



2013 MEASURE U SPRING AWARD APPLICANT INFORMATION PACKET

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1. OVERVIEW

The Measure U or “Mammoth Lakes Mobility, Recreation and Arts & Culture Utility Users Tax Ordinance” was adopted by the Mammoth Lakes Town Council on March 17, 2010, and approved by the voters of the Town of Mammoth Lakes on June 8, 2010.

The Ordinance states: *“On or after July 1, 2011 all proceeds of the tax and imposed hereunder shall be accounted for and paid into a special fund designated for use by the Town of Mammoth Lakes, and used only for the following purposes: Planning, construction, operation, maintenance, programming and administration of facilities and projects for Mobility, Recreation and Arts & Culture. Such tax proceeds shall not supplant existing funds used for the purposes set forth above.”*

2. BACKGROUND

On July 6, 2011 Town Council formed the Measure U Steering Committee, affirmed the revised scope of work, confirmed the Recreation Commission as the convening body for the Measure U Steering Committee process, and authorized the Town Manager to contract with Strategic Marketing Group (SMG) to facilitate the process in an amount not to exceed \$15,000 using Measure U funds.

The Town Council appointed Measure U Steering Committee included the following individuals:

- | | |
|------------------|-------------------------------------|
| ▪ Rich Boccia | Mammoth Unified School District |
| ▪ Bill Sauser | Recreation Commission |
| ▪ Jim Smith | Mammoth Mountain Ski Area |
| ▪ Bill Taylor | Mammoth Lakes Foundation |
| ▪ Joyce Turner | Mammoth Lakes Events Coalition |
| ▪ John Vereuck | Mobility Commission |
| ▪ John Wentworth | MLTPA |
| ▪ Pat Agnitch | Alternate, Recreation Commission |
| ▪ Mark Deeds | Alternate, Mammoth Events Coalition |

The Committee met several times to address the pertinent issues identified in the scope of work. Key deliverables of the Measure U Steering Committee were to:

- a. Develop a Supplanting Policy, and;
- b. Determine and develop a Measure U process to allocate funds

At the conclusion of the Steering Committee’s work, Town Council appointed Bill Sauser, Joyce Turner and Sandy Hogan to the Measure U Application Committee. This Committee is the recommending body to Town Council charged with conducting the Measure U application, evaluation and recommendation process. On December 5, 2012, the Town Council approved the 2013 Measure U Spring Award Timeline, funding categories and priorities as recommended

by the Measure U Application Committee, and directed the Town Manager to conduct the 2013 Measure U Spring Award.

3. INTENT OF MEASURE U

The Steering/Application Committee reaffirmed the intent of Measure U that includes expenditures to enhance Mobility, Recreation and Arts & Culture. Some of the examples for funding are listed below (in no particular order):

- Operating a performing arts center (O&M)
- Providing Transit service for special events
- Enhancing recreation needs
- Establishing event venues (both indoor and outdoor)

4. SUPPLANTING POLICY

The Town Council charged the Steering Committee with the development of a supplanting policy recommendation. The essence of the policy was that Measure U funds in addition to funding new projects and programs, may be used to enhance existing or current efforts. Town Council approved the following policy recommendations on February 15, 2012.

Supplanting Policy Recommendation

- A. Measure U funds can be used to enhance and improve existing efforts including planning, construction, operations, maintenance, programming and administration of facilities and projects for mobility, recreation and arts & culture.
- B. Measure U proceeds are not intended to be used for any purpose where they replace municipal sources that were lost or removed as a direct or indirect result of Town of Mammoth Lakes actions.
- C. The date of the Measure U initiative (June 8, 2010) approved by voters serves as the baseline date for determining supplanting.

5. APPLICATION PROCESS

The Town of Mammoth Lakes will post a schedule of the Measure U funding cycle online at: www.ci.mammoth-lakes.ca.us in the dedicated Measure U page located under the Recreation Department. This schedule will indicate application open and closing dates, Measure U Steering Committee/Application Committee meetings for applicant presentations and review, including the scheduled Town Council meeting for review and potential adoption.

All applicants who would like to access Measure U funds must complete the following 6 Step application process:

- STEP 1:** Applicants obtain the Measure U Funding Award Timeline, Application Form, Evaluation Filter and Applicant Information Packet from the Town of Mammoth Lakes.
- STEP 2:** Applicants meet with designated Town staff to “pre-screen” and review project application and requirements.
- STEP 3:** Applicants deliver completed Measure U application to the Town of Mammoth Lakes by established deadline.
- STEP 4:** Designated Town staff meet with the Measure U Steering Committee/Application Committee to review submitted project applications for Primary Filter requirements. If an application does not meet the Primary Filter requirements, it is eliminated from the remainder of the process for that funding cycle.
- STEP 5:** Qualified applicants make a public presentation to the Measure U Steering Committee/Application Committee. This is an opportunity to clarify any questions the Committee may have regarding the application.
- STEP 6:** The Measure U Steering Committee/Application Committee uses the Project Filter for evaluation, and makes a recommendation to the Town Council for an “up or down” vote of the recommended projects and their applications.

If the Town Council does not agree with the Measure U Steering Committee/Application Committee project funding recommendations, the Town Council would send the complete set of applications back to the committee with their comments/suggestions. The Measure U Steering Committee/Application Committee could reconsider their recommendations and resubmit to the Town Council for approval.

6. PRIORITIZATION OF FUNDING

It is the intent of Town Council and the Measure U Steering Committee / Application Committee to allocate funds to capital related projects for infrastructure and capacity building. Funds could also be allocated for programming (non-capital) and operations and maintenance.

The use of a ratio to allocate funds among the three areas (mobility, recreation and arts & culture) or categories (capital, non-capital and O&M) of funding was not recommended. Rather, funding of projects will be based on aligning with priorities and goals as established by the Town and the overall feasibility of a proposed project. Feasibility studies will be required for 'top tier' projects (see definition in Appendix) in order to clearly identify the level of funding required for the life of a project (lifecycle costs).

Measure U funds do not need to be spent each year. If none of the applications submitted in the funding cycle align with goals of the Town or through the prioritization process are not determined as 'top tier', then funds may not be awarded.

Applicants are required to specifically cite priorities identified in the following Town plans and/or documents:

- The 2007 Town General Plan
- RecStrats II Implementation Strategy
- The Trail System Master Plan
- The Draft Mobility Element
- The Parks and Recreation Master Plan
- Public Facilities Financing Plan and/or CIP Plan

7. MEASURE U PROJECT FILTER & CHECKLIST

A Measure U Project Filter & Checklist has been revised from the current Measure R filter. The new evaluation tool created a significant Primary Filter. Meaning, if an application does not secure the needed positive responses in the Primary Filter it does not go any further in the application process for that funding cycle.

The Measure U Project Filter & Checklist was developed with the intent to remove real or perceived structural bias against any project. A ratings guideline has been developed to accompany the evaluation filter.

The Measure U Project Filter & Checklist and accompanying ratings guideline is attached to this document.

8. FUNDING RECOMMENDATIONS

The Town of Mammoth Lakes will provide adequate and appropriate communication to applicants, preferably through email or through telephone communication regarding the status of their application. It is the sole discretion of the Mammoth Lakes Town Council to either give an up or down vote and award the Measure U Steering Committee/Application Committee's funding recommendations or to return the complete funding package to the Measure U Steering Committee/Application for further review and recommendation.

Oversight of Funds

The awarded applicant is responsible for proper use of the funds as outlined in their funding requests and applications. They are responsible for record keeping, implementation and being able to provide proof of how funds were spent and, in the case of multi-year funding support, making sure the project is achieving its goals. They will provide a written report to the Measure U Steering Committee/Application Committee upon completion of the project or on an annual basis, determined by the timeline of the project. Project funding reports should follow the 'Generally Accepted Accounting Principles' (GAAP)¹ as used in the world of financial accounting.

Award of Funds

Upon award of funds, the award recipient is required to meet with Town Staff to determine the most efficient process for allocating funds. This will include contracting, purchasing protocol (Town Ordinance No. 3:20), providing required liability insurance, and the use, storing and maintenance of the item(s).

9. CONTACT INFORMATION

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Email	sbrown@ci.mammoth-lakes.ca.us
Website	www.ci.mammoth-lakes.ca.us

¹ The common set of accounting principles, standards and procedures that companies use to compile their financial statements. GAAP are a combination of authoritative standards (set by policy boards) and simply the commonly accepted ways of recording and reporting accounting information.

10. APPENDIX

- A. Measure U Project Filter & Checklist**
- B. Glossary of terms & Ratings Guideline**



Measure U PROJECT FILTER & CHECKLIST

Name of Project: _____ **TOTAL SCORE:**

Project Category: _____ Organization: _____

Project Type: _____ Measure U Funds Requested: \$ _____

Must Answer "Yes" to all five Primary Filter questions to move to Project Filter section

PRIMARY FILTER

	YES	NO
1. Is the project/program for planning, construction, operation, maintenance, programming and administration of facilities, equipment and projects for mobility, recreation or arts & culture?	<input type="checkbox"/>	<input type="checkbox"/>
2. The project/program does not supplant existing funds used for the purposes identified above?	<input type="checkbox"/>	<input type="checkbox"/>
3. Does the project/program meet the goals established by the Town?	<input type="checkbox"/>	<input type="checkbox"/>
4. Is the project/program identified in the Town's adopted plans?	<input type="checkbox"/>	<input type="checkbox"/>
5. Did the applicant provide a detailed project/program Conceptual Plan and Economic Analysis ?	<input type="checkbox"/>	<input type="checkbox"/>
PRIMARY FILTER SCORE:		<input style="width: 80px; height: 20px;" type="text"/>

Assign a maximum of 5 points for each of the evaluation criteria listed below in the Project Filter. A perfect score is equal to 45 points. Provide your comments regarding the criteria in the comment field.

Low High



PROJECT FILTERS

1 5

- a). Measurable community benefits
- b). Limited use or available for year-round use
- c). Socio-Economic benefit of project/program
- d). Matching or leveraged resources, funds, volunteers, etc.
- e). Plan for operation and maintenance of project/program
- f). Replacement costs of project/program

g). Location of project

h). Identify Town of Mammoth Lakes goal this seeks to address

i). Project Readiness

PROJECT FILTER SCORE:

Committee Comments:

Use backside of page for additional comments...

Attachment B: Glossary of Terms

- **Bonding:** Refers to the ability for the Town to bond existing funds (borrow and payback) for major projects.
- **Building capacity:** Refers to the Town's ability to have the ability to implement specific projects.
- **Capital projects:** Refers to major building or construction projects; the Town uses \$10,000 as a budget threshold for a capital project.
- **Feasibility:** Refers to whether a project can be implemented and if it will lose money and/or require a subsidy to sustain itself or can it generate enough money where it will not require a subsidy.
- **Filter or project filter:** Refers to the preliminary document filled out by those requesting funds.
- **Funding cycles:** Refers to the timeline for application of funds, review of applications and awarding of funds.
- **Leveraging:** Refers to the ability to increase the use of available funds with additional resources including private sector, grants, donations, or volunteer time and effort.
- **Mobility:** Refers to projects that facilitate moving around within the Town, i.e. a trolley, pedestrian, bicycles or other modes of transportation.
- **TC, RC:** Refers to the Town Council and the Recreation Commission
- **TOML:** Refers to Town of Mammoth Lakes
- **Top Tier Projects:** Refers to projects that through the evaluation and goal setting processes have been identified as the best projects to be considered.

Glossary of Terms for Application

- **Conceptual plan:** The overall concepts of the project/program for which funds are being requested.
- **Contractual Service:** Services that will be outsourced or contracted out; could be a subcontractor to the party requesting funds.
- **Maintenance funds:** Funds used to provide ongoing maintenance or repair.
- **Multi-Scenario Pro Forma's:** This refers to the development of a number of potential financial scenarios using a different assumption for each scenario.
- **Operational funds:** Funds used for ongoing operations of an event, facility or program.
- **Project Feasibility:** Refers to whether a project or not can be implemented and if it will lose money and require a subsidy or can it generate enough money where it will not require a subsidy.
- **Replacement funds:** Funds that are used to replace equipment or facilities that already exist.
- **Risk Analysis:** Refers to specific risks associated with the proposed funding request.
- **SWOT:** Refers to strengths, weakness opportunities or threats. Often used in strategic planning to assess the current situation or an analysis of a funding request.
- **Targeted Users:** Refers to who are the primary users/attendees of those requesting the funding.

Evaluation Guidelines for the Measure U Project Filter

These guidelines were developed by the Measure U Steering Committee to assist with assigning a value to answers in the Project Application. The scoring criteria align with the corresponding letters of the Project Filter. The range of scores goes from a “1”, which is a low score to a “5”, which is the high score.

Project Filter	Low Score	High Score
a. Measurable Community Benefit	Limited benefit to small group	Extensive benefit to whole community
b. Limited Use	One time only	Perpetual use
c. Socio-Economic benefit	Little or no benefit	Large ROI
d. Matching or leveraged resources	No leverage or outside assistance identified/included	Multiples of Measure U \$\$\$
e. Operation Plan	No demonstrated capacity and poorly developed plan	Significant demonstration of sustainable capacity and a thorough plan
f. Replacement costs	High cost/high frequency	Low cost/infrequent or never needed
g. Location of project	Remote, difficult to access, adverse environmental effects or conflicts with nearby land uses	Convenient access, effective synergy with nearby land uses
h. Town Goal	Does not align with any established goals	Referenced with multiple goals
i. Project Readiness	Many contingencies, no agreements in place	Project is ready to go, approvals secured, agreements in place and Measure U funds are last piece for needed to begin implementation