



2013 MEASURE R FALL APPLICATION FORM

APPLICANT INFORMATION

Name of Organization:	Town of Mammoth Lakes
Type of Organization:	Government
Contact Person:	Peter Bernasconi
Organization's Address:	P.O. Box 1609, Mammoth Lakes
State / Zip:	California, 93546
Office/Cell Phone Number:	760-934-8989 ext. 232 cell 760-914-0285
Email Address:	pbernasconi@ci.mammoth-lakes.ca.us
Internet Address:	www.townofmammothlakes.ca.gov

PROJECT SUMMARY

- | | |
|-------------------------------|--|
| 1. Name of Project: | Conceptual Master Planning and Feasibility Study |
| 2. Project Category: | Parks |
| 3. Project Start / End Date: | Start- February 2014 / end-June 2014 |
| 4. Project Type: | Planning |
| 5. Measure R Funds Requested: | \$50,000 |

SECTION 1 – PRELIMINARY QUALIFICATIONS

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

if YES, please cite (page # & Section #): Parks and Recreation Master Plan p. 67, first bullet.

2. **Does the project/service meet the “Priorities & Principles” established by the Recreation Commission, and approved by the Town Council?**

If YES, please cite: Finish Parks and Trails that are incomplete.

3. **Describe your project’s service conceptual plan (Business Plan) including the size, scope, type, design specifications, use, including an itemized detailed budget that identifies all revenues and expenditures (P&L statement) that is associated with your project/program. (This should be an attachment to the application titled: “Project Concept Plan”).**

On October 15 and November 5, 2013 the Recreation Commission discussed the on-going facilities planning effort. During this meeting, staff recommended contracting a consultant to provide the Commission with a methodology and detailed process for conducting facility master plans. This application requests funding to move the Community Center Park, Mammoth Creek Park and Whitmore Park into a conceptual plan and feasible phase. The work will be facilitated by a consultant through two design charrettes and a design meeting. The meetings will focus on level of service and facilities discussed in the 2012 Parks and Recreation Master Plan.

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

Attached is a scope of work prepared by Verdi Design of Santa Clara, California which provides detailed information about the proposed conceptual planning and feasibility process.

SECTION 2 - PROJECT DESCRIPTION

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?

This project will develop conceptual plans and feasibility studies on Town owned or leased land.

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

This work will be completed by a consultant managed by staff.

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

if YES, Please provide documentation of approval.

The Town owns or controls the land which this planning effort will pertain to.

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, and has this entity agreed to provide these services?

A. Maintenance: **Developing costs is part of the scope of work for this application.**

B. Operation: **These Parks are operated by the Town and have daily visits by Parks Staff to check facilities, restrooms, trash containers, and other portions of the park to ensure safety of the users.**

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

if YES, please describe what is required, when it's required, the timeline (schedule) and detailed costs:

Yes, this conceptual planning effort will lead to project design for a future Measure R Cycle. Scheduling construction of facilities will be part of the planning process discussed with the Recreation Commission and approved by the Town Council.

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

if YES, please describe what is required, when it's required, the timeline (schedule) and detailed costs:

Yes, this conceptual planning effort will lead to project design at a future Measure R Cycle. Scheduling construction of facilities will be part of the planning process discussed with the Commission and approved by the Town Council.

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

if YES, please describe what is required, when it's required, the timeline (schedule) and detailed costs:

Yes, this conceptual planning effort will lead to additional operational costs for any completed facilities. Part of the approval and development will need to only building facilities that are sustainable.

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

if YES, please describe what is required, when it's required, the timeline (schedule) and detailed costs:

Costs for construction administration are included in the construction cost.

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

if YES, please describe what is required, when it's required, the timeline (schedule) and detailed costs:

Not at this stage in project development.

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

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

Yes, approximately \$45,000 will be expended for consultant services.

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

if YES, please identify which phase, how many hours and the value of those hours (please use the standard hourly rate of \$24.18):

No, not directly. As part of the process hopefully we have numerous people from the public volunteering their time to participate in the park planning and conceptual design process.

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

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

Each of these parks has public funds expended on them but none related to the new facilities that will be planned as part of this effort.

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

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

YES.

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

Effective and efficient master planning will have a positive impact to the park by providing active uses for all age levels. Healthy communities have parks.

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

The parks will be managed and maintained with public and parks and recreation staff similar to the Shady Rest Park and other parks owned by the Town.

SECTION 3 - PROJECT BENEFITS

1. Describe how your project/service provides a measurable quality of life benefit to the residents and visitors of Mammoth Lakes?

A recent study by the Trust For Public Lands concluded that parks provide for improved air quality, water quality, hedonic value, direct use, help promote healthy life styles, helps generate income from vistors and develop community cohesion.

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

The uses for each of the parks will be developed as part of the conceptual plan and feasibility process.

3. Describe the measurable economic benefits (Visits, room nights, revenue, etc.) of your project/service.

According to US Leisure, about 30 percent of travelers are families with kids and an additonally, 7 percent of grandparents travel with kids. Picking a destination is similar to selecting place to stay with kids, if the place doesn't have a pool you go somewhere else. Families come to areas with great parks that are well maintained. Visiting mountain areas is in the top ten places to go and this affluent group make on average 4.5 trips a year.

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

Community parks really show community values and is has been said that "great city parks keep our community beating". Some of the best parks with diversity in recreation options with activities mingled with playgrounds and natural areas. Once completed this will be one of those parks.

SECTION 4 – PROJECT FEASIBILITY

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**
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.

- 2. Identification of Market Opportunity**
Identify the long term opportunity that the project presents.

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

- 4. Projected Multi-Year Demand Analysis**
Provide the projected demand with assumptions.

- 5. Projected Multi-Year Revenue Projections**
Provide projected revenue with pricing assumptions.

COST ANALYSIS:

1. Provide the estimated one-time or annual costs for each phase of your project or service (Where applicable).
 - a. Land acquisition costs:
 - b. Equipment acquisition:
 - c. Site preparation/demolition and site prep costs:
 - d. Entitlement costs:
 - e. Architect and planning costs:
 - f. Construction costs:
 - g. Operational costs:
 - h. Administrative costs:
 - i. Maintenance costs:
 - j. Programming costs:
 - k. Other: _____

FEASIBILITY ANALYSIS:

1. Project and Financial Assumption

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

2. Multi-Scenario Pro Forma's

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

3. Risk Analysis

Identify project risks.

4. Project Schedule

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

5. Quality of Life Analysis

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

November 22, 2013

Mr. Peter Bernasconi
Town of Mammoth Lakes
437 Old Mammoth Rd, Suite R
Mammoth Lakes, CA 93546



VERDE DESIGN

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Santa Clara, CA 95050
t 408.985.7200 f 408.985.7260
www.verdedesigninc.com

SUBJECT: Town of Mammoth Lakes Parks Master Planning

Dear Mr. Bernasconi:

In response to your request Verde Design, Inc. is pleased to submit the following proposal to provide workshop facilitation on the above mentioned project. This proposal shall remain valid for a period of sixty (60) days.

PROJECT UNDERSTANDING / HISTORY:

Town of Mammoth Lakes (Town) is requesting services for Conceptual Master Planning and Feasibilities studies of three existing park sites for improvements in the Town of Mammoth Lakes. The existing park sites, (Mammoth Creek Park, Community Center Park, and Whitmore Park) have been selected for master planning and design for active and passive recreation improvements, as well as potential locations for a recreation and community centers.

Verde Design will lead a team to conduct a series of community design meetings and a presentation of the preferred designs to the Mammoth Lakes Town Council. The design meetings will be charrette style workshops with attending members of the community, the Recreation and Tourism Commission (Commission), and Town of Mammoth Lakes Staff (Town Staff).

Verde will obtain consulting architectural design services to assist with the programming and conceptual plan of a community/recreation center. The consulting architect will attend one community meeting. Verde Design and the consulting architect (Team) will collaborate in meetings and conference as needed to develop the building components of the parks master plan.

SCOPE OF SERVICES

Verde Design proposes to provide the following services base on the above stated project understanding.

Community Design Charrette #:1

The goal of the first charrette will be to gather Community, Town Staff and Commission input on the programing priorities for the Town parks and recreation.

Verde Design will lead and prepare the project Team for the first community design charrette.

Prior to the first charrette Verde will coordinate with the Town Staff and Commission to create a list of potential user needs, programming items and site elements to be included in the charrette discussions.

Verde Design will prepare the following for the first design charrette:

- Aerial photo map and street map bases
- Topographic surveys as provided by the Town Staff
- Large format display boards (sized at least 24" x 36") of site maps and concepts
- Preparations to provide interactive hand drawn and graphics and cutouts
- Flipboards and matrices for programing and gathering community data and priorities
- PowerPoint format imagery and case studies
- Estimated Charrette Duration – 3 hours

Town Staff will introduce project objectives and the Team to the Community. Verde Design will present a project overview, sites photographs, the opportunities and constraints maps, discuss process and schedule.



Verde Design will use flipboards, matrix boards and base maps to gather town input and lead interactive design with the attending Community and Town Staff.

The Verde Design will take notes, take photos, and collect data and interactive design sheets.

Verde Design will prepare written meeting notes and submit to the Town within two weeks of the design meeting.

Community Design Charrette #:2

The goal of the second charrette will be to select or combine elements from prepared conceptual design alternatives in an interactive design process.

Prior to the first charrette Verde will analyze the charrette data and prepare up to two (2) alternative conceptual designs for each of the three park sites. Verde will submit progress PDF files of the conceptual alternatives two weeks prior to the second charrette for review and comment by the Town Staff. Within 5 working days the Town Staff shall respond to Verde with comments and revisions to the conceptual alternatives.

One video or conference call will be coordinated with the design Team and Town Staff to review the conceptual plans and comments

Verde Design will lead and prepare the project team for the second community design charrette.

Designs will be conceptual bubble diagrams usual and customary for analyzing site conditions and conveying site elements and special relationships.

Potential programming items and site elements to will be refined and combinations of design alternatives may be interchanged to create preferred alternatives.

Ward Young Architects will attend this meeting to provide expertise regarding a community/recreation center building and facilities.

The Team will prepare the following for the second design charrette:

Alternative Plans

Large format display boards (sized at least 24" x 36") of conceptual alternatives

Additional interactive hand drawn and graphics and cutouts to make revisions and take community input

Flipboards and matrices for refining programming and site priorities

Estimated Charrette Duration – 3 hours

The Team will take notes, take photos, record video, and collect data and interactive design sheets.

Verde Design will prepare written meeting notes and submit to the Town within two weeks of the design meeting.

Verde Design will provide conceptual estimates of probable construction cost using an itemized unit cost format for a single design for each park.

Community Design Meeting #:3

The goal of the final design meeting will be to review the refined preferred alternative design for each of the three parks and prepare a final conceptual plan. Additional comments will be heard and recorded for potential revisions and additions to the park from prepared conceptual design alternatives.

Prior to the third design meeting the Team will refine the preferred alternative conceptual designs for each of the three park sites into a single design.



Verde will submit progress pdf files of the preferred alternatives two weeks prior to the second charrette for review and comment by the Town Staff. Within 5 working days the Town Staff shall respond to Verde with comments and revisions to the conceptual alternatives.

One video or conference call will be coordinated with the design Team and Town Staff to review the conceptual plans and comments.

Designs will be conceptual bubble diagrams usual and customary for conveying a concept plan with buildings and site elements such as parking, fields, courts and paths drawn to scale.

The preferred alternative will be reviewed by the Community, Town Staff and Commission to hear additional comments and considerations of the more refined plans.

The Verde will prepare the following for the third design meeting:

- Refined Preferred Alternative Plans
- Large format display boards (sized at least 24" x 36") of conceptual alternatives
- PowerPoint format imagery
- Estimated Meeting Duration – 2 hours

Verde Design will prepare written meeting notes and submit to the Town within two weeks of the design meeting.

Verde Design will update the conceptual estimates of probable construction cost using an itemized unit cost format for the design plans at each design.

Town Council Presentation:

Verde will submit progress PDF files of the preferred alternatives three weeks prior to the Town Council Meeting for review and comment by the Town Staff. Within 5 working days the Town Staff shall respond to Verde with comments and revisions to the final conceptual plans.

The Verde will present the final conceptual plan to the Town Council and hear comments.

Verde Designs shall provide one hard copy mounted of final plans.

PROJECT TIMELINE

Verde Design proposes the following general timeline for design:

Charrette #1:	January
Charrette #2:	March
Final Design Meeting:	March
Present to Town Council	April

TOWN RESPONSIBILITIES

In order to complete the items described in Scope of Services above, we respectfully request that the District provide the following information:

1. Initial list of program elements for each park site
2. Coordination and scheduling of the meetings dates, times, invitations and advertisements
3. Provide a meeting space and amenities appropriate for charrettes
4. Photos (10-15) of the park sites and existing facilities
5. Any available plans and site information
6. Contact and coordinate all Staff and Commission attendance



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SPECIAL PROVISIONS

- A. Without attempting to be all-inclusive and for purposes of clarity, the following items are specifically not included in the Scope of Services:
 - 1. Meetings other than those listed
 - 2. Designs and locations other than those listed
 - 3. Town opinion surveys
 - 4. Site Surveys and Technical Investigations
 - 5. Construction Documents
 - 6. CEQA documents
 - 7. Underground utility surveys
 - 8. Permit fees associated with the project
 - 9. Design for areas not identified in the project understanding
 - 10. Design or master plan reports

- B. This fee will be valid for 60 days. Should the District choose to extend or add to the contract, the unbilled portion of this agreement will be subject to an increase in January of 2014 to cover annual wage adjustments for office personnel.

- C. Services will be diligently pursued and every reasonable effort will be made to meet the mutually agreed upon schedule. If the completion of the services is delayed at any time in the progress of the work undertaken in this Agreement by conditions beyond the control of the Consultant; including but not limited to: strikes, lockouts, labor disputes, or the inability of District, their consultants, utility companies, or jurisdictional agencies to provide required information, processing or direction; the time of completion shall be extended during such period and Consultant shall be held harmless from any and all claims arising out of such delay.

PROFESSIONAL COMPENSATION

For the scope of services and products identified in this proposal, Verde Design respectfully requests the following lump sum fee including all reasonable reimbursable expenses that are outlined to be included in the project.

FEES			
Charrette Prep, Conferencing, Coordination			\$3,625.00
Charrette #1			\$5,640.00
Prepare Draft Alternatives & Team Coordination			\$7,095.00
Charrette #2			\$6,480.00
Prepare Preferred Alternative			\$8,745.00
Design Meeting Review of Preferred Alt.			\$4,200.00
Design Revisions for Final Plan			\$1,865.00
City Council Presentation			\$4,200.00
Expenses & Reimbursables			\$3,150.00
TOTAL:			\$45,000.00

The Town Staff may approve in writing the transfer of budget amounts between any of the phases or categories listed above provided the total agreement compensation does not exceed \$ 45,000.

The above fee includes all reasonable reimbursable expenses that are outlined to be included in the project scope and the provided products, with the exception of printing costs for submittal plan sets, which will be charged on a time and material basis. Additional requested reimbursables will be entitled to bill reimbursable expenses as noted on the attached Charge Rate Schedule. Additional services will be charged on a time and material basis. Charges for additional services will be billed separately.



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Additional services will be charged on a time and material basis. Charges for additional services will be billed separately.

Should the project be delayed beyond the agreed upon project schedule by the Town to a level that puts the project on hold, a re-start fee may apply. This fee will be determined at that point based on the amount of downtime and additional work required to bring the project on line.

This fee is based on the anticipated work effort that will be required to successfully complete this project. Additional services will be charged on a time and material basis. Charges for additional services will be billed separately.

Fees for services outside the scope shown in this proposal will be in addition to the direct labor costs. These may be completed on a time and material basis or negotiated fixed fee at the choice of the Town.

CHANGE IN SERVICES

Client may order changes in scope or character of service, either decreasing or increasing the amount of Consultant's services, and if necessary, changing the character of services. In the event that such changes are ordered, Consultant is entitled to full compensation for all services performed and expenses incurred prior to receipt of notice of change.

TERMINATION OF AGREEMENT

In the event the project is terminated or indefinitely suspended in the manner herein provided, Verde Design shall turn over copies of any and all documents completed to that date. Verde Design shall be entitled to compensation up to and including said termination date. Original work shall remain the property of Verde Design.

Peter, if this proposal meets with the approval of the Town, please sign the proposal below. Thank you again for the opportunity to work with the Town of Mammoth Lakes. We are truly excited to begin working with you and your staff!

Respectfully Submitted,
Verde Design, Inc.

Approved:
Town of Mammoth Lakes

Brett Long, RLA
Senior Project Manager

Name:
Date:

Derek McKee, RLA
Principal

Name:
Date:

Enclosure: 2013 Charge Rate Schedule

cc: Nance Cronin, Verde Design
Devin Conway, Verde Design



Verde Design, Inc.

Charge Rate Schedule
Effective until December 31, 2013

The following chart outlines the current charge rate for professional and office costs. Reimbursable rates and expenses are shown at the bottom.

Project Rates

Principal	\$190.00 per hour
Project Manager/Construction Manager	
Level Four	\$180.00 per hour
Level Three	\$160.00 per hour
Level Two	\$140.00 per hour
Level One	\$125.00 per hour
IT Manager	\$140.00 per hour
CAD Manager	\$120.00 per hour
Project Designer	\$120.00 per hour
Job Captain/Staff Engineer/Construction Administrator	\$115.00 per hour
Draftsperson Level II	\$105.00 per hour
Draftsperson Level I	\$95.00 per hour
Project Administrator	\$80.00 per hour
Intern	\$70.00 per hour

Reimbursable Rates

Blueprints, Printing and Reproductions	Cost plus 10%
Sub Consultant Services	Cost plus 10%

Reimbursable Expenses

Blueprints and Reproductions	Travel Expenses
Photography	Parking and Toll Expenses
Models and Renderings	Permit Fees
Postage/Overnight Mail Service	Courier Delivery Service