

# Town Council Strategic Priorities Statement

## SHORT TERM VISION: SUSTAINABLE ECONOMIC & SOCIAL TRANSITION FROM PANDEMIC TO RECOVERY

### General Plan Vision Statement – 2007

**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 premier, year-round resort community based on diverse outdoor recreation, multiday 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.

### Town Council Strategic Priorities and Key Objectives

(Adopted May 19, 2021)

#### Strategic Priority: Expand availability and affordability of Community Housing

- Initiate construction on Phase 1 and approve development plans for Phase 2 of The Parcel
- Implement diverse housing solutions working with private sector and other agencies both locally and regionally including a review of housing related guiding documents
- Identify and pursue sustainable funding source(s) for community housing
- Collect and analyze data on short-term rental for compliance with Town codes and impact on local housing market and review Town code for updates

#### Strategic Priority: Enhance a sustainable recreation economy with partnerships & investment

- Establish and staff an Office of Outdoor Recreation to coordinate with federal land managers on recreational investments, experiences and planning related to federal lands
- Enhance public recreational and community service experience through focused destination management strategies
- Finalize Agreement with MLF for MACC project; complete Community Recreation Center project; and identify options for a permanent outdoor events venue
- Engage with partners on amenity improvements on federal lands, reduce fire risk and improve forest health

#### Strategic Priority: Investment in infrastructure improvements, and maintenance

- Invest in pavement and facilities rehabilitation, replacement, expansion and maintenance (Roads, MUPs, Sidewalks, Offices, Parks, and Equipment)
- Participate in regional Airport plan with FAA, Caltrans, and local partners and set local strategic vision for Mammoth Yosemite Airport (MMH)
- Develop prioritized 5-year Capital Improvement Plan (CIP) with funding plan for annual implementation
- Finalize mobility master plan and initiate work program including micro-mobility, EV capacity and transit improvements including integration with regional air service connectivity

#### Strategic Priority: Implementation of enhanced and required municipal services

- Define and implement technology-based systems for customer service improvement
- Initiate Phase 1 of selected communications system and finalize decision on regional dispatch facility
- Enhance Town’s public outreach/engagement/information strategies, tools and tactics
- Maintain long-term financial stability (reserves, revenue and expenditure management) to support strategic investment and flexibility to respond to opportunities and needs