



Mammoth Lakes
CALIFORNIA

2013 MEASURE U SPRING APPLICATION FORM

APPLICANT INFORMATION

Name of Organization: *Town of Mammoth Lakes*

Type of Organization (Non-profit, HOA, Govt.): *Government*

Contact Person: *Jessica Morriss, AICP, Associate Transportation Planner*

Organization's Address: *437 Old Mammoth Road, Suite R*

State / Zip: *Mammoth Lakes, CA 93546*

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PROJECT SUMMARY

1. Name of Project/Program/Event: *Municipal Wayfinding*
2. Project Category (Recreation/Arts/Mobility): *Mobility*
3. Start / End Date: *April 1, 2013 – TBD*
4. Measure U Funds Requested: *\$77,350*

SECTION A – PRELIMINARY QUALIFICATIONS

1. How does the project/program or event fit within the **Town's adopted plans**?

This project request for Measure U funds is for the completion of the pre-construction tasks (completion of engineering specifications, permitting, and bidding) and for the construction of Phase 1a of the overall Municipal Wayfinding Project, which consists of the construction one District Identification Monument on the corner of Old Mammoth Road and Main Street.

The Municipal Wayfinding Project, in total, will implement a comprehensive, user-friendly, and attractive signage and wayfinding system in Mammoth Lakes. The project will implement a number of goals and action items established in the Town's 2007 General Plan, as well as recently accepted Neighborhood District Plans, the Destination Resort Community and Economic Development Strategy, and the Draft Mobility Element. The following goals, policies, and actions from the General Plan speak to the objective of achieving a townwide wayfinding program, including gateway monumentation:

<u>Goal M.1.</u>	<i>Develop and implement a townwide wayfinding system.</i>
<u>Policy C.3.A.</u>	<i>Establish entry and district monumentation standards as a means of reinforcing community identity. {Completed}</i>
<u>Action C.3.A.1.</u>	<i>Work with the Planning Commission, Tourism and Recreation Commission, and the Public Arts Commission to implement a gateway monument plan. {Completed}</i>
<u>Action C.3.D.2.</u>	<i>Prepare a townwide directional signage and wayfinding plan. {Completed}</i>
<u>Figure 2</u>	<i>Depicts a "potential landmark" near the southeast corner of Main Street and Sierra Park Road, near the new Mono County Courthouse. {Completed}</i>

2. How does the project/program or event align with **goals and priorities** established by the Town?

See above. Additionally, the project is consistent with the Measure U Committee's Spring Goals and Priorities as follows:

1. *Economic Stimulus*

The recently published "Eastern Sierra Innovation and Prosperity" report prepared by the Sierra Business Council, highlights the importance of wayfinding signage and information as part of an overall economic development program. The Town's recently implemented MLTS wayfinding system helped to illustrate the value of an attractive, cohesive, and coordinated signage program to achieving the Town's destination resort vision. The Municipal Wayfinding Project will further support economic development goals in this manner and by providing opportunities for cross-marketing of community amenities and year-round activities, and helping to create a sense of place through the signage design and the use of district markers.

2. *High Impact*

Like the Gateway Monument, implementation of the Municipal Wayfinding Project will be a high-visibility, high-impact project that visitors will notice immediately upon entering Mammoth Lakes. The Project, while principally a transportation project, also contributes to the Town's economic development goals as discussed. The signage design incorporates the new Town/Mammoth Lakes Tourism Logo, which enhances brand awareness.

3. *Ready to Go*

The planning component of the Project, which included the signage design intent, was completed and approved by the Planning Commission on October 10, 2012. Award of Measure U Spring Funds would allow staff to complete the remaining pre-construction tasks (completion of engineering specifications, permitting, and bidding) and be ready to begin implementation of the project as funding becomes available. The award of Measure U funds would also allow the Town to construct one of the key District Identification Monuments (at the corner of Old Mammoth Road and Main Street) identified in the Municipal Wayfinding Plan.

4. *Leverage*

The planning phase of the project was completely grant-funded, and included funds from the Local Transportation Commission, a Caltrans grant, and a donation from Mammoth Mountain Ski Area. Subsequent phases of the Project, including production of engineering design documents, fabrication, and installation may be able to leverage additional funds through grants, capital projects, and development projects as they arise. Additionally, staff plans to engage private partners to explore potential matching funds or in-kind services.

5. *Plan for the Future*

The signage design utilizes strong natural and man-made materials that are consistent with community design objectives. Each sign is expected to have a 15 to 20-year lifespan.

3. Describe the project's/program or event **Conceptual Plan** or attach the **Business Plan**, including a detailed budget showing all anticipated revenue and expenditures associated with the event. (This should be an attachment to the application titled: "Project Concept Plan/Business Plan").

See Attachment 1.

4. **Provide a one (1) page Executive Summary of your project/program or event.** (This should be an attachment to the application titled: "Project Executive Summary").

See Attachment 1.

5. Is this project/program or event funding request for:

___ Multiple years of funding, or

___X___ Single year of funding

This request is for a single year of funding at this time; however, it is expected that staff will submit future Measure U requests to implement additional phases of the Municipal Wayfinding Project.

6. Identify all principles involved in this project/program or event and their responsibilities.

a. Applicant

Town of Mammoth Lakes

Ray Jarvis, Director of Public Works

Jessica Morriss, Associate Transportation Planner

Haislip Hayes, Associate Civil Engineer

Town staff is responsible for managing all aspects of the project, including contracting, schedule, and budget.

b. Affiliated parties/agencies

None.

c. Consultant or other support

MERJE Design was engaged by the Town to complete the planning phase of the project, including the preparation of the design intent documentation and signage location plans. MERJE Design has completed their required contract work at this time.

SECTION B – PROJECT DESCRIPTION

1. Project Location

A. What is the location(s) of your project/program or event?

The overall Municipal Wayfinding project, once implemented, will include wayfinding signage townwide. The Spring 2013 Measure Application requests funds to complete the pre-construction tasks (completion of engineering specifications, bidding, and permitting) and to construct one District Identification monument for the "Downtown" district, which will be located on the southwest corner of Main Street and Old Mammoth Road.

2. Do you have owner and/or jurisdictional approval to use the location identified in the application?

If Yes, please provide documentation of approval.

If No, describe how and when you will secure the approval.

No. Signage and District Identification Monuments to be installed within California Department of Transportation (Caltrans) right-of-way on State Highway 203 will require approval from Caltrans. Town staff met with Caltrans throughout the planning and initial design phases of the project and will submit an encroachment permit to Caltrans. This task is expected to take place in the Spring of 2013 as part of the remaining pre-construction tasks for which Measure U Spring funding is requested.

3. Based upon your project type, who is/will be (organization & person) responsible for maintenance and operation upon completion of the project/program? Please provide documentation of identified party's responsible for categories below. (NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

- A. Ownership: *Town of Mammoth Lakes*
- B. Maintenance: *Town of Mammoth Lakes*
- C. Operation: *Town of Mammoth Lakes*
- D. Liability & Insurance: *Town of Mammoth Lakes*

4. Will any Pre-Development/Design funds be required for your project/program?
If Yes, please describe what is required, when it's required, the timeline/schedule and cost.
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

Yes. The Spring 2013 Measure U application requests \$49,350 (out of \$77,350) for the completion of pre-construction tasks, including funds for the completion of the engineering design specifications, permitting, and bidding of construction contract.

5. Will any Implementation/Construction funds be required for your project/program?
If Yes, please provide the scope of work, timeline and budget.
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

Yes. The project will implement a townwide municipal signage and wayfinding program, which includes the fabrication and installation of vehicular and pedestrian signage at key intersections in Mammoth Lakes, as well as the construction of some District Identification monuments. Exhibit B of Attachment 1 includes the proposed implementation and phasing plan and budget. This Measure U request is to complete the pre-construction tasks and Phase 1a.

6. Will this project or event involve the purchase of equipment?
If yes, who will own it? Who will be allowed to use it? Who will maintain it? How will it be stored?
What is the estimated replacement timeline and cost?

This project does not involve the purchase of equipment.

7. Will any Maintenance funds be required for your project/program?
If Yes, please describe what is required, when it's required, the timeline/schedule and cost.
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

Minimal annual maintenance will be required for the signage system as it will be constructed of high-quality materials (similar to the Mammoth Lakes Trail System signage). Maintenance will occur on an as needed basis and may be funded through Public Works Road Rehabilitation funds or through subsequent Measure U requests. Private funding may also be available, particularly for District Identification monuments.

8. Will any Operational funds be required for your project/program or event?
If Yes, please describe what is required, when it's required, the timeline/schedule and cost.

No operational funds will be required.

9. Will any Replacement funds be required for your project/program?
If Yes, please describe what is required, when it's required, the timeline/schedule and cost.
(NOT APPLICABLE FOR PROGRAMMING – CAPITAL REQUESTS ONLY)

Yes. The lifecycle for each sign is estimated to be approximately 15 years, but may be longer or shorter depending on damage that may occur due to snow removal, accidents, or vandalism. Signs or signage components will be replaced on an as needed basis.

10. Will there be Contractual Service hours used for any phase of your project/program or event?
If yes, please identify which task or phase, how many hours and the value of those hours.

Yes, contractual services will be utilized in Phase 1a for the completion of the engineering design specifications for the Municipal Wayfinding signage program. Contractual services will also be used for the fabrication and installation/construction of the Municipal Wayfinding signage, which will occur through all phases of implementation.

11. Will there be volunteer hours used for any phase of your project/program or event?
If Yes, please identify which task or phase, how many hours and the value of those hours.

No, there are no volunteer services anticipated.

12. Have any public (including Measure R and U) or private funds been previously committed, or is presently committed, to this project/program or event?
If Yes, please identify amount and year of funding or award.

No, not ofr the project for which this Measure U request is being made. Funding for the planning-phase activities (which have been completed) was provided by the Local Transportation Commission (approx. \$60,000) and by Mammoth Mountain Ski Area (\$12,000).

13. Was public or private funding in place for this project/program or event before June 8, 2010?
If Yes, please describe how you are enhancing or improving the project/program or event.

No.

14. Identify your matching or leveraged resources, funds, volunteers, etc. Identify if Measure U is the only funding source for your project/program or event.

No funding from outside sources has been secured at this time to fully complete the project (through all phases, described in Exhibit B of Attachment 1). Nonetheless, it is likely that specific opportunities will

arise as part of a grant, capital, or development project that would allow the Town to include individual signs or clusters of signs as part of the project. For instance, staff is currently assessing the possibility of incorporating pedestrian and/or vehicular directional signage recommended in the municipal program into the College Connector Path project (Bicycle Transportation Account grant) and the Meridian sidewalk project (Safe Routes to School), each of which are expected to occur next summer. Private funding may be available as well to implement portions of the project, particularly with respect to the proposed district identification markers or monuments. Staff has had recent discussions with private entities to consider various funding opportunities.

15. Is your project/program or event going to have an impact (positive or negative) on existing use in the residential neighborhood or business location you have identified? Please describe:

No. The project will have no impact on any residential or commercial property. All signage will be placed in either the Town's or Caltrans' right-of-way.

SECTION C – PROJECT BENEFITS

1. Describe how the project/program or event provides a measurable community benefit (increased revenue, improved quality of life, etc.).

The project will provide the most benefit to the visitor community by providing comprehensive and cohesive wayfinding information that will likely reduce vehicle miles traveled and provide an improved quality of service for the visitor.

Additional benefits include improved aesthetics, place-making, and reinforcement of the new Town brand (logo).

2. What is your target market - residents or visitors or both? What is the estimated number of users/participants/attendees?

The project is intended to primarily serve first-time visitors to the community by providing efficient and effective direction to public and private destinations throughout town, including civic buildings, recreation areas/portals, parks, parking lots, etc.

The project will also serve residents of the community by providing an aesthetically pleasing series of signs and District Identification monuments that contribute to place-making and economic development objectives, particularly in the commercial districts.

3. Is the project/program or event a one-time or recurring activity?

The project is generally a one-time activity that will be implemented over multiple phases. Components of the project (individual signs) will require replacement as needed over time, but are generally expected to have a 15-20 year life-span.

4. Please provide any additional information you would like the Measure U Committee to consider when reviewing your application.

While the project may not directly provide increased visitation or increased revenues, the project is an important component of the overall transportation system. The project will also continue the Town's momentum toward improving the vitality of Main Street (and townwide once completed), following the construction of the Community Gateway Monument.

SECTION D – PROJECT FEASIBILITY

Feasibility studies will be required for 'top tier' projects or large special events in order to clearly identify the level of funding required for the life of a project/program or event. It is in the best interest of the applicant to complete the feasibility section of the application. For any clarification regarding the questions or degree of detail that needs to be provided, please contact Town Staff.

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.

Not applicable.

2. Identification of Market Opportunity

- A. Identify the long-term opportunity that the project/program presents.

The project provides a long-term opportunity to communicate effectively with the Town's visitors, reinforce the Town's brand, and contribute to the creation of a sense of place, particularly within the Town's commercial and resort districts.

3. Describe the targeted users of your project/program (include the number of participants).

The project is intended to primarily serve visitors to the community by providing efficient and effective direction to public and private destinations throughout town, including civic buildings, recreation areas, parks, parking lots, etc.

4. Projected Multi-Year Demand Analysis

- A. Provide the projected demand with assumptions.

The project does not generate demand.

5. Projected Multi-Year Revenue Projections

- A. Projected revenue with pricing assumptions.

The project does not directly generate revenue.

6. Cost Analysis – Provide the estimated one time or annual costs for each phase of your project/program (where applicable):

- | | |
|---|---|
| 1. Land acquisition costs: | \$0 |
| 2. Equipment acquisition: | \$0 |
| 3. Site preparation/demolition and site prep costs: | included in #6 |
| 4. Entitlement costs:
(permitting) | included in #5 |
| 5. Architect and planning costs: | \$49,350 |
| 6. Construction costs: | \$523,000 base cost for
all phases (see
Attachment 1) |
| 7. Operational costs: | \$0 |
| 8. Maintenance costs: | as necessary (see
Project Description, #7) |
| 9. Programming costs: | \$0 |
| 10. Other: | \$0 |

Feasibility Analysis

1. Project and Financial Assumptions

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

Not applicable.

2. Multi-Scenario Pro Formas

- A. Provide one or two pro forma scenarios to understand the project's/program's financial feasibility. Within this element it is recommended that a 5-year operating budget be developed.

Not applicable.

3. Risk Analysis

- A. Identify project/program risks.

Not applicable.

4. Project Schedule

- B. Identify the necessary implementation tasks required for your project/program.

Not applicable.

5. Quality of Life Analysis

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

The project will serve residents of the community by providing an aesthetically pleasing series of signs and District Identification monuments that contribute to place-making and economic development objectives, particularly in the commercial districts.

Attachment 1

Exhibit A



Municipal Wayfinding and Community Messaging Project 2012 MEASURE U

PROJECT EXECUTIVE SUMMARY

PROJECT SUMMARY

Name of Project:	Municipal Wayfinding
Project Category:	Mobility
Project Type:	Pre-Construction Documentation
Measure U Funds Requested:	\$77,350
Applicant:	Town of Mammoth Lakes

PROJECT DESCRIPTION

The need for a comprehensive community signage and wayfinding program has been identified for some time and is reflected in the Town's 2007 General Plan, as well as the recently accepted Neighborhood District Plans, the Destination Resort Community and Economic Development Strategy, and the Draft Mobility Element. Additionally, the success of the Mammoth Lakes Trails System (MLTS) wayfinding program, which is in the implementation phase, has helped to illustrate the value of an attractive, cohesive, and coordinated signage program to achieving the Town's destination resort vision. The program also supports economic development goals by providing opportunities for cross-marketing of community amenities and year-round activities, as well as helping to create a sense of place through the signage design and the use of district markers.¹

Background

In September 2011, staff developed a draft scope of work and detailed Request for Proposals (RFP) for the Municipal Wayfinding and Community Messaging program. The draft scope of work was reviewed and approved by the Planning Commission on September 28, 2011 and the Town Council on October 5, 2011; the final RFP was approved by the Planning Commission on October 26, 2011. The RFP was issued in November 2011 and a consultant, MERJE Design, was selected in January 2012 based on the strength of their project experience and quality of work.

In April 2012, MERJE Design, made an initial visit to kick-off the project by touring the community, collecting data and design ideas, and meeting with members of the Municipal Wayfinding Committee (including Commissioner Tenney) and other stakeholders, including the Inyo National Forest, Mammoth Mountain Ski Area, Caltrans, Mammoth Hospital, Mammoth Unified School District, Mono County, Cerro Coso Community College, some Town Commissioners, and others. MERJE returned in June 2012 to present their initial findings, including three concept signage designs for review and input. The Planning Commission considered the three concept designs at their meeting on June 13, 2012 and provided direction to staff and the consultant regarding a preferred design.

On October 10, 2012, the Planning Commission reviewed and approved, with minor modifications, the Final Draft Master Plan and wayfinding signage design. The minor modifications to the Master Plan and signage design that were requested by the Commission have been completed and the final documentation has been prepared (Exhibit A).

¹ The recently released "Eastern Sierra Innovation and Prosperity" report prepared by the Sierra Business Council, also highlights the importance of wayfinding signage and information as part of an overall economic development program.

PROJECT BUDGET AND PHASING AND FUNDING REQUEST

Exhibit B provides an outline of the proposed budget and phasing plan, which assumes a multi-phase approach to implementation and funding from both public and private sources. The planning phase of the Project was recently completed by Town staff and the design consultant, MERJE Design. The deliverables include a wayfinding master plan and design intent for each signage component².

Measure U Spring funds are requested to complete the remaining pre-construction tasks (completion of engineering specifications, permitting, and bidding) for \$49,350 and for the construction of Phase 1a, which consists of the "Downtown" district identification monument on the corner of Main Street and Old Mammoth Road for \$28,000.³

Staff plans to submit a Measure U application in the Fall of 2013, and possibly in the spring of 2014, to continue implementation of the program. As indicated in Exhibit B, completion of some components of the overall program, particularly with respect to additional district identification monuments, may be accomplished through private sources. Staff has had an initial meeting with potential community partners to discuss these opportunities.

Additionally, it is possible that specific opportunities for installation of individual signs or clusters of signs will arise as part of a grant, capital, or development project, which may reduce the overall funding need. For example, staff is currently assessing the possibility of incorporating pedestrian and/or vehicular directional signage recommended in the municipal program to the College Connector Path project (Bicycle Transportation Account grant), the Meridian sidewalk project (Safe Routes to School), and the Canyon Boulevard Rehabilitation, each of which are expected to occur next summer.

Annual maintenance and replacement costs are estimated to be between 5% and 10% of the total construction cost, and include general maintenance (snow removal, graffiti removal, minor damage repair) and long-term replacement.

² The final design was developed through an 8-month community and stakeholder process. The signage design is intended to complement the recently implemented Mammoth Lakes Trail System signage, as well as other design references, such as the Gateway Monument.

³ Construction of this district identification monument was identified as a priority by the Planning Commission at their October 10, 2012 meeting, as well as by MERJE Design, in order to further revitalize Main Street.

Exhibit B

MEASURE U BUSINESS PLAN
Municipal Wayfinding and Community Messaging Program
Cost Estimate and Phasing Plan

DESCRIPTION	SIGN TYPE	QTY	COST	TOTAL	COMMENTS
PLANNING/DESIGN INTENT					
Planning/Design Intent Documents (sign location and design)	n/a	1	\$75,000	\$75,000	Complete
		Planning Subtotal		Complete	
PRE-CONSTRUCTION					
Engineering Design Specifications/Documents	n/a	1	\$41,150	\$41,150	
Permitting (Caltrans)	n/a	1	\$5,200	\$5,200	Spring 2013 Measure U Application
Bid Process/Advertising/Selection	n/a	1	\$3,000	\$3,000	
		Pre-construction Subtotal		\$49,350	
PHASE 1: VEHICULAR AND PEDESTRIAN SIGNAGE					
Phase 1a - Downtown District ID					
District ID Monument at corner of Main & Old Mammoth	n/a	1	\$28,000	\$28,000	Spring 2013 Measure U Application
		Phase 1a Subtotal		\$28,000	
Phase 1b - Pedestrian Signage					
Pedestrian Signage - Existing Pole	PDIR.2	9	\$1,750	\$15,750	Fall 2013 Measure U Application
		Phase 1b Subtotal		\$15,750	
Phase 1c - Vehicular Signage					
Vehicular Directional - 6" Copy / Cal Trans	VDIR.3	14	\$8,000	\$112,000	
Vehicular Directional - 6" Copy / Cal Trans	VDIR.1	1	\$6,500	\$6,500	
Vehicular Directional (4" Copy/ 1 panel)	VDIR.4	4	\$4,000	\$16,000	
Vehicular Directional (4" Copy/ 2 panels)	VDIR.5	9	\$4,500	\$40,500	Fall 2013 Measure U Application
Vehicular Directional (4" Copy/ 3 Panels)	VDIR.6	27	\$5,000	\$135,000	
Parking Directional	PARK.1	2	\$4,250	\$8,500	
		Phase 1c Subtotal		\$318,500	
Potential Private Contributions					
* CREDIT Sign Panels (Private Contributions - lodges, golf courses, etc.)	Panels	75	\$750	-\$56,250	Possible contributions from destination sponsors
		Phase 1 Total		\$306,000	

MEASURE U BUSINESS PLAN
Municipal Wayfinding and Community Messaging Program
Cost Estimate and Phasing Plan

PHASE 2: AIRPORT VEHICULAR AND PEDESTRIAN KIOSKS						
Vehicular Directional - 6" Copy / Airport	VDIR.3	3	\$8,000	\$24,000		Spring 2014 Measure U
Vehicular Directional - 4" Copy / Airport	VDIR.4	2	\$4,000	\$8,000		
Kiosk - Pole Base	KIOSK.2	10	\$8,000	\$80,000		
		Phase 2 Total		\$112,000		
Phase 2: Optional Elements						
Destination Identification - Airport	DEST.2	1	\$25,000	\$25,000		Spring 2014 Measure U
		Phase 2 Total with Options*		\$137,000		
PHASE 3: DISTRICT IDENTIFICATION MONUMENTS - PRIVATE CONTRIBUTIONS*						
District Gateway - Downtown (west end & south end)	DIST.1	2	\$28,000	\$56,000		<i>Possible contributions from destination sponsors/districts</i>
District Gateway - The Village (stone base)	DIST.1	2	\$28,000	\$56,000		
District Gateway - Sierra Star District Id (metal base)	DIST.2	3	\$18,000	\$54,000		
District Gateway - Snowcreek District Id (metal base)	DIST.2	3	\$18,000	\$54,000		
District Gateway - Old Mammoth Neighborhood (metal base)	DIST.2	1	\$3,800	\$3,800		
		Phase 3 Total		\$223,800		
Project Total				\$523,600		
Project Total with Options				\$660,600		
Project Total with Options and Private Contributions				\$884,400		
Note:						
Phase 3: District Identification Monuments may be constructed during any phase with privately contributed funds.						