



CITY OF PALM SPRINGS MEASURE J COMMUNITY INITIATED PROJECTS

Thank you for your interest in using Measure J Funds for your project. To ensure the best outcome for your project we suggest you read all of the information provided in this application packet, prior to completing the form.

What is Measure J?

After extensive public discussion and community input, Measure J was put on the November 8, 2011 ballot to provide a source of local revenue to maintain local community services and economically revitalize the Palm Springs downtown area. Measure J is a one percent sales and use tax added to purchases made in the City of Palm Springs. However, not all purchases are subject to sales tax. For example food, groceries, prescription medication, and admission charges to theaters, sporting events, and golf courses are not subject to sales tax. The Palm Springs voters approved this measure, that took effect on April 1, 2012 and will sunset at the end of 25 years. For additional information visit www.psmeasurej.com.

What is the Measure J Commission?

The City Council adopted an ordinance establishing a Citizen Oversight Commission to oversee and monitor all expenditure and audits of Measure J Funds and make recommendations to the City Council as a part of the City's budget process. The Measure J Commission consists of 9 commissioners and 2 alternates, all of whom are residents of the City of Palm Springs.

What are the goals of Measure J funding?

Measure J funds have paid for projects such as road repairs throughout the City, upgrades to the Police Department building, fire station improvements, restoration of historic buildings like the Welwood Murray Memorial Library, upgrades to park facilities, and the revitalization of Downtown Palm Springs.

What are Community Initiated Projects?

The City Council authorized to set aside \$1 million of Measure J funds for Community Initiated Projects. These projects come to the Measure J Commission from the community at-large for consideration of using Measure J funds to pay for the project.

Projects are generally things to allow the community to improve and/or enrich neighborhood environments, health and services. In the past projects included, but are not limited to:

- new equipment (like replacing gym floors) and enhancements (landscaping or shade structures) at our parks
- improve library services (access or equipment like computers) and facilities (renovations or new buildings)
- install neighborhood traffic calming measures (traffic speed humps, radar feedback signs)
- parking lot repairs
- sidewalk gap closures, enhanced crosswalks, update corner ramps at sidewalks
- Heating Ventilation and Air Conditioning (HVAC) upgrades at various City facilities
- replacing trees knocked down by wind storms, replace landscaping in medians
- entryway signs, bicycle route signage, wayfinding signs,
- pet waste stations, trailhead waste receptacles,

Who can submit a Community Initiated Project?

Individual citizens, neighborhood organizations, business and organizations in Palm Springs can submit a project for consideration. You are strongly encouraged to think about ideas or projects that will enhance the livability and overall quality of life for people who live, work and play in our City.

How are projects selected to be a Measure J - Community Initiated Project?

Submitted applications will be given a thorough review and then ranked by the Measure J Commissioners, using the ranking criteria on the application form. The Measure J Commission will provide their recommendations for projects to Staff to see which are viable projects. Then Staff will finalize the list and submit the Measure J Commission's recommendations to the Palm Springs City Council for final approval

The amount of funds available for Community Initiated Projects is limited. Applications who meet the criteria will be considered for recommendation to the full City Council for final approval and funding up to the \$1 million limit.

Timelines for the application process are as follows:

September 1, 2021:

Application forms will be available on the City's website for Measure J at www.psmeasureJ.com. Hard copies will also be made available for pick up at various City facilities, including but not limited to, City Hall, Palm Springs Main Library, Welwood Murray Library, Mizell Center, Demuth Park Community Center, James O. Jessie Desert Highland Unity Center, LGBTQ Community Center of the Desert, Leisure Center, Pavilion, and Swim Center

December 2, 2021 (October 4, 2021) by 6:00 pm:

Completed applications are returned (preferably via email to xxxx@xxxxx.xxx) or can be dropped off or mailed to City Hall at:

City of Palm Springs
Attn: XXXXXXXXXXXXX
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92262

January through April (November) Measure J Commission Meetings (3rd Thursday of the Month):

Community Initiated Projects will be grouped into themes, such as Park Projects, Public Safety (Police and Fire), Transportation (Streets, Traffic, Bikes, and Pedestrians), Facilities (Library, Fire Stations, City Yard, etc.), then reviewed together at one of the Commission meetings. Project applicants may be asked to do a presentation to Commission for no more than 5 minutes in length.

May (December) Measure J Commission Meeting:

Measure J Commission completes final review of projects and makes final selection of projects to recommend to the City Council. The City Council will make final decision and the Measure J Commission will inform applicants of whether or not their proposal was accepted.



CITY OF PALM SPRINGS
MEASURE J COMMUNITY INITIATED
PROJECTS APPLICATION FORM

Name of Applicant: _____

Date Submitted: _____

Applicant Type: _____ Individual _____ Business _____ Organization (non-profit)
_____ Neighborhood Organization _____ City Commission _____ City Department

Are you a 501c(3) Organization? _____ Yes, If yes provide IRS ID# _____
_____ No

Tell us about your project:

1. Does this project improve...? (check all that apply)

- | | | |
|--|--|---|
| <input type="checkbox"/> the economy | <input type="checkbox"/> health services | <input type="checkbox"/> business community |
| <input type="checkbox"/> educational services | <input type="checkbox"/> government services | <input type="checkbox"/> police/fire/emergency services |
| <input type="checkbox"/> museums, public art | <input type="checkbox"/> music programs | <input type="checkbox"/> park/recreation facilities |
| <input type="checkbox"/> historic preservation | <input type="checkbox"/> streets/roads | <input type="checkbox"/> downtown enhancements |
| <input type="checkbox"/> tourism | <input type="checkbox"/> traffic | <input type="checkbox"/> the environment |
| <input type="checkbox"/> special events | <input type="checkbox"/> technology | <input type="checkbox"/> nature and hiking trails |

2. What demographic(s) does this project serve? (check all that apply)

- | | | |
|---|---|---|
| <input type="checkbox"/> seniors | <input type="checkbox"/> preschool children | <input type="checkbox"/> elementary school aged children |
| <input type="checkbox"/> preteens/teens | <input type="checkbox"/> high school children | <input type="checkbox"/> entire Palm Springs community |
| <input type="checkbox"/> tourists | <input type="checkbox"/> college students | <input type="checkbox"/> retail and small businesses |
| <input type="checkbox"/> bicyclists | <input type="checkbox"/> LGBTQ+ | <input type="checkbox"/> large commercial businesses |
| <input type="checkbox"/> hotels/motels | <input type="checkbox"/> animals | <input type="checkbox"/> marijuana industry |
| <input type="checkbox"/> disabled | <input type="checkbox"/> commuters(bus/train) | <input type="checkbox"/> Agua Caliente Band of Cahuilla Indians |

3. Estimated project cost. _____

On a separate sheet of paper, write a short description of your proposed project. (Remember the 5 W's, Who?, What?, When?, Where?, Why?)

Then answer the following questions as it pertains to your proposed project. If it does not, write none.

1. How does this project make Palm Springs a safe, desirable place to live, work, and visit?
2. How does this project benefit the majority of residents, guests, and/or tourists in our City?
3. How does this project improve the health and safety of our residents of Palm Springs?
4. How does this project promote the growth of tourism in the City?
5. How does this project provide a benefit to the community over a long period, or describe if the project can it be used over a long period of time?
6. How does the project provide a positive return on investment to the City of Palm Springs?
7. How does the project create jobs in the City of Palm Springs?
8. How is this project sustainable?
9. How is this project green?

Applicant's information: (this information will not be provided to the evaluators, it will be used to contact the applicant if more information is needed or to coordinate with you if your project is invited to be presented to the full Measure J Commission at one of their meetings)

Name of Contact Person: _____

Contact Person's Phone Number: _____

Contact Person's Email Address: _____

Evaluation Criteria:

The Measure J Commissioners will evaluate projects by asking the following nine questions and use their subjective judgement to score them as follows:

- If the answer is "no" – score 0 points
 - If the answer is "marginally" – score 1 or 2 points
 - If the answer is "somewhat" – score 3, 4, or 5 points
 - If the answer is "totally" – score 6 points
-
1. Does this project make Palm Springs a safe, desirable place to live, work, and visit?
 2. Does this project benefit the majority of residents, guests, and/or tourists in our City?
 3. Does this project improve the health and safety of our residents of Palm Springs?
 4. Does this project promote the growth of tourism in the City?
 5. Does this project provide a benefit to the community over a long period, or can the project be used over a long period of time?
 6. Does the project provide a positive return on investment to the City of Palm Springs?
 7. Does the project create jobs in the City of Palm Springs?
 8. Is this project sustainable?
 9. Is this project green?

Scores will be totaled and divided by the number of evaluators to get an average score.

MEASURE J COMMUNITY PROJECTS

Scoring of Community Initiated Projects Applications

The first screening of written or electronic applications will be processed by members of the sub-committee. Each sub-committee member will take two groups from following list to review and score applications that fit those groups.

This screen will be to eliminate any application that does not meet criteria: past due date, not enough information, does not fit an acceptable category, would receive a score of 2 or less.

The sub-committee will agree on the scoring of those applications which will not move on to Commissioners.

The applications will be grouped in the following manner.

Groups in application scoring process:

1. Business/Downtown Enhancements/ Tourism
2. Education/Technology/Library/ Art/ Music/
3. Environmental/ Sustainability/ Parks and Recreation
4. Health/ LBGTQ/ Special Needs/Special Events
5. Preservation/History/ Cahuilla Band of Indians/
6. Police/Fire/Traffic/Safety

Commission members will be notified that applications are ready to be read and scored.

Each Commissioner will be provided with a score sheet for each grouping.

Each application will be labeled by group number A-B-C etc. and as each application in that group is reviewed it will also be numbered 1-2-3-

If a project meets the criteria, then score using the 2-6 scale.

1. Does this project /program/ service: improve/add to, the health, safety, special needs of citizens and animals in the community?

No	Marginal	Somewhat	yes
0	1-2	3-4	5-6

2. Does this project/program/ service: benefit the majority of residents/visitors/of Palm Springs?

No	Marginal	Somewhat	yes
0	1-2	3-4	5-6

3. Does the project/program/service: Enrich Palm Springs as a better place to live, work or visit?

No	Marginal	Somewhat	yes
0	1-2	3-4	5-6

4. Does this project/program/ service: promote business/tourism in Palm Springs?

No	Marginal	Somewhat	yes
0	1-2	3-4	5-6

5. Does this project/program/ service enhance downtown/ neighborhoods / parks and recreations areas?

No	Marginal	Somewhat	yes
0	1-2	3-4	5-6

6. Does this project/program/service improve, add to, or enhance existing cultural/art and education opportunities in the city?

No	Marginal	Somewhat	yes
0	1-2	3-4	5-6

7. Is this project/program/service sustainable/ green/ provide long term or permanent use in the city?

No	Marginal	Somewhat	yes
0	1-2	3-4	5-6

8. Does this project/program/service: provide a positive return on the investment of Measure J. Funds?

No	Marginal	Somewhat	yes
0	1-2	3-4	5-6