



# Town of Mammoth Lakes: 2014 Community Indicators Report

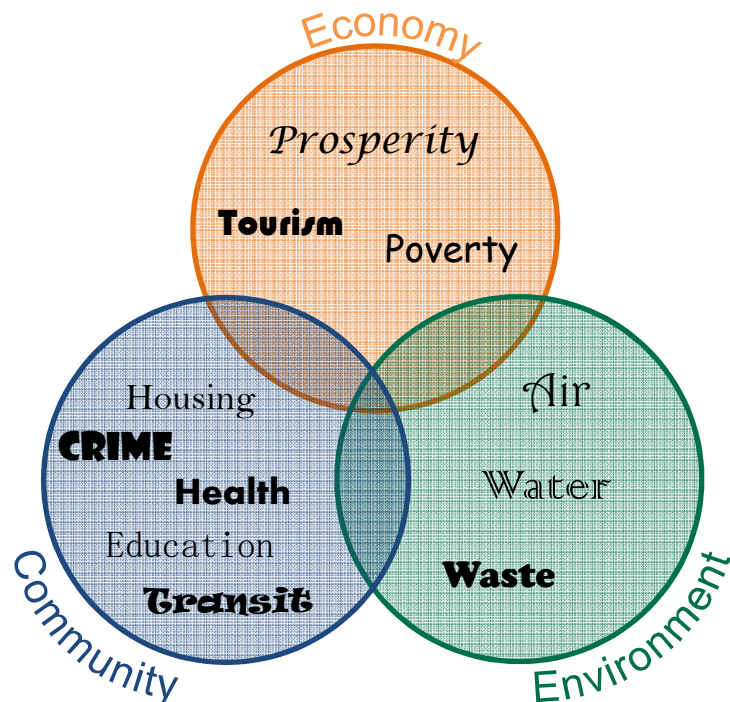
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## About the 2014 Mammoth Lakes Community Indicators Report

The 2014 Community Indicators Report uses indicators to report performance related to the “triple bottom line” sustainability goals of the community of Mammoth Lakes. These goals and indicator results reflect the interplay between the social, environmental and economic factors affecting the community’s well-being.

The purpose of this report is to educate local residents, inform planning and other public resource allocation decisions and attract new private capital to the community. The indicators in this report are influenced by sustainability actions taken by the Town of Mammoth Lakes (Mammoth Lakes), other public agencies, non-governmental organizations, private sector businesses and local residents.



## Mammoth Lakes Community Goals

This report ties on-the-ground actions to previous visioning, planning and high-level policy development conducted over the last decade that ultimately concluded with the 2007 General Plan and associated Neighborhood District Plans. Reporting progress towards achieving the goals defined through these recent efforts is an important component of Mammoth Lakes’ overall strategy of being prepared for reinvestment.

### Community Vision

Surrounded by uniquely spectacular scenery and diverse four-season recreational opportunities, the community of Mammoth Lakes is committed to providing the very highest quality of life for our residents and the highest quality of experience for our visitors.

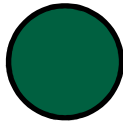
# Executive Summary

Is the community of Mammoth Lakes becoming more sustainable?

## ECONOMY

### Poverty

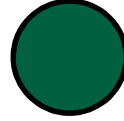
Subsidized School  
Lunch Eligibility



(page 5)

### Prosperity

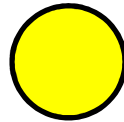
Sales Tax Revenue



(page 6)

### Tourism

Transient Occupancy  
Tax (TOT) Revenue

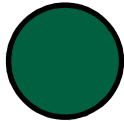


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## ENVIRONMENT

### Air

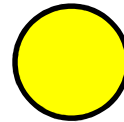
Particulate Air  
Pollution



(page 16)

### Water

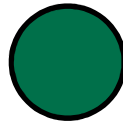
Water  
Consumption



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### Waste

Recycling Rate

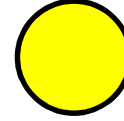


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## COMMUNITY

### Housing

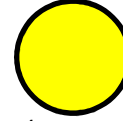
Median Home Price



(page 10)

### Education

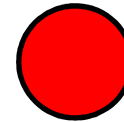
Graduation Rates



(page 11)

### Health

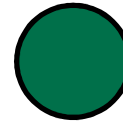
Student Obesity  
Rates



(page 12)

### Crime

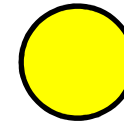
Law Enforcement  
Arrests



(page 13)

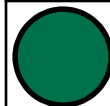
### Transit

Local Transit  
Participation

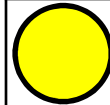


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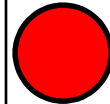
### 5-Year Trend Categories



**Positive Trend**  
( $> +3\%$  change)



**Neutral Trend**  
( $0\% - +/ -3\%$  change)



**Negative Trend**  
( $> -3\%$  change)

**Disclaimer:** All indicators are influenced by a wide range of factors that need to be understood to effectively use indicators in decision-making processes. This report is not meant to be a comprehensive analysis of the topics and indicators presented in this report, but rather provide a high-level understanding of how the community is doing in relation to its goals.

# Economy

## POVERTY

### Subsidized School Lunch Eligibility

Participation in the federally subsidized school lunch program requires children to come from families with incomes at or below 130 percent of the federal poverty level. Subsidized school lunch program eligibility, therefore, is a direct measure of family poverty levels and is a proxy for household income in Mammoth Lakes.

**“Being a great place to live and work”**

General Plan: Vision #2

## PROSPERITY

### Sales Tax Revenue

Taxable sales are a measure of consumer activity in Mammoth Lakes. Trends in sales tax revenue reveal the economic health of residents and local businesses. Further, sales tax revenue funds government expenses such as police and road maintenance.

**“Achieve sustainable tourism by building on the area’s natural beauty, recreational, cultural, and historic assets”**

General Plan: Goal E.2

## TOURISM

### Transient Occupancy Tax (TOT) Revenue

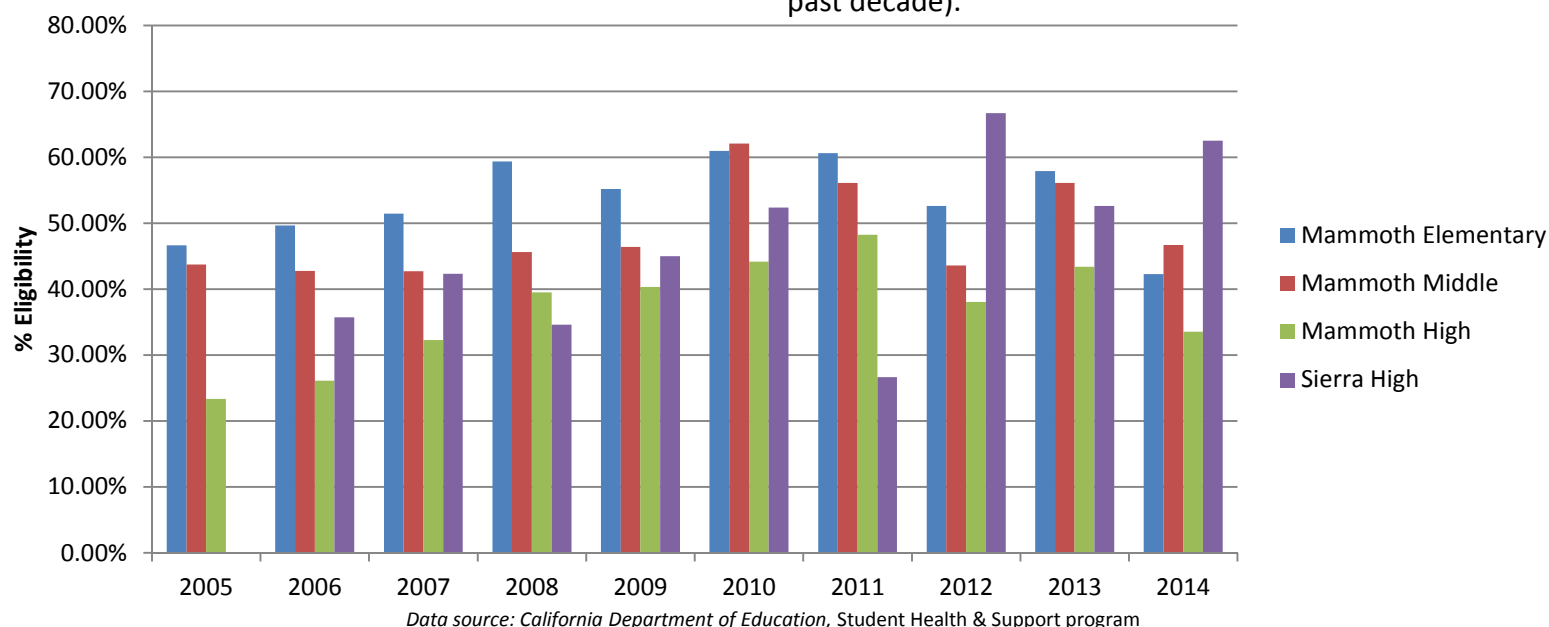
Mammoth Lakes’ economy is tourism-based. High altitude outdoor activities are the major economic and employment generator in the community, and the seasonal ebb and flow of visitors causes economic and employment fluctuation. Transient Occupancy Tax (TOT) revenues are a measure of visitor bed occupancy, as such, reflecting the health of the tourism sector in Mammoth Lakes.

## Economy: Poverty

### Subsidized School Lunch Eligibility

Subsidized school lunch eligibility measures the percentage of students in Mammoth Unified School District (District) schools eligible for free and reduced priced meals through the National School Lunch Program. Free and Reduced Priced Meals (FRPM) are provided to low-income children before school, during school, after school and over the summer. The FRPM program is funded by the US Department of Agriculture.

Average eligibility in the District has decreased by roughly 4% over the past five years. This is primarily due to a large decrease in eligibility for the 2013-2014 school year. In the 2013-2014 school year, the average eligibility rate decreased approximately 16% at Mammoth Elementary, 9% at Mammoth Middle, and 10% at Mammoth High from the previous school year. Sierra High School was the only school to see an increase in eligibility from the previous year, where eligibility rose by roughly 10%. With a District-wide eligibility of 41%, the 2013-2014 school year had the lowest average eligibility rate since 2006 (third lowest over the past decade).

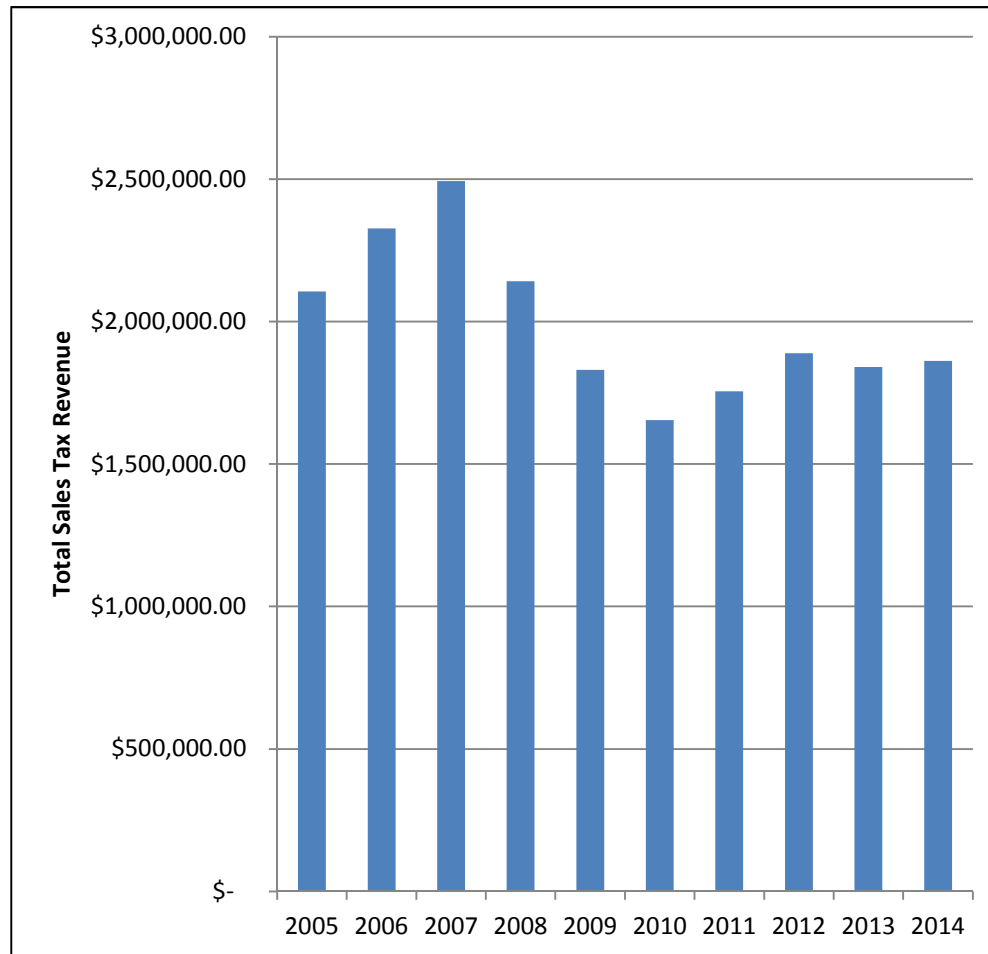


For additional information:

Mono County Office of Education, Website: <http://www.monocoe.org/>

# Economy: Prosperity

## Sales Tax Revenue



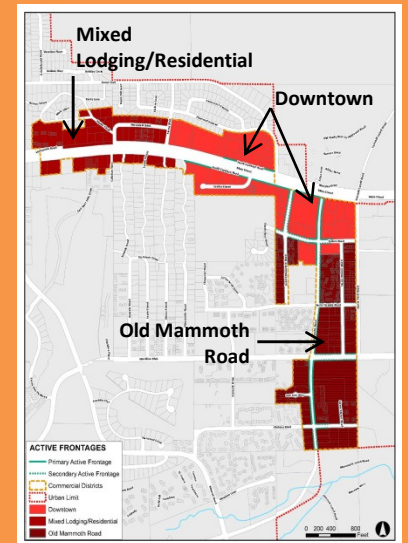
Data source: California Board of Equalization

Sales tax revenue measures the sum of taxes collected by Mammoth Lakes for the sales of goods and services throughout the Fiscal Year. As of December 2014, the sales tax rate in Mammoth Lakes is 8%.

Total sales tax revenue increased by roughly 1% in 2014 from the previous year and the percent change over the past five years indicates roughly a 3% increase. While sales tax revenue has been increasing in recent years, it is still significantly less than the pre-recession years (i.e., pre 2008).

## Zoning Code Update, adopted 2014

In 2014, Town Council adopted the comprehensive Zoning Code Update (ZCU), which included numerous changes to the Commercial Zones to encourage high quality development that promotes the Community Vision. The objectives of the Commercial Zone changes were to promote pedestrian-oriented development, encourage high-quality building design, support economic growth and sustainability, increase activity and animation, create public gathering spaces, maintain views and minimize shading from buildings, reduce the role of cars, and streamline permitting.



Read more <http://tinyurl.com/TOML-ZCU>

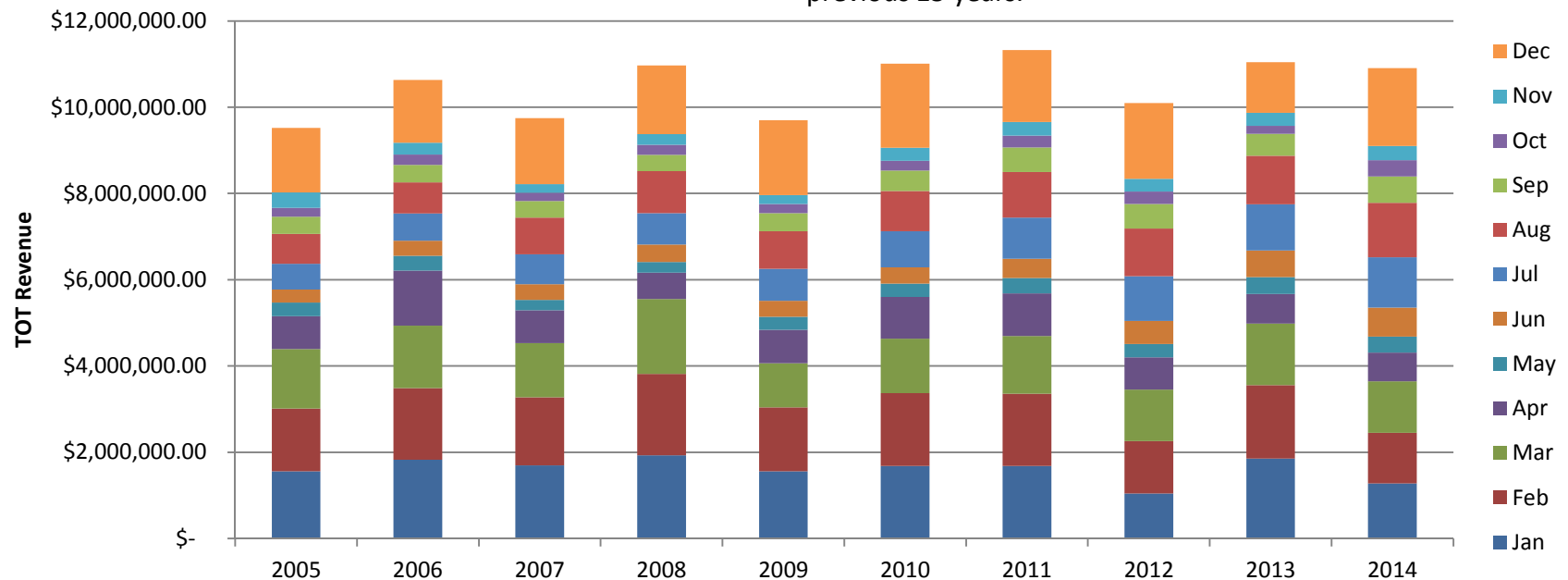
### For additional information:

Town of Mammoth Finance Department, Website:  
<http://www.townofmammothlakes.ca.gov/index.aspx?nid=181>

## Tourist Occupancy Tax (TOT) Revenue

TOT revenue measures the sum of the taxes collected by Mammoth Lakes on rental properties and hotel room rentals. As of December 2014 the TOT rate in Mammoth Lakes is 13%.

The total TOT revenue decreased approximately 1% in 2014 from 2013 and the five-year trend indicates a decrease of approximately ½%. However, despite the slight decrease in 2014, TOT revenue has increased 106% since 2000. This can be attributed to increased TOT enforcement and increased visitor volume. While TOT revenue continues to be highest during the winter months, the TOT revenue during the summer months has been steadily increasing, with the months of June-October 2014 having the highest TOT revenue over the same period in the previous 15 years.



Data source: Town of Mammoth Finance Department, TOT Revenue Collection Tracking Report

### For additional information:

Town of Mammoth Finance Department, Website: <http://www.townofmammothlakes.ca.gov/index.aspx?nid=181>

# Community

## HOUSING

### Median Home Price

Home prices determine if local residents can afford to own their own home. Median home prices are used by real estate agents, buyers and sellers to inform home pricing and buying decisions, including potential buyers weighing the trade-offs of living outside of and commuting to jobs in Mammoth Lakes.

**“Substantially increase housing supply available to the workforce”**

General Plan: Goal L.2

## EDUCATION

### Graduation Rates

Graduation provides students with the opportunity to continue on to postsecondary education, access to higher lifetime earnings and more stable employment prospects. Higher graduation rates are a proxy for a more skilled workforce which makes Mammoth Lakes a more attractive place for business investment.

**“Support high quality educational services and life-long learning resources within the community”**

General Plan: Goal S.5

## HEALTH

### Student Obesity Rates

Children who are overweight or obese have an increased risk of health problems. In addition, children with health problems contribute to high costs on the local health care system and thereby the local economy. Promoting policies and creating environments that support physical activity and eating a healthy diet can help reduce rates of overweight and obese children, in turn making Mammoth Lakes a healthier community.

**“Support high quality health care and child care for Mammoth Lakes’ residents and visitors”**

General Plan: Goal S.1

# Community cont.

## CRIME

### Law Enforcement Arrests

A safe community encourages residents and visitors to Mammoth Lakes to be more active and engaged in the community. Crime can cause physical and emotional harm to victims, impacting an entire community and weakening morale and civic engagement of local residents.

**“Keep Mammoth Lakes a safe place to live, work and play”**

General Plan: Goal S.2

## TRANSIT

### Local Transit Participation

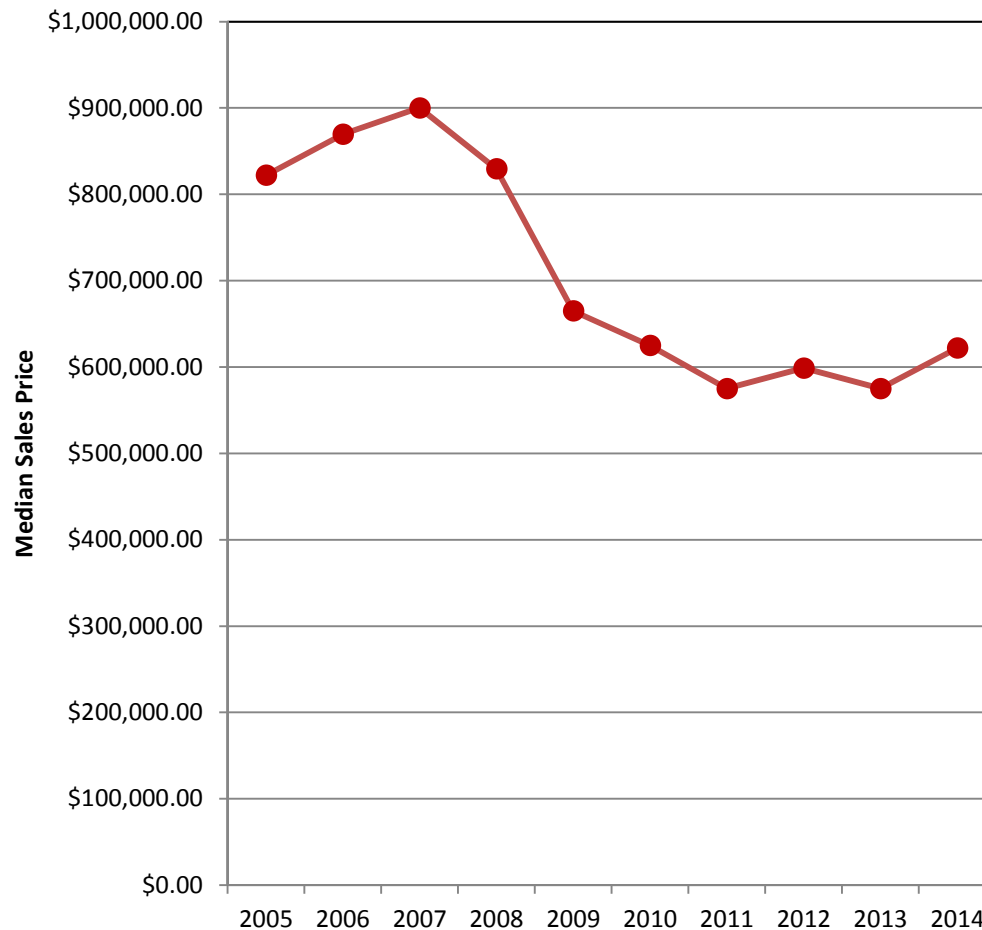
A well-functioning public transportation system that fulfills the needs of local residents and visitors is one of the primary tools for reducing dependence on automobile travel. Automobiles are expected to be a primary source of Greenhouse Gas (GHG) emissions in the community. Furthermore, alternative transportation reduces the overall cost of transportation upkeep, reduces traffic congestion and reduces the number of traffic-related accidents.

**“Provide a year-round local public transit system that is convenient and efficient”**

General Plan: Goal M.5

# Community: Housing

## Median Home Price



Data source: Mammoth Lakes Board of Realtors' Multiple Listings Service (MLS)

Median home price measures the annual median home sales price of single family homes sold in Mammoth Lakes. Median home price is the middle price in a series of sales, where half of the sales are of lower value and half are of higher value. The median is used instead of average to avoid outliers that will skew the average.

The median home sales price over the past five years has remained fairly flat with an overall decrease of \$600 (0.1%). The overall sales prices has dropped by 31% since 2007 after the national housing crisis, but the overall sales price did increase by 8% in 2014 from 2013. The 2014 median home sales price was the highest since 2011.

### First-Time Homebuyer Program, ongoing

Mammoth Lakes' First-Time Homebuyer Program is a critical tool for prospective buyers that would otherwise be priced-out of the market, and is also beneficial to the community by maintaining and growing the full-time community.



**For additional information:**

Mammoth Lakes Housing, Inc., Website: <http://mammothlakeshousing.com/>

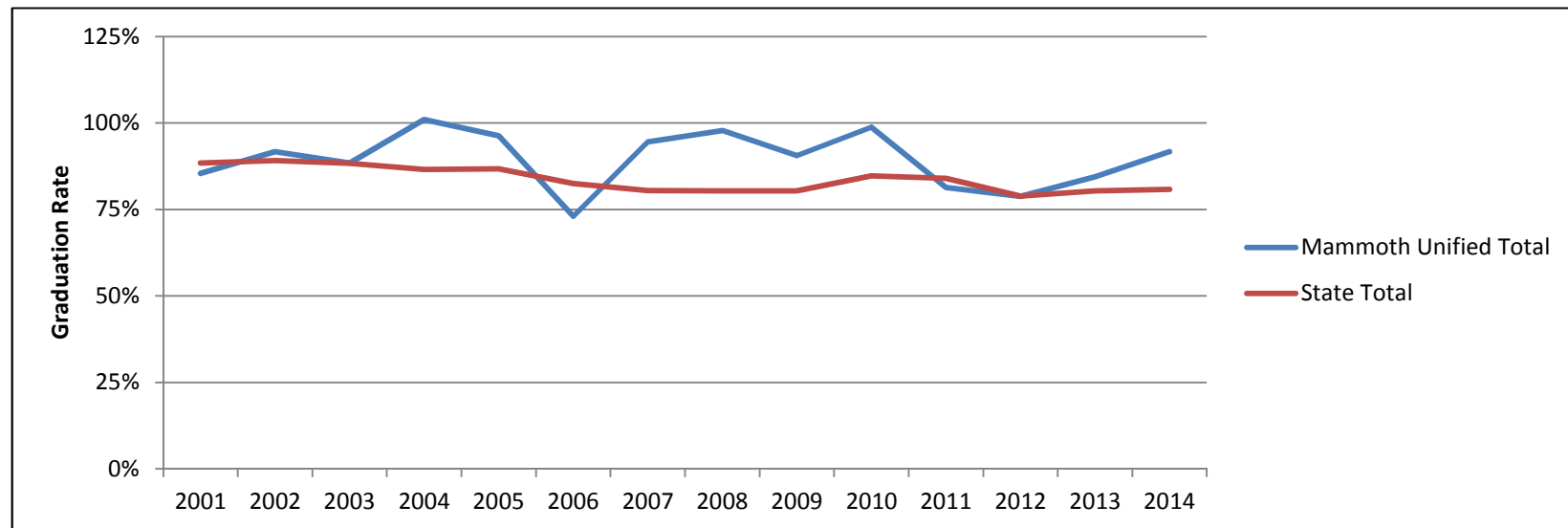
# Community: Education

## Graduation Rates

Graduation rates are a measure of the annual percentage of a group of students (cohort) from Mammoth Unified School District (District) high schools who enter high school and graduate within four years.

Graduation rates have been steadily increasing over the past two years, with 2014 being the first year since 2010 where graduation rates were over 90%. Over the past 5 years, the graduation rate has decreased by a little more than 1%. The 2013-2014 school year experienced roughly a 7% increase from the previous year and is roughly 7% lower than the rates reported in the 2009-2010 school year. The graduation rate for the 2013-2014 school year was the 6<sup>th</sup> best over the past 14 years.

Graduation rates from District high schools were nearly 11% better than the statewide rate last year. While the statewide graduation rates have experienced a steady decline since 2000, there has been significant variability in District high school graduation rates, ranging from 100+% (due to transfers) to 73%.



Data source: California Department of Education, DataQuest Program

**For additional information:**

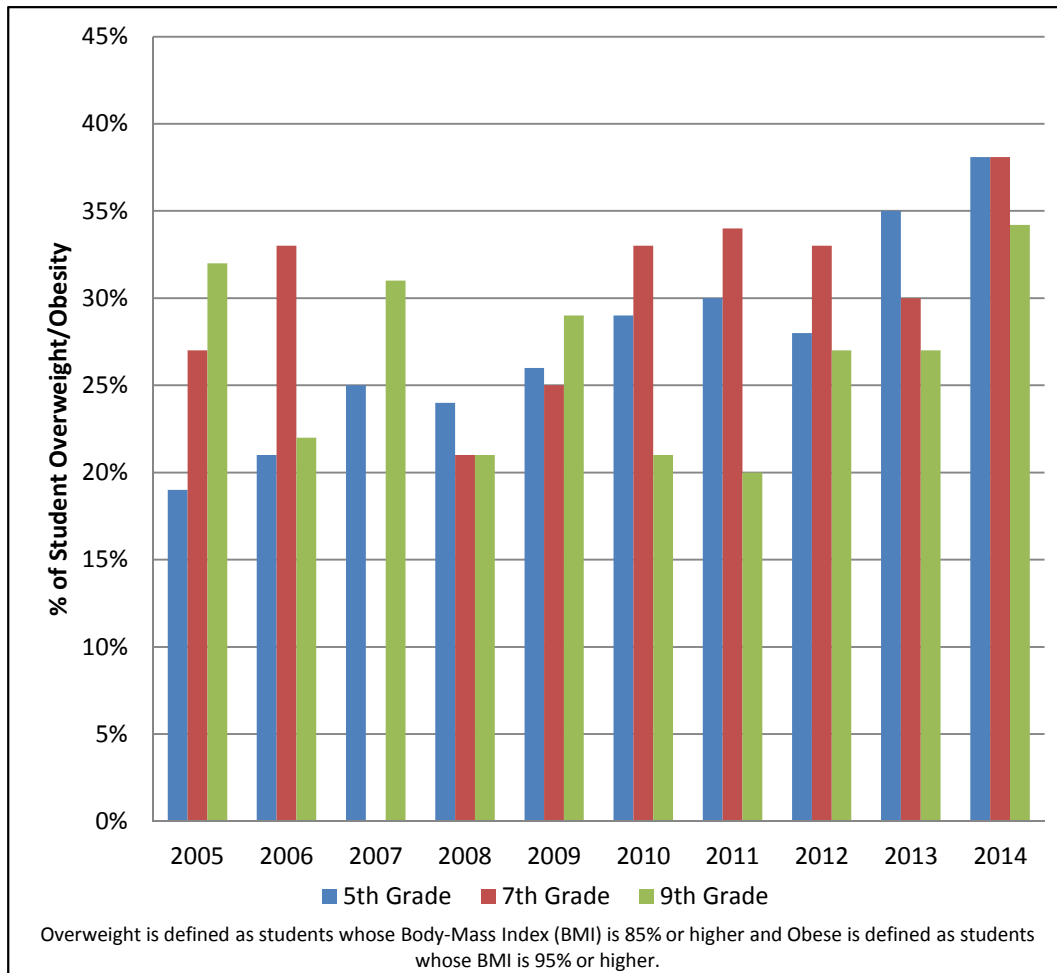
Mono County Office of Education, Website: <http://www.monocoe.org/>

# Community: Health

## Student Overweight/Obesity Rates

Student overweight/obesity rates measure the percentage of all 5th, 7th and 9th grade students in the Mammoth Unified School District (District) that are determined to be overweight or obese based on California Physical Fitness Testing. This test establishes a “healthy weight zone” based on statewide performance.

Student overweight/obesity rates increased by more than 4% for two of three grades tested over the past five years: 5<sup>th</sup> graders increased by 8%, 7<sup>th</sup> graders increased by 2% and 9<sup>th</sup> graders increased by 16%. In the 2014 school year, overweight/obesity rates for 5<sup>th</sup> graders increased by 3% over the previous school year, overweight/obesity rates for 7<sup>th</sup> graders increased by 8% over the previous school year, and overweight/obesity rates for 9<sup>th</sup> graders increased by 7% over the previous school year. The 2014 overweight/obesity rates for 5<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> graders were the highest they have been over the past decade.



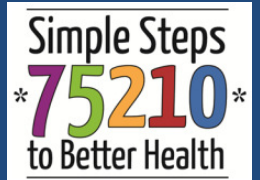
Data source: California Department of Education, Physical Fitness Testing Results

### For additional information:

Mono County Health Department, Website: <http://monohealth.com/public-health>

### 75210: Simple Steps To Better Health Campaign, ongoing

The Mono County Nutrition & Physical Activity Taskforce (NPAT) has been providing education in the community about the importance of eating healthy food, limiting time in front of the TV and regular exercise through their 75210: Simple Steps To Better Health Campaign.



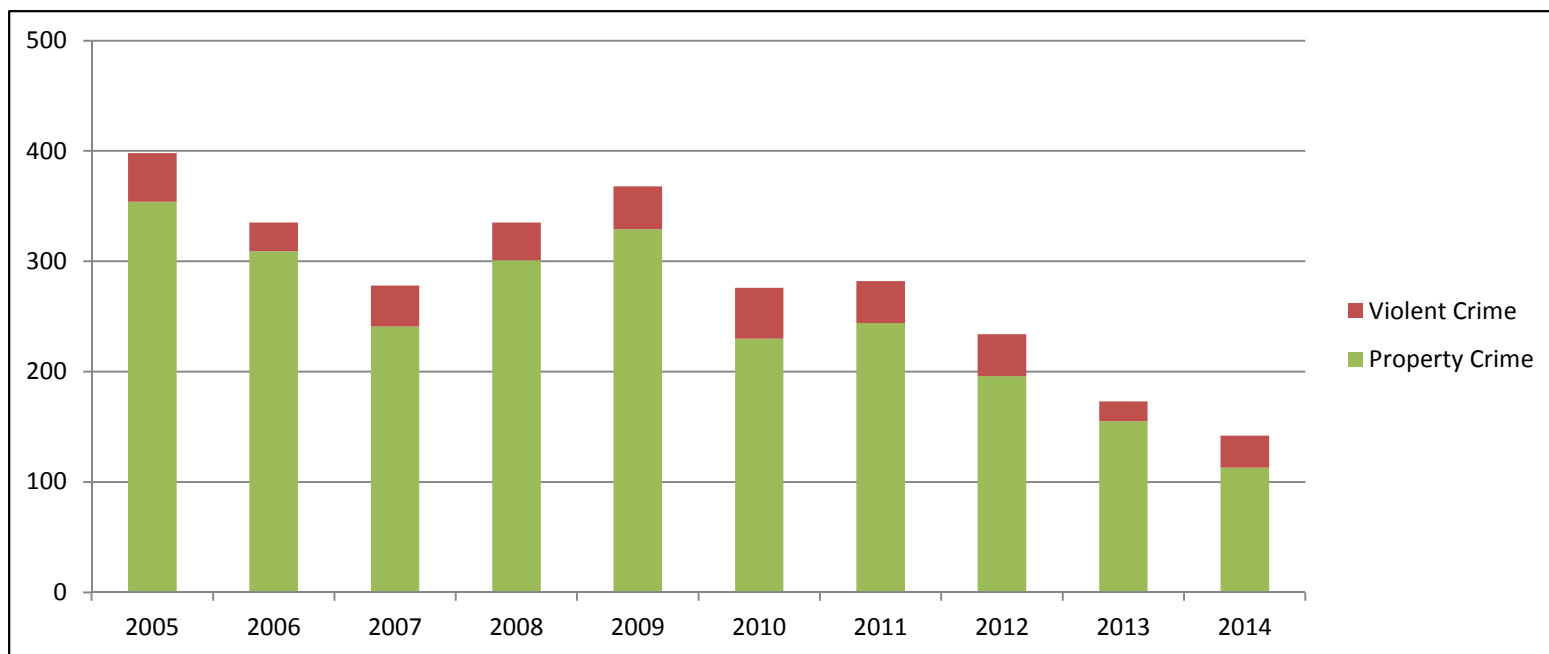
Read more <http://tinyurl.com/Mono-75210>

## Community: Crime

### Law Enforcement Arrests

Law enforcement arrests measure the annual number of criminal arrests and referrals by law enforcement agencies for prosecution in Mammoth Lakes. Crime data is categorized as Violent Crime, crimes that generally include a weapon, bodily injury, or robbery; and Property Crime, crimes that generally result in damage to property including theft, burglary, or forced entry.

Law enforcement arrests have decreased by roughly 14% over the past five years with the year(s) 2013 and 2014 having the lowest number of arrests over the past decade (173 in 2013 and 142 in 2014). While property crimes experienced a significant drop over the past year (27%), violent crimes had a fairly significant increase (61%), although the total number of violent crimes was still the second lowest over the past decade. During this period, the Mammoth Lakes Police Department did reduce the size of its staff, as well as their hours of operation.



Data source: California Department of Justice

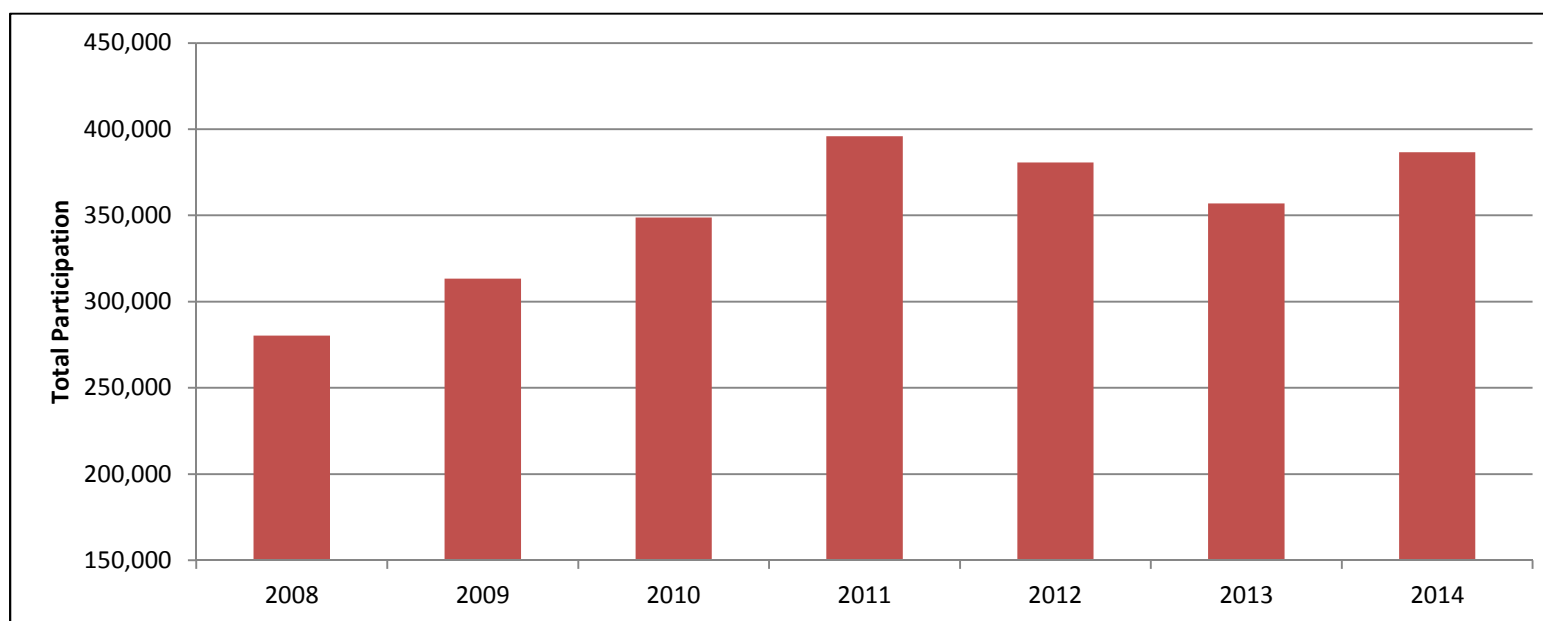
#### For additional information:

Mammoth Lakes Police Department, Website: <http://www.i.mammothlakespd.org/>

## Local Transit Participation

Local transit participation measures the total number of riders on all Mammoth Fixed Routes served by the Eastern Sierra Transit System, which operates regionally and within town limits.

Over the past five years, local transit participation has increased by roughly only 1%, but the number of riders in that five-year period has been significantly higher than the years pre-2010. In 2014 participation increased by 8% over the previous year and was only 2% less than 2011, which was the year with the highest transit participation. Local transit continues to have its highest participation in July and August, which accounted for roughly 33% of the total participation numbers for the entire year.



Data source: Eastern Sierra Transit Authority, Ridership Counts

### For additional information:

Eastern Sierra Transit Authority, Website: <http://www.estransit.com/CMS/>

# Environment

## AIR

### Particulate Air Pollution

Particulate air pollution impacts the health of community residents, aggravating respiratory conditions such as asthma and bronchitis. Furthermore, air pollution generated in Mammoth Lakes and throughout California from human activities such as the burning of fossil fuels and deforestation harm the ecosystems that support community residents as well as other terrestrial and aquatic species.

**“Protect the health of community residents by assuring that the Town of Mammoth Lakes remains in compliance with or improving compliance with air quality standards”**

General Plan: Goal R.10

## WATER

### Water Consumption

Freshwater supplies are a limited resource in Mammoth Lakes. Efficient use of freshwater supplies is needed to meet the needs of local residents and to support local industry. Increased demand for water has negative impacts on aquatic ecosystems, and imposes a financial burden on Mammoth Lakes to create new water supplies and/or additional treatments.

**“Conserve and enhance the quality and quantity of Mammoth Lakes’ water resources”**

General Plan: Goal R.4

## WASTE

### Recycling Rate

Solid waste diversion to landfills or incineration generates Greenhouse Gas (GHG) emissions, increases the risk of soil and groundwater contamination, and consumes non-renewable resources. Recycling minimizes these impacts and creates local jobs.

**“Reduce volume of solid waste”**

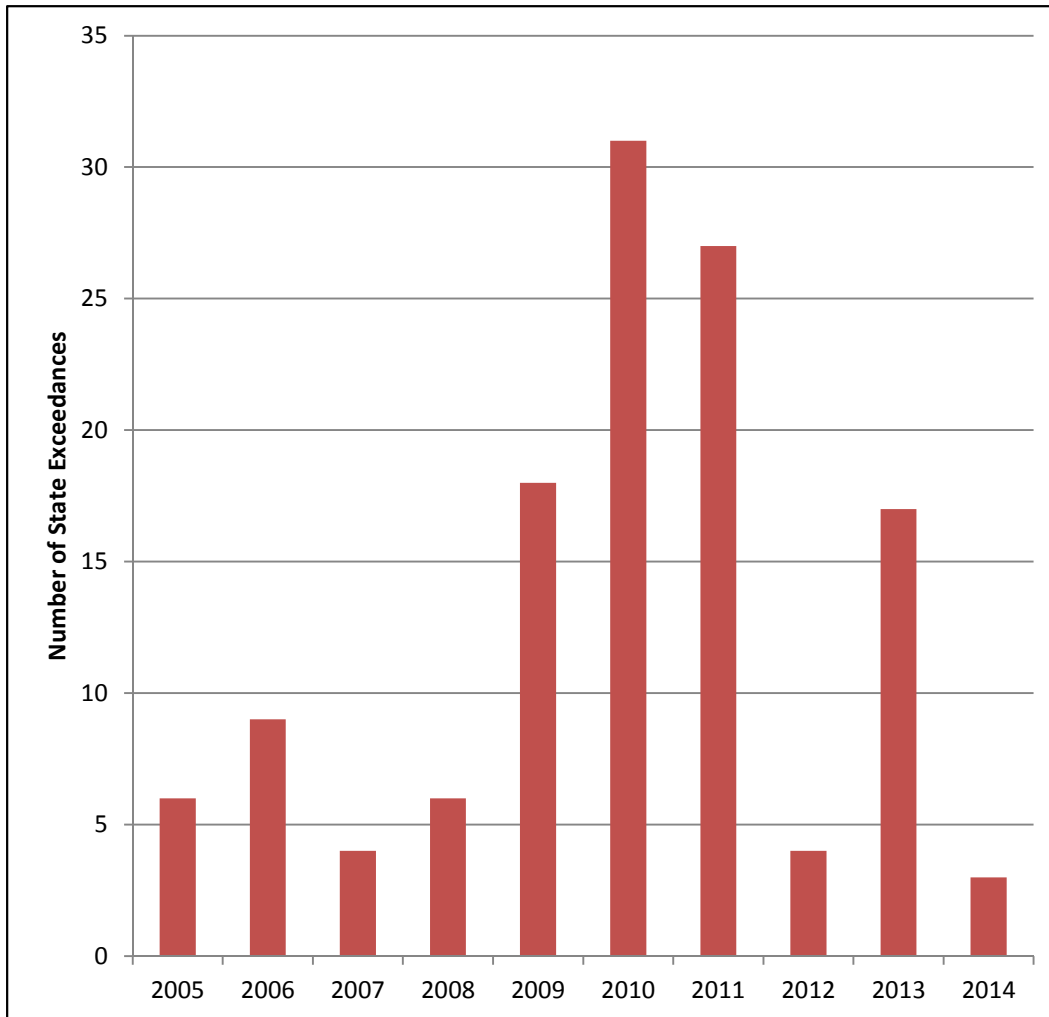
General Plan: Goal R.9

## Environment: Air

### Particulate Air Pollution

Particulate air pollution measures the total number of days Mammoth Lakes exceeds the California Air Quality Standard for Particulate Matter (PM<sub>10</sub>) each year. PM<sub>10</sub> includes particles with a diameter of 10 microns or less. The California Air Quality Standard for PM<sub>10</sub> is 50 µg/m<sup>3</sup>, measured as a 24-hour average. Mammoth Lakes has not exceeded the less stringent federal PM<sub>10</sub> standards since 1994.

Over the past 5 years, the number of days in which Mammoth Lakes has exceeded the California Air Quality Standard for PM<sub>10</sub> has decreased by 21%. In 2014, Mammoth Lakes exceeded the standard on only 3 days, which is 14 days less than in 2013. The three days that exceeded the state standards were a result of wildfire smoke during the summer months.



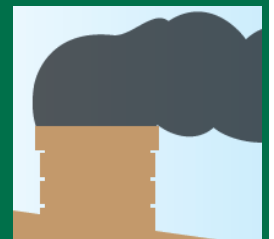
Data source: California Environmental Protection Agency, Air Resource Board

#### For additional information:

Town of Mammoth Lakes Planning Department, Website: <http://www.townofmammothlakes.ca.gov/>

#### Wood Stove Replacement Program, initiated 2014

In 2014, the Town initiated a program to provide funding assistance to homeowners who chose to change-out older wood-burning systems for newer clean-burning heating systems (i.e., EPA Phase II certified wood stove, pellet stove, or gas appliance). With almost \$275,000 in 'Environmental Public Benefit Funds' provided by the Great Basin Unified Air Pollution Control District, the Town was able to fund the replacement of approximately 150 older wood-burning systems, resulting in the annual reduction of thousands of pounds of particulate matter.



Read more <http://tinyurl.com/TOML-Woodstove>

# Environment: Water

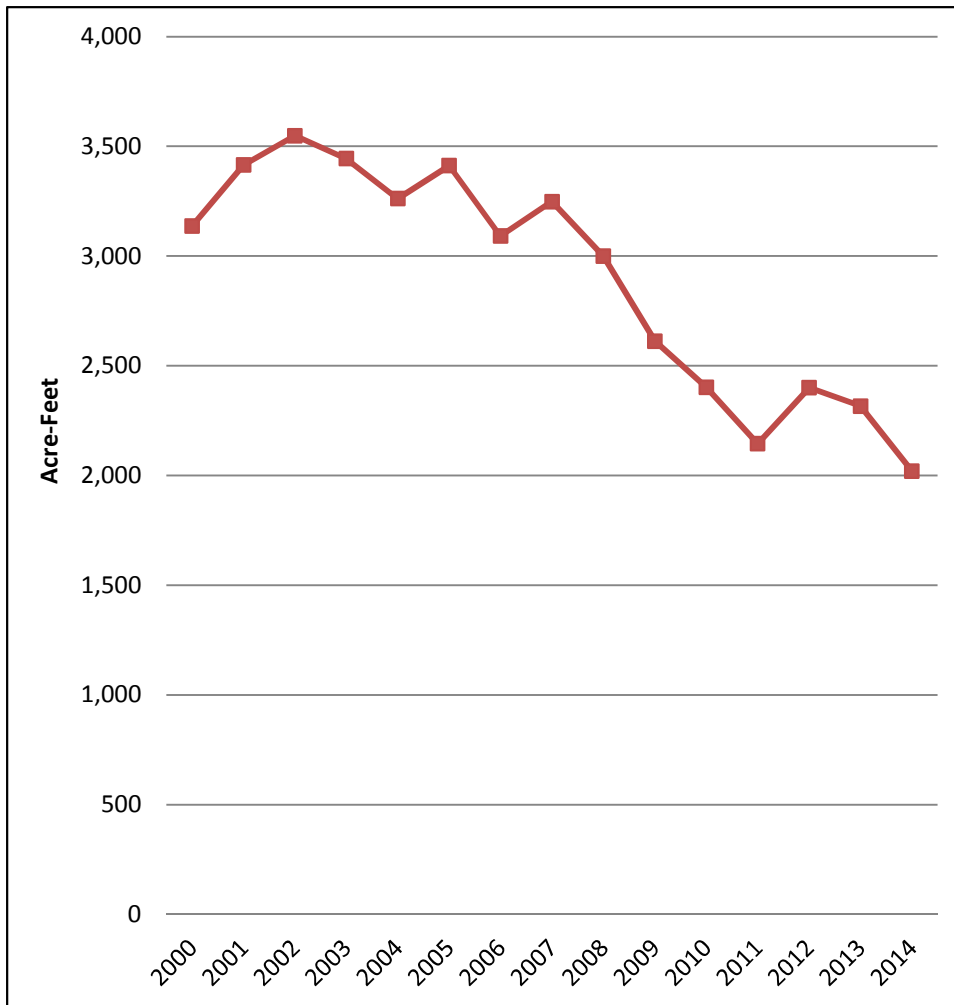
## Water Consumption

Water consumption measures the total acre-feet of water supplied by the Mammoth Community Water District for use by residential, commercial, and institutional customers. Water consumption numbers include water used by hotels and vacation homes in Mammoth Lakes, as well as for irrigation by the Snowcreek golf course. Sierra Star golf course uses reclaimed water, and Snowcreek is scheduled to begin using reclaimed water in the near future.

Water consumption has decreased by roughly 2½% since 2010 and in 2014 water consumption dropped 13% from the previous year. The 2014 water consumption rate was the lowest its been in the past 1½ decades and represents a 43% reduction from the highest year in that period, which was 2002. This reduction in water consumption can primarily be attributed to lower system losses and water conservation efforts.

### Qualified Water Efficient Landscaper (QWEL) Certification Program, completed 2014

To help reduce irrigation water waste, the Mammoth Community Water District (MCWD) conducted a local WaterSense QWEL certification program in 2014. There were 7 classes covering 12 topics related to water supply, landscape design considerations, irrigation system components, and landscape water budgeting. MCWD staff taught the course with the assistance of 4 guest lecturers. The class attracted about 20 participants and 10 participants received certification.



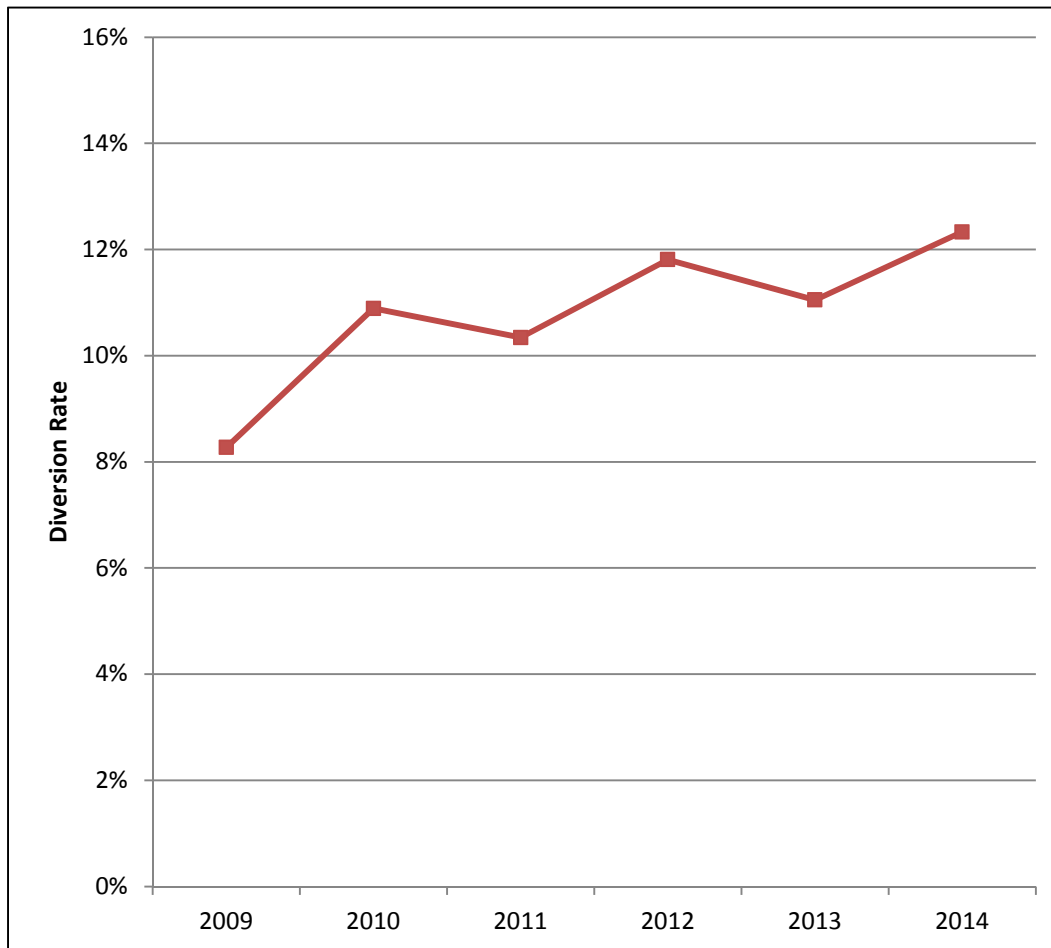
Data source: Mammoth Community Water District, Urban Water Management Plan

#### For additional information:

Mammoth Community Water District, Website: <http://www.mcwd.dst.ca.us/>

# Environment: Waste

## Recycling Rates



Data source: Waste Connections, Inc.

For additional information:

Waste Connections Inc., Website: <http://www.wasteconnections.com/>

Recycling rates measure the percentage of waste disposal that is diverted to a recycling facility. This diversion rate is calculated by dividing the tonnage of recycled material by the tonnage of total waste disposal in Mammoth Lakes.

Recycling rates have experienced a general upward trend over the past five years with a roughly 3% increase during this period. While recycling rates experienced a slight dip in 2013, they rebounded in 2014 which experienced the highest recycling rate over the previous six years with a diversion rate of 12%.

### Recycling Table Tent Brochures, initiated 2013

The Mammoth Lakes Public Works Department printed 1650 cards providing information on the do's and don'ts of recycling. Cards were distributed to residents, rental units and businesses throughout town.

**PLEASE RECYCLE!**

**WE NEED YOUR HELP! Please do your part & recycle.**  
Please help Mammoth Lakes stay beautiful & clean. Recycle your bottles, cans, plastics & cardboard at Vons, throughout town, or drop them off at the Transfer Station in the Industrial Park on your way out of town.

**WHAT CAN & CAN'T BE RECYCLED.**

| CAN                                                                                                                                                                                                                                                                                                        | CAN'T                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>PAPER</b><br>Newsletters, Magazines, Catalogs,<br>Junk Mail, Envelopes, Printer, Fax, Photocopy,<br>Letterhead, File Folders, Cardstock, Shredded,<br>Paper Bags, Non-metallic Wrapping Paper, Food &<br>Cereal Boxes, Corrugated Cardboard, Books,<br>Telephone Books, Milk & Soy Boxes, Juice Cartons | Grocery Bags, 3", 5" & 7" Plastics, Tin &<br>Aluminum Foil, Pie Pans, Food Containers,<br>Tissues, Yogurt Containers, Food Can-shells,<br>Prescription Bottles, Hand-bound Books, Napkins<br>& Paper Towels, Used Paper Plates, Greasy Pizza<br>Boxes, Waxed Paper or Boxes, Metallic Wrapping<br>Paper, Potato Chip/Snack Food Bags, Candy &<br>Food Wrappers, Juice Pouches, Microwaveable<br>Meal Trays, Molded Plastic Retail Packaging,<br>Styrofoam™, Rubber or Vinyl, Hoses, Tires,<br>Shower Curtains, PVC, Drinking Glasses, Ceramic<br>Plates, Mirrors, Window Glass, Empty Aerosol<br>Cans, Pesticide Containers, Motor Oil Containers,<br>Antifreeze Containers. |
| <b>PLASTIC</b><br>Milk Jugs, Containers, Bottles, 1" & 2" Plastics                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>GLASS</b><br>Food & Beverage Containers, Jars, Bottles                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>METAL</b><br>Tin, Steel, Aluminum, Beverage & Food Containers,<br>Soda & Beer Cans                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

All items must be empty, clean & free from food & dirt

**TRANSFER STATION**  
INDUSTRIAL PARK  
VOLCOM  
SHATE PAWS  
COURTESY OF  
HERNDON

**QUESTIONS:**  
[www.mammoth-lakes.ca.us/index.aspx?nid=451](http://www.mammoth-lakes.ca.us/index.aspx?nid=451)

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# About the 2014 Community Indicators Report

The Community Indicators Report was developed in 2013 with assistance from the consultant group Environmental Incentives, and required significant effort to select a targeted set of relevant and feasible indicators, collect historical data for each indicator, and develop the structure and content of this report. In order to leverage this significant effort, a reporting plan was developed to efficiently and consistently update the annual Community Indicator Report in the future. The reporting plan ensures consistent and accurate annual reporting of indicators, and reduces the administrative burden of reporting.

## **Disclosure**

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