



# CITY COUNCIL STAFF REPORT

DATE: October 17, 2012 CONSENT CALENDAR  
SUBJECT: INITIAL RECOMMENDATIONS FROM THE MEASURE J OVERSIGHT  
COMMISSION FISCAL YEAR 2012-13  
FROM: David H. Ready, City Manager  
BY: Department of Finance and Treasury

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## SUMMARY

The City Council established a Measure J Oversight Commission to, amongst other responsibilities; make recommendations to the City Council regarding programs and projects proposed to be funded with Measure J funds.

## RECOMMENDATION:

1. Receive and file the initial recommendations for Fiscal Year 2012-13 from the Measure J Oversight Commission.
2. Receive and file the Measure J Oversight Commission Ad Hoc Committee Reports.
3. Direct staff to agendize the initial Fiscal Year 2012-13 Measure J Oversight Commission recommendations for further City Council discussion and action.

## STAFF ANALYSIS:

The Measure J Commission has held seven commission meetings and numerous meetings by four ad hoc subcommittees of the Commission to discuss a variety of issues including: (1) the design of a simple, user friendly application and transparent process for receiving, evaluating, and scoring applications for projects / programs / services from the public; (2) the creation of a plan and process for communicating Measure J information with the public; (3) the establishment of a conceptual structure for recommending the Measure J Fund budget, projects, timelines, and goals; and (4) the recommendation of specific project budgets to fund in the current fiscal year.

During the budget process, City Council appropriated and budgeted \$4,700,000 under Measure J Unscheduled Capital Projects. In an effort to move projects forward during the current fiscal year, the Commission is submitting these initial citywide recommendations based upon the significant need for additional street improvements

and other deferred capital projects.

A Summary of the Commission's recommendation for the current fiscal year's allocation of \$4.7 million is as follows:

**Commission Recommended Project Expenses:**

- Street Improvements		\$3,000,000
<u>- Capital Projects – Previously Deferred</u>		
Pavilion Kitchen Equipment Replacement	\$14,000	
Desert Highland Light Poles / Fixtures Replacement	79,000	
Repair/Replace Swim Center Deck	161,000	
Ruth Hardy Park Security Lighting	50,000	
Desert Highland Small Parking Lot Repairs	39,000	
Dog Park Improvements	10,000	
Sidewalk Replacement in Parks Citywide	80,000	
Demuth - Aluminum Wiring Replacement	40,000	
Demuth - Gymnasium Floor Repairs	40,000	
Sunrise Park Water Valve Replacement	50,000	
Demuth, Ruth Hardy, Desert Highland Parking Lot Repair	165,000	
Stadium Fencing Repairs	20,000	
Replace 20 Trees - Palm Cyn, Indian Cyn, Sunrise Park	125,000	
Village Green - Electric Meter Panel Replacement	25,000	
Downtown/Uptown Crosswalks	150,000	
Light Poles (30) - Raise Footings - Citywide	150,000	
Traffic Signal Installation - Sunrise @ Ralph's Center Dr.	300,000	
Lighting - Replace Palm Canyon Underground Electrical	100,000	
		<u>1,598,000</u>
- Commission Communications (meetings, website, ads, etc.)		20,000


**Total Commission Recommended Expenses** \$4,618,000

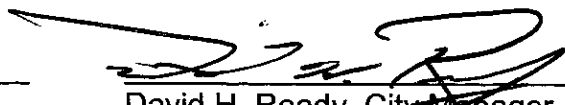
For next fiscal year (2013-2014), the Commission will proceed with the envisioned formal process for allocating available Measure J funds which includes, seeking input from the public, and a public application process for a portion of the funding (a draft application is attached). Project ideas will be due to the Commission by mid-February with recommendations forwarded to the City Council as part of the City's budget process in the spring of 2013.

Additionally, attached are reports from the four Measure J Oversight Commission Ad Hoc Committees: a) *Communications*; b) *Goals, Process, Timeline and Budget*; c) *Public Works and Capital Improvements*; d) *Application and Metrics*.

FISCAL IMPACT:

Expenditures will not exceed the budgeted amount of \$4.7 million dollars. Each project will be returned to the City Council for approval of a specific contract and funding authority. As Measure J revenues are received by the City throughout the fiscal year, staff may return to the City Council if additional funds are available for appropriation into the "unscheduled capital improvement" line item - as recommended by the Commission.

  
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Geoffrey S. Kiehl, Director of Finance

  
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David H. Ready, City Manager

Attachments:

- Draft Project Idea Application and Evaluation Criteria
- Reports from Measure J Oversight Ad Hoc Committees
- Project Description List (will be provided as additional materials)

**MEASURE J OVERSIGHT COMMISSION**  
CITY OF PALM SPRINGS, CALIFORNIA



**REPORT FROM AD HOC COMMITTEE ON  
PUBLIC WORKS & CAPITAL IMPROVEMENTS**

# **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

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**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.

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**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.

**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>&lt;300,000&gt;</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**

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



**Traffic & Community Infrastructure**

	<u>Estimated Completion</u>	<u>Estimated Cost</u>	<u>2012-2013 Recommendation</u>	<u>Deferred</u>
1) <b>Village Green – Electric Meter Panel Replacement</b> <i>Barely operative, existing panels.</i>	5 months	\$25,000	\$25,000	-
2) <b>Downtown/Uptown Crosswalks (goes with \$40k funded by Measure A)</b> <i>Correct vehicle and pedestrian safety issues.</i>	6 months	150,000	150,000	-
3) <b>Light Poles – Raised Footings – Citywide</b> <i>Estimated 35 lights – cost equal to replacing 5 damaged non-protected lights.</i>	6 months	150,000	150,000	-
4) <b>Traffic Signal Installation – Sunrise @ Ralph’s Center Drive</b> <i>Enhanced safety for pedestrians &amp; vehicular traffic.</i>	9 months	300,000	300,000	-
5) <b>Lighting – Replace Underground Electrical Downtown (Palm Canyon)</b> <i>Old/failing – cannot take any add’l electrical loads (4 yr. total of \$400,000).</i>	4 years	100,000	100,000	-
6) <b>Pavement Condition Survey – Citywide</b> <i>Required to update 5 yr. old survey – not seen critical in year one.</i>	3 months	250,000	-	\$250,000
7) <b>Lighting – Light Removal – District #1</b> <i>Remove disabled lights – initiated by neighborhood for dark sky.</i>	8 months	300,000	-	300,000
8) <b>Traffic Calming – Speed Reduction</b> <i>Response to neighborhood requests citywide – no approved projects.</i>	9 months	50,000	-	50,000
9) <b>Levee Construction – Tahquitz Creek Levee</b> <i>Tahquitz Creek – W. of Gene Autry – FEMA will not certify for flood protection.</i>	1 year	350,000	-	350,000
10) <b>Parking Lot Construction – City Hall</b> <i>All lots require reconstruction – efficiency of scale for cost savings.</i>		<u>1,000,000</u>	<u>-</u>	<u>1,000,000</u>
<b>Sub-Total</b>		<b>\$2,675,000</b>	<b>\$725,000</b>	<b>\$1,950,000</b>

**Public Safety Facilities**

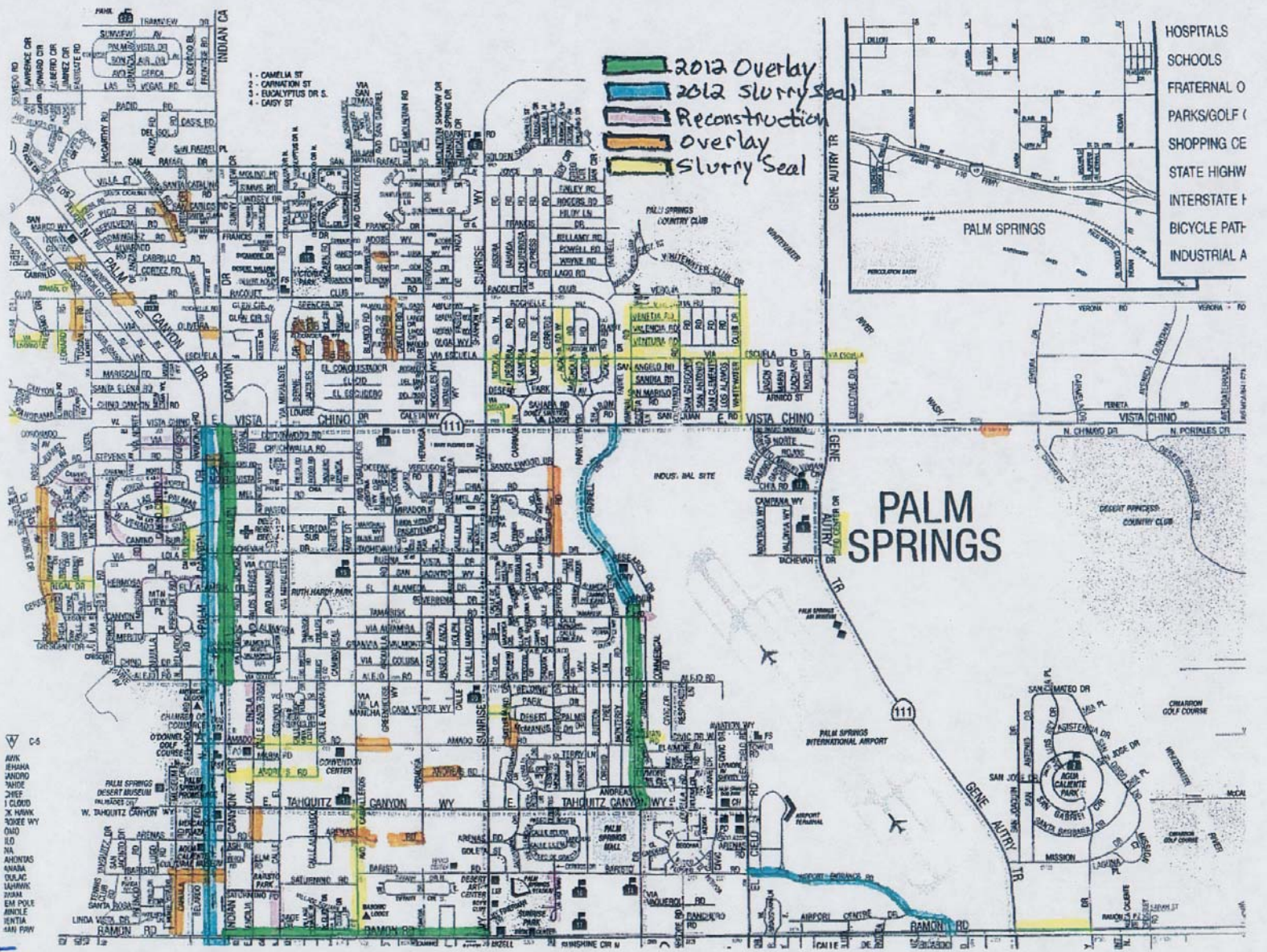
1) <b>Police Department Rear Parking Lot</b> <i>27 yr. old lot needs expansion, repair, and covered spaces.</i>	1.5 months	\$60,000	-	\$60,000
2) <b>Fire Station 5 Replacement – Phase I (Planning, etc.)</b> <i>FS #5 closure creates longer response times, new site covers multiple response districts.</i>	16 months	550,000	-	550,000
3) <b>Fire Station 5 Replacement – Phase II (Implementation)</b>	11 months	<u>2,950,000</u>	<u>-</u>	<u>2,950,000</u>
<b>Sub-Total</b>		<b>\$3,560,000</b>	<b>-</b>	<b>\$3,560,000</b>

**Total for Deferred/Recommended Capital Projects**

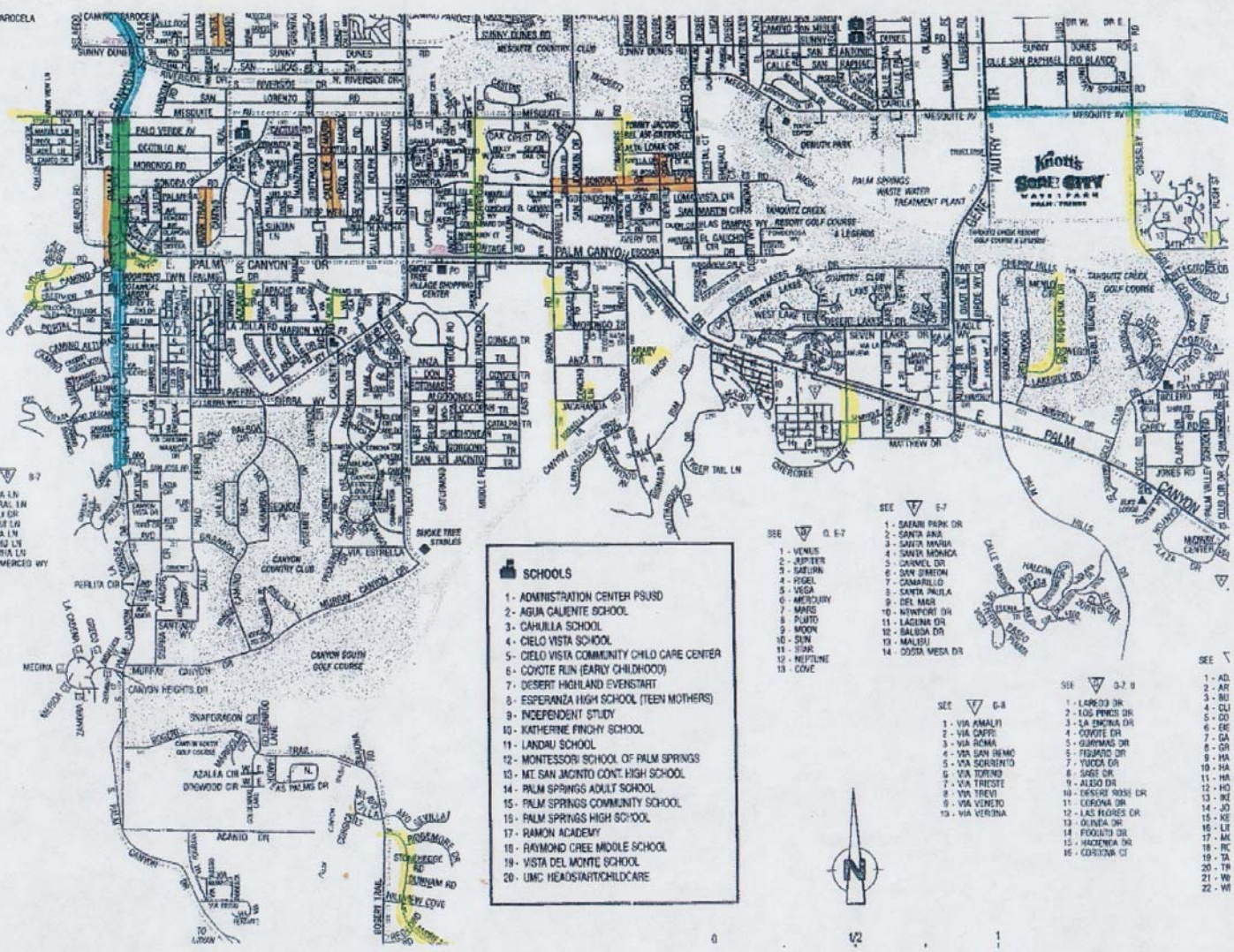
<b>Street Projects (Reduced amount of \$3 million reflects savings by efficient scheduling)</b>	<b>\$7,299,656</b>	<b>\$1,598,656</b>	<b>\$5,701,000</b>
<b>Downtown Parking Structure – ANNUAL operation and maintenance</b>	<b>3,300,000</b>	<b>3,000,000</b>	<b>-</b>
	<b><u>112,000</u></b>	<b><u>112,000</u></b>	<b><u>-</u></b>

**GRAND TOTAL**

<b>\$10,711,656</b>	<b>\$4,710,656</b>	<b>\$5,701,000</b>
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CAMINO PARCELA  
TEEN  
LA TARADA RD



- SEE 8-7
- 1 - PIA LN
  - 2 - COCAL LN
  - 3 - BULLY DR
  - 4 - MANU LN
  - 5 - MIA LN
  - 6 - OYUN LN
  - 7 - ALONIA LN
  - 8 - LA MERCIO WY

- SEE 8-7
- 1 - ALAZON
  - 2 - SAFARI
  - 3 - CARIBBEAN
  - 4 - OASIS
  - 5 - SONARA
  - 6 - ARADY
  - 7 - TANGERS
  - 8 - MONOCO
  - 9 - ALBERS
  - 10 - MISCIA
  - 11 - CAPO
  - 12 - COPIK
  - 13 - CAMEL
  - 14 - TULE
  - 15 - SUZ
  - 16 - TUNIS
  - 17 - ALI BABA

- SCHOOLS**
- 1 - ADMINISTRATION CENTER PSUSD
  - 2 - AGUA CALIENTE SCHOOL
  - 3 - CAHULLA SCHOOL
  - 4 - CIELO VISTA SCHOOL
  - 5 - CIELO VISTA COMMUNITY CHILD CARE CENTER
  - 6 - COYOTE RIN (EARLY CHILDHOOD)
  - 7 - DESERT HIGHLAND EVENSTART
  - 8 - ESPERANZA HIGH SCHOOL (TEEN MOTHERS)
  - 9 - INDEPENDENT STUDY
  - 10 - KATHERINE FINCHY SCHOOL
  - 11 - LANDAU SCHOOL
  - 12 - MONTESSORI SCHOOL OF PALM SPRINGS
  - 13 - MT SAN JACINTO CONT. HIGH SCHOOL
  - 14 - PALM SPRINGS ADULT SCHOOL
  - 15 - PALM SPRINGS COMMUNITY SCHOOL
  - 16 - PALM SPRINGS HIGH SCHOOL
  - 17 - RAMON ACADEMY
  - 18 - RAYMOND CREE MIDDLE SCHOOL
  - 19 - VISTA DEL MONTE SCHOOL
  - 20 - UMC HEADSTART/CHILD CARE

- SEE 0-6-7
- 1 - VENUS
  - 2 - JUPITER
  - 3 - SATURN
  - 4 - PIGEL
  - 5 - VEGA
  - 6 - MERCURY
  - 7 - MARS
  - 8 - PLUTO
  - 9 - MOON
  - 10 - SUN
  - 11 - STAR
  - 12 - NEPTUNE
  - 13 - COVE

- SEE 6-7
- 1 - SAFARI PARK DR
  - 2 - SANTA ANA
  - 3 - SANTA MONICA
  - 4 - SANTA MONICA
  - 5 - CARMEL DR
  - 6 - SAN SIMON
  - 7 - CAMARILLO
  - 8 - SANTA PAULA
  - 9 - DEL MAR
  - 10 - NEWPORT DR
  - 11 - LACEMAR DR
  - 12 - SALISA DR
  - 13 - MALIBU
  - 14 - COSTA MESA DR

- SEE 6-8
- 1 - VIA AMALFI
  - 2 - VIA CAFFI
  - 3 - VIA ROMA
  - 4 - VIA SAN ROMEO
  - 5 - VIA SORRENTO
  - 6 - VIA TORINO
  - 7 - VIA TRESTE
  - 8 - VIA TREVI
  - 9 - VIA VENEZIO
  - 10 - VIA VERONA

- SEE 0-7 II
- 1 - LARGO DR
  - 2 - LOS PINOS DR
  - 3 - LA ENGINA DR
  - 4 - COVOTE DR
  - 5 - GUARDIAN DR
  - 6 - YUCOTA DR
  - 7 - YUCOTA DR
  - 8 - SAGE DR
  - 9 - ALISO DR
  - 10 - FERRIS ROSE DR
  - 11 - CORONA DR
  - 12 - LAS FLORES DR
  - 13 - OLIVIA DR
  - 14 - FROST DR
  - 15 - HAZEN DR
  - 16 - COSTA CT

- SEE 7
- 1 - AD
  - 2 - AR
  - 3 - BU
  - 4 - CU
  - 5 - CO
  - 6 - DE
  - 7 - GA
  - 8 - GR
  - 9 - HA
  - 10 - HA
  - 11 - HA
  - 12 - HO
  - 13 - IN
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  - 15 - KE
  - 16 - LI
  - 17 - MI
  - 18 - NC
  - 19 - TA
  - 20 - TR
  - 21 - WY
  - 22 - WI



\$ 3 MILLION

MEASURE PAVEMENT REHAB CITY OF PALM SPRINGS STREETS					
PCI Range	Rehab Type	3.3 M BUDGET	Pavement SF	Cost Per Unit	Sub-Total
51-59	Reconstruction	1.4M	467,150	\$ 3.00	\$ 1,401,450
60-79	Overlay	1.4M	1,116,787	\$ 1.26	\$ 1,407,152
80-99	Slurry	500K	1,923,482	\$ 0.26	\$ 500,105
Total SF:			3,507,419	Total Cost: \$ 3,308,707	

\$1.4M FOR ROAD RECONSTRUCTION - PCI RANGE 51-59 (3.3M BUDGET)

Name	Section ID	From	To	Length	Width	True Area	Area Units	PCI	
SUNNY DUNES ROAD	2344040	650' E OF BELARDO DRIVE	S PALM CANYON DRIVE	255	46	11,730.00	SqFt	51	
CAMINO PAROCELA	2444085	CANON DRIVE	EL CIELO ROAD	241	34	8,194.00	SqFt	51	
AMADO ROAD	1444050	INDIAN CANYON DRIVE	CALLE ENCILIA	483	61	29,463.00	SqFt	52	
EAST PALM CANYON DR - N FRONTAGE RD	2444170	ANDEE DRIVE	294' W. OF ANDEE DRIVE	294	30	8,820.00	SqFt	52	
CAMINO NORTE	1044235	STEVENS ROAD	VIA MONTE VISTA	782	20	16,362.00	SqFt	53	
CAMINO CENTRO	1044295	CAMINO SUR	VIA LAS PALMAS	567	30	17,010.00	SqFt	53	
CAMINO CENTRO	1044305	N VIA LAS PALMAS	VEREDA NORTE	270	24	6,480.00	SqFt	53	
CAMINO CENTRO	1044310	VEREDA NORTE	CAMINO NORTE	270	26	7,020.00	SqFt	53	
CALLE ENCILIA	1444110	ALEJO ROAD	AMADO ROAD	1,255.00	32	46,548.00	SqFt	53	
CACTUS DRIVE	2344280	MANZANITA AVENUE	W END	665	25	19,170.00	SqFt	54	
CAMINO MONTE VISTA	1044035	PALM CANYON DRIVE	INDIAN CANYON DRIVE	295	46	13,570.00	SqFt	55	
CERES ROAD	1044115	HIGH ROAD	ROSE AVENUE	340.	33	11,220.00	SqFt	55	
VIA VADERA	1044215	ROSE AVENUE	W END	470	32	15,040.00	SqFt	55	
CAMINO MIRASOL	1044290	VIA LAS PALMAS	CAMINO SUR	807	31	27,720.00	SqFt	55	
MISSION ROAD	1044355	CAMINO SUR	VIA LOLA	278	32	8,996.00	SqFt	55	
HERMOSA PLACE	1044415	MISSION ROAD	N PALM CANYON DRIVE	1,415.00	22	34,281.00	SqFt	55	
TAMARISK ROAD	1244155	JUANITA ROAD	FARRELL DRIVE	292	36	10,512.00	SqFt	55	
PAVILION WAY	1344095	BARISTO ROAD	S END	964	37	35,668.00	SqFt	55	
RANCHERO ROAD	1344115	COMPADRE ROAD	E END	648	37	26,505.00	SqFt	55	
CALLE EL SEGUNDO	1444090	RAMON ROAD	SATURNINO ROAD	924	49	45,276.00	SqFt	55	
MESQUITE AVENUE	2244010	S PALM CANYON DRIVE	160' WEST OF S PALM CANYON DRIVE	160	50	8,000.00	SqFt	55	
CAMINO PAROCELA	2344455	GRENFALL ROAD	WARM SANDS DRIVE	278	33	9,174.00	SqFt	55	
AVENIDA PALMERA	2344610	VIA SOLEDAD	S PALM CANYON DRIVE	431	35	12,609.00	SqFt	55	
LADERA CIRCLE	1044200	VIA LAS PALMAS	N END	129	33	6,426.00	SqFt	57	
VIA SOL	1044270	WAWONA ROAD	VIA NORTE	983	32	31,456.00	SqFt	57	
							467,150.00	SqFt	54

Avg PCI

\$1.4M FOR ROAD OVERLAY - PCI RANGE 60-79 (3.3M BUDGET)

Name	Section ID	From	To	Length	Width	True Area	Area Units	PCI
ZANJERO ROAD	344085	DOMINGUEZ ROAD	SAN CARLOS ROAD	594	21	12,474.00	SqFt	60
TUSCAN ROAD	344320	RACQUET CLUB ROAD	VIA OLIVERA	655	27	17,685.00	SqFt	60
TUSCAN ROAD	344325	VIA OLIVERA	S END	181	22	3,982.00	SqFt	60
INDIAN CANYON DRIVE	1044045	ALEJO ROAD	GRANVIA VALMONTE	542	58	30,987.00	SqFt	60
SATURMINO ROAD	1344305	AMADO ROAD	DESERT PALMS	638	35	22,099.00	SqFt	60
AMADO ROAD	1444065	AVENIDA CABALLEROS	600' E. AVENIDA CABALLEROS	600	46	27,600.00	SqFt	60
CALLE ENCILJA	1444120	TAHQUITZ CANYON WAY	ARENAS ROAD	620	60	37,200.00	SqFt	60
ANDREAS ROAD	1444210	HERMOSA DRIVE	540' EAST OF HERMOSA DRIVE	540	60	32,400.00	SqFt	60
ARENAS ROAD	1444255	650' W OF AVE CABALLEROS	HERMOSA DRIVE	650	30	19,500.00	SqFt	60
W. 1/2 INDIAN CANYON DRIVE	1534045	19TH AVENUE	NORTH CITY LIMITS	2,870.00	20	57,400.00	SqFt	60
GARNET AVENUE	2234005	INDIAN CANYON DRIVE	200' W OF INDIAN CANYON DRIVE	200	64	12,800.00	SqFt	60
CALLE DE MARIA	2344310	DEEP WELL ROAD	MESQUITE AVENUE	1,826.00	25	45,650.00	SqFt	60
AVENIDA OLANCHA	2344620	VIA SALIDA	E END	405	33	13,365.00	SqFt	60
SONORA ROAD	2444095	EL CIELO ROAD	FARRELL DRIVE	2,595.00	36	93,420.00	SqFt	60
BEVERLY DRIVE	2444210	ALTA LOMA DRIVE	SONORA ROAD	661	36	24,516.00	SqFt	60
SEQUOIA PLACE	2644145	YOSEMITE DRIVE	ALHAMBRA DRIVE	479	36	16,848.00	SqFt	60
VISTA CHINO	745086	330' WEST OF EAST CITY LIMITS	EAST CITY LIMITS	330	65	21,450.00	SqFt	61
STEVENS ROAD	1044090	N INDIAN CANYON DRIVE	N PALM CANYON DRIVE	293	20	5,860.00	SqFt	61
ROSE AVENUE	1044105	STEVENS ROAD	CRESCENT DRIVE	3,334.00	33	111,825.00	SqFt	61
CERRITOS DRIVE	1244175	TACHEVAH DRIVE	SANDLEWOOD DRIVE	1,813.00	19	34,447.00	SqFt	61
CAHUILLA ROAD	1544070	BARISTO ROAD	RAMON ROAD	1,273.00	22	28,006.00	SqFt	61
BARISTO ROAD	1544075	INDIAN CANYON DRIVE	BELARDO ROAD	675	54	36,450.00	SqFt	61
BARISTO ROAD	1544080	BELARDO ROAD	CAHUILLA ROAD	322	39	12,558.00	SqFt	61
VIA SALIDA	2344175	SONORA ROAD	E PALM CANYON DRIVE	1,275.00	36	46,350.00	SqFt	61
VISTA ORO	2344530	CAMINO PAROCELA	SUNNY DUNES ROAD	623	32	19,936.00	SqFt	61
INDIAN TRAIL	2344555	CAMINO REAL	SONORA ROAD	1,061.00	33	28,305.00	SqFt	61
AVENIDA ORTEGA	2344640	VIA ENTRADA	VIA SALIDA	263	33	8,679.00	SqFt	61
SOUTH PALM CANYON DRIVE	2344662	MORONGO ROAD	EAST PALM CANYON DRIVE	2,060.00	60	123,600.00	SqFt	61
ROCK CIRCLE	244050	ALEXANDER WAY	N END	144	33	6,867.00	SqFt	62
TRAIL CIRCLE	244055	ALEXANDER WAY	N END	144	33	6,867.00	SqFt	62
LUNA CIRCLE	244115	AURORA DRIVE	W END	164	32	7,623.00	SqFt	62
AURORA DRIVE	244195	RACQUET CLUB ROAD	VIA ESCUELA DRIVE	1,248.00	36	44,928.00	SqFt	62
GEORGE DRIVE	244200	VIA ESCUELA	N END	407	32	15,129.00	SqFt	62
ROBERTO DRIVE	244205	VIA ESCUELA	N END	406	32	15,012.00	SqFt	62
BERNE DRIVE	244225	VIA ESCUELA	N END	408	32	15,075.00	SqFt	62
ZANJERO ROAD	344090	SAN CARLOS ROAD	YORBA ROAD	297	27	8,019.00	SqFt	62
LA PUERTA DEL SOL	344190	SANTA CATALINA	SAN CARLOS ROAD	431	20	8,620.00	SqFt	62
VIA OLIVERA	344255	INDIAN CANYON DRIVE	421' W INDIAN CANYON DRIVE	421	36	15,156.00	SqFt	62
CABRILLO ROAD	344365	CARDILLO AVENUE	JUNIPERO AVENUE	294	19	5,586.00	SqFt	62
RACQUET CLUB ROAD	344455	PALM CANYON DRIVE	JUNIPERO AVENUE	316	47	14,553.00	SqFt	62
VIA VADERA	1044210	ABRIGO ROAD	ROSE AVENUE	250	32	8,000.00	SqFt	62
						1,116,787.00	SqFt	61

Avg PCI

\$500K FOR ROAD SLURRY - PCI RANGE 80-99 (3.3M BUDGET)

Name	Section ID	From	To	Length	Width	True Area	Area Upts	PCI
WHITEWATER CLUB DRIVE	144155	VERONA ROAD	VIA ESCUELA	1,263.00	32	40,416.00 SqFt		80
WHITEWATER CLUB DRIVE	144160	VIA ESCUELA	VISTA CHINO	1,271.00	32	40,672.00 SqFt		80
VENETIA ROAD	144180	VIMINAL ROAD	VOLTURNO ROAD	925	24	22,200.00 SqFt		80
VENTURA ROAD	144190	VIMINAL ROAD	VOLTURNO ROAD	924	24	22,176.00 SqFt		80
VINCENTIA ROAD	144225	VOLTURNO ROAD	VIMINAL ROAD	937	24	22,488.00 SqFt		80
VIMINAL ROAD	144230	VINCENTIA ROAD	VIA ESCUELA	989	24	23,736.00 SqFt		80
VIMINAL ROAD	144235	VIA ESCUELA	SAN JUAN ROAD	1,014.00	24	24,336.00 SqFt		80
WEST ACACIA ROAD	144315	MAGNOLIA ROAD	VIA ESCUELA	620	24	14,880.00 SqFt		80
WEST ACACIA ROAD	144320	VIA ESCUELA	ROCHELLE ROAD	995	24	23,880.00 SqFt		80
WEST NICOLA ROAD	144360	DEBORAH ROAD	VIA ESCUELA	625	24	15,000.00 SqFt		80
VIA NEGOCIO	144435	VISTA CHINO	SUNRISE WAY	598	37	22,126.00 SqFt		80
VIA ESCUELA	144440	SUNRISE WAY	FARRELL DRIVE	2,609.00	32	83,488.00 SqFt		80
VIA ESCUELA	144445	FARRELL DRIVE	130' E OF WHITEWATER	2,633.00	32	84,256.00 SqFt		80
ANDREAS HILLS DRIVE	154010	REDFORD DRIVE	BOGERT TRAIL	1,950.00	40	77,800.00 SqFt		80
ANDREAS HILLS DRIVE	154050	REDFORD DRIVE	BOGERT TRAIL	1,100.00	40	44,000.00 SqFt		80
LOS FELICES ROAD	344140	YORBA ROAD	N END	421	32	13,472.00 SqFt		80
VIA LIVORNO	344275	VISTA DRIVE	PALERMO DRIVE	522	23	12,006.00 SqFt		80
LEONARD ROAD	344315	VIA OLIVERA	S END	527	21	11,067.00 SqFt		80
GIRASOL COURT	344390	GIRASOL AVENUE	W END	236	28	6,608.00 SqFt		80
CIELO DRIVE	344450	PANORAMA ROAD	W END	970	18	17,460.00 SqFt		80
VIA ESCUELA	645040	GENE AUTRY TRAIL	EXECUTIVE DRIVE	330	36	11,880.00 SqFt		80
BIRD CENTER LANE	745100	TACHEVAH DRIVE	N END	898	48	43,104.00 SqFt		80
REGAL DRIVE	1044120	ROSE AVENUE	VIA MONTE VISTA	1,119.00	32	35,776.00 SqFt		80
CAMINO CENTRO	1044300	N VIA LAS PALMAS	S VIA LAS PALMAS	400	25	9,999.00 SqFt		80
CAMINO DEL CORTO	1044345	VERADA SUR	VIA LOLA	621	31	19,235.00 SqFt		80
MERITO PLACE	1044425	MISSION ROAD	PATENCIO ROAD	702	20	14,040.00 SqFt		80
JULIAN ROAD	1344140	JUANITA ROAD	FARRELL DRIVE	242	25	6,050.00 SqFt		80
DESERT PALMS DRIVE	1344280	SATURMINO DRIVE	SUNRISE WAY	406	36	14,632.00 SqFt		80
AVENIDA CABALLEROS	1444040	RAMON ROAD	TAHQUITZ CANYON WAY	2,565.00	60	153,900.00 SqFt		80
AMADO ROAD	1444056	CALLE ENCILIA	CALLE EL SEGUNDO	575	60	34,500.00 SqFt		80
ANDREAS ROAD	1444180	INDIAN CANYON DRIVE	CALLE ENCILIA	490	48	23,520.00 SqFt		80
ANDREAS ROAD	1444185	CALLE ENCILIA	CALLE EL SEGUNDO	512	60	30,720.00 SqFt		80
ANDREAS ROAD	1444190	CALLE EL SEGUNDO	CALLE ALVARADO	705	23	16,215.00 SqFt		80
19TH AVENUE	1534001	500' WEST OF INDIAN AVENUE	WEST END	2,073.00	30	62,190.00 SqFt		80
SANTA ROSA DRIVE	1544140	MONTE VISTA DRIVE	PATENCIO ROAD	446	24	10,704.00 SqFt		80
CROSSLEY ROAD	2045005	34TH AVENUE	DINAH SHORE DRIVE	2,775.00	52	144,360.00 SqFt		80
RAMON ROAD	2045100	GENE AUTRY ROAD	SAN LUIS REY DRIVE	1,277.00	80	102,160.00 SqFt		80
RUSH STREET	2045120	34TH AVENUE	625' N OF 34TH AVENUE	625	36	22,500.00 SqFt		80
MESQUITE AVENUE	2244001	PARK VIEW LANE	WEST END	645	28	18,060.00 SqFt		80
CERRITOS ROAD	2444110	MESQUITE AVENUE	E PALM CANYON DRIVE	2,554.00	37	94,860.00 SqFt		80

\$500K FOR ROAD SLURRY - PCI RANGE 80-99 (3.3M BUDGET)

Name	Section ID	From	To	Length	Width	True Area	Area Units	PCI
COMPADRE ROAD	2444200	SOWORA ROAD	MESQUITE AVENUE	1,343.00	36	49,428.00	SqFt	80
BARONA ROAD	2544010	340' S OF E PALM CANYON DRIVE	MORONGO TRAIL	970	30	29,100.00	SqFt	80
BARONA ROAD	2544020	JACARANDA ROAD	S END	830	31	25,730.00	SqFt	80
CONCHO LANE	2544030	JACARANDA ROAD	N END	166	33	7,956.00	SqFt	80
ARABY CIRCLE	2544040	ARABY DRIVE	E END	405	32	15,516.00	SqFt	80
WEST PALM CANYON DRIVE	2644250	S PALM CANYON DRIVE	E PALM CANYON DRIVE	524	36	32,436.00	SqFt	80
AQUANETTA DRIVE	2644335	TWIN PALMS DRIVE	LA JOLLA ROAD	695	25	16,666.00	SqFt	80
VIA AGULIA	2644360	LA JOLLA ROAD	TWIN PALMS DRIVE	490	36	14,114.00	SqFt	80
RIDGE ROAD	2744050	EL CAMINO WAY	W END	1,033.00	22	23,625.00	SqFt	80
CAMINO MONTE	2744110	N END	S END	580	19	10,070.00	SqFt	80
MARGUERITE STREET	2945025	34TH AVENUE	MARTHA STREET	1,280.00	32	39,742.00	SqFt	80
LAWRENCE STREET	2945035	MARTHA STREET	34TH AVENUE	1,280.00	32	39,742.00	SqFt	80
BOB O' LINK LANE	2945065	BRENTWOOD DRIVE	CHERRY HILLS DRIVE	2,190.00	32	70,102.00	SqFt	80
CHEROKEE WAY	3045045	E PALM CANYON DRIVE	MATTHEW DRIVE	930	46	41,427.00	SqFt	80
						1,923,482.00	SqFt	80
								Avg PCI

**MEASURE J OVERSIGHT COMMISSION**  
CITY OF PALM SPRINGS, CALIFORNIA



**REPORT FROM AD HOC COMMITTEE ON  
GOALS, PROCESS, TIMELINE & BUDGET**



MEASURE J COMMISSION

September 20, 2012

TO: MEASURE J COMMISSIONERS

FROM: Ad Hoc Committee on Goals, Process, Timeline and Budget  
(Commissioners Marshall, Towner, and Vogel and Williams)

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**BUDGET:**

The budget categorization of projects that it expects to consider for recommendation for funding from the Measure J Funds will be defined into two broad categories as follows:

- 1) NEIGHBORHOOD GROUPS, BUSINESS ENTITIES, ORGANIZATIONS AND INDIVIDUALS
- 2) CITY PROJECTS – STREETS AND CAPITAL PROJECTS

In addition the committee has determined that it is advisable to put aside a yet unspecified amount of money to be identified as

- 3) CONTINGENCY/RESERVE. These funds would be used for unforeseen/ emergency expenses and/or unexpected projects or that might arise during the yearly budget period.

**PROCESS:**

Process I. NEIGHBORHOOD GROUPS OR INDIVIDUALS and COMMERCIAL/BUSINESS/ECONOMIC DEVELOPMENT GROUPS

Immediate Goals (As directed and defined by the Ad Hoc Communications Committee):

- A. Finalize plans for communication and outreach to all constituencies.
- B. Finalize First Level Application Form including determination of distribution and deadlines for submission. Set a date for announcement of First Level Finalists.
- C. Implement the process of interaction between members of community constituencies and members of the Measure J Commission.

Ongoing Goals:

- A. Refine criteria and methodology for decision making with regard to the projects chosen as finalists from the First Level Application Form.
- B. Development and approval of the Second Level Application Form, as well as the process for evaluation.
- C. Second Level Application Forms will be distributed to finalist of the First Level. Announce a date by which the Second Level Application Form must be received.
- D. Set a date by which Measure J recommendations will be made by the Commission to the City Council.

Process II. CITY PROJECTS- STREETS AND CAPITAL PROJECTS

The Public Works & Capital Improvements Ad-Hoc Committee has submitted its final recommendations. This committee recommends that the City Council proceed as soon as possible with the recommendations by the Public Works Ad Hoc committee of \$3 million for Street Improvements and \$1.6 million for Deferred Capital Projects.

Process III. CONTINGENCY/RESERVE

The CONTINGENCY/RESERVE will be at least 15%. This will be funded by funds accumulated for the “dangling” quarter of April-June 2012 (approximately \$2 million) and not considered in the City’s Measure J budget line item, which instead represents funds received from July 2012-June 2013. This committee has identified the need to address the possibility of using Measure J funds as a source for hiring support staff.

**TIMELINE:**

With the Measure J Commission acceptance of the recommendation of the Ad Hoc Committee on Public Works & Capital Improvements, we are now dealing with one timeline. Beginning the second year funding, the solicitation, application, review, and decision making will be the timeline focus regarding the *Neighborhood Groups or Individuals, and Commercial/Business/Economic Development Groups*:

- February 2013 - allowing for the solicitation and communication with the community as well as the filing of all applications with a deadline for filing of no later than the end of February 2013.
- May 2013 - allowing for a review and decision making period of no less than 90 days in order to make recommendations to the City Council as no later than the end of May 2013.

**GOALS:**

The Commission’s most important goals in the immediate term are:

- 1) Implement communications and solicitations process with the community and business organizations that will adequately inform all constituencies.
- 2) Finalize the application and set specific deadlines for submission and review.
- 3) Establish a request process for Contingency/Reserve funds.
- 4) Address the need for support staff in meeting the demands on the Measure J Commission.

**CONCLUSION and RECOMMENDATIONS:**

The Goals, Process, Timeline, and Budget Ad Hoc Committee supported the following recommendations which were approved by the Measure J Commission:

- Approval of projects for CITY-STREET and CAPITAL IMPROVEMENT projects presented by the Ad Hoc Committee on Public Works & Capital Improvements for the first year’s budget.
- Establishment of a CONTINGENCY/RESERVE fund utilizing the “dangling” quarter of funds, comprised of those Measure J funds received in months of April, May, and June of 2012.

**MEASURE J OVERSIGHT COMMISSION**  
CITY OF PALM SPRINGS, CALIFORNIA



**REPORT FROM AD HOC COMMITTEE ON  
APPLICATION AND METRICS**

**Measure "J" Ad Hoc Committee for Application and Metrics  
Summary Report for City Council  
October 1, 2012**

**Members:** Leo Cohen, Liz Glass, Christine Hammond, Rob Moon

**Goal for the ad hoc committee**

Develop a simple, user friendly Measure "J" funding application and transparent process for receiving, evaluating, and scoring applications received from Palm Springs residents, neighborhood organizations, other organizations and businesses.

**Objectives**

1. Develop a simple yet comprehensive two part application for Measure "J" funding requests.
2. Create an application "process".
3. Identify metrics for Part 1 application evaluation and ranking.
4. Create a chart to use as an historical document to record application decisions and recommendations.

**Draft history and Commission action**

1. The full Commission reviewed most recent draft of application and evaluation at the September 20, 2012 Commission meeting. Recommendations from Commissioners are incorporated in the attached Application document draft.
2. Seven (7) Commissioners attended a special working session for the application review on August 23, 2012. Recommendations made by Commissioners attending the meeting were incorporated into the application. Significant recommendations:
  - a) Simplify and create an "idea" application as Part 1 of a two part application process.
  - b) Reduce the Part 1 application to two pages.
  - c) Ask the applicant to attach a 400 word description of their idea.
  - d) Part 2 of the application to include the detailed project, financial and organizational information.
  - e) Separate Evaluation Worksheet from the application itself (CDBG has evaluation combined with application) and include evaluation factors in the application.
3. The full Commission reviewed a draft application (based on CDBG format) at the August 16, 2012 Commission meeting. Based on Commissioner recommendations, the application was simplified and divided into Part 1 and Part 2.

**Next steps**

1. City Council and City staff comments on the current drafts of the Application and Evaluation forms.
2. Ad Hoc Committee will incorporate suggestions from City Council and City staff into documents for final Commission review.
3. Ad hoc committee to create and submit a proposed process timeline for full Commission review at the October 18 meeting.
4. The full Commission will review updated Application Part 1, Evaluation form and proposed process timeline at October 18 Commission meeting.
5. Submit Application Part 1, Evaluation and proposed process timeline to City Council, preferably by Nov 7, 2012 joint meeting.
6. Develop Part 2 of the application.
7. Develop an evaluation tool for Application Part 2.
8. Create charts for tracking and documenting the application process.
9. Explore putting application status, update and tracking tools on the website.



# **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](http://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](http://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](http://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](http://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:					
<b>Sub Totals Each Column</b>					

**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 \_\_\_\_\_



**MEASURE J OVERSIGHT COMMISSION**  
CITY OF PALM SPRINGS, CALIFORNIA



**REPORT FROM AD HOC COMMITTEE ON  
COMMUNICATIONS**

# 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](http://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.psmearurei.com](http://www.psmearurei.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