

MEASURE J OVERSIGHT COMMISSION

CITY OF PALM SPRINGS, CALIFORNIA

www.palmspringsca.gov

REGULAR MEETING AGENDA

November 15, 2012
4:00 p.m., Regular Meeting



City Hall Council Chamber
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92262

COMMISSIONERS

Kristin Bloomer
Leo Cohen
Aftab Dada
Christine Hammond
Mark Marshall
Robert Moon, Chair

Kevin Towner, Vice-Chair
David Vogel
John Williams
Elizabeth Glass*
Curt Watts*
*Alternates

Staff representatives: Geoffrey S. Kiehl, Director of Finance and Treasurer
Cindy Cairns, Administrative Assistant/Commission Secretary

City of Palm Springs Vision Statement: Palm Springs aspires to be a unique world-class desert community, where residents and visitors enjoy our high quality of life and a relaxing experience. We desire to balance our cultural and historical resources with responsible, sustainable economic growth and enhance our natural desert beauty. We are committed to providing responsive, friendly, and efficient customer service in an environment that fosters unity among all our citizens.

Please silence all cell phones, pagers and/or other electronic devices for the duration of the meeting.

CALL TO ORDER:

ROLL CALL:

PLEDGE OF ALLEGIANCE:

ACCEPTANCE OF THE AGENDA: The Measure J Oversight Commission will discuss the order of the agenda and may amend the order, add items, and may remove items from the agenda for discussion.

PUBLIC COMMENT: This time has been set aside for members of the public to address the Measure J Oversight Commission on agenda items, and items of general interest within the subject matter jurisdiction of the Commission. Although the Measure J Oversight Commission values your comments, pursuant to the Brown Act, it generally cannot take any action on items not listed on the posted Agenda. Three (3) minutes are assigned for each speaker.

APPROVAL OF MINUTES: October 18, 2012, Regular Meeting.

1. REPORT OF COUNCIL ACTIONS:

- 1.A. REVIEW OF COUNCIL ACTION AND DIRECTION OF NOVEMBER 7, 2012, TO MEASURE J OVERSIGHT COMMISSION AND STAFF:**
RECOMMENDATION: Receive and file.

2. UNFINISHED BUSINESS:

- 2.A. UPDATED REPORT FROM THE MEASURE J OVERSIGHT COMMISSION AD HOC COMMITTEE ON PUBLIC WORKS, CAPITAL IMPROVEMENT:**
RECOMMENDATION: Receive and file.

- 2.B. UPDATED REPORT FROM THE MEASURE J OVERSIGHT COMMISSION AD HOC COMMITTEE ON APPLICATIONS, METRICS, COMMUNITY DEVELOPMENT:**
RECOMMENDATION: Receive and file.

- 2.C. UPDATED REPORT FROM THE MEASURE J OVERSIGHT COMMISSION AD HOC COMMITTEE ON GOALS, PROCESS, TIMELINE, BUDGET:**
RECOMMENDATION: Receive and file.

- 2.D. UPDATED REPORT FROM THE MEASURE J OVERSIGHT COMMISSION AD HOC COMMITTEE ON COMMUNICATIONS:**
RECOMMENDATION: Receive and file.

3. REPORTS AND INFORMATION ITEMS:

- 3.A. FINANCE DIRECTOR'S REPORT:**
RECOMMENDATION: Receive report from staff.

PUBLIC COMMENT:

STAFF MEMBER COMMENTS:

COMMISSION MEMBER ITEMS AND REQUESTS:

ADJOURNMENT: The Measure J Oversight Commission of the City of Palm Springs will adjourn to the next regular meeting at 4:00 p.m., Thursday, December 20, 2012, Palm Springs City Hall, 3200 E. Tahquitz Canyon Way.

PUBLIC NOTICES

It is the intention of the City of Palm Springs to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Department of Finance and Treasury, (760) 323-8229, at least 72 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible.

Pursuant to G.C. Section 54957.5(b)(2) the designated office for inspection of records in connection with the meeting is the Department of Finance and Treasury, City Hall, 3200 E. Tahquitz Canyon Way. Complete Agenda Packets are available for public inspection at City Hall, Department of Finance and Treasury. Agenda and staff reports are available on the City's website www.palmspringsca.gov. If you would like additional information on any item appearing on this agenda, please contact the Department of Finance and Treasury at (760) 323-8229.

Any person who wishes to speak regarding an item on the agenda or on a subject within the Measure J Oversight Commission's jurisdiction during the "Public Comments" portion of the agenda must file a "Speaker Card" with the Commission Secretary BEFORE that portion of the agenda is called. Although the Measure J Oversight Commission values your comments, pursuant to the Brown Act, it generally cannot take any action on items not listed on the posted agenda.

AFFIDAVIT OF POSTING AND NOTICE

I, GEOFFREY S. KIEHL, Director of Finance and Treasurer of the City of Palm Springs, California, posted at Palm Springs City Hall, 3200 E. Tahquitz Canyon Way, before 6:00 p.m., Thursday, November 8, 2012, and posted on the City's website as required by established policies and procedures.



GEOFFREY S. KIEHL
Director of Finance and Treasurer, City of Palm Springs

MEASURE J OVERSIGHT COMMISSION

CITY OF PALM SPRINGS, CALIFORNIA

www.palmspringsca.gov



MEETING MINUTES
THURSDAY, OCTOBER 18, 2012, 4:00 pm
LARGE CONFERENCE ROOM, CITY HALL

CALL TO ORDER: Chairman Moon called the October 18, 2012 meeting of the Measure J Oversight Commission of the City of Palm Springs to order at 4:03 p.m.

ROLL CALL:

PRESENT: Commissioners Bloomer, Cohen, Dada, Hammond, Marshall, Vogel, Williams, Glass, Watts, Vice-Chairman Towner, and Chairman Moon.

ABSENT: None.

ALSO PRESENT: Secretary Cairns, Director of Finance Kiehl, City Manager Ready.

PLEDGE OF ALLEGIANCE: Commissioner Williams led the Pledge.

ACCEPTANCE OF THE AGENDA: The agenda was accepted as amended, moving up Item 3 to follow Item 1. **Motion Vice-Chairman Towner, seconded by Commissioner Williams and unanimously carried.**

APPROVAL OF MEETING MINUTES: Approval of September 20, 2012 Regular Meeting Minutes as amended. **Motion Commissioner Dada, seconded by Commissioner Cohen and unanimously carried.**

PUBLIC COMMENT: None at this time.

1. CITY MANAGER'S REPORT:

ACTION: None. **By consensus of the Commission.**

2. REPORT OF COUNCIL ACTIONS:

2.A. CITY COUNCIL STAFF REPORT OF OCTOBER 17, 2012:

ACTION: None. Handout materials were provided to the Commission and made available for public inspection. **By consensus of the Commission.**

2.B. REVIEW OF COUNCIL DIRECTION TO MEASURE J OVERSIGHT COMMISSION AND STAFF:

ACTION: None. **By consensus of the Commission.**

3. UNFINISHED BUSINESS:

3.A. UPDATED REPORT FROM THE MEASURE J OVERSIGHT COMMISSION

AD HOC COMMITTEE ON APPLICATIONS, METRICS, COMMUNITY DEVELOPMENT:

ACTION: None. **By consensus of the Commission.**

3.B. UPDATED REPORT FROM THE MEASURE J OVERSIGHT COMMISSION AD HOC COMMITTEE ON GOALS, PROCESS, TIMELINE, BUDGET:

ACTION: None. **By consensus of the Commission.**

3.C. UPDATED REPORT FROM THE MEASURE J OVERSIGHT COMMISSION AD HOC COMMITTEE ON COMMUNICATIONS:

ACTION: None. **By consensus of the Commission.**

3.D. UPDATED REPORT FROM THE MEASURE J OVERSIGHT COMMISSION AD HOC COMMITTEE ON PUBLIC WORKS, CAPITAL IMPROVEMENT:

ACTION: None. **By consensus of the Commission.**

4. REPORTS AND INFORMATION ITEMS:

4.A. FINANCE DIRECTOR'S REPORT:

ACTION: Receive and file Finance Director's report and handout materials. Handout materials were provided for public inspection. **By consensus of the Commission.**

PUBLIC COMMENT: None.

STAFF MEMBER COMMENTS: None.

COMMISSION MEMBER ITEMS AND REQUESTS:

Commissioner Marshall suggested other projects be added to the color map. Commissioner Hammond and Commissioner Glass commented on the new Palm Springs reporter for the The Desert Sun. Commissioner Williams commented on adding information to the website.

ADJOURNMENT: The Regular Meeting of the Measure J Oversight Commission of the City of Palm Springs adjourned at 5:30 p.m. to the next regular meeting at 4:00 p.m., Thursday, November 15, 2012, Palm Springs City Hall, 3200 E. Tahquitz Canyon Way. **Motion Vice-Chairman Towner, seconded by Commissioner Dada and unanimously carried.**

APPROVED BY A MOTION OF THE MEASURE J OVERSIGHT COMMISSION THIS 15TH DAY OF NOVEMBER, 2012.

Cindy Cairns
Commission Secretary

MEASURE J OVERSIGHT COMMISSION

Ad Hoc Committee on Public Works & Capital Improvements

DATE: October 3, 2012

FROM: Measure J - Ad Hoc Committee on Public Works & Capital Improvements
(Commissioners Dada, Marshall, Vogel & Watts)

SUBJECT: Recommendation on Measure J Funding of Deferred Street Repairs & Capital Projects

SPECIFIC REQUEST OR RECOMMENDATION:

As approved by the Measure J Oversight Commission on September 20, 2012, it is recommended that the Palm Springs City Council approve budget allocations of \$3 million for Street Improvements and \$1.6 million for Deferred Capital Projects from anticipated Fiscal Year 2012-13 Measure J revenues.

JUSTIFICATION OR INFORMATION:

BACKGROUND INFORMATION

City staff's initial estimate of annual Measure J sales tax revenues is \$8 million. The annual required debt service for previously issued Measure J bonds for the first phase of the Downtown Revitalization Plan is approximately \$3.2 million. In addition, approximately \$112,000 is needed for annual operating expenses for the Downtown Parking Structure.

Therefore, it's anticipated that approximately \$4.7 million in first year revenues are available for funding Measure J projects in Fiscal Year 2012-13 (July 1, 2012 to June 30, 2013). Based on the April 1, 2012 start date for the Measure J sales tax, there is an additional "cushion" of approximately \$2 million from the preceding three months' sales tax collections (April through June 2012).

Meeting materials distributed to the Commission for its July 19, 2012 meeting included City staff budget information for long-neglected street repairs and deferred capital projects in the City of Palm Springs. Following initial discussions at multiple meetings by both the Commission and Ad Hoc Committee on this topic (including one Ad Hoc Committee meeting with City staff), the City Manager subsequently distributed to the Committee a more comprehensive list of all currently identified deferred street repairs and capital projects from which the initial budget information was drawn. The additional materials were shared with the entire Commission as part of the meeting materials for its September 20, 2012 meeting.

Based on the entirety of this information, it became apparent that the total dollar amount of City deferred street improvements and other capital projects total nearly \$100 million, split almost equally between these two categories. The current estimate of funds available in the City's regular annual budget for these types of projects (without utilizing Measure J funds) is only about \$800,000 each year for the foreseeable future.

Measure J – Ad Hoc Committee on Public Works & Capital Improvements

JUSTIFICATION OR INFORMATION CONTINUED:

The Commission discussed at length that the timeline needed to design, adopt and implement an effective process to solicit and evaluate ideas from the broader community for Measure J projects will most likely extend well into 2013. Therefore, there is a unique opportunity to initially focus on deferred street repairs and capital projects utilizing Fiscal Year 2012-13 revenues, under the assumption that future community-recommended projects can rely primarily upon Fiscal Year 2013-14 revenues for the first cycle of Measure J funding.

Given the technical expertise required in the field of public works, the Ad Hoc Committee and Commission opted to rely significantly on staff's prior research and input in these two project areas. In arriving at the final lists of recommended projects, however, major emphasis was placed on those projects with broad impact on the entire Palm Springs community (i.e. street repairs) and those capital projects that appeared to be most cost-effective in addressing public safety concerns and improvements to Citywide parks and recreational facilities.

RECOMMENDATION

At its meeting on September 20, 2012, the Commission voted to adopt the Ad Hoc Committee's recommendation to the City Council for funding \$3 million in street repairs and \$1.6 million in deferred capital projects from Measure J Fiscal Year 2012-13 sales tax revenues.

FY 2012-13 STREET UPGRADES

a.	Street Reconstruction (467,150 sq. ft. of pavement)	\$ 1,400,000
b.	Street Overlays (1,116,787 sq. ft. of pavement)	1,400,000
c.	Street Slurry Seals (1,923,482 sq. ft. of pavement)	<u>500,000</u>
		\$ 3,300,000
	Less Assumed Efficiency Offset for Bidding Larger Project	<u><300,000></u>
	Total	\$ 3,000,000

FY 2012-13 DEFERRED CAPITAL PROJECTS

a.	Public Parks, Recreation & Community Amenities	\$ 875,000 (rounded)
b.	Traffic & Community Infrastructure	<u>725,000</u>
	Total Deferred Capital Projects for Fiscal Year 2012-13	\$1,600,000

TOTAL **\$4,600,000**

The additional assumed annual cost of approximately \$112,000 for annual operation and maintenance of the Downtown Parking Structure results in full allocation of the anticipated \$4.7 million in available funds for Fiscal Year 2012-13 (excluding the previously discussed \$2 million "cushion" for April through June 2012 receipts).

JUSTIFICATION OR INFORMATION CONTINUED:

JUSTIFICATION FOR RECOMMENDATION:

- 1) During the informational campaign on Measure J, street improvements and deferred capital projects were highlighted as a primary target for the future use of Measure J funds and they address a wide variety of community concerns. Focusing initial Measure J funding from Fiscal Year 2012-13 on these two areas will quickly address a wide cross-section of community interests (i.e. streets, parks & recreation, community amenities/beautification, and public safety).
- 2) By their very nature, street improvement projects cover a wide geographic dispersion across the City and will positively impact large numbers of residents, visitors and local businesses on a daily basis.
- 3) In light of the fact that collection of the additional 1% sales tax began over six months ago (in April 2012), the City should avail itself of the prior research and analysis used in compiling the lists of suggested street improvements and deferred capital projects to accelerate the implementation of much-needed community improvements.
- 4) Action by the City Council on this recommendation at this time would pave the way (no pun intended) to begin bidding and scheduling approved projects in the immediate future. This schedule could be adjusted to avoid any major disruptions to roadways during the height of tourist season.
- 5) With this set of projects under way, the Commission can both widely promote the start of significant Measure J improvements for the community, and also focus its attention on community outreach to solicit and then evaluate other, as yet unidentified, projects to be funded from the second full year of tax collections (i.e. Fiscal Year 2013/14 which begins July 1, 2013).

In summary, the recommended projects will make a highly visible impact to both commercial corridors and neighborhoods in a timely fashion throughout the City, as well as address public safety needs and residents' enjoyable use of Citywide public parks and recreational facilities.

ATTACHMENTS:

- Ad Hoc Committee's Recommendation for Deferred City Capital Projects & Street Repairs (2 pages)
 - \$3.3 Million Recommended Street Improvements List drawn from Original 31-Page List (4 pages) (Note: \$3.3 million reduced to \$3 million through assumed competitive bidding process)
 - Color-Coded Map of Recommended Street Improvements to Show Citywide Dispersion of Repairs
 - \$7.3 Million Staff-Prioritized Citywide Deferred Capital Projects (1 page)
 - \$49.3 Million Full Listing of 2012-13 Unfunded Capital Projects (3 pages)
-

RECOMMENDATIONS FOR DEFERRED CITY CAPITAL PROJECTS & STREET REPAIRS

Public Parks, Recreation & Community Amenities

	<u>Estimated Completion</u>	<u>Estimated Cost</u>	<u>2012-2013 Recommendation</u>	<u>Deferred</u>
1) Pavilion Kitchen Equipment <i>Unserviceable-no availability of parts. Ovens/ranges unsafe.</i>	2 months	\$14,000	\$14,000	-
2) Replace Light Poles/Fixtures <i>Safety-Desert Highland Park ball field missing lights/insufficient for night games.</i>	2.5 months	79,258	79,258	-
3) Repair Swim Center Deck <i>Trip/safety hazard, re-bar through concrete. High visibility project.</i>	3 months	160,887	160,887	-
4) Security Lighting for Ruth Hardy Park <i>Night lighting currently exists only at tennis and basketball courts.</i>	3 months	50,000	50,000	-
5) Desert Highland Small Parking Lot <i>Deteriorated to almost gravel - presents ADA issues and safety hazard.</i>	3 months	39,511	39,511	-
6) Dog Park Improvements <i>Fix drainage problems and repair fence damage.</i>	3 months	10,000	10,000	-
7) Sidewalk Replacement in Parks Citywide <i>Current condition – broken, cracked, traps water, potential trip hazard.</i>	6 months	80,000	80,000	-
8) Demuth Park – Aluminum Wiring Replacement <i>Fields 1 through 4, all existing wiring has deteriorated.</i>	6 months	40,000	40,000	-
9) Demuth Community Center Gymnasium Floor <i>Floor has failed from usage & age – potentially hazardous condition.</i>	6 months	40,000	40,000	-
10) Sunrise Park Water Valves <i>Replace/isolate cold water valves to avoid all being shut off during servicing.</i>	8 months	50,000	50,000	-
11) Parking Lot Repairs – City Parks <i>DeMuth, Ruth Hardy, Desert Highland Parks: overlay & slurry seal.</i>	9 months	165,000	165,000	-
12) Stadium Fencing <i>Damaged fences need repair.</i>	18 months	20,000	20,000	-
13) Tree Replacement – Palm Canyon, Indian Canyon, Sunrise Park <i>Replace 20 palm trees damaged by vehicles, insects, wind and/or age.</i>	1 year	125,000	125,000	-
14) Pool – Service Driveway <i>Enhance service – not critical.</i>	3 months	16,000	-	\$16,000
15) A/C – JOJDHUC Gymnasium <i>Antiquated swamp cooling inadequate for Cooling Center/programs/events.</i>	6 months	175,000	-	175,000
16) Fence Repairs – Water Turtle/PS Baseball Stadium (covered by item 12)	-	-	-	-
Sub-Total		\$1,064,656	\$873,656	\$191,000

Traffic & Community Infrastructure

	<u>Estimated Completion</u>	<u>Estimated Cost</u>	<u>2012-2013 Recommendation</u>	<u>Deferred</u>
1) Village Green – Electric Meter Panel Replacement <i>Barely operative, existing panels.</i>	5 months	\$25,000	\$25,000	-
2) Downtown/Uptown Crosswalks (goes with \$40k funded by Measure A) <i>Correct vehicle and pedestrian safety issues.</i>	6 months	150,000	150,000	-
3) Light Poles – Raised Footings – Citywide <i>Estimated 35 lights – cost equal to replacing 5 damaged non-protected lights.</i>	6 months	150,000	150,000	-
4) Traffic Signal Installation – Sunrise @ Ralph’s Center Drive <i>Enhanced safety for pedestrians & vehicular traffic.</i>	9 months	300,000	300,000	-
5) Lighting – Replace Underground Electrical Downtown (Palm Canyon) <i>Old/failing – cannot take any add’l electrical loads (4 yr. total of \$400,000).</i>	4 years	100,000	100,000	-
6) Pavement Condition Survey – Citywide <i>Required to update 5 yr. old survey – not seen critical in year one.</i>	3 months	250,000	-	\$250,000
7) Lighting – Light Removal – District #1 <i>Remove disabled lights – initiated by neighborhood for dark sky.</i>	8 months	300,000	-	300,000
8) Traffic Calming – Speed Reduction <i>Response to neighborhood requests citywide – no approved projects.</i>	9 months	50,000	-	50,000
9) Levee Construction – Tahquitz Creek Levee <i>Tahquitz Creek – W. of Gene Autry – FEMA will not certify for flood protection.</i>	1 year	350,000	-	350,000
10) Parking Lot Construction – City Hall <i>All lots require reconstruction – efficiency of scale for cost savings.</i>		<u>1,000,000</u>	-	<u>1,000,000</u>
Sub-Total		\$2,675,000	\$725,000	\$1,950,000
<u>Public Safety Facilities</u>				
1) Police Department Rear Parking Lot <i>27 yr. old lot needs expansion, repair, and covered spaces.</i>	1.5 months	\$60,000	-	\$60,000
2) Fire Station 5 Replacement – Phase I (Planning, etc.) <i>FS #5 closure creates longer response times, new site covers multiple response districts.</i>	16 months	550,000	-	550,000
3) Fire Station 5 Replacement – Phase II (Implementation)	11 months	<u>2,950,000</u>	-	<u>2,950,000</u>
Sub-Total		\$3,560,000	-	\$3,560,000
Total for Deferred/Recommended Capital Projects		\$7,299,656	\$1,598,656	\$5,701,000
Street Projects (Reduced amount of \$3 million reflects savings by efficient scheduling)		3,300,000	3,000,000	-
Downtown Parking Structure – ANNUAL operation and maintenance		<u>112,000</u>	<u>112,000</u>	-
GRAND TOTAL		\$10,711,656	\$4,710,656	\$5,701,000

November 8, 2012

Dear Measure J Commissioners:

At their Nov 7th meeting, the City Council approved our Idea/Project Application and Evaluation forms. We need to move ahead to get the application form out to the public.

As part of our agenda at our Nov 15th meeting we need to address a timeline for distributing, receiving, evaluating these ideas/recommendations and getting them to the City Council for their consideration for next FY budget.

Best regards,

Robert Moon

Chairman, Measure J Oversight Commission

Attachments:

Idea/Project Application as passed by City Council
Evaluation Form as passed by City Council



PALM SPRINGS MEASURE J OVERSIGHT COMMISSION

**PART I: IDEA/PROJECT APPLICATION FOR
JULY 1, 2013 – JUNE 30, 2014**



***Palm Springs Tax Dollars
Improving the City Of Palm Springs***

Measure J Revenue Project Funding: Background

In November 2011, Palm Springs voters approved ballot Measure J, which, effective April 1, 2012 increased sales tax on retail transactions, sales and use tax rates in the City of Palm Springs from 7.75% to 8.75% for a period of 25 years. Measure J authorizes that 1% increase be used to help preserve Palm Springs City, community services and to revitalize the Palm Springs downtown area. *This is a tremendous opportunity for Palm Springs!*

The City of Palm Springs and the Commission look forward to receiving your idea/project applications for *any and all small and large projects*. Applicants are encouraged to consider “out of the box” creative and innovative ideas and projects. The Commission will look for ideas and projects that build on the character of Palm Springs and appeal to residents and visitors of all ages and interests - projects that enhance the quality of life in our City making it an even better place to live, work and play.

This application is the first part of a two-part process designed by the Commission to meet the objective of soliciting the most creative and innovative ideas and projects for investing your Measure J tax dollars. After weighing and ranking your ideas/projects and recommendations the Commission will contact those whose submissions they determine would best benefit the residents and visitors of The City of Palm Springs. Applicants whose ideas/projects are selected by the Commission will be provided with and asked to complete a more comprehensive Part 2 application packet.

Applicants should keep in mind that the amount of tax revenues available for Measure J funding is limited and the Commission fully expects to receive significantly more requests than can be funded.

How to Submit Your Idea/Project Application

Applicants may submit their idea/project application for Measure J revenue project funding either online at www.psmeasurej.com or in hard copy using this [Initial Idea/Project Application](#). This application may also be downloaded in a “fillable” pdf format from www.psmeasurej.com. Electronic copies completed using the downloaded pdf format may be e-mailed to _____.

If submitting hard copies please submit one original signed copy and three (3) three-hole punched photocopies on white 8.5” x 11” paper. If manually completing a hard copy please type or PRINT legibly in black ink. (Black ink is required to ensure clear photocopies can be made). All hard copy submissions must be delivered to the Office of the City Clerk located at Palm Springs City Hall, 3200 E. Tahquitz Canyon Way, Palm Springs, CA 92262.

All submissions, whether online, electronic or hard copy, must be received no later than 3:00 P.M. (local time) on THURSDAY, XXXXXX, 2012. Idea/project applications received after that time cannot be considered by the Commission.

The time of the online submission made on the www.psmeasurej.com website, the e-mail date/time stamp of a soft copy, or the physical receiving time in the Office of the City Clerk will be the governing time for acceptability of request packages. It is the responsibility of the applicant to ensure any proposal sent through the mail, or by any other method, is complete and is received by the City Clerk prior to the submission deadline. Late or incomplete proposals will not be reviewed for funding.

Applicants are encouraged to refer to the www.psmeasurej.com for additional information on what the Measure J Oversight Commission considers creative and innovative projects, programs or services.



Measure J Revenue Idea/Project Funding Request

Applicant Information: Check one

Individual Neighborhood Organization Other Organization Business

Individual or Primary Contact Name: _____

Name of Neighborhood, Business, Other Organization representing (If applicable).

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Cell: _____

Email address: _____ Website (if applicable): _____

Please provide a short working title to use to identify your proposed civic project or other use of Measure J Funds. (For example: "Provide an attractive Palm Springs welcome sign on Route 111 at the South entrance to the City" or "Provide shade cover for bus stops on Ramon Drive").

Working Title for Your Proposal Submission: _____

Please attach to this application in 400 words or less your proposed program or project.

In your description provide sufficient detail that the *Measure J Oversight Commission* will understand the basic concept of your proposal. The Commission will consider a number of factors in their evaluation which may include but will not be limited to whether the proposed project/program or service:

- Promotes economic development within Palm Springs, including new business, new jobs, and increased tourism.
- Makes Palm Springs a better place to live, work and play.
- Enhances the beauty, livability and/or physical environment of Palm Springs.
- Has the potential to improve the health and safety of our residents and visitors.
- Provides lasting value to the City of Palm Springs. Ten to twenty years from now will this be considered a unique and noteworthy addition to our City?
- Benefits the majority of the residents of Palm Springs or a specific and underserved minority or unique demographic.
- Contributes to the continued revitalization of downtown Palm Springs.
- Leverages Measure J funds through other funding sources such as grants, matching funds, applied collaborators, etc.
- Has a positive impact on the environment or preserves a section of sensitive land.

Applicant Signature (If for individual, neighborhood organization other organization or business):

Printed name: _____ Date Signed: _____

Title: _____

(If submitting as a representative of a neighborhood organization, other organization or business)



Application for Project Funding Evaluation Worksheet

To Be Used by the Measure J Oversight Commission in Evaluating This Application for Project Funding Request

Name of Applicant: _____

Name of Organization or Business (if applicable): _____

Individual Neighborhood Organization Other Organization Business

Commission Action Taken:

Accepted for evaluation Returned for further information Forwarded to Staff for Review/Price Estimation

Referred to Public Works Rejected

If Rejected reason for rejection Incomplete Does not meet Measure J Funding Guidelines

Other reason for rejection: _____

Evaluation Factor Point Value	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	0-1	2-3	4-6	7-8	9-10
1. Promotes economic development in Palm Springs including new business, new jobs, new tourism.					
2. Makes Palm Springs a better place to live, work and play for residents and visitors.					
3. Enhances the beauty, livability and/or physical environment of Palm Springs.					
4. Improves the health and safety of our residents and visitors.					
5. Provides lasting value to Palm Springs; legacy value.					
6. Benefits the majority of the residents of Palm Springs or a specific and underserved minority or unique demographic.					
7. Contributes to the continued revitalization of downtown Palm Springs.					
8. Leverages the use of other funding sources to supplement Measure J Funds such as grants, matching funds, etc.					
9. Has a positive impact on the environment or preserves a section of sensitive land.					
10. Other:					
Sub Totals Each Column					

Evaluation Total Points

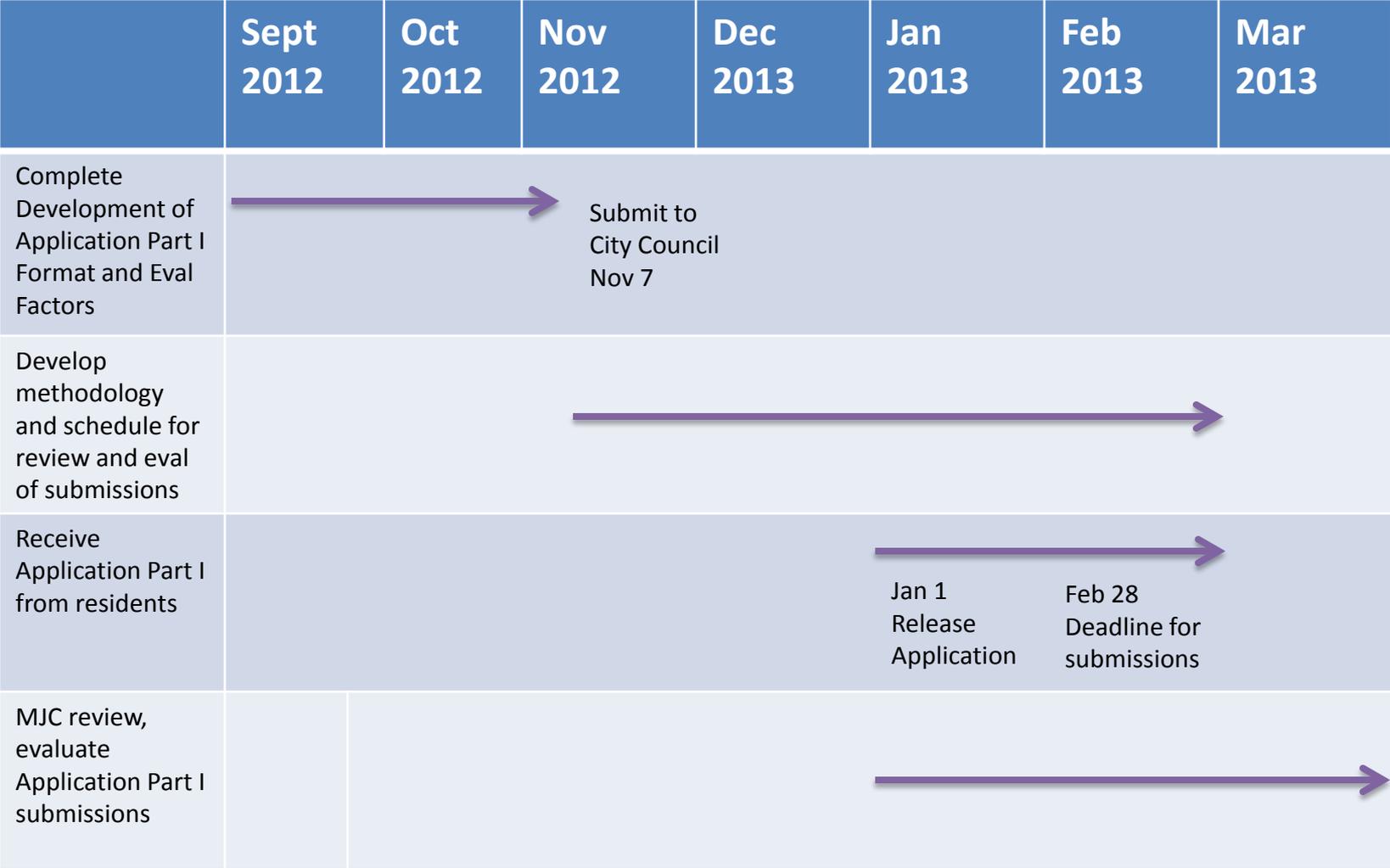
Reviewer Notes:

Date Reviewed: _____ Reviewers (Circle and initial all that reviewed and/or evaluated):

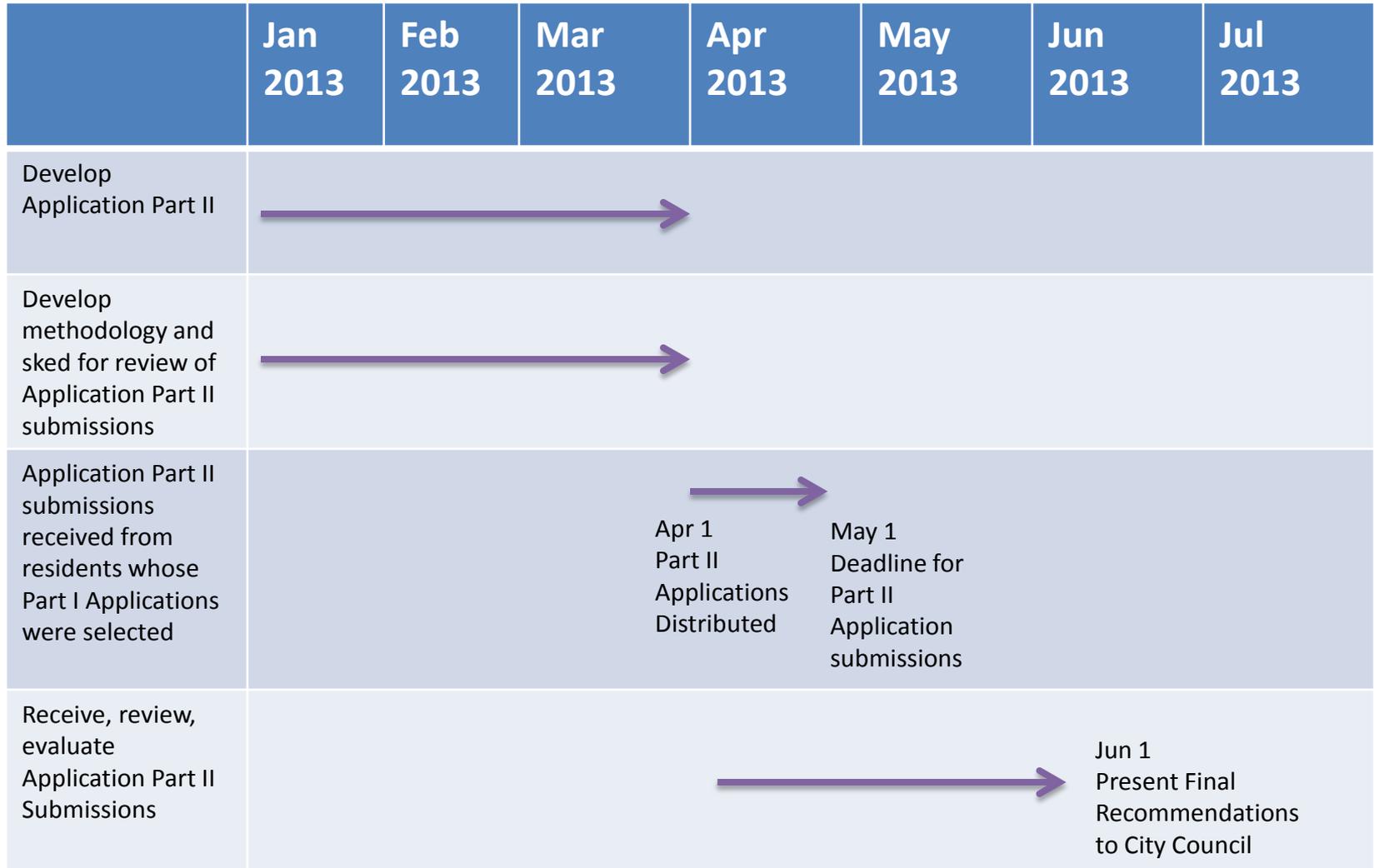
Bloomer _____ Cohen _____ Dada _____ Glass _____ Hammond _____ Marshall _____

Moon _____ Towner _____ Vogel _____ Watts _____ Williams _____

Application Part I Timeline



Application Part II Timeline



For Ad Hoc Committee on Goals, Process,
Timeline and Budget from R Moon

Communications Ad Hoc Meeting Minutes

November 1st 2012

Kristin Bloomer, Christine Hammond, Robert Moon, John Williams

- Ideas for Website Content
 - Time Line
 - All meeting agendas and minutes
 - Bios and Headshots (Still missing some)
 - Highlights for Homepage should include the recommendations that the Measure J commission made to City Council
 - 4 Ad Hoc Reports on
 - The application when complete
 - A section that has inspiring ideas and links to jump start the community thinking about creative project ideas for Palm Springs
 - SEO and website stats
 - Info and Idea submit form to encourage the community to give us feedback and ideas
- Community Groups
 - Amy and the City Manager provided a list of community groups that I will cross reference with the groups that our commissioners have an affiliation with
- Review the Budget
 - Prioritize what we expect to do when our budget is approved:
 - Sign for Downtown Parking (I sent an email to David Ready to get a status on this)
 - Key Messages
 - Info Cards
 - PS Disposal Insert
 - Brochures and story board for community events
- Key Messages
 - This what Amy sent in an email to me:
 - “I discussed the Key Messages proposal with the City Manager and the feeling is that is if this is something the subcommittee would like to do you should take a vote on it. If the vote is approved than you will want to set up a meeting with David Ready to discuss how to move forward.”
 - I sent an email to Amy and David explaining that the commission had voted in the September meeting to move forward with creating Key Messages. I asked what the next step is to getting this done.
- Desert Sun Insert (Palm Springs Sun)
 - Possibly introducing the application and announcing a Town Hall Meeting
- Community Brief section to post our meeting times.
 - Any other items to be sent to the Desert Sun as a Press Release?
 - The application when it is approved by City Council
 - Possible Town Hall meeting to introduce the application and application process to the community
- Social Media Content
 - Facebook: Encouraging all commissioners to “share” and “like” the posts done by the city.
 - Share articles that are written in the Desert Sun, PS Life, any other publications
- Time Line Concerns:
 - When to hold a Town Hall Meeting to introduce the application and application process?
 - Application deadlines if City Council doesn’t approve the application on November 7th

Measure J Oversight Commission

SUBJECT: Recommendation on Measure J Funding of Deferred Street Repairs & Capital Projects

As approved by the Measure J Oversight Commission on September 20, 2012, it is recommended that the Palm Springs City Council approve budget allocations of \$3 million for Street Improvements and \$1.6 million for Deferred Capital Projects from anticipated Fiscal Year 2012-13 Measure J revenues.

JUSTIFICATION FOR RECOMMENDATION:

- 1) During the informational campaign on Measure J, street improvements and deferred capital projects were highlighted as a primary target for the future use of Measure J funds and they address a wide variety of community concerns. Focusing initial Measure J funding from Fiscal Year 2012-13 on these two areas will quickly address a wide cross-section of community interests (i.e. streets, parks & recreation, community amenities/beautification, and public safety).
- 2) By their very nature, street improvement projects cover a wide geographic dispersion across the City and will positively impact large numbers of residents, visitors and local businesses on a daily basis.
- 3) In light of the fact that collection of the additional 1% sales tax began over six months ago (in April 2012), the City should avail itself of the prior research and analysis used in compiling the lists of suggested street improvements and deferred capital projects to accelerate the implementation of much-needed community improvements.
- 4) Action and scheduling on this recommendation at this time would pave the way (no pun intended) to begin bidding and scheduling approved projects in the immediate future. This schedule could be adjusted to avoid any major disruptions to roadways during the height of tourist season.
- 5) With this set of projects under way, the Commission can both widely promote the start of significant Measure J improvements for the community, and also focus its attention on community outreach to solicit and then evaluate other, as yet unidentified, projects to be funded from the second full year of tax collections (i.e. Fiscal Year 2013/14 which begins July 1, 2013).

In summary, the recommended projects will make a highly visible impact to both commercial corridors and neighborhoods in a timely fashion throughout the City, as well as address public safety needs and residents' enjoyable use of Citywide public parks and recreational facilities.

SEE FULL REPORT of the Measure J Ad Hoc Committee on Public Works and Capital Improvements

Communications Ad Hoc Committee Report

September 27, 2012

Committee Members

Kristin Bloomer, Christine Hammond, Rob Moon, John Williams

Committee Objectives

1. Identify key messages that any commissioner and City staff can use when communicating with any individual and/or group about Measure J.
2. Identify methods for gaining input from as many residents, groups of people as possible.
3. Identify a simple communication tool to physically share with as many people as we can.
4. Identify methods for creating public awareness about what Measure J funds are available for, how to apply for funds and how to get information updates.
5. Plan the logistics for Town Hall type meetings with the public.
6. Create a budget for Measure J communications.

1. Identify Key Messages that Commissioners and City staff can use when talking with individuals and/or groups about Measure J.

- Create and provide Commissioners, City staff with key messages to use when communicating about Measure J—so our communication/message is consistent, compelling, inspirational, easy to understand and remember.
- The committee met with Gregg Kuperstein, President Exceed Growth (www.exceedgrowth.com) to discuss working with the commission to create “Key Messages”—statements that clearly communicate the most important things to say about Measure J to any audience.
- Create a power point presentation including key messages for commissioners or City staff to use at presentations, so information is consistent.

2. Create public awareness about Measure J, available funds, how to apply for funds and how to get information updates.

- Website
 - With assistance from a web site professional, and Commission suggestions for modifications, use www.psmeasurej.com as a key resource to the public for information and application.
 - Up to date information including: approved, current and completed Measure J funded projects.
 - Include video clip(s), post current and historical photos, create questions to start conversations about Measure J to move people to expand their thinking about Measure J—“outside the box”.
 - Place online surveys on the website about hot topics regarding the Measure J funds.
 - Use a QR code on Measure J related signs and printed material to drive people to the website.
 - Create, expand and constantly update a FAQ section as we start receiving questions from the community.
 - Put a headshot and short bio of each commissioner on the website.
- Social Media Sites
 - Working with Amy, update the already established AND under construction City social media sites to include facebook and Instagram. Each social media site will direct viewers to the website for more information.
 - Produce a YouTube video using PSHS students, with the commissioners as actors.
- Printed Media
 - Working with Amy, create press releases, Desert Sun Articles, Valley Voice articles, letters to the Editor and City Newsletter. Amy will assist the commission with getting info where it needs to go.
 - PS Disposal invoice inserts and PS Disposal Newsletter: coordinate with those from the Sustainability office.
 - Information card with general information on it to include the website, facebook, Instagram etc. to drive people to the web site.
 - Project signs, banners downtown, rack cards and brochures at various places in town.

- Community Presence
 - Commissioners to provide update to the groups they attend, community partners; commissioners identified function as a liaison to other groups to give and receive info.
 - Presentations to community groups.
 - Booth at Farmers Market on Saturdays (looking for locals), PSNIC Picnic, others as identified.
 - Attend public meetings and events such as Chamber Mixers, Main Street meetings, Fire Department Fish Fry, parades.
 - Post notices on school district web site, school newsletters, PTA newsletter—Materials that go out to parents.
 - Include Measure J updates in the PSNIC updates emailed to residents/neighbors.
 - Using logo designs from PSHS student contest, consider creating banners for downtown light posts to use during application.
 - Create a community based “treasure hunt” to do in conjunction with a public event like film festival, Modernism Week, using clues based on PS history, geography, current events, to learn more about PS and get people out into the community, into parks and public spaces. Clues on Measure j website, newspaper referencing measure J and radio.
 - Signs at all of our projects, first sign expected to be at the DFP parking lot as soon as we have a budget approved.
- Logo
 - Work with Palm Springs High School on a Measure J logo design contest
 - Use logo on signs, correspondence, information cards, embroidered logo set up for polo shirts, t-shirts to use at public events- Mayor’s Run etc.

3. Identify methods for gaining input from as many residents, groups of people as possible.

- Attend PS business, community, neighborhood and public service group meetings to give and receive info.
- Hold Town Hall style meetings to hear from the public and share information.

4. Identify a simple communication tool to physically share with as many people as we can.

- Primary tool is the website augmented by facebook and Instagram.
- Information card (size of a business card) liberally distributed to drive people to the website and facebook.

5. Town Hall Meetings: Plan a meeting for 2012

- **Town Hall Style meeting budget** is based on budgets from past PSNIC and Sustainability public meetings
- Budget includes facility, moderator, PR, room set up, media expense for taping and broadcasting, and rental of interactive audience survey equipment (similar to that used at Sustainability Conferences).

6. Plan a projected budget for communications

<u>2012-2013 Communications Budget</u>	
Item	Approx Cost
Town Hall Meeting	\$5,500.00
Key Messages	\$1,500.00
Website Support	\$5,000.00
<u>Ongoing Advertising</u>	\$8,000.00
Project Signs	
Inserts in Newsletters	
Rack cards	
Brochures	
PS Disposal inserts	
Desert Sun/Mydesert.com	
Bus Stop Ads	
Informational Business Cards	
Total	\$20,000.00