5%-	1.3%	2.4%	1.7%	13.4%+	3.9%	0.9%	1.1%	4.5%	0.9%
All California	2.2%	0.1%-	1.7%	0.5%-	4.5%	9.7%+	2.4%	1.8%	0.2%-	1.2%	4.6%
California and/or other Western States	1.9%	1.6%	0.2%-	2.4%	1.0%	5.0%	3.4%	0.7%	1.0%	1.0%	1.0%
USA (California plus other areas)	1.0%	0.0%	0.0%	0.8%	1.9%	4.3%	1.2%	0.2%	4.2%	0.9%	0.2%
Death Valley	0.1%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
All other areas (not listed above)	0.7%	0.5%	0.0%	0.0%	1.3%	1.9%	0.5%	0.9%	0.0%	1.3%	0.6%
None; no others	0.5%	0.2%	0.8%	0.0%	1.2%	0.8%	0.2%	1.4%	0.2%	0.5%	0.3%

**Table 34b - Main Destination of This Trip – by Season**

	Total	Interview wave			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>
Mono County	65.4%	61.8%	56.0%-	94.2%+	64.2%
Yosemite National Park	9.1%	8.2%	17.0%+	0.0%	6.9%
Reno, Tahoe or Las Vegas Nevada	7.4%	9.9%	9.7%	0.8%-	4.5%
Other Eastern Sierra areas along Highway 395	3.9%	3.1%	4.0%	0.0%	7.9%+
Southern California (Santa Barbara to San Diego)	2.8%	3.2%	3.9%	0.7%-	2.1%
Other Nevada or Western States areas	2.6%	5.1%	0.8%	1.9%	0.6%
Other Northern California area (SFO, Tahoe, etc.)	2.5%	3.0%	3.9%	1.0%	0.8%-
All California	2.2%	0.3%-	2.1%	0.0%	7.5%+
California and/or other Western States	1.9%	3.5%	1.0%	0.3%-	1.0%
USA (California plus other areas)	1.0%	0.6%	0.7%	0.2%	2.5%
Death Valley	0.1%	0.0%	0.2%	0.0%	0.2%
All other areas (not listed above)	0.7%	0.2%	0.7%	1.0%	1.2%
None - no other areas	0.5%	1.0%+	0.0%	0.0%	0.5%

### Other Areas Visited

Some Mono County visitors were visiting Mono County as their main destination while others were not. These visitors also went to other areas on their trips, as follows.

- One-half or 51% of Mono County visitors not visiting Mono County as their main destination cited Mono County as another area they visited. This was particularly strong among International residents, 75%, and day visitors, 61%.
- Another one-half or 48% of visitors were also visiting other Eastern Sierra areas along Highway 395 and 16% were also visiting Yosemite National Park.
- International visitors, as is typical, tend to visit multiple destinations, as reflected below.
- Mono County tent campers were less likely to be visiting other destinations.

**Table 34c - Other Areas Visiting This Trip**

Other Destination Areas	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>567</b>	<b>125</b>	<b>174</b>	<b>226</b>	<b>122</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
<b>Mono County</b>	<b>51.1%</b>	<b>50.3%</b>	<b>35.5%-</b>	<b>48.4%</b>	<b>50.9%</b>	<b>75.1%+</b>	<b>60.5%+</b>	<b>26.9%-</b>	<b>32.5%-</b>	<b>54.5%</b>	<b>57.4%</b>
Other Eastern Sierra areas along H'way. 395	48.0%	45.3%	54.5%	49.8%	42.2%	59.2%	51.1%	32.6%-	36.1%	49.7%	44.1%
Yosemite National Park	16.1%	10.0%-	11.5%	23.5%	14.7%	36.5%+	15.8%	24.1%	11.3%	17.9%	15.0%
Reno, Tahoe or Las Vegas Nevada	11.3%	7.0%-	4.8%-	16.5%	11.2%	27.9%+	14.9%+	5.5%-	25.1%+	13.1%	5.3%-
Southern California areas (Santa Barbara to San Diego)	9.9%	11.9%	8.6%	1.8%-	7.4%	19.1%+	5.2%-	3.0%-	4.0%-	15.5%+	21.2%+
Other Northern California area (SFO, Tahoe, etc.)	6.8%	2.2%-	6.1%	11.1%	7.2%	19.0%+	9.7%	5.3%	4.8%	8.8%	3.6%
Death Valley	4.7%	1.7%-	1.4%-	2.2%	5.8%	21.7%+	4.8%	3.8%	6.6%	5.2%	5.9%
California and/or other Western States	4.2%	1.4%-	3.4%	3.1%	3.8%	18.9%+	5.5%	4.4%	8.9%	5.7%	0.3%-
All California	3.7%	1.9%	0.2%-	1.9%-	5.1%	14.7%+	4.4%	2.4%	0.9%-	3.5%	5.6%
Other Nevada or Western States areas	3.2%	0.2%-	0.6%-	6.5%	6.4%	7.9%	7.5%+	1.4%	2.7%	0.9%	0.0%
USA (California plus other areas)	2.7%	0.1%-	1.2%	1.6%	2.7%	16.5%+	5.7%	1.2%	1.0%	2.7%	0.2%-
All other areas (not listed above)	2.0%	1.5%	6.2%	0.0%	1.2%	3.8%	3.4%	0.7%	1.2%	1.4%	0.7%
None - no other areas	17.8%	20.0%	20.0%	13.6%	23.9%	3.0%-	14.1%	39.5%+	26.1%	14.5%	18.2%

**Table 35d - Other Areas Visiting This Trip**

	Total	Interview wave			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>
Mono County	51.1%	33.3%-	39.2%-	85.3%+	76.1%+
Other Eastern Sierra areas along Highway 395	48.0%	27.5%-	82.9%+	47.7%	40.0%
Yosemite National Park	16.1%	17.8%	16.5%	0.2%-	23.7%+
Reno, Tahoe or Las Vegas Nevada	11.3%	9.3%	14.9%	6.5%-	13.8%
Southern California areas (Santa Barbara to San Diego)	9.9%	2.0%-	7.1%-	43.7%+	3.8%-
Other Northern California area (SFO, Tahoe, etc.)	6.8%	6.2%	11.9%+	2.0%-	4.6%
Death Valley	4.7%	2.0%-	6.5%	0.0%	10.8%+
California and/or other Western States	4.2%	5.1%	3.6%	0.7%-	6.1%
All California	3.7%	1.9%-	1.4%-	0.5%-	12.4%+
Other Nevada or Western States areas	3.2%	4.9%	3.4%	0.2%-	2.0%
USA (California plus other areas)	2.7%	2.0%	4.3%	0.4%-	3.7%
All other areas (not listed above)	2.0%	3.9%	0.1%-	0.2%	2.2%
None - no other areas	17.8%	33.9%+	9.6%-	10.7%-	3.8%-

### Transportation – Getting Around Mono County

- The overwhelming majority, 91%, of visitors used a driven vehicle to get around Mono County with 76% using a personal vehicle and 15% driving a rental vehicle.
- Another 5% used a recreational vehicle (RV) around the area and 3% rode in a tour van or bus.
- International visitors were more likely to drive a rental vehicle at 82% and 68% of day visitors drove their personal vehicle compared to any other form of transportation.

**Table 35 - Transportation Mode to Get Around Mono County**

Mode to Get Around Mono County	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>567</b>	<b>125</b>	<b>174</b>	<b>226</b>	<b>122</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
Personal vehicle	75.6%	87.0%+	82.3%	84.1%	72.7%	15.9%-	68.0%-	83.2%	72.1%	70.0%	84.1%+
Rental vehicle	14.9%	4.7%-	1.2%-	5.0%-	16.9%	81.7%+	18.6%	2.5%-	9.8%	25.9%+	11.0%
Recreational vehicle (RV)	5.0%	4.1%	9.1%	3.6%	6.0%	4.6%	3.0%	1.4%-	47.0%+	0.5%-	0.4%-
Tour van or bus	2.9%	4.9%	5.8%	0.0%	0.2%-	0.7%	3.7%	0.5%-	0.0%	2.3%	5.8%
Motorcycle	2.0%	0.8%	1.1%	6.4%	1.9%	1.4%	3.1%	2.4%	2.8%	1.5%	1.0%
Walking	1.2%	0.8%	0.0%	1.4%	3.1%+	0.5%	0.0%	10.9%+	1.2%	0.1%-	0.3%
Mammoth Trolley/ Shuttle	0.6%	0.5%	0.6%	0.2%	1.3%	0.7%	0.0%	0.5%	1.0%	0.0%	2.5%+
Public transit	0.3%	0.1%	0.0%	0.9%	0.7%	0.1%	0.0%	1.8%	0.0%	0.2%	0.7%
Bicycle	0.3%	0.3%	0.0%	0.4%	0.3%	0.2%	0.0%	0.3%	0.0%	0.0%	0.7%
Other	1.3%	0.2%	6.1%	0.1%-	2.6%	0.1%	2.9%	0.0%	0.0%	0.1%-	0.1%-
DK/ No response	0.8%	0.3%	0.3%	2.4%	1.1%	0.2%	1.7%	1.0%	0.0%	0.1%	0.0%

\* Adds to more than 100% due to multiple response.

### General Activities While in Mono County

- Visitors participated in an average of 3.5 activities while in Mono County.
- Three-fourths or 77% of them went sightseeing/explored the area while 73% ate in restaurants, 70% participated in outdoor recreation, 44% visited historic sites or natural wonders, and 43% went shopping.
- Campers tended to participate in the most activities with RV campers at 4.5 activities and tent campers at 4.4. Conversely, day visitors participated in the fewest activities, an average of 2.8 activities, which is likely attributable to their limited time in the area.
- Those from Central California also did fewer activities and given their proximity to Mono County can be assumed to be many of the day visitors.

**Table 36a – General Activities Participated in Mono County**

Activities Participated in Mono County	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>567</b>	<b>125</b>	<b>174</b>	<b>226</b>	<b>122</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
Sightseeing/ Explore the area	77.0%	80.5%	64.0%-	75.7%	74.4%	82.8%	66.7%-	92.1%+	89.6%+	77.7%	81.0%
Eat in restaurants	72.7%	77.7%+	71.9%	72.1%	69.4%	59.9%-	68.1%	67.3%	78.0%	75.0%	79.1%+
Outdoor recreation	69.7%	86.2%+	59.9%	62.9%	57.8%-	44.6%-	46.3%-	93.0%+	96.0%+	65.6%	85.9%+
Visit historic sites or natural wonders	44.2%	44.5%	34.5%	44.0%	46.7%	49.4%	38.1%	79.3%+	68.9%+	42.0%	40.0%
Shopping	43.3%	51.3%+	29.0%-	39.2%	38.6%	40.8%	27.0%-	46.9%	60.9%+	42.1%	58.8%+
Visit a museum	21.5%	23.5%	20.8%	19.5%	22.1%	16.6%	22.4%	37.5%+	40.9%+	18.8%	11.3%-
Just visit/ socialize	17.6%	24.8%+	14.3%	11.9%-	9.9%-	14.4%	3.3%-	20.5%	18.1%	15.2%	31.8%+
Conduct business or attend a meeting/ conference	3.6%	2.6%	9.3%	2.1%	3.0%	4.9%	5.2%	1.2%	0.8%-	3.0%	1.0%-
Other Area activities	2.4%	2.4%	1.3%	1.4%	4.0%	2.6%	1.0%-	3.5%	0.9%	2.7%	1.5%
None of the above	1.0%	0.4%	0.0%	1.6%	3.0%	0.0%	2.1%	0.0%	0.0%	0.2%-	0.7%
None - just passing through	3.6%	2.0%	4.6%	5.8%	4.3%	4.9%	8.9%+	0.0%	1.7%	1.0%	0.6%-
<b>Avg. Number of Activities</b>	<b>3.52</b>	<b>3.94</b>	<b>3.05</b>	<b>3.29</b>	<b>3.26</b>	<b>3.16</b>	<b>2.78</b>	<b>4.41</b>	<b>4.54</b>	<b>3.42</b>	<b>3.90</b>

**Table 36b – General Activities Participated in Mono County by Season**

	Total	Interview wave			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>
Sightseeing/ Explore the area	77.0%	75.4%	90.2%+	58.8%-	75.3%
Eat in restaurants	72.7%	76.7%	81.5%+	75.0%	51.4%-
Outdoor recreation	69.7%	68.4%	60.2%-	89.9%+	70.3%
Visit historic sites or natural wonders	44.2%	53.8%+	47.4%	11.1%-	46.0%
Shopping	43.3%	42.2%	47.3%	52.8%+	33.1%-
Visit a local museum	21.5%	24.7%	27.7%	5.4%-	19.1%
Just visit/ socialize	17.6%	10.2%-	12.3%-	48.0%+	16.8%
Conduct business or attend a meeting/ conference	3.6%	1.7%-	4.9%	1.0%-	7.2%
Other Area activities	2.4%	2.8%	3.4%	0.9%	1.6%
None of the above	1.0%	0.0%	1.7%	2.9%	0.5%
None - just passing through	3.6%	7.4%	1.4%	0.6%-	1.8%

**Outdoor Activities While in Mono County**

Those 69.7% who indicated engaging in outdoor activities were asked to specify which type. Of course this varied greatly by season.

- Almost one-half or 47% of outdoor visitors went hiking while in Mono County, 39% went fishing, 38% were involved in photography, 25% camped, 16% went downhill skiing, 12% did bird watching, and 11% each went boating/rowing/sailing or went bicycle riding/bike racing.

**Table 37a – Outdoor Activities Participated in Mono County**

Outdoor Activities Participated in Mono County	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base: Does outdoor activities</b>	<b>950</b>	<b>498</b>	<b>98</b>	<b>131</b>	<b>150</b>	<b>73</b>	<b>89</b>	<b>114</b>	<b>84</b>	<b>209</b>	<b>221</b>
Hiking	47.4%	43.9%	40.0%	55.2%	50.2%	62.7%+	42.3%	82.3%+	68.8%+	36.8%-	36.8%-
Fishing	38.7%	46.6%+	39.0%	34.5%	29.3%	7.0%-	26.1%-	59.6%+	75.0%+	22.2%-	30.5%-
Photography	37.7%	34.9%	40.4%	37.4%	42.6%	46.1%	39.4%	43.9%	46.3%	37.3%	27.1%-
Camping	24.7%	22.4%	24.5%	26.7%	38.5%+	8.8%-	13.1%-	77.1%+	79.1%+	8.1%-	8.1%-
Skiing - downhill	16.0%	21.7%+	15.7%	4.9%-	7.0%-	16.1%	2.1%-	0.3%-	0.2%-	24.8%+	37.1%+
Bird watching	11.8%	10.2%	4.7%-	13.7%	21.1%	9.8%	9.4%	21.5%	6.2%-	11.8%	10.7%
Boating/ rowing/ sailing	11.3%	13.7%	18.0%	9.3%	4.8%-	1.6%-	1.8%-	17.4%	26.6%+	11.8%	6.7%-
Bicycle riding/ bike racing	10.6%	10.8%	11.0%	12.0%	6.3%-	14.8%	4.0%-	9.4%	20.2%	7.0%	11.9%
Hot springs	7.8%	5.0%	9.5%	18.5%	8.6%	2.7%	9.0%	13.4%	11.9%	5.5%	6.2%
Snowboarding	5.9%	7.9%+	6.3%	1.0%-	2.9%-	6.7%	0.0%	0.1%-	0.2%-	10.2%+	12.3%+
Rock-climbing	5.0%	3.7%	3.8%	5.0%	9.9%	6.4%	3.8%	8.8%	9.9%	1.8%-	6.5%
Horseback riding/ pack trip	4.8%	4.0%	11.4%	5.6%	2.6%	4.3%	1.9%	3.7%	14.5%	1.0%-	3.9%
Skiing - cross-country/ skating/ telemarking	3.3%	4.4%	4.7%	2.4%	0.2%-	1.5%	0.8%-	0.2%-	0.0%	4.8%	7.1%+
Kayaking	2.9%	3.6%	1.3%	4.3%	1.5%	0.0%	0.0%	11.7%	3.1%	2.9%	0.5%-
Golf	2.9%	1.7%	0.5%-	4.0%	5.6%	6.5%	3.1%	1.7%	0.0%	2.2%	4.6%
Sledding	1.7%	2.5%+	2.4%	0.9%	0.1%-	0.0%	0.0%	0.0%	0.0%	2.8%	3.6%
Snowmobiling	1.5%	1.8%	0.0%	1.1%	2.8%	0.0%	1.7%	0.0%	0.0%	1.0%	2.7%
Rock hounding	1.4%	1.0%	1.9%	2.7%	1.3%	1.6%	0.0%	4.1%	1.3%	1.5%	1.2%
Off-road motor sports	1.2%	1.3%	1.6%	1.8%	0.2%-	0.6%	0.8%	1.5%	2.3%	0.0%	0.9%
Snow-shoeing	0.9%	1.1%	1.4%	1.1%	0.4%	0.0%	0.0%	0.1%-	0.0%	2.4%	1.6%
Scientific exploration	0.9%	0.7%	0.0%	1.4%	1.9%	0.0%	0.0%	4.1%+	0.0%	2.2%	0.0%
Geo-caching	0.2%	0.2%	0.0%	0.6%	0.4%	0.0%	0.0%	0.0%	0.3%	0.3%	0.4%
Ice-climbing	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%	0.0%	0.5%	1.0%	0.0%	0.0%
Other outdoor activity	4.5%	1.8%-	5.6%	13.9%	4.0%	5.3%	10.0%	1.0%-	0.2%-	3.2%	3.1%
DK/ No response	1.6%	0.7%	2.4%	1.4%	3.0%	4.8%	3.0%	0.0%	0.0%	1.6%	1.9%

Differences in activities are evident by season as discussed below and shown in the next table.

- In the summer hiking fishing and camping dominate.
- In the Fall, the main activities are hiking and photography, possibly related to Fall color viewing.
- Winter visitors are overwhelmingly skiing and also but to a lesser extent snowboarding.
- In the Spring, fishing, hiking and photography are the most popular activities.

**Table 37b – Outdoor Activities Participated in Mono County by Season**

	Total	Interview wave			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008
<b>Base: Does outdoor activities</b>	<b>950</b>	<b>252</b>	<b>204</b>	<b>275</b>	<b>219</b>
Hiking	47.4%	65.0%+	59.1%+	6.4%-	39.7%
Fishing	38.7%	54.7%+	39.2%	0.0%	44.9%
Photography	37.7%	34.3%	68.5%+	2.5%-	41.2%
Camping	24.7%	46.4%+	13.9%-	0.5%-	20.1%
Skiing: downhill	16.0%	0.0%	0.0%	74.8%+	9.3%-
Bird watching	11.8%	17.2%+	15.9%	0.1%-	8.0%
Boating/rowing/sailing	11.3%	19.2%+	15.9%	0.0%	1.9%-
Bicycle riding/bike racing	10.6%	20.7%+	8.5%	0.3%-	3.9%-
Hot springs	7.8%	15.2%+	8.0%	0.1%-	1.1%-
Snowboarding	5.9%	0.0%	0.0%	29.0%+	1.9%-
Rock-climbing	5.0%	8.1%+	4.8%	0.1%-	4.1%
Horseback riding/ pack trip	4.8%	10.3%+	1.4%-	0.0%	2.9%
Skiing: cross-country/skating/ telemark	3.3%	0.0%	0.0%	11.9%+	5.2%
Kayaking	2.9%	6.1%+	0.3%-	0.0%	3.0%
Golf	2.9%	4.3%	3.0%	0.0%	2.7%
Sledding	1.7%	0.0%	0.0%	7.9%+	1.0%
Snowmobiling	1.5%	0.0%	0.0%	7.6%+	0.4%
Rock hounding	1.4%	2.5%	1.8%	0.0%	0.4%-
Off-road motor sports	1.2%	0.7%	2.4%	0.2%-	1.6%
Snow-shoeing	0.9%	0.0%	0.0%	4.3%+	0.6%
Scientific exploration	0.9%	0.9%	2.3%	0.0%	0.0%
Geo-caching	0.2%	0.4%	0.2%	0.0%	0.2%
Ice-climbing	0.2%	0.3%	0.0%	0.0%	0.2%

### Specific Areas/Venues Visited

In addition to general activities and specific outdoor activities, the specific Mono County venues visitors frequented are discussed and shown in the next table.

- Visitors frequented an average of 2.79 venues while on this trip.
- Close to one-half or 47% visited Mammoth Lakes Town followed by 32% who visited Lee Vining, 26% visited June Lakes area, and 21% visited Mono Lakes area.

- Another 19% went to Mammoth Mountain (bike park, scenic gondola, ski area), 18% to Bodie, 17% to Mammoth Lakes – Lakes Basin ski, 15% to Bridgeport, 12% to Convict Lake, and 10% each to Walker and Twin Lakes.
- Southern Californians, hotel patrons, and visitors renting condos were more likely to visit June Lakes area compared to any other segment while Northern Californians and day visitors were more like to visit Lee Vining.

**Table 38a - Specific Mono County Attractions/Areas Visited**

Specific Venue Visited	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Conr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>567</b>	<b>125</b>	<b>174</b>	<b>226</b>	<b>122</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
Mammoth Lakes Town	46.8%	59.0%+	35.0%-	36.6%-	32.4%-	50.4%	20.5%-	62.8%+	61.0%+	51.4%	73.1%+
Lee Vining	31.9%	21.1%-	31.5%	46.1%+	40.2%	39.9%	46.1%+	23.1%-	40.3%	26.9%	12.8%-
June Lake area	25.8%	36.6%+	23.6%	19.2%	15.6%-	12.6%-	8.9%-	18.5%-	34.4%	36.5%+	35.2%+
Mono Lake area	21.2%	19.9%	21.0%	24.1%	17.0%	29.5%	16.3%-	22.9%	39.2%+	30.6%+	16.6%-
Mammoth Mountain (bike park, scenic gondola, ski area)	18.8%	26.2%+	15.5%	10.9%-	13.4%-	13.6%	2.2%-	23.4%	25.6%	23.7%	43.2%+
Bodie	18.0%	17.5%	18.5%	16.4%	18.9%	20.4%	19.2%	25.3%	35.9%	18.2%	7.0%-
Mammoth Lakes - Lakes Basin ski area	17.1%	23.1%+	10.3%-	12.0%	11.4%-	17.1%	3.4%-	15.8%	14.3%	25.0%+	33.4%+
Bridgeport	14.6%	15.7%	10.3%	15.6%	18.8%	6.1%-	16.4%	19.0%	33.3%+	11.0%	6.0%-
Convict Lake	11.8%	16.8%+	10.7%	9.0%	7.5%	4.0%-	3.2%-	18.6%	19.1%	13.7%	16.4%
Walker	10.2%	6.0%-	7.3%	17.7%	18.9%+	4.7%	19.9%+	8.6%	12.9%	2.3%-	1.7%-
Twin Lakes	9.5%	13.1%+	9.9%	8.1%	5.0%-	4.6%	2.6%-	14.9%	22.9%+	10.4%	12.9%
Devil's Postpile/ Red's meadow	9.1%	12.2%+	4.3%-	6.7%	10.1%	4.0%-	1.2%-	24.9%+	17.7%	9.6%	13.3%
Crowley Lake/ McGee Creek	8.7%	11.0%	13.5%	5.5%	8.0%	0.9%-	8.1%	9.6%	15.8%	6.1%	7.5%
Rock Creek/ Tom's Place	8.2%	9.8%	13.9%	6.2%	6.0%	2.8%-	5.8%	16.3%	14.4%	6.7%	9.7%
Topaz (Nevada border)	5.0%	4.7%	8.7%	2.5%	8.5%	0.3%-	7.7%	1.4%-	12.2%	3.4%	0.6%-
Hot Creek/ Old Benton	4.6%	7.4%+	3.0%	3.4%	2.2%-	0.8%-	1.1%-	9.2%	5.8%	5.2%	7.0%
Lundy Lake	2.9%	3.1%	4.3%	2.0%	2.6%	2.9%	1.5%-	4.3%	7.6%	3.7%	1.1%-
Virginia Lake	2.7%	2.4%	8.5%	2.4%	1.5%	0.0%	2.0%	4.8%	10.2%	1.6%	0.3%-
Mammoth - Shady Rest x-c ski snowmobile area	2.2%	3.7%+	0.8%-	0.6%-	1.1%	1.9%	0.3%-	0.0%	0.2%-	0.5%-	7.9%+
Coleville	1.7%	1.3%	0.1%-	2.7%	3.7%	0.0%	0.7%-	4.2%	3.2%	3.2%	0.9%
Smokey Bear Flats sled & snowmobile area	0.9%	0.4%	0.1%	1.5%	2.4%	0.0%	0.2%	0.0%	0.0%	3.0%	0.4%
Sonora Pass	0.5%	0.0%-	0.5%	1.9%+	0.9%	0.0%	0.3%	0.0%	0.2%	0.4%	0.4%
Other	7.2%	4.7%	8.5%	11.7%	8.4%	7.3%	8.2%	14.1%+	2.6%-	4.5%	6.5%
Don't know/ No specific attractions/ areas	17.2%	20.5%+	8.9%-	8.3%-	16.1%	28.3%+	11.0%-	15.8%	7.3%-	22.1%	28.5%+
Average number of venues	2.79	3.16	2.60	2.62	2.50	2.23	1.96	3.42	4.29	2.95	3.14

**Table 38a - Specific Mono County Attractions/Areas Visited By Season**

	Total	Interview wave			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>
Mammoth Lakes Town	46.8%	46.1%	39.8%-	56.9%+	50.3%
Lee Vining	31.9%	30.0%	53.8%+	1.2%-	28.2%
June Lakes area	25.8%	22.6%	29.4%	33.9%+	21.3%
Mono Lake area	21.2%	22.8%	32.0%+	3.5%-	16.6%
Mammoth Mountain (bike park, scenic gondola, ski area)	18.8%	22.1%	2.3%-	51.0%+	11.5%-
Bodie	18.0%	24.7%+	19.8%	0.0%	16.0%
Mammoth Lakes - Lakes Basin ski area	17.1%	17.8%	6.2%-	41.3%+	12.7%
Bridgeport	14.6%	20.2%+	18.4%	0.1%-	9.3%-
Convict Lake	11.8%	11.4%	13.7%	2.5%-	16.5%
Walker	10.2%	22.0%+	4.7%-	0.8%-	2.4%-
Twin Lakes	9.5%	17.2%+	6.5%	1.1%-	5.1%-
Devil's Postpile/ Red's meadow	9.1%	20.6%+	2.5%-	0.3%-	2.8%-
Crowley Lake/ McGee Creek	8.7%	9.1%	10.0%	1.2%-	11.7%
Rock Creek/ Tom's Place	8.2%	11.8%+	3.3%-	0.6%-	13.6%+
Topaz (Nevada border)	5.0%	5.9%	8.0%	0.1%-	3.0%
Hot Creek/ Old Benton	4.6%	6.9%+	4.9%	0.1%-	3.0%
Lundy Lake	2.9%	3.2%	3.9%	0.1%-	3.3%
Virginia Lake	2.7%	3.2%	3.9%	0.8%-	1.4%
Mammoth - Shady Rest x-c ski snowmobile area	2.2%	0.0%	0.0%	11.2%+	2.7%
Coleville	1.7%	1.1%	1.4%	1.2%	3.7%
Smokey Bear Flats sled & snowmobile area	0.9%	0.0%	0.0%	1.6%	3.3%
Sonora Pass	0.5%	0.0%	0.0%	1.0%	1.9%+
Other	7.2%	4.6%	9.4%	2.6%-	12.5%
Don't know/ No specific attractions/ areas	17.2%	4.1%-	1.0%-	44.5%+	44.3%+

### Lodging Reservations – Method and Advance Reservation Period

The method by which visitors reserved their lodging in Mono County is discussed below and shown in the next table.

- Approximately one-fourth each or 26% used the lodging's Internet web site and 24% each either did not make an advance reservation or called the property or chain directly to make their reservation in Mono County.
- Northern Californians tended to call the property or chain directly at 33% while International visitors were more likely to use a travel agent at 21%.
- Visitors staying in a tent campground primarily did not make an advance reservation at 60% while hotel patrons were more likely to call the property or chain directly at 29% or use a travel agent at 9% compared to other segments.
- Overnight visitors who rented a condominium were more likely to use a area friend or relative to make their reservation at 23%.

**Table 39 - Method of Reserving Mono County Lodging**

Room Reservation Method	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base: Stay in Mono overnight</b>	<b>875</b>	<b>448</b>	<b>82</b>	<b>122</b>	<b>133</b>	<b>90</b>	*	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
On the lodging Internet site	26.4%	28.2%	28.2%	22.6%	24.9%	21.8%	*	21.4%	36.6%	24.2%	30.2%
Didn't make a reservation	24.0%	22.2%	17.6%	22.6%	33.0%	30.1%	*	59.8%+	31.9%	19.4%	12.5%-
Direct call to the property or chain	23.6%	27.7%+	25.2%	33.1%+	13.1%-	1.9%-	*	6.3%-	20.0%	29.4%+	17.8%-
area friend or relative reserved	11.8%	11.9%	17.2%	8.3%	15.5%	6.9%	*	0.5%-	2.0%-	9.1%	22.7%+
Through a travel agent	3.6%	1.8%-	0.6%-	0.7%-	0.6%-	21.4%+	*	0.0%	0.0%	9.4%+	3.1%
Through my/ our tour arranger or operator	2.3%	2.1%	0.0%	4.4%	1.7%	3.5%	*	1.4%	0.0%	3.0%	2.4%
Area or resort reservation bureau	2.2%	1.9%	2.0%	3.1%	1.0%	3.6%	*	0.7%-	1.7%	2.9%	2.6%
My company booked it	1.9%	1.8%	2.3%	2.2%	2.3%	1.5%	*	0.0%	0.0%	1.9%	3.2%
On a travel Internet site like hotels.com, Travelocity etc.	0.6%	0.3%	0.0%	2.2%	0.6%	1.1%	*	0.0%	0.0%	0.8%	1.0%
Other	5.8%	3.9%-	8.2%	6.0%	9.0%	10.2%	*	11.0%	6.4%	5.3%	5.4%
DK/ No response	0.5%	0.9%	0.0%	0.0%	0.0%	0.0%	*	0.0%	4.0%	0.0%	0.0%

Overnight visitors who made their reservation in advance indicated how far in advance of taking this trip they made their Mono County lodging reservation.

- Overall, 94% of overnight visitors made advance reservations; conversely, 6% did not plan ahead.
- Those who made advance reservations did so about 7.5 weeks before the trip. Those staying in campgrounds tended to make their reservations the farthest in advance with RV campground visitors at 13.4 weeks and tent campground visitors at 11.0 weeks. Hotel guests did so the fewest weeks in advance at 4.2 weeks.
- Somewhat expected, International visitors did so the farthest out at 9.3 weeks compared to visitors from other areas. Interestingly, other U.S. visitors made their reservations 6.6 weeks in advance whereas Southern Californians did so 8.0 weeks in advance.

**Table 40 - Advance Period for Hotel Reservation**

Advance Reservation Period	Total	Residence					MONO Co. Lodging Type			
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base: Made a reservation</b>	<b>655</b>	<b>357</b>	<b>64</b>	<b>88</b>	<b>83</b>	<b>63</b>	<b>45</b>	<b>55</b>	<b>232</b>	<b>230</b>
0 (Did not plan ahead/ decided or reserved here)	5.9%	5.3%	8.3%	10.9%	5.1%	1.7%-	6.7%	3.5%	7.4%	4.1%
1 week	9.3%	9.7%	9.3%	12.3%	9.2%	4.0%	4.8%	3.3%-	17.8%+	5.4%-
2 weeks	9.6%	11.1%	7.8%	8.4%	8.1%	5.8%	4.7%	5.8%	8.8%	12.2%
3-4 weeks	19.3%	16.8%	29.7%	18.1%	23.6%	20.4%	13.7%	16.5%	23.8%	18.9%
5-8 weeks	11.8%	11.1%	7.0%	14.6%	12.3%	16.9%	13.0%	8.5%	8.1%-	18.7%+
9-12 weeks	9.9%	11.4%	4.0%-	7.4%	10.2%	10.3%	17.0%	8.0%	11.4%	8.9%
More than 12 weeks	34.1%	34.6%	34.0%	28.3%	31.4%	40.9%	40.1%	54.4%+	22.7%-	31.9%
<b>Median (Excluding none):</b>	<b>7.48</b>	<b>8.03</b>	<b>4.44</b>	<b>6.07</b>	<b>6.62</b>	<b>9.30</b>	<b>10.95</b>	<b>13.35+</b>	<b>4.16-</b>	<b>6.96</b>

**Number of Nights Away – Mono County and Other Destinations on this Trip**

Overnight visitor groups reported the number of nights they stayed in Mono County as well as in all other locations or destinations on this trip.

- Two-thirds or 64% of visitors stayed overnight in Mono County.
- Overnight visitors stayed an average of 5.2 nights away from home on this trip and they stayed an average of 5.1 nights in other locations/destinations and an average of 3.8 nights in Mono County.
- As expected, International visitors stayed the longest at 17.5 nights away from home and 13.7 nights in other locations/destinations followed by other U.S. residents who stayed an average of 7.0 nights away from home.
- Overnight visitors staying the most nights in Mono County were those staying in RV campgrounds at 5.5 nights and visitors who rented condos at 4.1 nights.
- Visitors stayed the longest in Summer, an average of 4.5 nights, close to 4 nights in Winter and Spring, and 3.3 nights in Fall.

**Table 41a – Nights\* in Mono County**

Average Number of Nights (excluding none)	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/Motel	Rent. Condo
<b>Minimum Base:</b>	<b>523</b>	<b>142</b>	<b>38</b>	<b>89</b>	<b>144</b>	<b>101</b>	<b>126</b>	<b>68</b>	<b>44</b>	<b>152</b>	<b>62</b>
Total**	5.24	4.51-	4.44-	4.71	6.96+	17.49+	6.42	6.25+	8.80+	4.70-	4.83
Nights in all other locations/destinations on this trip	5.10	3.27-	2.97-	3.59-	5.12	13.67+	6.42+	5.00	5.07	5.58	5.63
Nights in Mono County	3.82	3.90	4.07	3.24-	3.55	3.85	*	4.15	5.52+	2.80-	4.11+

\* Tables in the section refer to visitor "nights" when discussing length of stay by accommodation for the profile. The terms "days" is used to discuss aggregated visitor length of stay for the economic impact.

\*\* The total of 5.24 is not a sum of nights in other areas and nights in Mono. Each has a different base (some people stayed only in other locations, some only in Mono County and others in both) so the total is based on combined sample size whereas the parts are based on their respective sample sizes.

**Table 41b – Nights in Mono County by Season**

Mean (excluding none)	Total	Interview wave			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008
<b>Minimum Base:</b>	<b>523</b>	<b>134</b>	<b>155</b>	<b>48</b>	<b>186</b>
Total	5.24	6.15+	4.93	3.93-	6.68+
Nights in all other locations/destinations on this trip	5.10	4.93	5.88	4.31	4.71
Nights in Mono County	3.82	4.51+	3.30-	3.76	3.80

- Overnight visitors staying in an RV park/campground stayed an average of 5.6 nights in Mono County while those in a tent campground stayed 4.4 nights.
- Visitors who stayed in a private home/condo of friends or family without paying did so for 4.3 nights and those renting a condo stayed 4.2 nights.

**Table 41b – Average Nights in Specific Lodging Type in Mono County**

Average Number of Nights by Lodging Type (Excluding none)	Total	Residence				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.
Other form of PAID lodging	6.65	6.36	*	*	*	*
RV park/campground	5.55	7.10	5.74	7.24	4.08	*
Other form of UNPAID lodging	5.14	4.97	*	7.79	4.00	*
Campground - tent	4.44	4.97	4.38	3.53	2.64-	6.42
Private home (unpaid)	4.26	4.33	3.55	3.65	3.78	25.28+
Rental Condo	4.20	3.99	4.57	3.26-	6.05	5.61
Cabin rental	3.80	3.56	4.12	4.16	4.57	*
Hotel or motel or inn	2.78	2.83	2.81	2.61	2.18	2.55

**Lodging Type**

- Of the 64% of Mono County overnight visitors, 28% each stayed in a Mono County hotel or rental condo, while 12% each camped in a tent or an RV park/campground.
- By season, more Summer visitors 46% in total were in campgrounds, 27% of Fall visitors rented cabins, 55% of Winter visitors rented condos and in the Spring 30% stayed in hotels and 27% rented condos.
  - Far more International visitors, 61% stayed in a Mono County hotel than any other group by residency.

**Table 42 - Lodging - Overnight Mono County Visitors**

Lodging	Total	Residence					Season			
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Summ. 2007	Fall 2007	Winter 2008	Spring 2008
<b>Base: Stay in Mono overnight</b>	<b>1032</b>	<b>536</b>	<b>92</b>	<b>138</b>	<b>165</b>	<b>101</b>	<b>273</b>	<b>211</b>	<b>290</b>	<b>258</b>
Hotel or motel or inn	28.1%	21.6%-	22.1%	35.6%	26.6%	60.6%+	24.5%	35.3%	28.1%	27.6%
Rental Condo	27.7%	33.0%+	18.6%	14.5%-	24.1%	26.1%	17.0%-	16.4%-	54.8%+	30.0%
Campground - tent	12.4%	12.2%	8.6%	17.0%	19.4%+	3.1%-	23.8%+	5.3%-	0.0%	11.2%
RV park/ campground	11.5%	12.9%	22.6%	7.4%	6.3%-	5.1%	22.2%+	6.3%-	0.1%-	9.0%
Cabin rental	10.0%	9.4%	20.9%	16.1%	6.8%	0.5%-	4.9%-	26.6%+	5.4%	8.2%
Private home/unpaid	9.2%	11.9%+	5.8%	5.7%	9.3%	2.0%-	6.6%-	10.2%	11.0%	11.2%
Other UNPAID lodging	3.1%	1.7%-	1.4%	2.2%	12.5%+	2.2%	6.3%+	0.4%-	0.5%-	2.7%
Other PAID lodging	1.2%	0.9%	0.0%	3.6%	1.4%	0.6%	0.6%	1.0%	1.2%	2.2%

**Satisfaction with Mono County as a Destination – Rating and Reasons**

- Overall, a very strong 95% of visitors were extremely or very satisfied with Mono County as a destination. The overall mean rating of 4.7 (on a scale of 1 -5, with 5 as most satisfied), was “extremely satisfied”.

**Table 43 - Satisfaction with Mono County**

	Total	Interview wave				Residence			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	So. Cal.	Nor. Cal.	U.S.	Int'l.
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>567</b>	<b>174</b>	<b>226</b>	<b>122</b>
Extremely satisfied	58.0%	57.5%	51.0%-	58.3%	68.5%+	62.7%	51.0%	55.2%	52.8%
Very satisfied	37.3%	39.8%	40.4%	36.1%	29.1%-	35.6%	46.0%	32.8%	38.5%
Somewhat satisfied	4.1%	2.6%	7.4%+	4.1%	2.3%	1.6%-	2.8%	9.5%	8.7%
Somewhat unsatisfied	0.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
Don't know	0.2%	0.1%	0.0%	1.4%+	0.0%	0.0%	0.2%	0.6%	0.0%
<b>Mean (excl. DK)</b>	<b>4.66</b>	<b>4.70</b>	<b>4.56</b>	<b>4.60</b>	<b>4.87+</b>	<b>4.74</b>	<b>4.66</b>	<b>4.68</b>	<b>4.59</b>

- The majority or 84% were satisfied due to the scenic beauty, while 49% indicated the activity available they want to do, and 45% just like the area/had been there many times.
- Also frequently mentioned by satisfied visitors included the many things to see and do by 24%, and the relaxing area and activities/good getaway area, friendly people, and the family-friendly environment by 23% each.

**Table 44 – Reasons Satisfied with Mono County**

	Total	Interview wave				Residence			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	So. Cal.	Nor. Cal.	U.S.	Int'l.
<b>Base: Is satisfied</b>	<b>1207</b>	<b>312</b>	<b>299</b>	<b>296</b>	<b>300</b>	<b>567</b>	<b>173</b>	<b>222</b>	<b>122</b>
Scenic beauty/ beautiful area	83.8%	70.9%-	97.4%+	86.1%	88.3%	81.6%	83.4%	86.0%	97.0%+
Has the activities I/we want	49.1%	39.2%-	59.0%+	54.5%	50.6%	55.0%+	53.3%	34.9%-	32.4%-
Like/love the area/been here many times	45.3%	49.5%	50.0%	47.5%	29.4%-	52.3%+	53.7%	36.9%	4.7%-
Many things to see and do	23.7%	13.3%-	34.1%+	40.0%+	17.5%-	28.7%+	17.8%	19.4%	17.0%
Relaxing area & activities/ good get-way area	23.3%	16.6%-	22.6%	36.1%+	27.8%	31.6%+	15.2%-	12.4%-	22.0%
Friendly people	22.8%	15.8%-	19.0%	26.1%	38.8%+	23.5%	17.8%	28.2%	26.9%
Good for families/ family friendly	22.5%	21.1%	17.8%	29.3%+	26.8%	29.2%+	12.6%-	22.4%	15.3%
Uncongested	16.5%	13.8%	19.7%	19.2%	15.3%	20.9%+	10.8%-	15.6%	12.2%
Clean air/ good environment	16.0%	12.3%	14.6%	14.1%	26.2%+	19.9%+	10.5%-	15.1%	13.8%
Like my lodging accommodation	12.6%	9.6%	5.8%-	16.1%	24.7%+	15.8%+	14.0%	10.2%	7.6%
Cleanliness	11.8%	13.0%	6.5%-	10.5%	17.8%+	15.5%	4.8%-	15.2%	9.4%
Nice customer service	9.5%	4.2%-	5.4%-	13.4%	22.3%+	10.1%	10.3%	10.0%	10.7%
Good value	5.2%	3.3%	3.1%	4.2%	12.2%+	6.1%	3.4%	5.0%	3.5%
Other	0.9%	0.6%	0.1%	1.9%	1.9%	0.7%	1.6%	1.6%	0.7%
DK/ No response	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%

## VISITOR DEMOGRAPHICS

### Overall Visitor Origin

Mono County domestic visitors come primarily from California and internationally from Europe. The following narrative and series of tables discuss visitor origin.

- Overall, 89% of Mono County visitors were from the United States, with 11% from International areas.
  - Of the total, 71% were from California.
  - Most visitors staying in either tent or RV campgrounds were from the U.S. at 97% and 95%, respectively, while more hotels/motels had the highest share of International visitors, 23%, compared to other types of lodging.
- Far more Spring visitors, 18% were International, and 20% were from other U.S. states.

**Table 45 - Overall Visitor Origin**

	Total	Interview wave				MONO Co. Lodging Type				
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	Day Vis.	Camp - tent	Camp - RV	Hotel/Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
California	71.3%	73.1%	71.2%	82.7%	61.6%	58.9%	75.1%	89.8%	69.6%	79.7%
Other U.S.	17.9%	18.0%	18.8%	9.9%	20.4%	29.7%	22.2%	5.5%	7.6%	10.4%
<b>Total U.S.</b>	<b>89.2%</b>	<b>91.1%</b>	<b>90.0%</b>	<b>92.6%</b>	<b>82.0%</b>	<b>88.6%</b>	<b>0.973</b>	<b>95.3%</b>	<b>77.2%</b>	<b>90.1%</b>
International	10.8%	8.9%	10.0%	7.4%	18.0%+	11.4%	2.7%-	4.7%	22.8%+	9.9%

### U.S. Domestic Visitors

#### Top Markets – Domestic

- Of all U.S. market areas, the top 5 U.S. feeder markets accounted for 91% of visitation, listed in order below.
- Mono County' top U.S. feeders were California with 79% of U.S. visitation and Nevada with 7%. Note that as 82% of California visitation is by Californians.<sup>8</sup> Mono County attracts a much narrower geographic market compared to the state.
- Next were Oregon and Colorado at 2% each and Florida at 1% of U.S. visitors.
- More Day visitors, 14% were likely to come from Nevada compared to overnight visitors.
- Visitors staying in RV parks/campgrounds and those renting condos were more likely to be Californians at 93% and 88%, respectively.

<sup>8</sup> California Travel & Tourism Commission, 2007

**Table 46 - Top U.S. Visitor Origin Areas**

	Total	Interview wave				MONO Co. Lodging Type				
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base: US resident</b>	<b>1092</b>	<b>292</b>	<b>275</b>	<b>277</b>	<b>248</b>	<b>161</b>	<b>121</b>	<b>88</b>	<b>242</b>	<b>229</b>
California	79.3%	78.6%	77.7%	0.896	74.5%	0.666	80.1%	0.929	84.8%	0.881
Nevada	7.2%	10.4%+	7.2%	2.8%-	4.2%-	14.3%+	5.3%	1.9%-	3.0%-	1.3%-
Oregon	1.8%	1.7%	2.1%	1.5%	2.1%	3.7%	0.6%-	0.1%-	0.5%-	2.0%
Colorado	1.5%	1.5%	1.5%	0.9%	1.8%	2.4%	0.6%	0.0%	0.6%	2.1%
Florida	0.9%	1.7%	0.5%	0.1%	0.6%	2.3%	0.2%	0.0%	0.7%	0.0%
Ohio	0.7%	0.2%	1.6%	1.0%	0.0%	1.6%+	0.9%	0.0%	0.0%	0.0%

\* Percentages based on U.S. residents, not entire sample. In order by "total"

**Top Markets – International**

- Close to two-thirds or 64% of International visitors were from Europe (excluding Scandinavia) and 14% from Scandinavia.
- Another 9% were from Asia/Pacific Islands followed by 6% from Australia/New Zealand, 4% from Canada, and 3% from the Middle East.

**Table 47 - International Feeder Markets by Region**

	Total	Interview wave				MONO Co. Lodging Type				
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base: US visitors</b>	<b>122</b>	<b>22</b>	<b>25</b>	<b>23</b>	<b>52</b>	<b>21</b>	<b>8</b>	<b>3</b>	<b>53</b>	<b>24</b>
Europe (other than Scandinavia)	63.8%	72.5%	63.0%	58.4%	57.9%	67.2%	47.1%	100.0%	68.9%	44.9%
Scandinavia (Denmark, Finland, Iceland, Norway, Sweden)	13.9%	18.2%	18.0%	0.0%	11.0%	23.5%	15.9%	0.0%	11.9%	2.0%
Asia/ Pacific Islands	8.9%	3.4%	0.0%	11.4%	19.9%+	2.8%-	29.1%	0.0%	8.7%	19.0%
Australia/ New Zealand	5.6%	0.0%	10.8%	22.2%+	2.0%	6.5%	0.0%	0.0%	1.5%	13.1%
Canada	3.7%	5.9%	1.2%	5.5%	3.0%	0.0%	7.9%	0.0%	4.8%	6.4%
Middle East	2.6%	0.0%	6.9%	0.0%	2.4%	0.0%	0.0%	0.0%	0.8%	13.8%
Mexico	0.5%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	1.3%	0.0%
South America	0.1%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Central America	0.1%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other (not listed above)	0.8%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	2.0%	0.0%

**Type of Travel Group on this Trip**

Visitors travel type group is discussed below and shown in the next table.

- More visitors reported traveling in a family group, 37%, another 27% traveled as a couple, 16% traveled as a group of friends or co-workers, and 11% were traveling alone.
- Not surprisingly, more Summer visitors were in family groups, 52% and to some extent in Winter, 43% while in Fall more, 39% were a couple and Spring travel groups were evenly divided between families, couples and mixed groups.

**Table 48 - Type of Travel Group**

	Total	Interview wave				MONO Co. Lodging Type				
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	Day Vis.	Camp - tent	Camp - RV	Hotel/Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
A family group	37.1%	52.4%+	24.8%-	43.0%+	23.8%-	34.5%	35.7%	43.3%	35.3%	47.4%+
A couple	27.4%	20.5%-	38.7%+	24.3%	25.2%	31.1%	16.6%-	28.5%	32.1%	16.7%-
A group of friends or co-workers	16.3%	11.6%-	22.5%+	17.9%	14.5%	11.9%-	24.1%	13.0%	17.0%	22.2%+
Alone	10.9%	9.2%	11.7%	9.7%	13.4%	15.8%+	7.7%	3.4%-	8.4%	2.7%-
A mixed group of family and friends	7.5%	5.2%	0.8%-	5.2%	23.1%+	5.3%	15.3%	11.8%	5.9%	11.0%
Other	0.9%	1.2%	1.5%	0.0%	0.0%	1.3%	0.7%	0.0%	1.3%	0.0%

- Approximately 7% of all visitors were in an organized tour group.
- Many more in Fall, nearly 12% were in a tour group.

**Table 49 - Travel in a Tour Group**

	Total	Interview wave				MONO Co. Lodging Type				
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	Day Vis.	Camp - tent	Camp - RV	Hotel/Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
No	93.1%	96.7%+	88.5%-	92.8%	93.9%	93.0%	90.2%	97.4%+	93.6%	91.4%
Yes	6.9%	3.3%-	11.5%+	7.2%	6.1%	7.0%	9.8%	2.6%-	6.4%	8.6%

### Average Group Size

- The overall average Mono County visitor group size was 3.8 persons, which varied little between groups except for visitors staying in condos with 4.7 persons or Southern Californians with 4.3 people, as more of them traveled in family groups or with groups of friends or co-workers.

**Table 50 - Average Number of Persons Per Visitor Group**

	Total	Interview wave				MONO Co. Lodging Type				
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	Day Vis.	Camp - tent	Camp - RV	Hotel/Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
. Traveling Alone	11.9%	11.7%	11.7%	9.7%	14.4%	17.1%+	8.4%	3.4%-	10.4%	2.7%-
. With others	88.0%	88.3%	88.3%	90.0%	85.6%	82.9%-	91.6%	96.6%+	89.6%	97.0%+
. With 1 other	2.4%	4.7%+	0.8%-	1.5%	1.2%	0.9%-	6.9%	0.0%	4.1%	2.3%
. With 2 others	37.7%	29.7%-	49.5%+	35.4%	36.1%	45.8%+	32.7%	36.6%	37.7%	21.4%-
. With 3+ others	47.8%	53.8%+	38.0%-	52.8%	48.3%	36.2%-	51.2%	60.0%+	47.6%	73.2%+
. With someone under 18	29.2%	44.9%+	12.8%-	41.9%+	16.6%-	22.7%-	26.2%	44.1%+	30.1%	44.0%+
. With 1 child	11.9%	18.1%+	5.5%-	15.3%	8.1%	14.8%	4.2%-	8.1%	12.6%	10.5%
. With 2 children	10.4%	16.5%+	4.2%-	16.2%+	4.7%-	5.2%-	11.5%	15.9%	13.1%	18.8%+
. With 3+ children	6.8%	10.2%+	3.1%-	10.5%	3.8%-	2.7%-	10.5%	20.1%+	4.4%	14.7%+
<b>Mean group size: (20% trimmed)</b>	<b>3.79</b>	<b>3.98</b>	<b>3.47-</b>	<b>3.94</b>	<b>3.81</b>	<b>3.27-</b>	<b>3.76</b>	<b>4.18</b>	<b>3.60</b>	<b>4.69+</b>

- Of all Mono County visitor groups, 19% included at least one person aged younger than 18.
  - More RV parks/campground visitors, 33% were traveling with minors at followed by guests in rental residences at 29% and Southern Californians at 27%.
- Again, as expected, more in Summer, 28% were traveling with someone under 18, while this was also strong in Winter, also at 28%.

**Table 51 - Traveling With Someone Under 18 Years Old**

	Total	Interview wave				MONO Co. Lodging Type				
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	Day Vis.	Camp - tent	Camp - RV	Hotel/Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
<b>Mean #:</b>										
Under age 18	0.56	0.89+	0.21-	0.79+	0.36-	0.28-	0.60	1.12+	0.46	1.02+
18 or over	2.26	2.18	2.23	2.08-	2.53+	2.01-	2.23	2.36	2.12	2.56+
<b>Share:</b>										
Under age 18	19.2%	27.7%+	8.6%-	27.9%+	12.3%-	12.6%-	21.1%	32.5%+	17.9%	28.5%+
18 or over	80.8%	72.3%-	91.4%+	72.1%-	87.7%+	87.4%+	78.9%	67.5%-	82.1%	71.5%-

- Close to two-thirds, or 64% had no children living at home, while 22% had 12 to 18 year olds at home and 16% had 6 to 11 year olds at home.

**Table 52 – Presence of Children at Home by Age Group**

	Total	Interview wave				MONO Co. Lodging Type				
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
No children at home	63.7%	49.5%-	79.4%+	47.8%-	81.0%+	72.7%+	59.1%	50.0%	59.0%	54.9%-
Infant-5 years old	8.6%	12.1%	5.3%	9.9%	5.4%	3.4%-	9.5%	16.5%	11.6%	9.7%
6 - 11 years old	15.7%	21.0%+	9.5%-	25.4%+	6.7%-	10.3%-	16.7%	27.9%	12.7%	25.6%+
12 - 18 years old	21.6%	32.0%+	9.0%-	36.3%+	8.1%-	15.1%-	22.8%	33.0%	24.3%	28.9%+
Refused	0.6%	1.3%	0.4%	0.0%	0.0%	1.2%	1.8%	0.0%	0.2%	0.0%

**Visitor Age**

- Overall, Mono County visitors (respondent) averaged 48 years of age.
- Corresponding to the above, Fall visitors who are most likely not to have children at home are the oldest, at 52 years.

**Table 54 - Age of Visitor Group Respondent**

	Total	Interview wave				MONO Co. Lodging Type				
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
18-29	9.6%	8.8%	9.6%	9.6%	10.9%	8.8%	12.1%	4.6%-	9.8%	8.3%
30-39	16.8%	17.5%	14.7%	15.1%	19.6%	17.3%	19.5%	24.2%	19.8%	11.2%-
40-49	26.8%	33.9%+	16.9%-	40.4%+	16.8%-	23.9%	25.4%	27.9%	27.7%	34.8%+
50-59	26.5%	23.5%	32.7%+	21.1%	27.5%	27.7%	24.6%	20.7%	26.5%	28.6%
60+	20.1%	16.2%	26.0%+	13.8%-	24.0%	22.3%	17.2%	22.1%	15.6%	16.7%
Refused	0.3%	0.1%	0.1%	0.0%	1.2%	0.0%	1.2%	0.5%	0.7%	0.3%
<b>Median:</b>	<b>48.27</b>	<b>46.47-</b>	<b>52.18+</b>	<b>45.77-</b>	<b>50.26</b>	<b>49.51</b>	<b>46.52</b>	<b>47.03</b>	<b>46.76</b>	<b>48.20</b>

**Household Composition**

- Close to seven in ten or 69% of Mono County visitors were married while 26% were single or unmarried.

**Table 53 – Household Composition**

	Total	Interview wave				MONO Co. Lodging Type				
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
Married	68.5%	78.2%+	66.9%	67.6%	52.9%-	67.7%	62.1%	79.5%+	65.7%	70.5%
Single/ unmarried	26.0%	19.7%-	31.0%	31.4%	27.2%	28.1%	31.7%	17.5%	25.2%	23.0%
Group of unrelated individuals	3.2%	1.7%	1.5%	1.0%-	10.2%+	3.3%	1.5%	0.0%	5.4%	4.4%
Extended family group	2.1%	0.2%-	0.1%-	0.0%	9.6%+	0.9%	4.1%	3.0%	3.2%	2.2%
Other	0.2%	0.1%	0.5%	0.0%	0.2%	0.0%	0.5%	0.0%	0.5%	0.0%

**Annual Household Income**

- Overall, Mono County visitors' median annual household income was \$92,600, well above that for the U.S. as a whole and for the travel market. <sup>9</sup>
- At the high end, Mono County visitors staying in rental residences' median income was \$122,200 and visitors from Southern California had a median income of \$100,400.

**Table 55a- Median Annual Household Income per Visitor Group**

Income Group	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>567</b>	<b>125</b>	<b>174</b>	<b>226</b>	<b>122</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
Under \$30,000	6.3%	5.0%	4.1%	7.0%	11.8%	3.0%	7.5%	9.1%	4.8%	4.4%	5.3%
\$30,000-\$49,999	10.1%	6.8%-	10.2%	9.4%	17.3%	11.7%	14.6%+	6.7%	5.9%	10.1%	3.7%-
\$50,000-\$74,999	11.8%	10.2%	19.4%	6.9%	12.9%	15.3%	11.6%	11.2%	13.9%	9.3%	15.0%
\$75,000-\$99,999	17.8%	18.3%	22.8%	18.0%	15.6%	14.1%	19.6%	28.7%+	26.3%	17.3%	10.1%-
\$100,000-199,999	26.3%	28.4%	23.8%	39.2%+	19.7%	12.7%-	23.4%	17.7%-	24.3%	28.1%	31.8%
\$200,000-500,000	7.6%	9.9%	3.8%	5.7%	7.0%	6.5%	5.8%	1.0%-	7.3%	9.2%	13.7%+
Over \$500,000	1.5%	2.3%	0.3%-	2.0%	0.4%-	1.0%	0.0%	3.9%	0.0%	0.1%-	2.7%
Refused	18.6%	19.0%	15.5%	11.9%-	15.3%	35.6%+	17.6%	21.7%	17.4%	21.4%	17.7%
<b>Median</b>	<b>\$92,600</b>	<b>\$100,400</b>	<b>\$84,300</b>	<b>\$107,300</b>	<b>\$75,700</b>	<b>\$78,700-</b>	<b>\$84,700-</b>	<b>\$85,500</b>	<b>\$90,800</b>	<b>\$97,300</b>	<b>\$122,300+</b>

<sup>9</sup> The mean household income for all U.S. households was \$66,600 in 2006 according to the U.S. Census. The mean household income for U.S. traveling households was \$68,800 in 2006 according to the Travel Industry Association of America, Domestic Travel Report for 2007.

**Table 55b- Median Annual Household Income per Visitor Group by Season**

	Total	Interview wave			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>
Under \$30,000	6.3%	7.3%	6.1%	6.0%	4.8%
\$30,000 - \$49,999	10.1%	13.2%	11.2%	4.6%-	6.7%
\$50,000 - \$74,999	11.8%	10.3%	12.0%	12.2%	13.8%
\$75,000 - \$99,999	17.8%	17.5%	24.2%+	12.3%-	13.8%
\$100,000 - \$199,999	26.3%	26.3%	23.4%	36.4%+	22.8%
\$200,000 - \$500,000	7.6%	7.3%	5.4%	13.9%+	6.6%
Over \$500,000	1.5%	2.5%	0.3%-	2.8%	0.4%-
Refused	18.6%	15.6%	17.3%	11.7%-	31.0%+
<b>Median (*1,000 \$US):</b>	<b>\$92,600</b>	<b>\$91,400</b>	<b>\$87,400</b>	<b>\$124,700+</b>	<b>\$91,500</b>

**Respondent Gender**

- Overall, 55% of the visitor (respondents) were male and 45% female.
- In winter there were more females, 52% versus 48% males.

**Table 56a- Respondent Gender**

Respondent Gender	Total	Residence					MONO Co. Lodging Type				
		So. Cal.	Cntr. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/ Motel	Rent. Condo
<b>Base:</b>	<b>1214</b>	<b>567</b>	<b>125</b>	<b>174</b>	<b>226</b>	<b>122</b>	<b>182</b>	<b>129</b>	<b>91</b>	<b>295</b>	<b>253</b>
Male	54.8%	50.5%	57.4%	53.6%	56.9%	66.9%+	60.0%	59.9%	45.1%	54.8%	50.4%
Female	45.2%	49.5%	42.6%	46.4%	43.1%	33.1%-	40.0%	40.1%	54.9%	45.2%	49.6%

**Table 56a- Respondent Gender by Season**

	Total	Interview wave			
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008
<b>Base:</b>	<b>1214</b>	<b>314</b>	<b>300</b>	<b>300</b>	<b>300</b>
Male	54.8%	52.8%	58.1%	48.0%	58.8%
Female	45.2%	47.2%	41.9%	52.0%	41.2%

## **Visitor Profiles**

The following tables summarize Mono County' visitor market segments to provide a greater understanding of subgroup visitor dynamics. This information offers a basis for marketing plans and programs, and for discussions and actions as to how to meet the needs of these various groups. Narrative and a table for each segment are presented in Appendix 1.

Note that the percentage of total visitation represented by each segment is shown in the first row of each table. This figure is derived from the on-site survey, which quantifies visitor groups rather than individual visitors. As these data are applied to the economic model to develop the visitor volume estimates, these percentages may differ the economic impact analysis. Again, the numbers in parentheses reflect 2004 study results, shown for comparison where applicable and available.

**Table 57a - Key Characteristics of Mono County Visitors by Segment**

Characteristic	All Mono County Visitors	Season				Residence				Mono County Lodging				
		Summ. 2007	Fall 2007	Winter 2008	Spring 2008	So. Cal.	Nor. Cal.	U.S.	Int'l.	Day Vis.	Camp - tent	Camp - RV	Hotel/Motel	Rental Condo
% of Total Visitors in Segment <sup>1</sup>	100.0%	25.9%	24.7%	24.7%	24.7%	46.7%	14.3%	18.6%	10.0%	15.0%	10.6%	7.5%	24.3%	20.8%
% Californians (of total visitors)	70.7%	71.6%	69.9%	83.0%	61.1%	100.0%	100.0%	0.0%	0.0%	59.0%	77.9%	88.5%	65.5%	79.4%
% International Resident	10.8%	8.9%	10.0%	7.4%	18.0% +	0.0%	0.0%	0.0%	100.0%	11.4%	2.7%-	4.7%	22.8%+	9.9%
% Have Visited in past 3 Years	64.1%	60.6%	61.0%	79.4%+	63.9%	76.4%+	65.2%	52.1%-	14.7%-	57.9%	70.8%	65.8%	58.3%	69.6%
Avg. # Visits to MC in Past 3 Years (by those who visited)	5.17	3.93-	5.75	5.27	5.78	4.87	4.05	4.89	2.42-	9.45+	4.09	3.42-	3.31-	5.17
% Mono County Day Visitors	35.6%	37.1%	53.8%+	7.7%-	28.3%	16.0%-	52.4%+	57.0%+	37.2%	100.0%	0.0%	0.0%	0.0%	0.0%
Avg. Nights Stay in MC (all visitors)	2.49	2.92+	1.47-	3.44+	2.76	3.33+	1.52-	1.53-	2.43	*	4.15+	5.52+	2.80+	4.11+
Avg. Nights Stay in MC (overnighters) <sup>2</sup>	3.82	4.51+	3.30-	3.76	3.80	3.90	3.24-	3.55	3.85	*	4.15	5.52+	2.80-	4.11+
% Used Lodging's Internet web-site to reserve Mono lodging <sup>3</sup>	26.4%	31.8%	19.4%-	34.3%+	15.7%-	28.2%	22.6%	24.9%	21.8%	*	21.4%	36.6%	24.2%	30.2%
Avg. Number of Weeks in Advance reserved lodging	7.48	10.17+	4.29-	6.53	7.28	8.03	6.07	6.62	9.30	*	10.95	13.35+	4.16-	6.96
% Mono County is Main Destination	65.4%	61.8%	56.0%-	94.2%+	64.2%	83.0%+	58.5%	47.2%-	24.5%-	36.2%-	82.2%+	77.4%+	68.8%	90.0%+
Satisfaction Rating (5= highest – 1 = lowest)	4.66	4.70	4.56	4.60	4.87+	4.74	4.66	4.68	4.59	4.42-	4.83+	4.88+	4.68	4.70
Average # Persons in travel group	3.79	3.98	3.47-	3.94	3.81	4.25+	3.58	3.31-	3.70	3.27-	3.76	4.18	3.60	4.69+
Median Respondent Age (years)	48.27	46.47-	52.18+	45.77-	50.26	47.15	48.67	52.15+	44.57-	49.51	46.52	47.03	46.76	48.20
Median Annual Household Income	\$92,600	\$91,400	\$87,400	\$124,700 +	\$91,500	\$100,400	\$107,300	\$75,600	\$78,700 -	\$84,600 -	\$85,500	\$90,800	\$97,300	\$122,200 +

\* Not applicable for that category

<sup>1</sup> Average as reported from the survey and may differ from those used in the economic impact.

<sup>3</sup> Percentage of all overnight visitors in that segment.

Note, Data are generally read down each column not across rows.

**Table 57b - Key Characteristics of Mono County Visitors by Segment**

Characteristic	All Mono County Visitors	Visited Mono Co. in Past 3 years		Children in Household		Respondent's age			Household income	
		No	Yes	No	Yes	18-29	30-49	50+	\$50K-\$99K	\$100K+
% of Total Visitors in Segment <sup>1</sup>	100.0%	31.8%-	68.2%+	69.9%	29.8%	11.1%	40.4%	48.0%	28.3%	36.9%
% Californians (of total visitors)	70.7%	49.5%-	82.5%+	68.1%	75.9%	75.9%	71.0%	69.3%	71.4%	79.6%
% International Resident	10.8%	25.8%+	2.5%-	11.0%	10.7%	7.5%	14.9%+	7.8%-	10.8%	6.2%-
% Have Visited in past 3 Years	64.1%	0.0%	100.0%	66.2%	60.0%	35.8%	58.6%-	69.4%+	70.5%+	67.7%
Avg. # Visits to MC in Past 3 Years (by those who visited)	5.17	*	5.17	5.68	3.93-	6.40	4.19-	5.77	5.14	5.62
% Mono County Day Visitors	35.6%	41.8%+	32.1%	40.6%+	26.0%-	32.7%	33.6%	38.2%	37.5%	29.3%-
Avg. Nights Stay in MC (all visitors)	2.49	2.02-	2.71+	2.23-	2.89+	2.46	2.46	2.47	2.28	2.83+
Avg. Nights Stay in MC (overnighters) <sup>2</sup>	3.82	3.50-	4.01+	3.73	3.90	3.72	3.66	4.17	3.65	3.97
% Used Lodging's Internet web site to reserve Mono lodging <sup>3</sup>	26.4%	29.8%	24.6%	22.6%-	31.2%	27.6%	26.1%	26.6%	27.4%	30.2%
Avg. # of Weeks in Advance reserved lodging	7.48	7.62	7.40	6.82	8.16	4.22	8.06	7.94	8.07	7.68
% Mono County is Main Destination	65.4%	46.1%-	76.3%+	63.3%	69.0%	72.3%	63.0%	66.2%	67.0%	71.1%+
Satisfaction Rating (5= highest – 1 = lowest)	4.66	4.39-	4.81+	4.67	4.66	4.59	4.58	4.75+	4.66	4.73
Average # Persons in travel group	3.79	3.72	3.81	3.39-	4.85+	3.67	4.21+	3.53-	3.55-	4.08+
Median Respondent Age (years)	48.27	46.09-	49.67+	52.22+	44.30-	23.5	41.36-	58.29+	48.60	48.66
Median Annual Household Income	\$92,600	\$88,800	\$94,300	\$84,300-	\$113,600+	\$33,100-	\$99,800	\$95,600	\$79,300-	\$167,400+

<sup>1</sup> Average as reported from the survey and may differ from those used in the economic impact

<sup>2</sup> Average length of stay for all overnight visitors in that segment.

<sup>3</sup> Percentage of all visitors in that segment not only those staying overnight; differs from stay estimated by the economic impact model.

<sup>4</sup> Includes the lodging's website as well as a general travel website.

Note, Data are generally read down each column not across rows.

## **SECTION 7 - FINAL OBSERVATIONS**

This study has provided a comprehensive picture of the economic and fiscal contributions of tourism in Mono County. In 2008, the Mono County visitor market captured 1.5 million non- visitors of which two-thirds were overnight guests lodging in Mono County.

The countywide visitor market yielded significant economic and fiscal impacts, generating nearly \$370 million in direct total spending of which \$118 million; nearly one-third was for lodging. Total visitor spending yielded more than \$16 million in related taxes and supported an estimated 4,500 jobs.

Spending impact was counter to visitor volume in certain seasons. For example in Winter, with the lowest volume of 225,700 visitors or 15% of the total, spending impact was highest at \$146 million or 40% of the total annual spent. Summer visitor volume was highest at nearly 600,000 visitors but had the second highest total spending, \$145 million. Fall was relatively strong in terms of volume with 419,000 visitors, but had the lowest spending (\$49 million), while Spring volume was just above winter, with 285,000 visitors who spent \$70 million.

These volume and spending impacts are related to both the types of lodging and length of stay. Fall visitors averaged 2.17 days and many lodged in lower cost cabins and campgrounds (tent and RV), while in Winter the longer average stay of 3.8 days combined with utilization of costlier condo and hotel lodging drove spending higher. The challenge and opportunity is to extend Fall and Spring length of stay and perhaps to work to shift some from lower to higher priced lodging in order to optimize economic impact and fiscal return.

Two-thirds stayed overnight in Mono County, considered a fairly high overnight capture rate and a positive impact on generating higher yield spending, although many of the visitors stayed in low cost campgrounds. However, their multiple day stay boosted their overall trip spending impact on goods and services while in the area.

Interestingly, the average visitor reserved their Mono County lodging nearly eight weeks in advance. This long lead-time seems to offer an excellent opportunity for direct marketing about things to do and see before they arrive to those identified through their reservation. Special promotions may be most effective if seasonally based and considered on a co-op basis, spearheaded by the Mono County Economic Development Department, with visitor serving businesses throughout the county to be cost effective and offer the businesses wider exposure. And, as nearly 30% made their reservation over the Internet (providing e-mail and other key contact information) the Internet may be a very cost effective approach for this purpose.

Mono County visitation and as a result lodging demand are highly seasonal. Overall, lodging operated at a combined annual average of 39%. This varied by lodging type and season, ranging from 52% in the Summer to 27% in the Fall. Such rates are not considered as optimal for operations although the overall average room rate of \$118 seems reasonable in today's marketplace. However this rate varied by area with Mammoth Lakes properties at \$173 for the year versus \$48 for Mono County. The rate is skewed by the presence of higher rate condos and full service hotels in Mammoth Lakes, with lower rate campsites, cabins and motels concentrated in the county areas. It is also affected by seasonality factors; many Mono County lodgings are closed in the winter but Mammoth Lakes condos and hotels operate and command premium rates during the winter ski season.

Visitors were in Mono County mainly for pleasure/leisure purposes engaging in a variety of mainly outdoor activities on a year-round basis. Most visitors also ate in restaurants and went sightseeing or exploring in the area. However, far fewer did retail shopping and as a result retail was one of the smallest expenditure categories in total or per-capita. When away from home, visitors delight in retail activity as a diversion and to discover unique items about the area to take home as part of their trip. While current economy conditions are actually forcing retail outlets to close, an opportunity seems to exist for Mono County to plan now for such activity in order to be ready when the economy does improve.

Most were from California or from other U.S. states, mainly Nevada and Oregon, those adjacent to California, while just 11% were from foreign countries. Marketing efforts in California and adjacent states seems to be those that would be the most effective at this time.

On average, these visitors were aged in the late-forties, a slightly older skew, and from households with annual incomes of nearly \$93,000, well above the average for all U.S. households and U.S. traveling households.<sup>10</sup> About one-third traveled with someone under 18 years old, reflecting the destination's more adult orientation. However, a sizable segment of 18-30 year-olds visited. They are Mono County's future visitor base as the baby-boomer generation ages. Special promotions, programs and development may be worth considering to this segment to retain their loyalty now as young people and into the future.

Of note were the extremely positive satisfaction ratings across visitor segments and seasons. This is related to the relatively strong repeat visitation and number of annual trips taken to Mono County by repeat visitors. Increasing the ratio of first-time visitors while maintaining the volume of repeat visitation would help to raise overall volume, with special emphasis on Fall and Spring seasons.

This research has set an important benchmark for measuring tourism volume, impacts and a variety of visitor characteristics against which programs can be developed and future measures can be made and progress assessed.

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<sup>10</sup> The mean household income for all U.S. households was \$66,600 and it was \$68,800 for U.S. traveling households according to the Travel Industry Association of America, Domestic Travel Report for 2008.

## APPENDIX I – DETAILED VISITOR PROFILES

### All Mono County Visitors

- Overall, 71% of Mono County visitors were from California, with 11% from other states in the U.S., and 19% were International residents.
- Close to two-thirds, 64%, were repeat visitors to Mono County in the past three years. They averaged 5.2 total trips had in the past three years, or just under twice annually.
- More than one-third or 36% were day visitors (not staying overnight in Mono County).
- Of all visitors, 18% each stayed overnight in a Mono County hotel or rental residence. Of the overnight visitors, 28% each stayed in a Mono County hotel or rental residence.
- Overnight visitors stayed an average of 3.8 nights in Mono County.
- One-fourth or 26% of all Mono County overnight visitors made their lodging reservation on an Internet web site.
- Overnight visitors made their reservations an average 7.5 weeks in advance of this trip.
- For 65% of visitors, Mono County was their main destination.
- On average visitors rated their satisfaction with Mono County at 4.7 or “extremely satisfied”.
- Visitors traveled with an average of 3.8 people in their group, were an average of 48.3 years old, and had an average income of \$92,600.

**Table 58 - All Mono County Visitors**

Characteristic	Measure <sup>11</sup>	Characteristic	Measure
% of Sample In Segment	100%	% Reserved Mono County lodging on Internet	26%
% California Resident	71%	Avg. # Weeks in Advance Reserved Mono County lodging	7.5
% International Resident	11%	% Mono County Main Destination	65%
% Visited in past 3 Years	64%	Satisfaction Rating (5=highest – 1=lowest)	4.7
Avg. # Visits to Mono County past 3 Years (previous visitors only)	5.2	Avg. number of people in travel group	3.8
% Day Visitors	36%	Median age of Respondent (years)	48.3
Avg. nights stay in Mono County (all visitors)	2.5	Median Annual Household Income	\$92,600
Avg. nights stay in Mono County (overnight visitors)	3.8		

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<sup>11</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

### Mono County Summer Visitors

- Summer visitors comprised 26% of total visitors.
- Of these visitors, 72% were from California, 9% were International, and 20% were from other U.S. States.
- Three-fifths or 61% were repeat visitors within the past three years, and averaged 3.9 trips during that three-year period or once per year.
- More than one-third, or 37%, was day-only visitors in Mono County.
- The 63% who stayed overnight in Mono County averaged 4.5 nights.
- Overnight visitors reserved their lodging 10.2 weeks in advance, and 32% used the Internet to make the reservation.
- Mono County was the main destination for 62% of visitors.
- On average, Summer visitors rated their satisfaction with Mono County at 4.7 or “extremely satisfied”.
- Summer visitors traveled with an average of 4.0 people in their group and were an average age of 46.5 years with annual income levels of \$91,400.

**Table 59 - Mono County Summer Visitors**

Characteristic	Measure <sup>12</sup>	Characteristic	Measure
% of Sample In Segment	26%	% Reserved Mono County lodging on Internet	32%
% California Resident	72%	Avg. # Weeks in Advance Reserved Mono County lodging	10.2
% International Resident	9%	% Mono County Main Destination	62%
% Visited in past 3 Years	61%	Satisfaction Rating (5=highest – 1=lowest)	4.7
Avg. # Visits to Mono County past 3 Years (previous visitors only)	3.9	Avg. number of people in travel group	4.0
% Day Visitors	37%	Median age of Respondent (years)	46.5
Avg. nights stay in Mono County (all visitors)	2.9	Median Annual Household Income	\$91,400
Avg. nights stay in Mono County (overnight visitors)	4.5		

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<sup>12</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

### Mono County Fall Visitors

- Fall visitors comprised 25% of total visitors.
- Of these visitors, 70% were from California, 20% from other U.S. States, and 10% were International.
- Three-fifths or 61% were repeat visitors within the past three years who averaged 5.8 trips during that three-year period, nearly 2 trips per year on average.
- More than one-half or 54% were day-only visitors in Mono County, the highest of the four seasons.
- Conversely, 46% stayed overnight in Mono County and averaged 3.3 nights, the lowest among all four seasons.
- Close to one-fifth or 19% of overnight visitors used the Internet to reserve their lodging and made their reservations an average of 4.3 weeks in advance.
- Mono County was the main destination for 56% of Fall visitors, the lowest among all four seasons.
- Fall visitors rated their satisfaction with Mono County a 4.6 or “extremely satisfied”.
- Fall visitors traveled with an average of 3.5 people in their group and were an average of 52.2 years of age, the oldest among other seasons. They also reported the lowest income level of \$87,400.

**Table 60 - Mono County Fall Visitors**

Characteristic	Measure <sup>13</sup>	Characteristic	Measure
% of Sample In Segment	25%	% Reserved Mono County lodging on Internet	19%
% California Resident	70%	Avg. # Weeks in Advance Reserved Mono County lodging	4.3
% International Resident	10%	% Mono County Main Destination	56%
% Visited in past 3 Years	61%	Satisfaction Rating (5=highest – 1=lowest)	4.6
Avg. # Visits to Mono County past 3 Years (previous visitors only)	5.8	Avg. number of people in travel group	3.5
% Day Visitors	54%	Median age of Respondent (years)	52.2
Avg. nights stay in Mono County (all visitors)	1.5	Median Annual Household Income	\$87,400
Avg. nights stay in Mono County (overnight visitors)	3.3		

<sup>13</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

**Mono County Winter Visitors**

- Winter visitors comprised 25% of total visitors.
- Of these visitors, 83% were from California, 10% from other U.S. States, and 7% were International.
- Nearly four-fifths or 79% were repeat visitors within the past three years who averaged 5.3 trips during that three-year period, less than 2 trips per year on average.
- Only 8% were day-only visitors in Mono County, substantially lower than the other three seasons.
- Conversely, 92% stayed overnight in Mono County and averaged 3.8 nights.
- More than one-third or 34% of overnight visitors used the Internet to reserve their lodging and reserved their lodging an average of 6.5 weeks in advance.
- Mono County was the main destination for 94% of Winter visitors, the highest among all four seasons.
- Winter visitors rated their satisfaction with Mono County a 4.6 or "extremely satisfied".
- Winter visitors traveled with an average of 3.9 people in their group and were an average of 45.8 years of age, the youngest among other seasons. They also reported the highest income level of \$124,700.

**Table 61 - Mono County Winter Visitors**

Characteristic	Measure <sup>14</sup>	Characteristic	Measure
% of Sample In Segment	25%	% Reserved Mono County lodging on Internet	34%
% California Resident	83%	Avg. # Weeks in Advance Reserved Mono County lodging	6.5
% International Resident	7%	% Mono County Main Destination	94%
% Visited in past 3 Years	79%	Satisfaction Rating (5=highest – 1=lowest)	4.6
Avg. # Visits to Mono County past 3 Years (previous visitors only)	5.3	Avg. number of people in travel group	3.9
% Day Visitors	8%	Median age of Respondent (years)	45.8
Avg. nights stay in Mono County (all visitors)	3.4	Median Annual Household Income	\$124,700
Avg. nights stay in Mono County (overnight visitors)	3.8		

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<sup>14</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

### Mono County Spring Visitors

- Spring visitors comprised 25% of total visitors.
- Of these visitors, 61% were from California, 21% from other U.S. States, and 18% were International. More Spring visitors were from other countries compare to all other seasons.
- Nearly two-thirds or 64% were repeat visitors within the past three years who averaged 5.8 trips during that three-year period, nearly 2 trips per year on average.
- More than one-fourth or 28% were day-only visitors in Mono County.
- Conversely, 72% stayed overnight in Mono County and averaged 3.8 nights.
- Only 16% of overnight visitors used the Internet to reserve their lodging and Reserved their lodging an average of 7.3 weeks in advance.
- Mono County was the main destination for 64% of Spring visitors.
- Spring visitors rated their satisfaction with Mono County a 4.9 or “extremely satisfied”, the highest among all seasons.
- Spring visitors traveled with an average of 3.8 people in their group and were an average of 50.3 years of age. They also reported an income level of \$91,500.

**Table 62 - Mono County Spring Visitors**

Characteristic	Measure <sup>15</sup>	Characteristic	Measure
% of Sample In Segment	25%	% Reserved Mono County lodging on Internet	16%
% California Resident	61%	Avg. # Weeks in Advance Reserved Mono County lodging	7.3
% International Resident	18%	% Mono County Main Destination	64%
% Visited in past 3 Years	64%	Satisfaction Rating (5=highest – 1=lowest)	4.9
Avg. # Visits to Mono County past 3 Years (previous visitors only)	5.8	Avg. number of people in travel group	3.8
% Day Visitors	28%	Median age of Respondent (years)	50.3
Avg. nights stay in Mono County (all visitors)	2.8	Median Annual Household Income	\$91,500
Avg. nights stay in Mono County (overnight visitors)	3.8		

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<sup>15</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

### Southern Californian Visitors to Mono County

- Visitors from Southern California comprised 47% of all Mono County visitors.
- Three-fourths or 76% were repeat visitors within the past three years, and averaged 4.9 trips during that three-year period, or more than once per year on average.
- Only 16% of Southern Californians were day-only visitors in Mono County, the lowest among all origin groups.
- The 84% who stayed overnight in Mono County averaged 3.9 nights.
- Of all overnight Southern Californians, 28% used the Internet to reserve their lodging and made their reservations an average of 8.0 weeks in advance.
- Mono County was the main destination for the majority or 83% of Southern Californians.
- Southern Californians rated their satisfaction with Mono County at 4.7 or “extremely satisfied”.
- Visitors from Southern California traveled with an average of 4.3 people in their group and were an average age of 47.2 years. They indicated an income of \$100,400.

**Table 63 – Southern Californian Visitors to Mono County**

Characteristic	Measure <sup>16</sup>	Characteristic	Measure
% of Sample In Segment	47%	% Reserved Mono County lodging on Internet	28%
% California Resident	100%	Avg. # Weeks in Advance Reserved Mono County lodging	8.0
% International Resident	-	% Mono County Main Destination	83%
% Visited in past 3 Years	76%	Satisfaction Rating (5=highest – 1=lowest)	4.7
Avg. # Visits to Mono County past 3 Years (previous visitors only)	4.9	Avg. number of people in travel group	4.3
% Day Visitors	16%	Median age of Respondent (years)	47.2
Avg. nights stay in Mono County (all visitors)	3.3	Median Annual Household Income	\$100,400
Avg. nights stay in Mono County (overnight visitors)	3.9		

<sup>16</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

### Northern Californian Visitors to Mono County

- Visitors from Northern California comprised 14% of all Mono County visitors.
- Two-thirds or 65% were repeat visitors within the past three years, and averaged 4.1 trips during that three-year period, or more than once per year on average.
- More than one-half or 52% of Northern Californians were day-only visitors in Mono County.
- The 48% who stayed overnight in Mono County averaged 3.2 nights.
- Of all overnight Northern Californians, 23% used the Internet to reserve their lodging and Reserved their lodging an average of 6.1 weeks in advance.
- Mono County was the main destination for 59% of Northern Californians.
- Northern Californians rated their satisfaction with Mono County at 4.7 or “extremely satisfied”.
- Visitors from Northern California traveled with an average of 3.6 people in their group and were an average age of 48.7 years. They reported an income level of \$107,300.

**Table 64 – Northern Californian Visitors to Mono County**

Characteristic	Measure <sup>17</sup>	Characteristic	Measure
% of Sample In Segment	14%	% Reserved Mono County lodging on Internet	23%
% California Resident	100%	Avg. # Weeks in Advance Reserved Mono County lodging	6.1
% International Resident	-	% Mono County Main Destination	59%
% Visited in past 3 Years	65%	Satisfaction Rating (5=highest – 1=lowest)	4.7
Avg. # Visits to Mono County past 3 Years (previous visitors only)	4.1	Avg. number of people in travel group	3.6
% Day Visitors	52%	Median age of Respondent (years)	48.7
Avg. nights stay in Mono County (all visitors)	1.5	Median Annual Household Income	\$107,300
Avg. nights stay in Mono County (overnight visitors)	3.2		

<sup>17</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

### Other U.S. Resident Visitors to Mono County

- Less than one-fifth or 19% of all visitors to Mono County were from other U.S. states excluding California.
- More than one-half or 52% of other U.S. residents were repeat visitors to Mono County in the past three years. They visited an average of 4.9 times or more than once annually.
- The majority, 57%, were day visitors, with 43% staying overnight in Mono County.
- Other U.S. visitors' average staying overnight in Mono County stayed an average of 3.6 nights.
- They Reserved their Mono County lodging 6.6 weeks in advance, and 25% used the Internet to reserve their lodging.
- Less than one-half or 47% chose Mono County as their main destination.
- Other U.S. residents rated their satisfaction at 4.7 or "extremely satisfied".
- Visitors from other U.S. areas traveled with an average of 3.3 people in their group and were the oldest at an average age of 52.2 years. Their income level was also among the lowest at \$75,600.

**Table 65 – Other U.S. Resident Visitors to Mono County**

Characteristic	Measure <sup>18</sup>	Characteristic	Measure
% of Sample In Segment	19%	% Reserved Mono County lodging on Internet	25%
% California Resident	-	Avg. # Weeks in Advance Reserved Mono County lodging	6.6
% International Resident	-	% Mono County Main Destination	47%
% Visited in past 3 Years	52%	Satisfaction Rating (5=highest – 1=lowest)	4.7
Avg. # Visits to Mono County past 3 Years (previous visitors only)	4.9	Avg. number of people in travel group	3.3
% Day Visitors	57%	Median age of Respondent (years)	52.2
Avg. nights stay in Mono County (all visitors)	1.5	Median Annual Household Income	\$75,600
Avg. nights stay in Mono County (overnight visitors)	3.6		

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<sup>18</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

**All International Visitors**

- International visitors comprised 10% of 2008 visitor groups to Mono County.
- Less than one-fifth or 15%, were repeat visitors to Mono County in the previous three years and visited an average of 2.4 times during that time period.
- More than one-third, 37% of International visitors were visiting for the day only.
- The 63% of International visitors who stayed overnight in Mono County stayed an average of 3.9 nights.
- Those who stayed overnight in Mono County made their reservation 9.3 weeks in advance, with 22% making their lodging reservation on the Internet.
- Mono County was the main destination for 25% of all International visitors, lowest among all other visitors from the U.S. or different California regions. International visitors typically visit more destinations on their trips.
- International residents were “extremely satisfied” with Mono County as indicated by their average rating of 4.6.
- International visitors traveled with an average of 3.7 people in their group and averaged 44.6 years of age, the youngest among all other visitors.
- International visitors averaged annual household income of \$78,700, somewhat lower than income for Southern and Northern Californians.

**Table 66 - All International Visitors**

Characteristic	Measure <sup>19</sup>	Characteristic	Measure
% of Sample In Segment	10%	% Reserved Mono County lodging on Internet	22%
% California Resident	-	Avg. # Weeks in Advance Reserved Mono County lodging	9.3
% International Resident	100%	% Mono County Main Destination	25%
% Visited in past 3 Years	15%	Satisfaction Rating (5=highest – 1=lowest)	4.6
Avg. # Visits to Mono County past 3 Years (previous visitors only)	2.4	Avg. number of people in travel group	3.7
% Day Visitors	37%	Median age of Respondent (years)	44.6
Avg. nights stay in Mono County (all visitors)	2.4	Median Annual Household Income	\$78,700
Avg. nights stay in Mono County (overnight visitors)	3.9		

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<sup>19</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

### Day Visitors to Mono County

- Mono County day visitors comprised 15% of the total visitation, of which 59% were Californians, 30% were other U.S. residents, and 11% were International residents.
- Close to three-fifths or 58% were repeat visitors to Mono County in the past three years and made an average of 9.5 trips to Mono County during this time period, or more than 3 trips annually. Day visitors made more trips to Mono County than any other segment.
- Mono County was the main destination for 36% of day visitors.
- Day visitors were “very satisfied” with Mono County with their average rating of 4.4.
- They traveled in relatively small groups with an average of 3.3 people in their group and averaged 49.5 years of age.
- This segment reported annual household income was \$84,600.

**Table 67 - Mono County Day Visitors**

Characteristic	Measure <sup>20</sup>	Characteristic	Measure
% of Sample In Segment	15%	% Reserved Mono County lodging on Internet	-
% California Resident	59%	Avg. # Weeks in Advance Reserved Mono County lodging	-
% International Resident	11%	% Mono County Main Destination	36%
% Visited in past 3 Years	58%	Satisfaction Rating (5=highest – 1=lowest)	4.4
Avg. # Visits to Mono County past 3 Years (previous visitors only)	9.5	Avg. number of people in travel group	3.3
% Day Visitors	100%	Median age of Respondent (years)	49.5
Avg. nights stay in Mono County (all visitors)	-	Median Annual Household Income	\$84,600
Avg. nights stay in Mono County (overnight visitors)	-		

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<sup>20</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

### Tent Camping Visitors

- Tent campers comprised 11% of visitors to Mono County.
- Of these visitors, 78% were Californians, 19% were from other U.S. states, and 3% were International residents.
- The majority or 71% were repeat visitors to Mono County in the previous three years and visited an average of 4.1 times during that time period.
- Tent campers average 4.2 nights in Mono County and 21% Reserved their campground via the Internet. They also made their reservation an average 11.0 weeks in advance.
- Mono County was the main destination for 82% of all tent campers.
- Visitors camping in tents were “extremely satisfied” with Mono County as indicated by their average rating of 4.8.
- Tent campers traveled with an average of 3.8 people in their group and averaged 46.5 years of age.
- Tent campers reported an average annual household income of \$85,500.

**Table 68 – Tent Campers in Mono County**

Characteristic	Measure <sup>21</sup>	Characteristic	Measure
% of Sample In Segment	11%	% Reserved Mono County lodging on Internet	21%
% California Resident	78%	Avg. # Weeks in Advance Reserved Mono County lodging	11.0
% International Resident	3%	% Mono County Main Destination	82%
% Visited in past 3 Years	71%	Satisfaction Rating (5=highest – 1=lowest)	4.8
Avg. # Visits to Mono County past 3 Years (previous visitors only)	4.1	Avg. number of people in travel group	3.8
% Day Visitors	-	Median age of Respondent (years)	46.5
Avg. nights stay in Mono County (all visitors)	4.2	Median Annual Household Income	\$85,500
Avg. nights stay in Mono County (overnight visitors)	4.2		

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<sup>21</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

### RV Camping Visitors

- Campers in RV parks/campgrounds comprised 8% of visitors to Mono County.
- Of these visitors, 89% were Californians, 7% were from other U.S. states, and 5% were International residents.
- Two-thirds or 66% were repeat visitors to Mono County in the previous three years and visited an average of 3.4 times or once annually during this three-year time period.
- Campers in RV parks average 5.5 nights in Mono County and 37% Reserved their spot via the Internet. They also made their reservation an average 13.4 weeks in advance, the longest lead time from any other visitor group.
- Mono County was the main destination for 77% of all tent campers in RV parks.
- Visitors camping in RVs were “extremely satisfied” with Mono County as indicated by their average rating of 4.9.
- RV campers traveled with an average of 4.2 people in their group and averaged 47.0 years of age.
- Campers in RV parks reported an average annual household income of \$90,800.

**Table 69 – RV Park Campers in Mono County**

Characteristic	Measure <sup>22</sup>	Characteristic	Measure
% of Sample In Segment	8%	% Reserved Mono County lodging on Internet	37%
% California Resident	89%	Avg. # Weeks in Advance Reserved Mono County lodging	13.4
% International Resident	5%	% Mono County Main Destination	77%
% Visited in past 3 Years	66%	Satisfaction Rating (5=highest – 1=lowest)	4.9
Avg. # Visits to Mono County past 3 Years (previous visitors only)	3.4	Avg. number of people in travel group	4.2
% Day Visitors	-	Median age of Respondent (years)	47.0
Avg. nights stay in Mono County (all visitors)	5.5	Median Annual Household Income	\$90,800
Avg. nights stay in Mono County (overnight visitors)	5.5		

<sup>22</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

### Hotel/Motel Guests

- Hotel/motels guests comprised 24% of visitors to Mono County.
- Of hotel patrons, 66% were Californians, 23% were International residents, and 12% were from other U.S. states.
- More than one-half or 58% were repeat visitors to Mono County in the previous three years and visited an average of 3.3 times or once annually during this three-year time period.
- Hotel guests average 2.8 nights in Mono County and 24% made their reservation via the Internet. They also made their reservation an average 4.2 weeks in advance.
- Mono County was the main destination for 69% of all hotel guests.
- Hotel guests were “extremely satisfied” with Mono County as indicated by their average rating of 4.7.
- Hotel guests traveled with an average of 3.6 people in their group and averaged 46.8 years of age. They reported an annual household income of \$97,300.

**Table 70 – Hotel/Motel Guests in Mono County**

Characteristic	Measure <sup>23</sup>	Characteristic	Measure
% of Sample In Segment	24%	% Reserved Mono County lodging on Internet	24%
% California Resident	66%	Avg. # Weeks in Advance Reserved Mono County lodging	4.2
% International Resident	23%	% Mono County Main Destination	69%
% Visited in past 3 Years	58%	Satisfaction Rating (5=highest – 1=lowest)	4.7
Avg. # Visits to Mono County past 3 Years (previous visitors only)	3.3	Avg. number of people in travel group	3.6
% Day Visitors	-	Median age of Respondent (years)	46.8
Avg. nights stay in Mono County (all visitors)	2.8	Median Annual Household Income	\$97,300
Avg. nights stay in Mono County (overnight visitors)	2.8		

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<sup>23</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

### Visitors Renting Condos, Townhomes, or s

- Visitors renting condos, townhomes, or s comprised 21% of visitors to Mono County.
- Of these visitors, 79% were Californians, 11% were from other U.S. states, and 10% were International residents.
- More than two-thirds or 70% were repeat visitors to Mono County in the previous three years and visited an average of 5.2 times or nearly twice annually during this three-year time period.
- Visitors renting these types of units averaged 4.1 nights in Mono County and 30% made their reservation via the Internet. They made their reservation an average 7.0 weeks in advance.
- Mono County was the main destination for the vast majority, or 90% of all renters. This was the highest among all visitor segments.
- Visitors renting residences were “extremely satisfied” with Mono County as indicated by their average rating of 4.7.
- Mono County visitors renting residences traveled with an average of 4.7 people in their group and averaged 48.2 years of age. They reported the highest annual household income of \$122,200 of all visitor lodging segments.

**Table 71 – Visitors Renting Condos, Townhomes, or s in Mono County**

Characteristic	Measure <sup>24</sup>	Characteristic	Measure
% of Sample In Segment	21%	% used lodging’s Internet web site to reserve Mono County lodging	30%
% California Resident	79%	Avg. # Weeks in Advance Reserved Mono County lodging	7.0
% International Resident	10%	% Mono County Main Destination	90%
% Visited in past 3 Years	70%	Satisfaction Rating (5=highest – 1=lowest)	4.7
Avg. # Visits to Mono County past 3 Years (previous visitors only)	5.2	Avg. number of people in travel group	4.7
% Day Visitors	-	Median age of Respondent (years)	48.2
Avg. nights stay in Mono County (all visitors)	4.1	Median Annual Household Income	\$122,200
Avg. nights stay in Mono County (overnight visitors)	4.1		

<sup>24</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

**Visited Mono County in Past Three Years (Repeat)**

- Those who have visited Mono County in the past three years comprised 68% of all visitors.
- Of these visitors, nearly 83% were Californians, 14% were from other U.S. states, and 3% were International residents.
- Of course, all were repeat visitors to Mono County in the past three years and visited an average of 5.2 times or nearly twice annually during this three-year time period.
- Of this segment, 32% were day visitors while 68% stayed overnight in Mono County.
- All past visitors averaged 2.7 nights in Mono County, while past overnight visitors averaged 4.1 nights.
- One –quarter, 25% made their reservation via the lodging’s Internet site. They made their reservation an average of 7.4 weeks in advance.
- Mono County was the main destination for three–quarters, or 76% of all repeat visitors.
- Prior visitors were “extremely satisfied” with Mono County, indicated by their average rating of 4.81.
- Past Mono County visitors traveled with an average of 4.7 people in their group and averaged 49.7 years of age.
- They reported annual household income of \$94,300, just above the \$92,600 for all visitors.

**Table 72 – Visited Mono County in Past Three Years**

Characteristic	Measure <sup>25</sup>	Characteristic	Measure
% of Sample In Segment	68.2%+	% used Lodging’s Internet website to reserve Mono County lodging	24.6%
% California Resident	82.5%+	Avg. # Weeks in Advance Reserved Mono County lodging	7.40
% International Resident	2.5%-	% Mono County Main Destination	76.3%+
% Visited in past 3 Years	100.0%	Satisfaction Rating (5=highest – 1=lowest)	4.81+
Avg. # Visits to Mono County past 3 Years (previous visitors only)	5.17	Avg. number of people in travel group	3.81
% Day Visitors	32.1%	Median age of Respondent (years)	49.67+
Avg. nights stay in Mono County (all visitors)	2.71+	Median Annual Household Income	\$94,300
Avg. nights stay in Mono County (overnight visitors)	4.01+		

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<sup>25</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

**Has Not Visited Mono County in Past Three Years (First-Time)**

- Those not having visited Mono County in the past three years comprised just one-third or 32% of all visitors.
- Of these, nearly one-half were Californians, 25% were from other U.S. states, and 25% were International residents. Typically first time visitors are from more dispersed geographic areas.
- Of this segment, 42% were day visitors while 58% stayed overnight in Mono County. This is also more typical as these visitors tend to be seeing more destinations on their first visit.
- All first-time visitors averaged 2.0 nights in Mono County, while first-time overnight visitors averaged 3.5 nights.
- Over one-quarter, 30% made their reservation via the lodging's Internet site. They made their reservation an average of 7.6 weeks in advance.
- Mono County was the main destination for only 46% of first-timers, again a typical pattern.
- First-time visitors were "extremely satisfied" with Mono County, indicated by their average rating of 4.39, but this was below the 4.8 of past visitors, again a typical result.
- Past Mono County visitors traveled with an average of 3.7 people in their group.
- They averaged 46 years of age, which is younger than age 48 for the total visitors.
- They reported annual household income of \$88,800, somewhat below the \$92,600 for all visitors.

**Table 73 – Has Not Visited Mono County in Past Three Years**

Characteristic	Measure <sup>26</sup>	Characteristic	Measure
% of Sample In Segment	31.8%-	% used Lodging's Internet website to reserve Mono County lodging	29.8%
% California Resident	49.5%-	Avg. # Weeks in Advance Reserved Mono County lodging	7.62
% International Resident	25.8%+	% Mono County Main Destination	46.1%-
% Visited in past 3 Years	0.0%	Satisfaction Rating (5=highest – 1=lowest)	4.39-
Avg. # Visits to Mono County past 3 Years (previous visitors only)	*	Avg. number of people in travel group	3.72
% Day Visitors	41.8%+	Median age of Respondent (years)	46.09-
Avg. nights stay in Mono County (all visitors)	2.02-	Median Annual Household Income	\$88,800
Avg. nights stay in Mono County (overnight visitors)	3.50-		

<sup>26</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

### Visitors With Children Living in their Household

- Visitors with children living in their household comprised 30% of all visitors to Mono County.
- Of these visitors, 75% were Californians, 14% were from other U.S. states, and 11% were International residents.
- Six in ten, or 60% were repeat visitors to Mono County in the previous three years and visited an average of 3.9 times slightly more than once annually during the last three years.
- Of all visitors with children at home, only 26% were day visitors and thus 74% of them stayed overnight in Mono County.
- All visitors with children averaged 2.89 nights in Mono County while those who stayed overnight averaged 3.9 nights.
- Nearly one-third or 31% of the overnight visitors made their reservation via the lodging's Internet web site, and Reserved their lodging an average of 8 weeks in advance of the trip.
- Mono County was the main destination for 69% of this segment.
- Visitors with children at home were "extremely satisfied" with Mono County as indicated by their average rating of 4.85, among the highest ratings.
- Mono County visitors renting residences traveled with an average of 4.85 people in their group, the highest group size reflecting the presence of children on the trip.
- They averaged 44.3 years old, which is younger than age 48 for the total visitors.
- They reported annual household income of \$113,600, well above the \$92,600 for all visitors.

**Table 74 – Visitors With Children Living in their Household**

Characteristic	Measure <sup>27</sup>	Characteristic	Measure
% of Sample In Segment	29.8%	% used Lodging's Internet website to reserve Mono County lodging	31.2%
% California Resident	75.9%	Avg. # Weeks in Advance Reserved Mono County lodging	8.16
% International Resident	10.7%	% Mono County Main Destination	69.0%
% Visited in past 3 Years	60.0%	Satisfaction Rating (5=highest – 1=lowest)	4.66
Avg. # Visits to Mono County past 3 Years (previous visitors only)	3.93-	Avg. number of people in travel group	4.85+
% Day Visitors	26.0%-	Median age of Respondent (years)	44.30-
Avg. nights stay in Mono County (all visitors)	2.89+	Median Annual Household Income	\$113,600+
Avg. nights stay in Mono County (overnight visitors)	3.90		

<sup>27</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

**Visitors with NO Children Living in their Household**

- Visitors without children living in their household comprised 70% of visitors to Mono County, a fairly high share, suggesting the destination’s lower appeal to families with children.
- Of these visitors, 68% were Californians, 21% were from other U.S. states, and 11% were International residents.
- Two-thirds or 66% were repeat visitors to Mono County in the previous three years and visited an average of 5.7 times or nearly twice annually during this three-year time period.
- Of all visitors without children, 41% were day visitors somewhat above the total average, and thus 59% stayed overnight in Mono County.
- All visitors without children averaged 2.2 nights in Mono County while those who stayed overnight averaged 3.7 nights.
- Just 21% made their reservation via the lodging’s Internet web site, which may be related to the segment’s relatively higher age. All without children staying overnight made their reservation an average 6.8 weeks in advance of the trip.
- Mono County was the main destination for 63% of this segment.
- Visitors with children at home were “extremely satisfied” with Mono County as indicated by their average rating of 4.67.
- These visitors traveled with an average of 3.39 people in their group.
- They averaged 52.2 years old, which is older than age 48 for the total visitors.
- They reported annual household income of \$84,300, below the \$92,600 for all visitors.

**Table 75 – Visitors with Children Living in their Household**

Characteristic	Measure <sup>28</sup>	Characteristic	Measure
% of Sample In Segment	69.9%	% used Lodging’s Internet website to reserve Mono County lodging	22.6%-
% California Resident	68.1%	Avg. # Weeks in Advance Reserved Mono County lodging	6.82
% International Resident	11.0%	% Mono County Main Destination	63.3%
% Visited in past 3 Years	66.2%	Satisfaction Rating (5=highest – 1=lowest)	4.67
Avg. # Visits to Mono County past 3 Years (previous visitors only)	5.68	Avg. number of people in travel group	3.39-
% Day Visitors	40.6%+	Median age of Respondent (years)	52.22+
Avg. nights stay in Mono County (all visitors)	2.23-	Median Annual Household Income	\$84,300-
Avg. nights stay in Mono County (overnight visitors)	3.73		

<sup>28</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

**Visitors (Respondent) Aged 18 - 29**

- The visitor respondents aged 18-29 comprised 11% of all visitors to Mono County, the smallest age group.
- Of these visitors, 76% were Californians, 16% were from other U.S. states, and 8% were International residents.
- Nearly 36% were repeat visitors to Mono County in the previous three years, but those that did averaged 6.4 trips to Mono County, more than twice annually during the last three years.
- Of all visitors aged 18-29, 33% were day visitors, and thus 67% of them stayed overnight in Mono County.
- All visitors aged 18-29 averaged 2.46 nights in Mono County while those who stayed overnight averaged 3.7 nights.
- Over 27% made their reservation via the lodging's Internet web site.
- Those 18-39 staying overnight Reserved their lodging an average of 4.2 weeks in advance of the trip.
- Mono County was the main destination for 72% of this segment.
- These visitors with children at home were "very/extremely satisfied" with Mono County as indicated by their average rating of 4.59.
- Mono County visitors aged 18-29 traveled with an average of 3.67 people in their group.
- They averaged 23.5 years old.
- They reported annual household income of \$33,100, the lowest of any segment but this is not surprising, as income tends to rise with age.

**Table 76 – Visitors Aged 18-29**

Characteristic	Measure <sup>29</sup>	Characteristic	Measure
% of Sample In Segment	11.1%	% used Lodging's Internet website to reserve Mono County lodging	27.6%
% California Resident	75.9%	Avg. # Weeks in Advance Reserved Mono County lodging	4.22
% International Resident	7.5%	% Mono County Main Destination	72.3%
% Visited in past 3 Years	35.8%	Satisfaction Rating (5=highest – 1=lowest)	4.59
Avg. # Visits to Mono County past 3 Years (previous visitors only)	6.40	Avg. number of people in travel group	3.67
% Day Visitors	32.7%	Median age of Respondent (years)	23.5
Avg. nights stay in Mono County (all visitors)	2.46	Median Annual Household Income	\$33,100-
Avg. nights stay in Mono County (overnight visitors)	3.72		

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<sup>29</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

**Visitor (Respondent) Aged 30 - 49**

- The visitor respondents aged 30-49 comprised 40% of all visitors to Mono County.
- Of these visitors, 71% were Californians, 14% were from other U.S. states, and 15% were International residents.
- Nearly 60% were repeat visitors to Mono County in the previous three years, and those that did averaged 4.2 trips to Mono County, just over one trip per year.
- Of the visitors aged 30 - 49, 34% were day visitors, and thus 67% of them stayed overnight in Mono County.
- All age 30 - 49 visitors averaged 2.46 nights in Mono County while those who stayed overnight averaged 3.7 nights.
- Over 26% made their reservation via the lodging's Internet web site, and Reserved their lodging an average of 8 weeks in advance of the trip.
- Mono County was the main destination for 63% of this segment.
- These visitors were "very/extremely satisfied" with Mono County as indicated by their average rating of 4.58.
- Mono County visitors aged 30 - 49 traveled with an average of 4.21 people in their group suggesting they were accompanied by children.
- They averaged 41.4 years old.
- They reported annual household income of \$99,800 just above the median of \$92,600 for all visitors.

**Table 77 – Visitors Aged 39 - 49**

Characteristic	Measure <sup>30</sup>	Characteristic	Measure
% of Sample In Segment	40.4%	% used Lodging's Internet website to reserve Mono County lodging	26.1%
% California Resident	71.0%	Avg. # Weeks in Advance Reserved Mono County lodging	8.06
% International Resident	14.9%+	% Mono County Main Destination	63.0%
% Visited in past 3 Years	58.6%-	Satisfaction Rating (5=highest – 1=lowest)	4.58
Avg. # Visits to Mono County past 3 Years (previous visitors only)	4.19-	Avg. number of people in travel group	4.21+
% Day Visitors	33.6%	Median age of Respondent (years)	41.36-
Avg. nights stay in Mono County (all visitors)	2.46	Median Annual Household Income	\$99,800
Avg. nights stay in Mono County (overnight visitors)	3.66		

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<sup>30</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

**Visitors (Respondent) Aged 50+**

- The visitor respondents aged 50 and older comprised 48% of all visitors to Mono County, the single largest age group.
- Of these visitors, 69% were Californians, 23% were from other U.S. states, and 8% were International residents, thus more in this group were from outside California but fewer from outside the U.S.
- Nearly 70% were repeat visitors to Mono County in the previous three years, and those that did averaged 5.8 trips to Mono County, nearly two trips per year during the three year period.
- Of the visitors aged 50+, 38% were day visitors, and thus 62% stayed overnight in Mono County.
- All age 50+ visitors averaged 2.47 nights in Mono County, while those who stayed overnight averaged 4.17 nights.
- Over 26% made their reservation via the lodging's Internet web site, and Reserved their lodging an average of 8 weeks in advance of the trip.
- Mono County was the main destination for 66% of this segment.
- These visitors were "very/extremely satisfied" with Mono County as indicated by their average rating of 4.75.
- Mono County visitors aged 50+ traveled with an average of 3.5 people in their group.
- They averaged 58.3 years old.
- They reported annual household income of \$95,600 just above the median of \$92,600 for all visitors.

**Table 78 – Visitors in Mono County Aged 50+**

Characteristic	Measure <sup>31</sup>	Characteristic	Measure
% of Sample In Segment	48.0%	% used Lodging's Internet website to reserve Mono County lodging	26.6%
% California Resident	69.3%	Avg. # Weeks in Advance Reserved Mono County lodging	7.94
% International Resident	7.8%-	% Mono County Main Destination	66.2%
% Visited in past 3 Years	69.4%+	Satisfaction Rating (5=highest – 1=lowest)	4.75+
Avg. # Visits to Mono County past 3 Years (previous visitors only)	5.77	Avg. number of people in travel group	3.53-
% Day Visitors	38.2%	Median age of Respondent (years)	58.29+
Avg. nights stay in Mono County (all visitors)	2.47	Median Annual Household Income	\$95,600
Avg. nights stay in Mono County (overnight visitors)	4.17		

<sup>31</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

**Visitor Household Annual Income \$50,000-\$99,999**

- Visitors with reported household incomes of \$50,000 - \$99,000 comprised 28% of all visitors to Mono County.
- Of these visitors, 71% were Californians, 18% were from other U.S. states, and 11% were International residents.
- Over 70% were repeat visitors to Mono County in the previous three years, and those that did averaged 5.14 trips to Mono County, nearly two trips per year during the three year period.
- Of these visitors, 38% were day visitors, and thus 62% stayed overnight in Mono County.
- All visitors in this income group averaged 2.28 nights in Mono County, while those who stayed overnight averaged 3.65 nights.
- Over 27% made their reservation via the lodging's Internet web site, and Reserved their lodging an average of 8 weeks in advance of the trip.
- Mono County was the main destination for 67% of this segment.
- These visitors were "very/extremely satisfied" with Mono County as indicated by their average rating of 4.66.
- Mono County visitors in the \$50,000- \$99,000 income group traveled with an average of 3.5 people.
- They averaged 48.6 years old.
- They reported annual household income of \$79,300 well below the median of \$92,600 for all visitors.

**Table 79 – Mono County Visitors with Annual Household Income of \$50,00-\$99,000**

Characteristic	Measure <sup>32</sup>	Characteristic	Measure
% of Sample In Segment	28.3%	% used Lodging's Internet website to reserve Mono County lodging	27.4%
% California Resident	71.4%	Avg. # Weeks in Advance Reserved Mono County lodging	8.07
% International Resident	10.8%	% Mono County Main Destination	67.0%
% Visited in past 3 Years	70.5%+	Satisfaction Rating (5=highest – 1=lowest)	4.66
Avg. # Visits to Mono County past 3 Years (previous visitors only)	5.14	Avg. number of people in travel group	3.55-
% Day Visitors	37.5%	Median age of Respondent (years)	48.60
Avg. nights stay in Mono County (all visitors)	2.28	Median Annual Household Income	\$79,300-
Avg. nights stay in Mono County (overnight visitors)	3.65		

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<sup>32</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

**Visitor Household Annual Income \$100,000 or More**

- Visitors with reported household incomes of \$100,000 or more comprised 27% of all visitors to Mono County.
- Of these visitors, 80% were Californians, 14% were from other U.S. states, and 6% were International residents.
- Two-thirds, 68% were repeat visitors to Mono County in the previous three years, and those that did averaged 5.62 trips to Mono County, nearly two trips per year during the three year period.
- Of these visitors, 29% were day visitors, and thus a relatively high 71% stayed overnight in Mono County.
- All visitors in this income group averaged 2.83 nights in Mono County, while those who stayed overnight averaged 3.97 nights.
- Over 30% made their reservation via the lodging's Internet web site, and Reserved their lodging an average of nearly 8 weeks in advance of the trip.
- Mono County was the main destination for 71% of this segment.
- These visitors were "very/extremely satisfied" with Mono County as indicated by their average rating of 4.73.
- Mono County visitors in the \$100,000+ income group traveled with an average of 4.1 people.
- They averaged 48.7 years old.
- They reported annual household income of \$167,400, significantly above the median of \$92,600 for all visitors.

**Table 80 – Visitors Renting Residences in Mono County**

Characteristic	Measure <sup>33</sup>	Characteristic	Measure
% of Sample In Segment	36.9%	% used Lodging's Internet website to reserve Mono County lodging	30.2%
% California Resident	79.6%	Avg. # Weeks in Advance Reserved Mono County lodging	7.68
% International Resident	6.2%-	% Mono County Main Destination	71.1%+
% Visited in past 3 Years	67.7%	Satisfaction Rating (5=highest – 1=lowest)	4.73
Avg. # Visits to Mono County past 3 Years (previous visitors only)	5.62	Avg. number of people in travel group	4.08+
% Day Visitors	29.3%-	Median age of Respondent (years)	48.66
Avg. nights stay in Mono County (all visitors)	2.83+	Median Annual Household Income	\$167,400+
Avg. nights stay in Mono County (overnight visitors)	3.97		

<sup>33</sup> For this and all other tables in this section, the figures shown are those from the intercept survey and may differ from those used in the economic impact. The figures in the tables represent all visitors in the segment, not only those staying overnight unless otherwise specified.

## APPENDIX 2 – LODGING INVENTORY

Property	Type	City	Zip	Daily units
Mono County (excl. Mammoth Lakes)				
Old House/Inn at Benton Hot Springs	B&B	Benton	CA 93512	8
Bridgeport Reservoir RV Park/Marina*	Camp/RV	Bridgeport	CA 93517	29
Hunewill Guest Ranch	Cabin	Bridgeport	CA 93517	5
Paradise Shores RV Park	RV Park	Bridgeport	CA 93517	44
Virginia Lakes Resort	Cabin	Bridgeport	CA 93517	19
Virginia Creek Settlement*	Cabin	Bridgeport	CA 93517	11
American Land & Leisure (BRD)	Res Agent	Bridgeport	CA 93517	433
Annett's Mono Village - Cabin	Cabin	Bridgeport	CA 93517	21
Annett's Mono Village - RV sites	RV Park	Bridgeport	CA 93517	350
Big Meadow Lodge	Cabin	Bridgeport	CA 93517	6
Doc & Al's Resort	Camp	Bridgeport	CA 93517	29
Doc & Al's Resort	RV Park	Bridgeport	CA 93517	8
Doc & Al's Resort	Cabin	Bridgeport	CA 93517	23
Twin Lakes Resort - Cabin	Cabin	Bridgeport	CA 93517	8
Twin Lakes Resort - RV	RV Park	Bridgeport	CA 93517	17
Willow Springs Motel & RV Park	Cabin	Bridgeport	CA 93517	8
Willow Springs Motel & RV Park	RV Park	Bridgeport	CA 93517	25
Best Western Ruby Inn	Hotel	Bridgeport	CA 93517	30
Bridgeport Inn	Hotel	Bridgeport	CA 93517	32
Silver Maple Inn &The Cain House	Inn/B&B	Bridgeport	CA 93517	28
Walker River Lodge	Motel	Bridgeport	CA 93517	40
Annett's Mono Village - Motel	Motel	Bridgeport	CA 93517	12
Bodie Victorian Hotel	Hotel	Bridgeport	CA 93517	9
Redwood Motel	Hotel	Bridgeport	CA 93517	22
Meadowcliff Resort	Hotel	Coleville	CA 96107	20
Recreation Resource Mng't (InyoNF)	Camp	Crowley Lake	CA 93514	330
Tom's Place Resort	Cabin	Crowley Lake	CA 93546	18
Browns Owens River Campgrounds	Camp	Crowley Lake	CA 93546	75
Crowley Lake Fish Camp	Camp	Crowley Lake	CA 93546	12
Crowley Lake Fish Camp	RV Park	Crowley Lake	CA 93546	7
Crowley Lake RV Park	RV Park	Crowley Lake	CA 93546	30
Hot Creek Ranch	Cabin	Crowley Lake	CA 93546	9
McGee Creek Lodge	Cabin	Crowley Lake	CA 93546	9
McGee Creek RV Park	RV Park	Crowley Lake	CA 93546	50
Mono Sierra Lodge	Cabin	Crowley Lake	CA 93546	8
Swiss Chalet Lodge	Hotel	Crowley Lake	CA 93546	21
Rainbow Tarns	B&B	Crowley Lake	CA93546	3
Big Rock Resort	Cabin	June Lake	CA 93529	8
Fern Creek Lodge	Cabin	June Lake	CA 93529	11
Lake Front Cabins	Cabin	June Lake	CA 93529	10
Reverse Creek Lodge	Cabin	June Lake	CA93529	15
Rocky Mountain Recreation (June)	Res Agent	June Lake	CA 93529	261
Silver Lake Resort - Cabins	Cabin	June Lake	CA 93529	16
Silver Lake Resort - RV Park	RV Park	June Lake	CA 93529	79
Golden Pines RV Park	RV Park	June Lake	CA93529	27

Mono County Economic Development Department  
Economic and Fiscal Impacts and Visitor Profile of Mono County Tourism for FY 2008

<b>Property</b>	<b>Type</b>	<b>City</b>	<b>Zip</b>	<b>Daily units</b>
Grant Lake Marina Campground/RV	Camp/RV	June Lake	CA 93529	70
June Lake Pines Cottages	Cabin	June Lake	CA 93529	11
June Lake RV Park	RV Park	June Lake	CA 93529	20
Pine Cliff Resort	Cabin/RV	June Lake	CA 93546	250
The Four Seasons	Cabin	June Lake	CA 93529	5
The Haven	Cabin	June Lake	CA 93529	7
Whispering Pines Resort	Cabin	June Lake	CA 93529	27
Double Eagle Resort & Spa*	Hotel	June Lake	CA 93529	31
Gull Lake Lodge	Hotel	June Lake	CA 93529	14
Heidelberg Inn	Timeshare	June Lake	CA 93529	4
June Lake Motel	Hotel	June Lake	CA 93529	20
June Lake Villager Inn	Hotel	June Lake	CA 93529	23
Boulder Lodge	Hotel	June Lake	CA 93529	60
June Lake Properties Reservations	Condo	June Lake	CA 93529	50
Rainbow Ridge Realty and Reservations	Condo	June Lake	CA93529	33
Sierra Recreation (Lee Vining)	Res Agent	Lee Vining	CA 93546	233
Lundy Lake Campground	Camp	Lee Vining	CA 93541	50
Lundy Lake Resort	Cabin	Lee Vining	CA 93541	35
Mono Vista RV Park	RV Park	Lee Vining	CA 93541	50
Mono Vista RV Park - Campsites	Camp	Lee Vining	CA 93541	13
El Mono Motel & Latte Da Coffee	Motel	Lee Vining	CA 93541	11
Lake View Lodge	Hotel	Lee Vining	CA 93541	59
Murphey's Motel	Hotel	Lee Vining	CA93541	44
Yosemite Gateway Motel	Hotel	Lee Vining	CA 93541	18
Lee Vining Motel	Hotel	Lee Vining	CA 93541	11
Tioga Lodge	Hotel	Lee Vining	CA 93541	14
Rock Creek Lodge	Cabin	Tom's Place	CA 93546	20
Topaz Lake RV Park	RV Park	Topaz	CA96133	54
West Walker Motel	Hotel	Walker	CA 96107	10
Toiyabe Motel	Hotel	Walker	CA 96107	11
Andruss Motel	Hotel	Walker River	CA 96107	13
Sierra Retreat Motel	Hotel	Walker River	CA 96107	6
Convict Lake Resort	Cabin	Convict Lake	CA 93546	30
<b>Total Mono Co Areas</b>				<b>3,543</b>

Mono County Economic Development Department  
Economic and Fiscal Impacts and Visitor Profile of Mono County Tourism for FY 2008

Property	Type	City	Zip	Daily units
<b>Mammoth Lakes</b>				
Campgrounds - Mmth Lakes Basin	Camp	Mammoth Lakes	CA 93546	486
Devils Postpile Nat'l Monument	Camp	Mammoth Lakes	CA 93546	21
Edelweiss Lodge	Cabin	Mammoth Lakes	CA 93546	10
Mammoth Mountain RV Park*	Cabin	Mammoth Lakes	CA 93546	180
Tamarack Lodge Resort	Cabin	Mammoth Lakes	CA 93546	42
Camp High Sierra	Camp	Mammoth Lakes	CA 93546	58
Crystal Crag Lodge	Cabin	Mammoth Lakes	CA 93546	21
Reds Meadow Campgrounds	Res Agent	Mammoth Lakes	CA 93546	152
Wildyrie Lodge	Cabin	Mammoth Lakes	CA 93546	11
Wildyrie Lodge	Lodge	Mammoth Lakes	CA 93546	4
Alpenhof Lodge	Hotel	Mammoth Lakes	CA 93546	57
Austria Hof Lodge	Hotel	Mammoth Lakes	CA 93546	30
Econo Lodge/Wildwood Inn	Hotel	Mammoth Lakes	CA 93546	32
Mammoth Creek Inn	Hotel	Mammoth Lakes	CA 93546	25
Mammoth Inn & Condominiums*	Hotel	Mammoth Lakes	CA 93546	216
Quality Inn Mammoth	Hotel	Mammoth Lakes	CA 93546	61
Westin Monache Resort	Hotel	Mammoth Lakes	CA 93546	147
Cinnamon Bear Inn	Hotel	Mammoth Lakes	CA 93546	22
Davison Street Guest House	B&B	Mammoth Lakes	CA 93546	5
Holiday Inn Hotel & Suites	Hotel	Mammoth Lakes	CA 93546	71
Innsbruck Lodge	Motel	Mammoth Lakes	CA 93546	16
Mammoth Lakes Travelodge	Hotel	Mammoth Lakes	CA 93546	38
Motel 6 Mammoth Lakes	Hotel	Mammoth Lakes	CA 93546	151
Rodeway Inn Sierra Nevada	Hotel	Mammoth Lakes	CA 93546	156
Shilo Inn Suites - Mammoth Lakes	Hotel	Mammoth Lakes	CA 93546	70
Sierra Lodge	Hotel	Mammoth Lakes	CA 93546	36
The M Inn Mammoth	Hotel	Mammoth Lakes	CA 93546	10
White Horse Inn	B&B	Mammoth Lakes	CA 93546	5
1849 Condominiums	Condo	Mammoth Lakes	CA 93546	74
Fireside at the Village	Condo	Mammoth Lakes	CA 93546	4
Juniper Springs Resort	Condo	Mammoth Lakes	CA 93529	195
Mammoth Creek Conominiums	Condo	Mammoth Lakes	CA 93546	36
Mammoth Front Desk	Condo	Mammoth Lakes	CA 93546	50
Mammoth Mountain Chalets	Condo	Mammoth Lakes	CA 93546	20
Mammoth Properties Reservations	Condo	Mammoth Lakes	CA 93546	193
Snowcreek Resort	Condo	Mammoth Lakes	CA 93546	155
The Village at Mammoth	Condo	Mammoth Lakes	CA 93546	205
<b>Mammoth (less estim Condos)</b>				<b>3,065</b>
<b>Subtotal Estimated Condos</b>				<b>2,024</b>
<b>Total Mammoth</b>				<b>5,089</b>
<b>Grand Countywide Total</b>				<b>8,632</b>

### APPENDIX 3 – INTERCEPT QUESTIONNAIRE

Randomly approach people: Hello, I am conducting a survey today for the County of Mono to learn more about its visitors. This is not for any type of sales or solicitation. Do you have a few minutes? I will give you a thank you gift when we complete the survey.

#### 1. INTERVIEW LOCATION

- Bodie – visitor center
- Bridgeport Main St./Courthouse
- Crowley Lake –Toms Place Store
- Devil's Postpile
- June Lake – Main street/market/Tiger Bar
- Lee Vining/Tioga Pass
- Lee Vining/MobilMart
- Mammoth Mtn. Main Lodge
- Mammoth Mtn. – Canyon Lodge
- Mammoth Mtn. – Eagle Lodge
- Mammoth Lakes Ice Rink
- Mammoth Lakes – Lakes Basin
- Mammoth Lakes – Von's market area
- Mammoth Lakes – Village at Mammoth
- Mammoth Mtn. Adventure Center/Reds Meadow Shuttle
- Mammoth Lakes – Welcome visitor center/trolley-shuttle
- Mono Lake Visitor Center
- Walker – Walker Burger
- Shady Rest Park x-c Ski Area
- Tamarack Lodge x-c Ski Area
- Smokey Bear Flats
- Sonora Pass

**1a.** Are you a visitor or do you live within Mono County? Mono County is the area along Highway 395 including Crowley Lake, Toms Place, Mammoth and June Lakes, Lee Vining, Bridgeport and Walker. [IF MIXED GROUP, INTERVIEW NON-MONO COUNTY RESIDENT VISITOR(S)]

- Visitor CONTINUE
- Resident TERMINATE

**1b.** Are you US resident?

- Yes
- No SKIP TO 1d

**1c.** What state do you live in? (Listed)

**1c1.** If California what is your zip code? \_\_\_\_\_

**1d.** What country/region do you live in?

- Asia/Pacific Islands
- Australia/New Zealand
- Europe (other than Scandinavia)
- Scandinavia (Denmark, Finland, Iceland, Norway, Sweden)
- Central America
- Mexico
- South America
- Canada
- Middle East
- All Other (any not listed above)

2. How many times have you visited MONO COUNTY in the past three years?

- None/First visit SKIP TO 3a  
 Number \_\_\_\_\_

3.a Which of the following is your MAIN purpose TODAY for visiting MONO COUNTY?

3.b. Which of those are your OTHER purposes for visiting MONO COUNTY?

Main	Other	Purpose
<input type="radio"/>	<input type="checkbox"/>	Vacation/pleasure/to visit
<input type="radio"/>	<input type="checkbox"/>	Sightseeing or exploring the area
<input type="radio"/>	<input type="checkbox"/>	Outdoor recreation
<input type="radio"/>	<input type="checkbox"/>	To attend a special event - festival
<input type="radio"/>	<input type="checkbox"/>	To attend a special event - tournament or contest
<input type="radio"/>	<input type="checkbox"/>	To conduct business or attend a meeting/conference
<input type="radio"/>	<input type="checkbox"/>	Combining business or meeting and pleasure
<input type="radio"/>	<input type="checkbox"/>	To visit relatives/friends/personal visit
<input type="radio"/>	<input type="checkbox"/>	Passing through to another place/Yosemite
<input type="radio"/>	<input type="checkbox"/>	Other
XXXX	<input type="checkbox"/>	None/ No other purpose

4.a. Which of the following general activities have you or will you do in MONO COUNTY on this trip?

- |   |  |
|---|--|
| <input type="checkbox"/> Sightseeing/exploring the area                   | <input type="checkbox"/> Visit a museum              |
| <input type="checkbox"/> Outdoor recreation Ask 4b                        | <input type="checkbox"/> Just visit/socialize        |
| <input type="checkbox"/> Eat in restaurants                               | <input type="checkbox"/> Other Area activities       |
| <input type="checkbox"/> Visit historic sites or natural wonders          | <input type="checkbox"/> None - just passing through |
| <input type="checkbox"/> Shopping   | <input type="checkbox"/> None of the above or        |
| <input type="checkbox"/> Conduct business or attend a meeting/ conference |  |

4.b. Which of the following outdoor activities are you doing?

- |   |  |
|---|--|
| <input type="checkbox"/> Bicycle riding/bike racing | <input type="checkbox"/> Off-road motor sports                   |
| <input type="checkbox"/> Bird watching              | <input type="checkbox"/> Photography                             |
| <input type="checkbox"/> Boating/rowing/sailing     | <input type="checkbox"/> Rock-climbing                           |
| <input type="checkbox"/> Camping                    | <input type="checkbox"/> Rock hounding                           |
| <input type="checkbox"/> Fishing                    | <input type="checkbox"/> Skiing – cross-country/skating/telemark |
| <input type="checkbox"/> Golf                       | <input type="checkbox"/> Skiing – downhill                       |
| <input type="checkbox"/> Geo-caching                | <input type="checkbox"/> Sledding                                |
| <input type="checkbox"/> Hiking                     | <input type="checkbox"/> Snowboarding                            |
| <input type="checkbox"/> Hot springs                | <input type="checkbox"/> Snow-shoeing                            |
| <input type="checkbox"/> Horseback riding/pack trip | <input type="checkbox"/> Snowmobiling                            |
| <input type="checkbox"/> Ice-climbing               | <input type="checkbox"/> Scientific exploration                  |
| <input type="checkbox"/> Kayaking                   | <input type="checkbox"/> Other                                   |

4.c. Which of these MONO COUNTY attractions or areas have you or will you visit on this trip?  
(SHOW SCREEN LIST)

- |   |  |
|---|--|
| <input type="checkbox"/> Bodie  | <input type="checkbox"/> Mammoth Mountain (bike park, gondola, ski area) |
| <input type="checkbox"/> Bridgeport                                   | <input type="checkbox"/> Devil's Postpile/Red's meadow                   |
| <input type="checkbox"/> Coleville                                    | <input type="checkbox"/> Mono Lake area                                  |
| <input type="checkbox"/> Convict Lake                                 | <input type="checkbox"/> Rock Creek/Tom's Place                          |
| <input type="checkbox"/> Crowley Lake/McGee Creek                     | <input type="checkbox"/> Twin Lakes                                      |
| <input type="checkbox"/> Hot Creek/Old Benton                         | <input type="checkbox"/> Topaz (Nevada border)                           |
| <input type="checkbox"/> June Lakes area                              | <input type="checkbox"/> Virginia Lake                                   |
| <input type="checkbox"/> Lee Vining                                   | <input type="checkbox"/> Walker  |
| <input type="checkbox"/> Lundy Lake                                   | <input type="checkbox"/> Sonora Pass                                     |
| <input type="checkbox"/> Mammoth Lakes Town                           | <input type="checkbox"/> Smokey Bear Flats sled & snowmobile area        |
| <input type="checkbox"/> Mammoth – Lakes Basin area/x-c ski area      | <input type="checkbox"/> Other   |
| <input type="checkbox"/> Mammoth – Shady Rest x-c ski snowmobile area | <input type="checkbox"/> None of the above                               |

5a. How did you first hear about Mono County?

5b. What were your main SOURCES OF INFORMATION for MONO COUNTY in PLANNING this overall trip? (PROBE OTHER) (SHOW SCREEN)

a. First Hear	b. Sources	Information Source	
<input type="radio"/>	<input type="checkbox"/>	Any destination Web site	Ask 5 c
<input type="radio"/>	<input type="checkbox"/>	Any destination Visitor Guide	Ask 5 c
<input type="radio"/>	<input type="checkbox"/>	A Mono County Chamber of Commerce or visitor bureau	Ask 5 c
<input type="radio"/>	<input type="checkbox"/>	Mono County booth at a travel show	
<input type="radio"/>	<input type="checkbox"/>	Family member/friend	
<input type="radio"/>	<input type="checkbox"/>	General travel website like travelocity.com	
<input type="radio"/>	<input type="checkbox"/>	Direct mail/e-mail from a Mono County venue or destination	
<input type="radio"/>	<input type="checkbox"/>	Hotel or lodging	
<input type="radio"/>	<input type="checkbox"/>	Newspaper or magazine ad or story	
<input type="radio"/>	<input type="checkbox"/>	Own experience/been here before	
<input type="radio"/>	<input type="checkbox"/>	Retail or Auto Club Guide book	
<input type="radio"/>	<input type="checkbox"/>	Tour Operator	
<input type="radio"/>	<input type="checkbox"/>	Travel Agent	
<input type="radio"/>	<input type="checkbox"/>	Other	
<input type="radio"/>	<input type="checkbox"/>	None	

5c. Which area was that (multiple):

- |  |   |
|--|---|
| <input type="checkbox"/> Benton                    | <input type="checkbox"/> Mammoth Mountain                                     |
| <input type="checkbox"/> Bridgeport                | <input type="checkbox"/> Mono County  |
| <input type="checkbox"/> California Tourism        | <input type="checkbox"/> Northern Mono County Chamber: Walker/Coleville/Topaz |
| <input type="checkbox"/> <a href="#">June</a> Lake | <input type="checkbox"/> Other area   |
| <input type="checkbox"/> Lee Vining                |   |
| <input type="checkbox"/> Mammoth Lakes             |   |

- 6a.** What is your MAIN destination on this OVERALL trip (not just today)?  
**6b.** Which OTHER areas are you also visiting on this trip?

Main	Other	Destination
<input type="radio"/>	<input type="checkbox"/>	MONO COUNTY
<input type="radio"/>	<input type="checkbox"/>	Other Eastern Sierra areas along Highway 395
<input type="radio"/>	<input type="checkbox"/>	Yosemite National Park
<input type="radio"/>	<input type="checkbox"/>	Death Valley
<input type="radio"/>	<input type="checkbox"/>	Other Northern California area (SFO, Tahoe, etc.)
<input type="radio"/>	<input type="checkbox"/>	Southern California areas (Santa Barbara to San Diego)
<input type="radio"/>	<input type="checkbox"/>	All California
<input type="radio"/>	<input type="checkbox"/>	Reno, Tahoe or Las Vegas Nevada
<input type="radio"/>	<input type="checkbox"/>	Other Nevada or Western States areas
<input type="radio"/>	<input type="checkbox"/>	California and/or other Western States
<input type="radio"/>	<input type="checkbox"/>	USA (California plus other areas)
<input type="radio"/>	<input type="checkbox"/>	All other areas (not listed above)
XXX	<input type="checkbox"/>	None- no other areas

- 7.** What transportation are you using to GET AROUND the MONO COUNTY area while here?

<input type="checkbox"/>	Personal car/truck/van/SUV	<input type="checkbox"/>	Motorcycle
<input type="checkbox"/>	Rental car/truck/van/SUV	<input type="checkbox"/>	Walking
<input type="checkbox"/>	Recreational vehicle	<input type="checkbox"/>	Mammoth Trolley/Shuttle
<input type="checkbox"/>	Tour van or bus	<input type="checkbox"/>	Public transit
<input type="checkbox"/>	Bicycle	<input type="checkbox"/>	Other

- 8.** How many nights will you be away from home on this trip IN TOTAL and SPECIFICALLY as follows ...  
 ADD NUMBER OF NIGHTS AND CONFIRM TOTAL WITH RESPONDENT

\_\_\_\_\_ Nights in MONO COUNTY  
 \_\_\_\_\_ Nights in all other locations/destinations on this trip

**8Ev.** Evaluator - Skips to 12 if did not spent a night in MONO COUNTY (v12=0) go to 12

- 9.** You said you are spending \_\_\_ nights in MONO COUNTY; What type of lodging are you staying in and for how many nights in each type IN MONO COUNTY?

Lodging Type in MONO COUNTY	# Nights
<input type="radio"/> Hotel or motel or inn	
<input type="radio"/> Rental Condo or townhouse or	
<input type="radio"/> Private home/condo of friends, family - unpaid	SKIP TO 12
<input type="radio"/> Cabin rental	
<input type="radio"/> Campground – tent	
<input type="radio"/> RV park/campground	
<input type="radio"/> Other form of PAID lodging	
<input type="radio"/> Other form of UNPAID lodging	SKIP TO 12
<input type="radio"/> Not staying overnight in MONO COUNTY- here for the day only	SKIP TO 12

**10.** How did you actually make your MONO COUNTY lodging reservation?

- On the lodging Internet site
- Area or resort reservation bureau
- On a travel Internet site like hotels.com, Travelocity etc
- area friend or relative reserved
- Direct call to the property or chain
- Through a travel agent
- Through my/our tour arranger or operator
- My company booked it
- Didn't make a reservation Skip to
- Other (Specify) \_\_\_\_\_

**11.** How many weeks in advance did you make your MONO COUNTY lodging reservation?

- 0 (Did not plan ahead/decided or referred here)
- 1 week
- 2 weeks
- 3-4 weeks
- 5-8 weeks
- 9-12 weeks
- More than 12 weeks

**12.** Thinking about all the things you are doing TODAY in MONO COUNTY, about how much did or will you spend on the following items ... WRITE AMOUNT IN \$USD TAP NEXT TO CONTINUE

**12a.** How much on ...? (If package break out fees and rentals or transportation and lodging, etc.)

- \$\_\_\_\_\_ PAID lodging (per night in MONO) [\$0 if not overnight in paid lodging] [Go to 13a1]
- \_\_\_\_\_ Meals out/snacks
- \_\_\_\_\_ Drinks/beverages
- \_\_\_\_\_ Shopping/Gifts/Souvenirs
- \_\_\_\_\_ Admissions to recreation venues or attractions (including ski/trail passes)
- \_\_\_\_\_ Transportation (gas, car rental, parking, etc)
- \_\_\_\_\_ Recreation supply or equipment rental or purchase
- \_\_\_\_\_ Groceries/personal and incidental items

**13aEv.** Evaluator - If spend more than \$ 0, ask how many rooms, else go to 14

**13a1.** How many lodging units did you rent? \_\_\_\_\_ Number of units

**14.** For all the spending you just told me, how many of you is that for? \_\_\_\_\_ Number of people:

**15.** Overall, how satisfied are you with MONO COUNTY as a visitor destination?

- Extremely satisfied Ask 15 a
- Very satisfied Ask 15 a
- Somewhat satisfied Ask 15a
- Somewhat unsatisfied Ask 15b
- Very unsatisfied Ask 15b
- DK (DO NOT READ) Skip to 16

**15a.** Why do you say that you are satisfied ? (DO NOT READ LIST; PROBE - ANYTHING ELSE)

- |   |  |
|---|--|
| <input type="checkbox"/> Scenic beauty/beautiful area                 | <input type="checkbox"/> Friendly people                         |
| <input type="checkbox"/> Has the activities I/we want to do           | <input type="checkbox"/> Good value                              |
| <input type="checkbox"/> Good for families/family friendly            | <input type="checkbox"/> Nice customer service                   |
| <input type="checkbox"/> Clean air/good environment                   | <input type="checkbox"/> Like my lodging accommodation           |
| <input type="checkbox"/> Relaxing area & activities/good get-way area | <input type="checkbox"/> Like/love the area/been here many times |
| <input type="checkbox"/> Cleanliness                                  | <input type="checkbox"/> Many things to see and do               |
| <input type="checkbox"/> Uncongested                                  | <input type="checkbox"/> Other (Specify) _____                   |

**15b.** Why do you say that you are dissatisfied ? (DO NOT READ LIST; PROBE - ANYTHING ELSE)

- |  |   |
|--|---|
| <input type="checkbox"/> Cleanliness/not clean               | <input type="checkbox"/> Don't like it - bad area           |
| <input type="checkbox"/> Congested                           | <input type="checkbox"/> Few things to see and do           |
| <input type="checkbox"/> Not friendly                        | <input type="checkbox"/> Too far to drive to/no air service |
| <input type="checkbox"/> Poor value                          | <input type="checkbox"/> Too expensive                      |
| <input type="checkbox"/> Poor/Bad customer service           | <input type="checkbox"/> Other (Specify) _____              |
| <input type="checkbox"/> Don't like my lodging accommodation |   |

**DEMO.** Now just a few more quick questions. TAP NEXT TO CONTINUE

**16a.** Which best describes your immediate travel group on this trip?

- Alone
- A couple
- A family group
- A group of friends or co-workers
- A mixed group of family and friends
- Other

**16b.** Are you traveling with an organized tour group on this trip?

- Yes
- No

**17.** In your IMMEDIATE group how many others are traveling with you ...?

\_\_\_\_\_ under the age of 18:  
\_\_\_\_\_ 18 or over:

**18.** (show screen) What LETTER represents your age group?

- a. 18-29
- b. 30-39
- c. 40-49
- d. 50-59
- e. 60+
- ref

19. Which of the following best describes your household composition?

- a. Single/unmarried
- b. Married
- c. Group of unrelated individuals
- d. Extended family group
- e. Other

20. Do you have any children living with you in the following age groups? (check all that apply)

- No children living with me
- Infant – 5 years old
- 6 – 11 years old
- 12 – 18 years old

21. (SHOW SCREEN) Please indicate which number on this card represents your total expected 2007 household income? IN US DOLLARS

- 1. Under \$30,000
- 2. \$30,000 - \$49,999
- 3. \$50,000 - \$74,999
- 4. \$75,000 - \$99,999
- 5. \$100,000 - \$199,999
- 6. \$200,000 - \$500,000
- 7. Over \$500,000
- ref

22. RECORD RESPONDENT GENDER BY OBSERVATION

- Male
- Female

**Thank you very much – here is your thank you gift.**

**Attachment H:  
MLTS Economic Impact Model**

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment H: MLTS Economic Impact Model (Summary Results)**

Summary Results	
<b>Economic Impact</b>	
Base Year Economic Impact	\$15,238,937.04
Year 5 Economic Impact @ 10%	\$23,421,144.89
Incremental $\Delta$	\$8,185,947.65
<b>Projected Tax Impact</b>	
Base Lines Taxes	\$646,588.10
Year 5 Tax Projection	\$993,759.18
Incremental Change	\$347,171.08
<b>Return on Investment</b>	
ROI	5.5

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment H: MLTS Economic Impact Model (Assumptions)**

<b>Model Assumptions</b>				
<b>Main Purpose for Visiting Mono County</b>				
Outdoor Recreation				
Summer	19.70%			
Spring	20.80%			
Fall	20%			
Avg.	20.17%			
<b>Activity Participation Within Outdoor Recreation</b>				
Hiking	47%			
<b>Estimated Visitor Volume</b>				
Summer	585484			
Spring	285244			
Fall	418774			
Total	1289502			
<b>Lodging Supply:</b>				
Mammoth Lakes	5089	66%		
Mono County	3543	34%		
Total	8632	100%		
<b>Spending</b>				
Summer	\$54.20			
Fall	\$54.20			
Avg.	\$54.20			
<b>Spending</b>				
Lodging	32.0%	Changing the variables in the shaded boxes in Column B will change the model results		
Meals/snacks	17.2%			
Transportation/parking	13.5%			
Admissions/recreation activities	11.8%			
Shopping/gifts/souvenirs	8.3%			
Groceries	8.2%			
Beverages	4.6%			
Recreation/equipment	4.4%			
Total	100.0%			
<b>Length of Stay</b>				
Summer	2.9			
Spring	2.7			
Fall	1.5			
Avg.	2.3			

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment H: MLTS Economic Impact Model (Baseline Economic Impact)**

Estimated Visitor Volume:	1,289,502			
Main Purpose for Visiting Mono County:				
Outdoor Recreation	20.17%			
Activity Participation Within Outdoor Recreation:				
Hiking	47%			
Estimated Number of Hikers	122,244			
Lodging Supply:				
Mammoth Lakes	66%	80,681		
Mono County	34%	41,563		
<b>Economic Impact:</b>		<b>Mammoth</b>	<b>Mono Co.</b>	<b>Total</b>
Estimated Visitors		80,681	41,563	122,244
Spending		\$54	\$54	
Length of Stay		2.3	2.3	
Economic Impact		\$10,057,693.46	\$5,181,243.58	\$15,238,937.04
Spending by Sector:				
Lodging	32.0%	\$3,218,461.91	\$1,657,997.95	\$4,876,459.85
Meals/snacks	17.2%	\$1,729,923.28	\$891,173.90	\$2,621,097.17
Transportation/parking	13.5%	\$1,357,788.62	\$699,467.88	\$2,057,256.50
Admissions/recreation activities	11.8%	\$1,186,807.83	\$611,386.74	\$1,798,194.57
Shopping/gifts/souvenirs	8.3%	\$834,788.56	\$430,043.22	\$1,264,831.77
Groceries	8.2%	\$824,730.86	\$424,861.97	\$1,249,592.84
Beverages	4.6%	\$462,653.90	\$238,337.20	\$700,991.10
Recreation/equipment	4.4%	\$442,538.51	\$227,974.72	\$670,513.23
<b>Total</b>	<b>100.0%</b>	<b>\$10,057,693.46</b>	<b>\$5,181,243.58</b>	<b>\$15,238,937.04</b>
Projected Tax:				
Transient Occupancy Tax		\$418,400.05	\$215,539.73	\$633,939.78
Sales Tax		\$8,347.89	\$4,300.43	\$12,648.32
<b>Total</b>		<b>\$426,747.93</b>	<b>\$219,840.17</b>	<b>\$646,588.10</b>

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment H: MLTS Economic Impact Model (Projections)**

5% Scenario	Year 1	Year 2	Year 3	Year 4	Year 5	Incremental Δ	
Hikers	122,214	128,325	134,741	141,478	148,552	155,979	
Spending	\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay	2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact	\$15,235,197.24	\$15,996,957.10	\$16,796,804.96	\$17,636,645.20	\$18,518,477.47	\$19,444,401.34	\$4,209,204.10
10% Scenario	Year 1	Year 2	Year 3	Year 4	Year 5	Incremental Δ	
Hikers	122,214	134,435	147,879	162,667	178,934	187,880	
Spending	\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay	2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact	\$15,235,197.24	\$16,758,716.96	\$18,434,588.66	\$20,278,047.53	\$22,305,852.28	\$23,421,144.89	\$8,185,947.65
15% Scenario	Year 1	Year 2	Year 3	Year 4	Year 5	Incremental Δ	
Hikers	122,214	140,546	161,628	185,872	213,753	245,816	
Spending	\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay	2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact	\$15,235,197.24	\$17,520,476.83	\$20,148,548.35	\$23,170,830.60	\$26,646,455.19	\$30,643,423.47	\$15,408,226.23
20% Scenario	Year 1	Year 2	Year 3	Year 4	Year 5	Incremental Δ	
Hikers	122,214	146,657	175,988	211,186	253,423	304,108	
Spending	\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay	2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact	\$15,235,197.24	\$18,282,236.69	\$21,938,684.03	\$26,326,420.83	\$31,591,705.00	\$37,910,046.00	\$22,674,848.76
Note:	Spending is not inflation adjusted.						
	Incremental change is Year 5 vs. base year						

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment H: MLTS Economic Impact Model (10% Scenario)**

10% Scenario		Base Year	Year 1	Year 2	Year 3	Year 4	Year 5	Incremental Δ
Hikers		122,214	134,435	147,879	162,667	178,934	187,880	
Spending		\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay		2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact		\$15,235,197.24	\$16,758,716.96	\$18,434,588.66	\$20,278,047.53	\$22,305,852.28	\$23,421,144.89	\$8,185,947.65
<b>Economic Impact</b>		<b>Base Year</b>					<b>Year 5</b>	<b>Incremental Δ</b>
<b>Spending by Sector:</b>								
Lodging	32.0%	\$4,876,459.85					\$7,494,766.37	\$2,618,306.51
Meals/snacks	17.2%	\$2,621,097.17					\$4,028,436.92	\$1,407,339.75
Transportation/parking	13.5%	\$2,057,256.50					\$3,161,854.56	\$1,104,598.06
Admissions/recreation activities	11.8%	\$1,798,194.57					\$2,763,695.10	\$965,500.53
Shopping/gifts/souvenirs	8.3%	\$1,264,831.77					\$1,943,955.03	\$679,123.25
Groceries	8.2%	\$1,249,592.84					\$1,920,533.88	\$670,941.04
Beverages	4.6%	\$700,991.10					\$1,077,372.67	\$376,381.56
Recreation/equipment	4.4%	\$670,513.23					\$1,030,530.38	\$360,017.15
Total	100.0%	\$15,238,937.04					\$23,421,144.89	\$8,182,207.85
<b>Economic Impact</b>		<b>Base Year</b>					<b>Year 5</b>	<b>Incremental Δ</b>
Transient Occupancy Tax		\$633,939.78					\$974,319.63	\$340,379.85
Sales Tax		\$12,648.32					\$19,439.55	\$6,791.23
Total		\$646,588.10					\$993,759.18	\$347,171.08

**Measure R Fall 2011 Application: Town of Mammoth Lakes  
Attachment H: MLTS Economic Impact Model (ROI)**

ROI							
10% Scenario		Year 1	Year 2	Year 3	Year 4	Year 5	
Hikers	122,214	134,435	147,879	162,667	178,934	187,880	
Spending	\$54	\$54	\$54	\$54	\$54	\$54	
Length of Stay	2.3	2.3	2.3	2.3	2.3	2.3	
Estimated Impact	\$15,235,197.24	\$16,758,716.96	\$18,434,588.66	\$20,278,047.53	\$22,305,852.28	\$23,421,144.89	\$8,185,947.65
Incremental Change		\$1,523,519.72	\$1,675,871.70	\$1,843,458.87	\$2,027,804.75	\$1,115,292.61	\$8,185,947.65
Investment		\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 1,500,000
ROI							5.5