

# Public Outreach and Community Relations Presentation

# Communication Objectives

- Foster **effective communication and trust** between the Town of Mammoth Lakes and the community.
- Communicate the **Town's messages in a unified voice**, with clarity, integrity and consistency.
- Increase **community awareness and comprehension** of Town activities, programs, projects, products and services.
- Encourage the public to **participate in community conversations** or engage with the Town through a variety of communication channels.

# Communication Functions

1. Public Information
2. Community Relations
3. Web-based/Social Media Communication

# Public Information

**Purpose:** Public Information consists of the processes, procedures, and systems to communicate timely, accurate, and accessible information on an incident's cause, size, and current situation to the public, responders, media and additional stakeholders (crisis communication).

## Tasks:

- Organizes and directs a unit within the Emergency Operations Center (EOC) – supports the operation of a JIC or JIS.
- Develops and disseminates accurate and timely crisis communication to the public and media (PSA's, social media, subscription lists, etc.,)
- Monitors rumors and generates corrective information (social media)

# Community Relations

**Purpose:** Proactive communication to enhance the Town's relationship, visibility and public image within the community. Incorporates both media and community relations and the many methods utilized to establish and maintain a mutually beneficial relationship with the public.

## Tasks:

- Creation and dissemination of Press Releases and Public Service Announcements
- Host interactive in-person or virtual community conversations for major incidents (COVID-19/Creek Fire) or for community events/programs.
- Creation and dissemination of FAQ's, featured stories, annual Town Accomplishments, Town e-News, communication plans for special projects (The Parcel, CRC, Airport, MUPS/Trails/Roads, etc.)

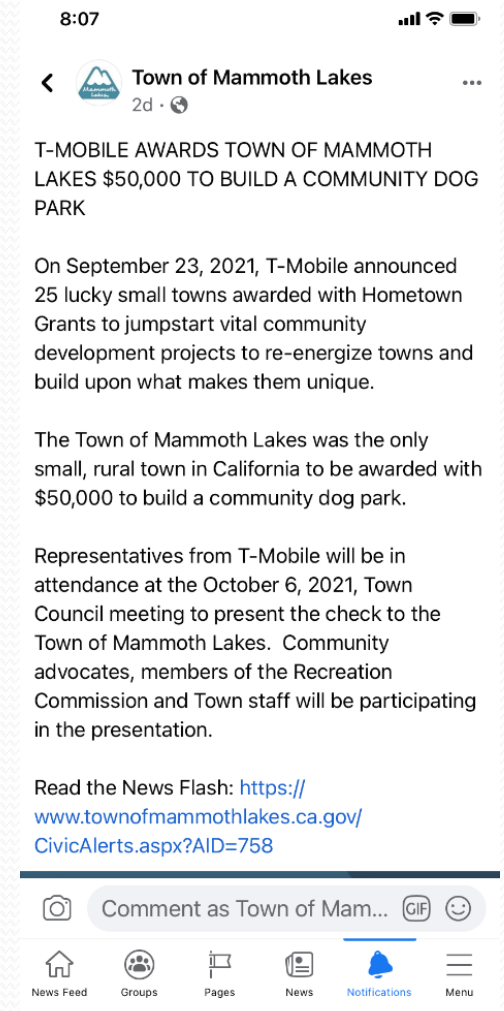
# Web-Based/Social Media Communications

**Purpose:** Management and oversight of third-party web-based and social media communication platforms utilized by the Town to perform public information and community relation functions.

## 1. Administration of Town website

## 2. Oversight of Town Social Media sites

- Facebook: **Town of Mammoth Lakes (6,236)**, Mammoth Parks N Rec. (2,756), Mammoth Lakes Police Department (8,742), Town of Mammoth Lakes Critters and Code Compliance (800), Mammoth Lakes Trail System (2,336), Whitmore Pool (572 & Mammoth Ice Rink (418)

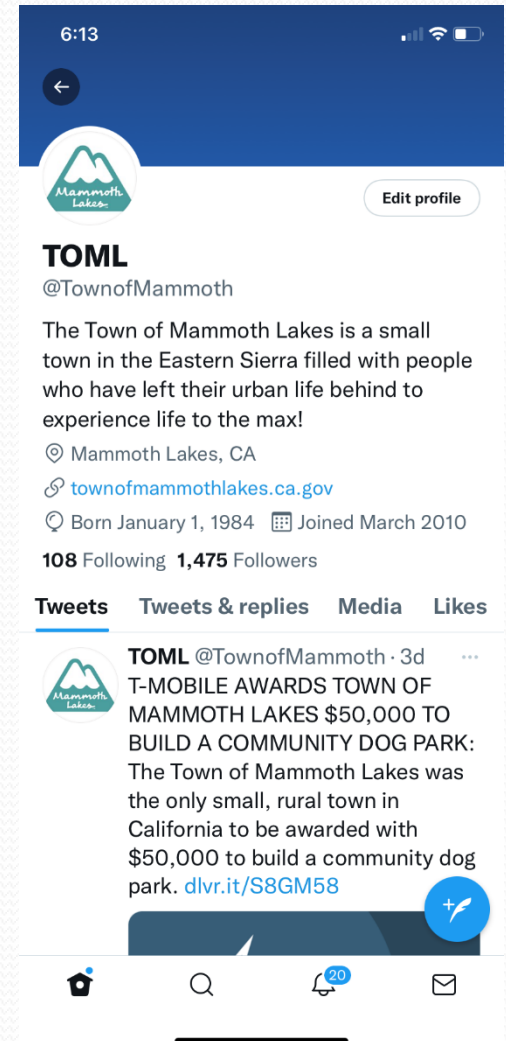


# Web-Based/Social Media Communications, cont...

- Twitter
  - @TownofMammoth | @MammothLakesPD
- Instagram
  - Mammoth\_parksnrec | Mammothlakespolice

## 3. Administration of Town subscription lists (Notify Me)

- Current list count: 23
- Total subscribers: 6,000



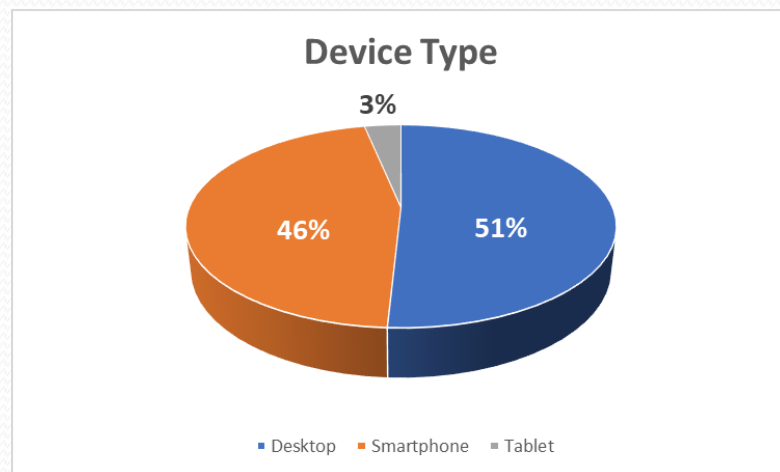
# www.townofmammothlakes.ca.gov

## Annual visits: 350,000

- Pageviews: 496,998
- Unique pageviews: 413,289
- Average visit: 1 min 49s
- Bounce after one page: 63%
- Actions per visit: 2.7

## Top 10 visited pages:

1. Mammoth Lakes, CA - Official Website
2. Air Quality Information
3. Airport and Transportation
4. News Flash
5. Mammoth Ice Rink
6. Mammoth Yosemite Airport
7. Winter Driving
8. Parks and Facilities Update
9. Parks and Recreation Department
10. Roadway Conditions



## Top 5 Visitor Regions:

1. California
2. Texas
3. Nevada
4. Oregon
5. Virginia

## Top 5 Visitor Cities:

1. Mammoth Lakes
2. Los Angeles
3. La Canada  
Flintridge
4. Bishop
5. Sacramento

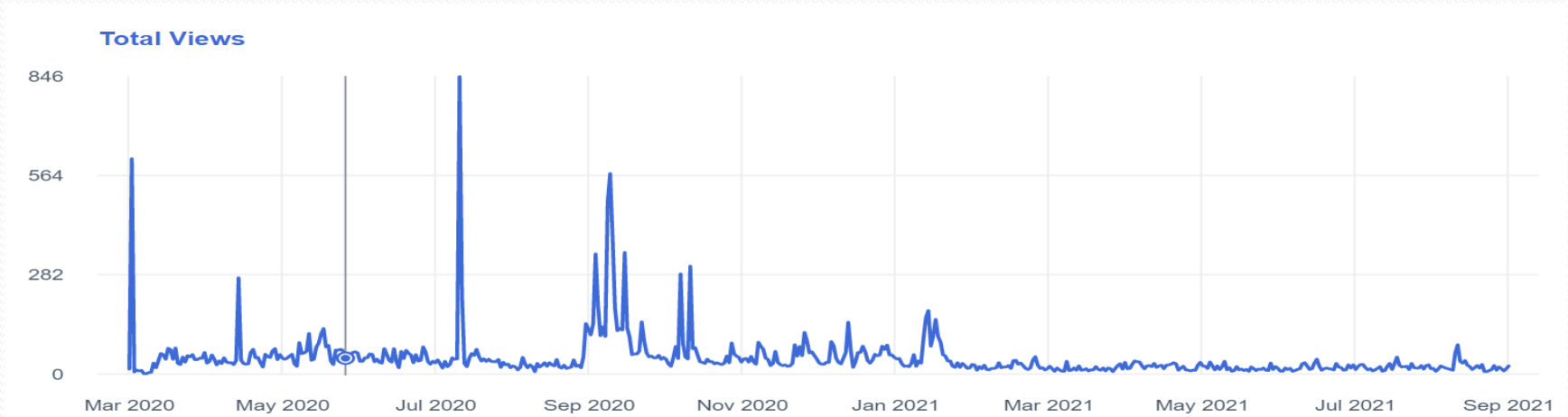
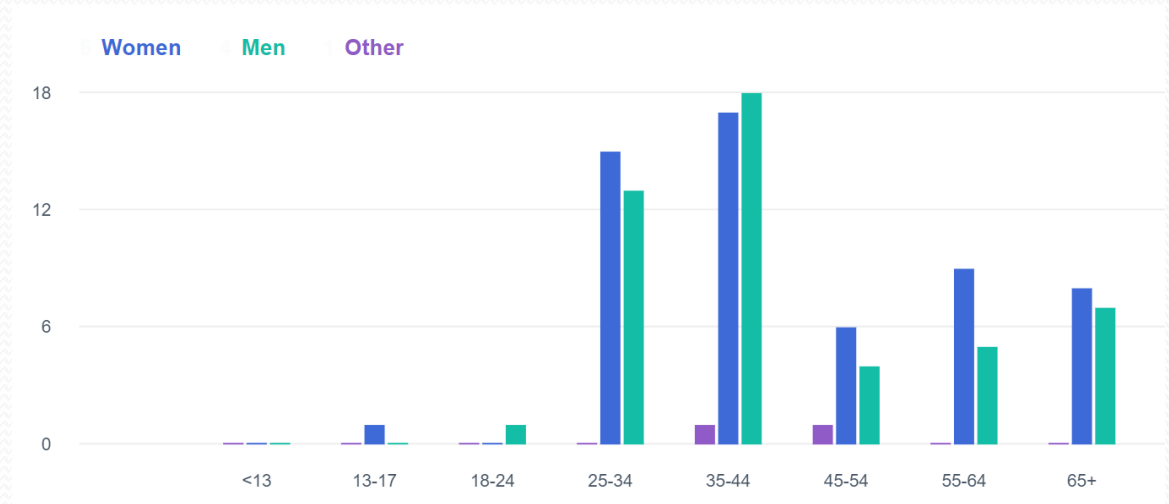


# www.facebook.com/townofmammothlakes

Followers: **6,614\***

## Monthly stats:

- 19,799 people reached
- 721 page views
- 51 page followers
- 47 page likes
- 13,030 post reach
- 4,133 post engagement



\*38% or 1,815 increase since March 2020

# Weekly Communication

- **Town Facebook** (posts min. x 3 week | Mon, Wed and Fri.)
  - What's up in the Town today?
    - Road work, parks, planning, CRC, etc. with images and copy.
  - Share partner information: District 9, USFS, VisitMammoth, NWS, etc.
- **News Flash** (Home page on website “fresh content”)
- **Community Update** (every Friday)
  - Town Facebook
  - Town e-News / Mammoth Media List
- **Recreation This Week**
  - Published every Thursday
- **Formal Press Release / Public Service Announcement** (as needed)
  - Distribution: Media and PSA subscriber lists

# Weekly Examples

## Community Update:

**Sent:** email every Friday to Town e-News and Mammoth Media lists

**Subscribers:** 1,289

**Shared:** Town Facebook page



## Recreation This Week:

**Sent:** e-newsletter sent every Thursday at 4:30pm

**Subscribers:** 928

**Shared:** Parks n Rec Facebook



# Monthly Communication

## Town e-News:

**Sent:** e-newsletter 1<sup>st</sup> Friday of every month to Town e-News and Mammoth Media list

**Subscribers:** 1,289

**Shared:** Town Facebook page

## Did You Know?

**Sent:** Print ad placed in Mammoth Times, The Sheet and El Sol De La Sierra

**Shared:** Town Facebook page

**Started:** September 21, 2021



# Monthly Communication

## *Town Highlights*

WHAT'S NEW IN MAMMOTH LAKES



### NEW COMMUNITY RECREATION CENTER

The Town began construction of the new Community Recreation Center (CRC) in April. Combined with community driven and professionally branded programming, the new year-round facility will be a game-changer for recreation in Mammoth Lakes.

[READ ON...](#)



### DID YOU KNOW?

The Town of Mammoth Lakes has recently committed over \$6 million in new funding for community housing in addition to the past and ongoing investment in The Parcel development.

[READ ON...](#)



### THE PARCEL

Town Council approved the Phase 1 Design Review Application that will allow the first 81 units of affordable housing to be built on the 25-acre "Parcel" site with a goal to have apartments ready for occupancy in 2023.

[READ ON...](#)

# Annual Communication

**Mammoth Lakes**  
CALIFORNIA

**Town of Mammoth Lakes**

2020 **Year in Review**

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Photo: Miles Weaver / Mammoth Lakes Tourism



## Town of Mammoth Lakes: 2020 Community Indicators Report



**STAY SAFE TO STAY OPEN**

**Wear a mask or face covering**

**6' or more**  
Practice physical distancing

**Wash or sanitize hands often**

**Stay home if you're sick**

**211** **TELLING**  
It's Talk to a Nurse  
24/7  
Mammoth Lakes  
Community Center  
Mammoth Lakes  
California  
Community Center  
Mammoth Lakes  
California

### Town of Mammoth Lakes

Fiscal Year 2020 / 2021

Operating Budget