



Mammoth Lakes
CALIFORNIA

2013 MEASURE U FALL APPLICATION FORM

APPLICANT INFORMATION

Name of Organization: Town of Mammoth Lakes

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

Contact Person: Haislip Hayes, PE - Associate Civil Engineer

Organization's Address: Po Box 1609

State / Zip: CA / 93546

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PROJECT SUMMARY

1. Name of Project/Program: Municipal Wayfinding
2. Project Category (Recreation/Arts/Mobility): Mobility
3. Start / End Date: May 1, 2013 - TBD
4. Measure U Funds Requested: \$334,250

SECTION A – PRELIMINARY QUALIFICATIONS

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

This project request for Measure U funds is for the completion of Phases 1b and 1c of the overall Municipal Wayfinding Project, which consists of the construction of all vehicular and pedestrian throughout Town.

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 align with goals and priorities established by the Town?

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 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 allowed staff to complete the remaining pre-construction tasks (completion of engineering specifications, permitting, and bidding). Staff will be ready to construct the project as early as Summer 2014 or as funding becomes available.

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 Conceptual Plan or attach the Business Plan, including a detailed budget showing all anticipated revenue and expenditures associated with the project. (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. (This should be an attachment to the application titled: "Project Executive Summary").**

See Attachment 1

5. Is this project/program funding request for:

Multiple years of funding, or

Single year of funding

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

a. Applicant

Town of Mammoth Lakes

Haislip Hayes, PE - Associate Civil Engineer

Jamie Robertson - Assistant Civil Engineer

Town Staff will be responsible for managing all aspects of the project, including contacting, 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.

Tobey-Wade Structural Engineers were engaged to complete the structural analysis and drawing necessary to be ready for construction. The completed drawing will be incorporated into the Public Works Standards. Work is currently scheduled to be completed before the end of the year.

SECTION B – PROJECT DESCRIPTION

1. Project Location

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

The overall Municipal Wayfinding project, once implemented, will include wayfinding signage townwide. The fall 2013 Measure Application requests funds to complete all of the vehicular and pedestrian signage within Town.

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 will take place as part of the construction permitting process.

3. Will this project or program 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.

4. Will any Operational funds be required for your project/program?

If yes, please describe what is required, when it's required, the timeline/schedule and cost.

No operational funds will be required.

5. Will there be Contractual Service hours used for any phase of your project/program?

If yes, please identify which task or phase, how many hours and the value of those hours.

No, design and structural analysis have been completed. No additional consultant work is anticipated.

6. Will there be volunteer hours used for any phase of your project/program?

If yes, please identify which task or phase, how many hours and the value of those hours.

No, there are no volunteer services anticipated.

7. Have any public (including Measure R and U) or private funds been previously committed, or is presently committed, to this project/program?

If yes, please identify amount and year of funding or award.

Yes, \$77,350 was awarded during the 2013 Spring Cycle. This funding was used to complete all pre-construction tasks.

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).

8. Was public or private funding in place for this project/program before June 8, 2010?

If yes, please describe how you are enhancing or improving the project/program.

No.

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

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 Meridian sidewalk project (Safe Routes to School) which is 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 for the pedestrian kiosks.

10. Is your project/program 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.

COMPLETE THE FOLLOWING SECTION IF YOU ARE APPLYING FOR CAPITAL FUNDS ONLY

1. 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.

- A. Ownership: *TOML*
- B. Maintenance: *TOML*
- C. Operation: *TOML*
- D. Liability & Insurance: *TOML*

2. 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.

No, all pre-construction activities are complete or will be completed by the end of the year.

3. Will any Implementation/Construction funds be required for your project/program?

If yes, please provide the scope of work, timeline and budget.

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. Exhibit B of Attachment 1 includes the proposed implementation and phasing plan and budget. This Measure U request is to complete the construction of Phases 1b and 1c.

4. 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.

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 and pedestrian kiosks.

5. 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.

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.

SECTION C – PROJECT BENEFITS

1. Describe how the project/program 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 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 Application 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 in order to clearly identify the level of funding required for the life of a project/program. 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: | \$0.00 |
| 2. Equipment acquisition: | \$0.00 |
| 3. Site preparation/demolition and site prep costs: | Included in #6 |
| 4. Entitlement costs: | Included in #5 |

5. Architect and planning costs:	\$90,000 (60k design 30k engineering)
6. Construction costs:	\$523,000 base cost for all phases (see Attachment 1)
7. Operational costs:	\$0.00
8. Maintenance costs:	As required (see "Capital" #4)
9. Programming costs:	\$0.00
10. Other:	

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

A. 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.

Not applicable.

Attachment 1



Municipal Wayfinding and Community Messaging Project 2013 MEASURE U

PROJECT EXECUTIVE SUMMARY

PROJECT SUMMARY

Name of Project:	Municipal Wayfinding
Project Category:	Mobility
Project Type:	Pedestrian and Vehicular Wayfinding Signage
Measure U Funds Requested:	\$334,250
Applicant:	Town of Mammoth Lakes

PROJECT DESCRIPTION

The Municipal Wayfinding and Community Messaging Project (“Municipal Wayfinding Project”) 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 Project will provide directional guidance to various public and private destinations, including parks, recreation opportunities, public parking facilities, etc. and includes a hierarchy of signage components (district monuments, vehicle signage, pedestrian signage, and parking and facility signage) to effectively guide visitors to their destinations.

PROJECT BUDGET AND PHASING AND FUNDING REQUEST

Attachment 1 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 completed by Town staff and the design consultant, MERJE Design in 2012. The deliverables included a wayfinding master plan and design intent for each signage component¹.

Funding in the amount of \$77,250 to complete the remaining pre-construction tasks and construct Phase 1a (Downtown district ID monument) was awarded in the last Measure U cycle (Spring 2012). Staff has recently entered into a contract with Toby Wade Consulting in Reno, NV to complete the engineering design for the complete signage package. The engineering design is expected to be complete in November 2013. A bid proposal for construction of the district ID monument will be issued in spring 2014 and construction will occur in summer 2014.²

Staff is now submitting a Measure U application for Fall 2013 funds to continue implementation of the program. The funding request of \$334,250 would be used to fund completion of Phase 1b. Pedestrian Signage (\$15,750) and 1c. Vehicular Signage (\$318,500). These phases include all of the pedestrian and vehicular signage that would be located in Town (not including signage at the airport or the planned pedestrian kiosks).

¹ 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.

² 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.

Staff plans to discuss potential partnership opportunities with private partners, as well as those in charge of the TBID, to discuss whether outside funding is available to support the project, particularly for signage panels that include private business destinations, signage and/or district IDs that are not part of Phases 1b and 1c, and/or maintenance. 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. If outside funding is secured, Town staff would return to the Committee for consideration of whether the funds should be placed back into the Measure U account or held for other components of the project.

PROJECT CONSISTENCY WITH MEASURE U COMMITTEE PRIORITIES

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, as well as 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 would 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 approved by the Planning Commission on October 10, 2012. Award of Measure U Spring Funds have allowed staff to complete the remaining pre-construction tasks and ready implementation of the project as funding becomes available. With the additional funds Staff will be able to bid and construct phase 1a (District ID Monument), 1b (Pedestrian Signage), and 1c (Vehicular Directional Signage) together in spring/summer 2014, possibility resulting in a lower total cost.

4. Leverage

The planning phase of the project was completely grant-funded, including 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.

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	Spring 2013 Measure U Application
Permitting (Caltrans)	n/a	1	\$5,200	\$5,200	
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	Fall 2013 Measure U Application
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	
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.					