

TOWN COUNCIL STAFF REPORT

Subject: Monthly Update on The Parcel

Meeting Date: May 1, 2019

Written by: Grady Dutton, Public Works Director
Sandra Moberly, Community and Economic Development Director

RECOMMENDATION:

Staff recommends Town Council receive this update and provide comments as necessary.

BACKGROUND:

On April 3, 2019, Town Council received a progress update on The Parcel and authorized an agreement with Lisa Wise Consulting (LWC) for preparation of a Conceptual Land Use plan. Staff has committed to providing the Town Council and the public an update on progress on a monthly basis, generally at the first Council meeting of each month. This update may be in the form of a formal Agenda Item, a written update distributed to Town Council and public, or an update during regular Department Head Reports.

ANALYSIS/DISCUSSION:

Staff expects to provide these regular updates in a consistent format. We have included the updates in summary form and can provide additional information as needed during the Council meeting. Additional information, including previous Town Council staff reports, can be found on The Parcel webpage: www.townofmammothlakes.ca.gov/882/The-Parcel Updates are shown below *in italics*.

Parcel Pre-Development Process

Items outside of LWC Scope:

- *The Town has acquired approximately 350 square feet of additional office space which serves as the Parcel headquarters. Staff is working to acquire furnishings for this room as well as IT equipment. The room is expected to be complete by May 6.*
- *The Town Council authorized additional staffing to support The Parcel development. Staff is fully engaged, the Associate Engineer started on March 11 and new Senior Planner will start May 6.*
- *The Parcel webpage has been updated to reflect the current status and will be updated on an ongoing basis.*
- *Staff identified a need for Spanish interpreting and translation services and is working to secure a contract with a local translator who has worked for several local agencies including Mono County and Mammoth Lakes Housing (MLH).*
- *Public outreach post cards with Parcel information are being designed and ordered. We anticipate a small batch will be ready for distribution next week.*
- *Staff is tracking contact information for developers interested in working on the ultimate development of The Parcel. We will use this list in addition to other resources when moving forward with development opportunities.*
- *Staff is also pursuing overall project “branding” and additional web and social media outreach opportunities.*

- Staff is coordinating public interest interviews to be conducted May 7 and 8 by the LWC team.
- Staff and MLH drafted an “invitation to participate” letter containing basic Parcel information in both English and Spanish, which MLH delivered to 82 low income households on April 22.
- Staff is working with MLH to prepare and submit an application for SB2 funding. This funding is non-competitive and would result in \$160,000 in funding for The Parcel Conceptual Land Use Planning process.

LWC Conceptual Land Use Planning Contract

Staff has begun working with LWC on the Conceptual Land Use Planning Process. Completed tasks include:

- ✓ Kickoff meeting held on April 4, 2019
- ✓ Draft internal and external communication strategies complete. Final expected to be completed on May 2.
- ✓ Draft Public Outreach Plan (POP) complete. Final expected to be completed on May 2.
- ✓ MLH engaged and invited to participate in bi-weekly calls.

Tasks in progress include:

- Data/documents for LWC analysis being compiled.
- Public interest interviews scheduled for the week of May 6. Staff is working to set up interviews which will be conducted by LWC staff.
- Bi-weekly calls with LWC will continue throughout the project.
- Town Council/PEDC meeting to receive information received during public interest interviews is being scheduled for June/July. Staff recommends scheduling on June 19, 2019, subject to Town Council/PEDC availability.

Project Schedule

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|------------------------|--|
| April/May 2019 | <ul style="list-style-type: none"> • Project kickoff: April 4 • Prepare Public Outreach Plan: draft complete • Prepare detailed schedule of meetings/events: June • Schedule public interest interviews: <i>scheduling underway</i> |
| May/June 2019 | <ul style="list-style-type: none"> • Public interest interviews: <i>Tentative May 7 and 8</i> • Prepare public interest interview summary |
| June/July 2019 | <ul style="list-style-type: none"> • Council/PEDC Workshop #1: <i>date requested – June 19</i> • Internal Team charrette • Prepare rough preliminary land use plan concepts |
| July/August 2019 | <ul style="list-style-type: none"> • Rough preliminary concepts available to public • Public Charrette • Prepare preferred conceptual land use plan and narrative |
| September/October 2019 | <ul style="list-style-type: none"> • Council/PEDC Workshop #2 |
| October/November 2019 | <ul style="list-style-type: none"> • Prepare final conceptual land use plan and narrative |
| November/December 2019 | <ul style="list-style-type: none"> • Council/PEDC Workshop #3 |

STAFFING CONSIDERATIONS:

Adequate staffing has been provided for this project. That includes dedicated Public Works and Community and Economic Development staff as well as assistance from other Town Departments on an as needed basis.

FINANCIAL CONSIDERATIONS:

Staff is completing a comprehensive project budget for Town-related costs for all aspects of the project with the most detail being focused on the near term budget items. Staff anticipates that this budget will be available in early May.