



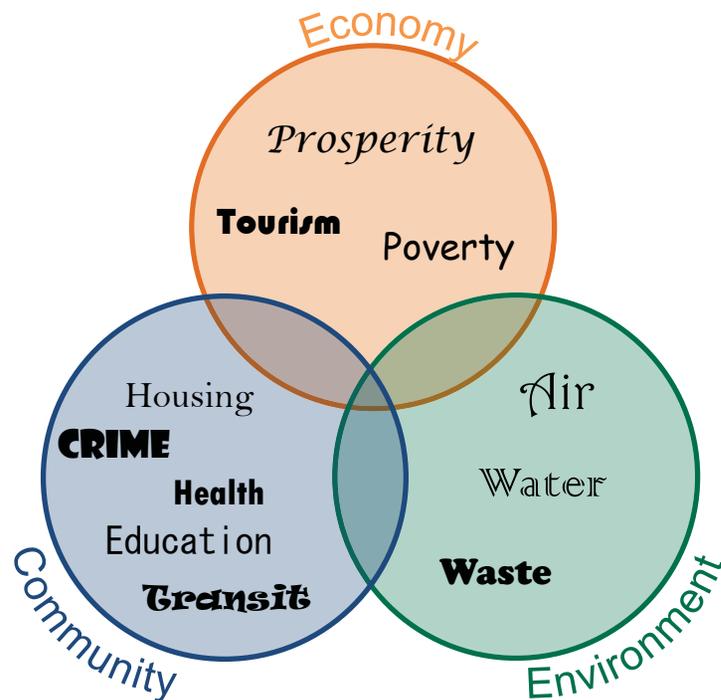
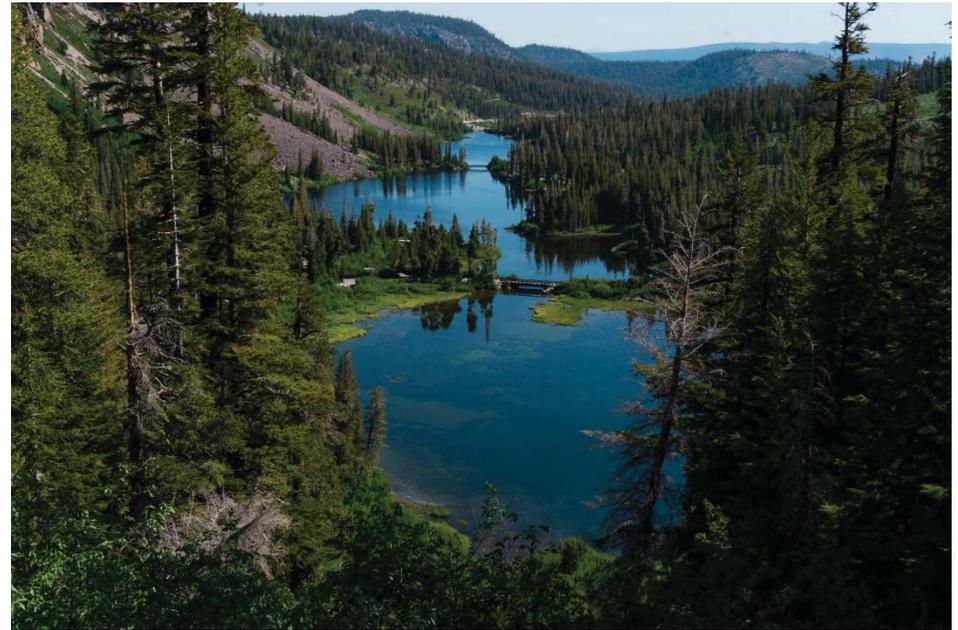
# Town of Mammoth Lakes: 2017 Community Indicators Report



## About the 2017 Mammoth Lakes Community Indicators Report

The 2017 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.

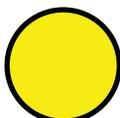
# Executive Summary

Is the community of Mammoth Lakes becoming more sustainable?

## ECONOMY

### Poverty

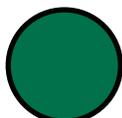
Subsidized School Lunch Eligibility  
(2.5% increase)



(page 5)

### Prosperity

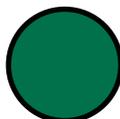
Sales Tax Revenue  
(8.1% increase)



(page 6)

### Tourism

Transient Occupancy Tax (TOT) Revenue  
(18.3% increase)

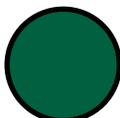


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## ENVIRONMENT

### Air

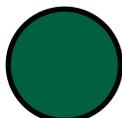
Particulate Air Pollution  
(6.2% decrease)



(page 16)

### Water

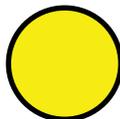
Water Consumption  
(3.5% decrease)



(page 17)

### Waste

Recycling Rate  
(0.1% decrease)



(page 18)

## COMMUNITY

### Housing

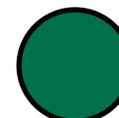
Median Home Price<sup>1</sup>  
(8.6% increase)



(page 10)

### Education

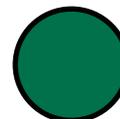
Graduation Rates  
(3.6% increase)



(page 11)

### Health

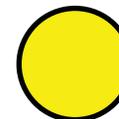
Student Obesity Rates  
(avg. of 6.7% decrease for the 3 grade levels)



(page 12)

### Crime

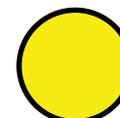
Law Enforcement Arrests  
(2.0% decrease)



(page 13)

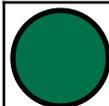
### Transit

Local Transit Participation  
(2.2% increase)

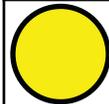


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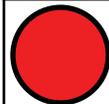
### 5-Year Trend Categories



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



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



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

<sup>1</sup> The 5-year trend for median home price can be viewed as both a positive and a negative. This can be viewed as a positive since it means the economy is improving and home values are rising; but can be viewed as a negative since it indicates that homes in Mammoth Lakes are not affordable for the local workforce since a home at the current median home price would require an annual income of about \$165,000.

**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

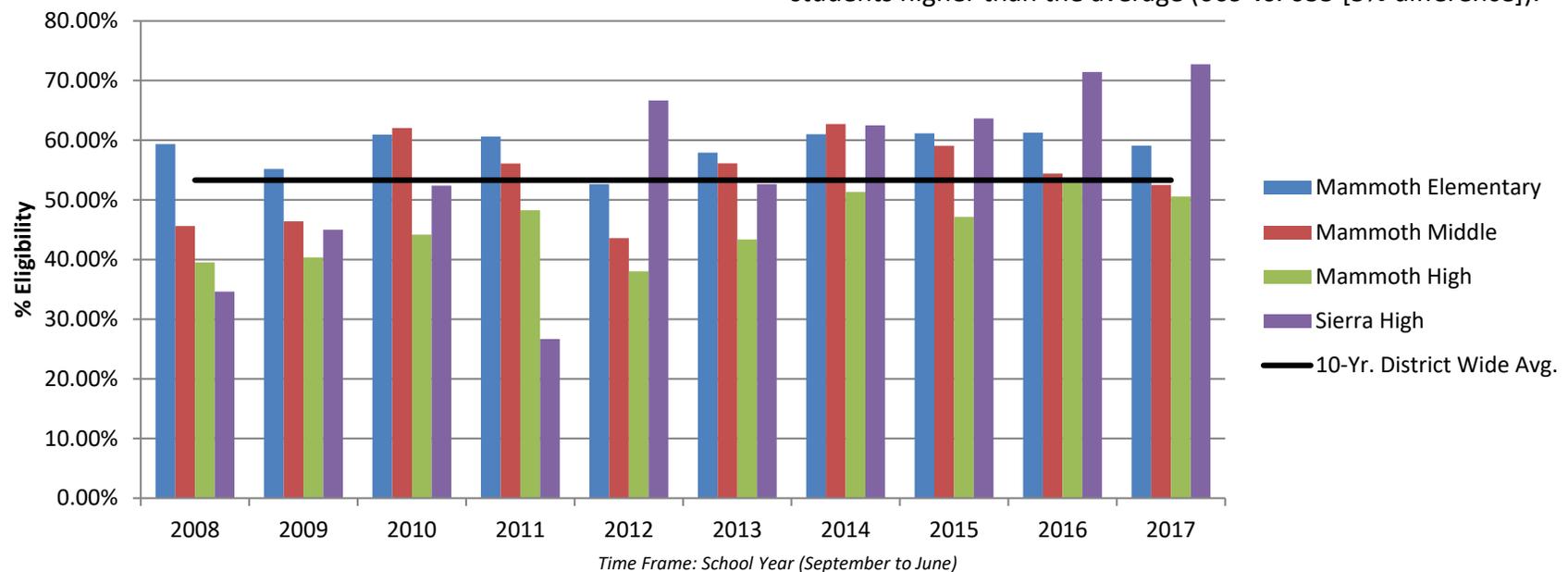
Mammoth Lakes’ economy is tourism-based. High altitude outdoor activities are the major economic and employment generator in the community, and the seasonal ebb and flow of visitors causes economic and employment fluctuation. Transient Occupancy Tax (TOT) revenues are a measure of visitor bed occupancy,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

The 5-year trend in the FRPM eligibility districtwide has increased by  $\approx 2\frac{1}{2}\%$  annually over the past five years. In the 2016-2017 school year, the average districtwide eligibility was  $\approx 1\%$  lower than the previous year and 3 out of the 4 demographic groups experienced a decrease in eligibility (*Sierra High increased slightly*). When compared to the previous school year, the overall district population increased by 20 students while the number of eligible students decreased by 17 ( $\approx 2\frac{1}{2}\%$  change). When compared to the 10-year average, the 2016-2017 student population was 41 students higher than the average (1213 vs 1172 [3% difference]) and the number of eligible students was 34 students higher than the average (669 vs. 635 [5% difference]).



**For additional information:**

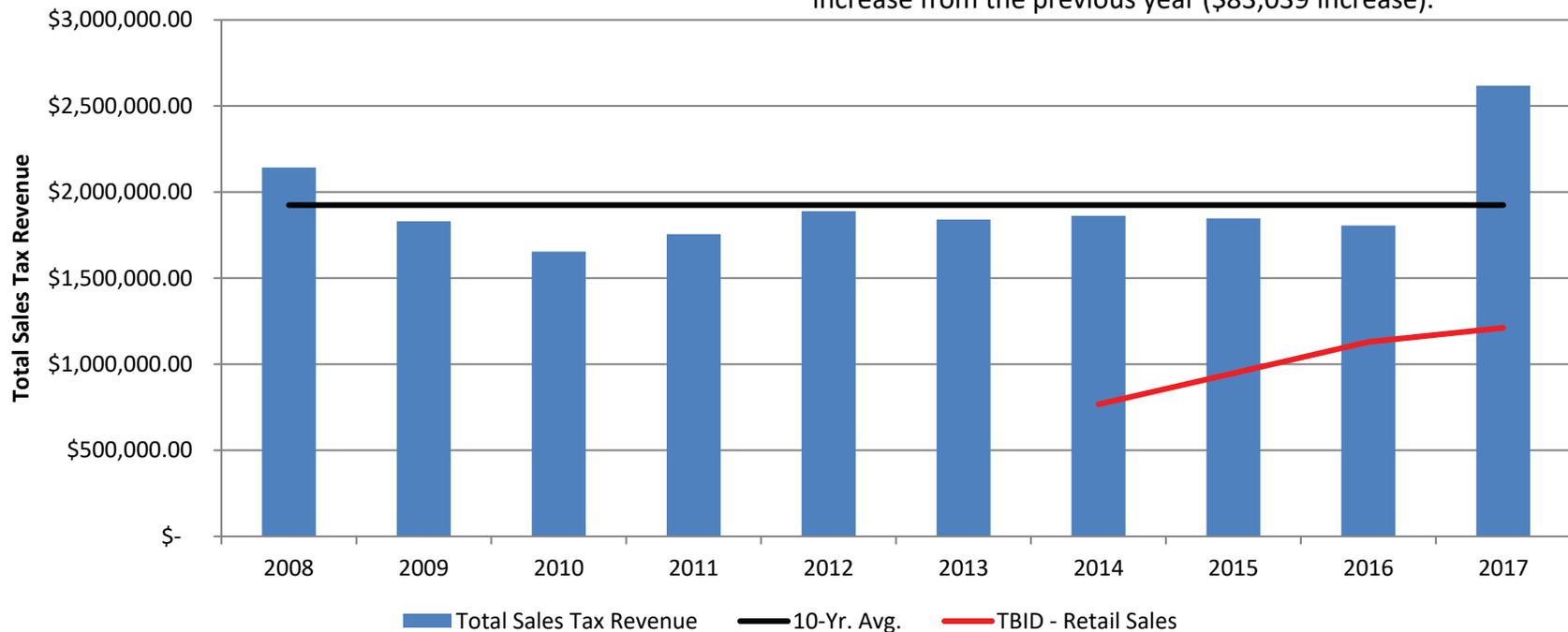
Mono County Office of Education, Website: <http://www.monocoe.org/>

## Economy: Prosperity

### Sales Tax Revenue

Sales tax revenue measures the sum of taxes collected by Mammoth Lakes for the sales of goods and services throughout the Fiscal Year. The current the sales tax rate in Mammoth Lakes is 7.75%.

Total sales tax revenue increased by  $\approx 45\%$  in FY 2017 from the previous year and the 5-year trend shows an  $\approx 8\%$  increase annually over the past 5 years. The FY 2017 sales tax revenue is  $\approx 26\%$  higher than the 10-year average (\$692,909 higher) and represents the highest sales tax revenue year over the past decade. FY 2017 was a large snowfall winter where visitation numbers were up followed by a busy summer, and the increase in sales tax revenue is mirrored by an increase in TBID retail sales revenue (showed in red on the graph), which experienced a 7% increase from the previous year (\$83,039 increase).



Time Frame: Fiscal Year (July 1 – June 30)  
Data source: California Board of Equalization

#### For additional information:

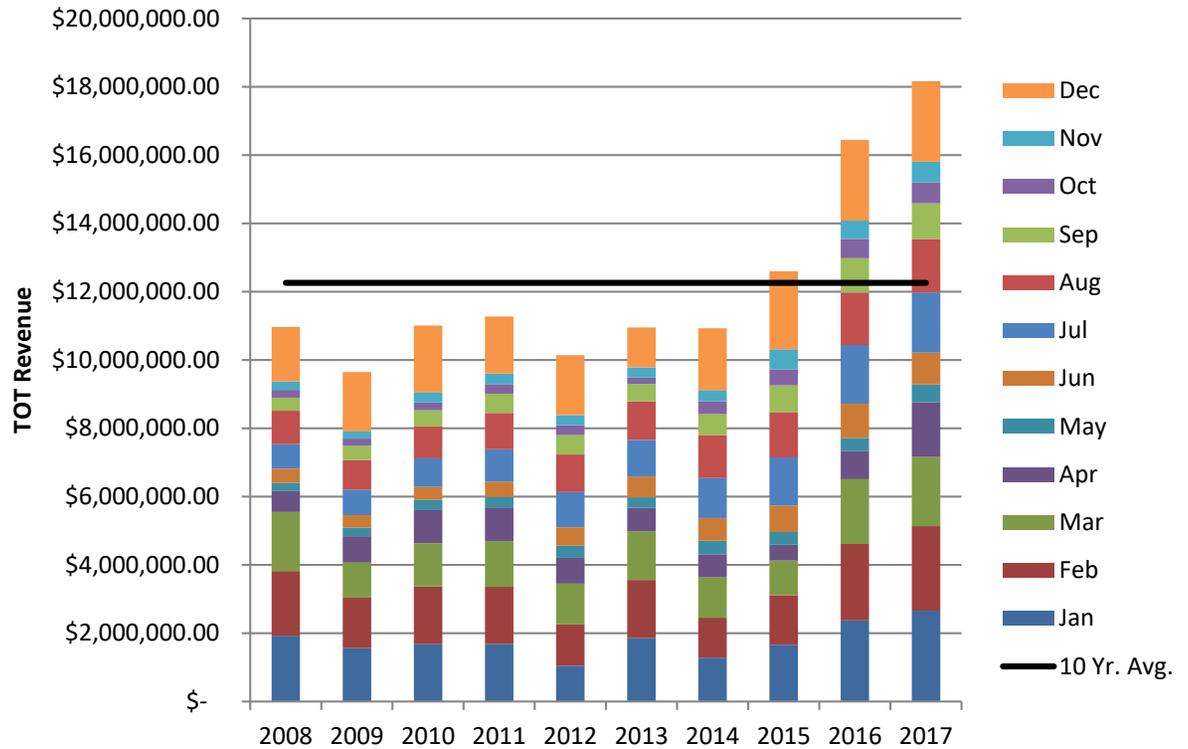
Town of Mammoth Finance Department, Website: <http://www.townofmammothlakes.ca.gov/index.aspx?nid=181>

# Economy: Tourism

## Tourist Occupancy Tax (TOT) Revenue

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

The total TOT revenue increased ≈10% in 2017 from 2016, which equates to approximately a 1.7 million dollar increase. The five-year trend indicates an increase of ≈18% annually. The 2017 TOT revenue was the highest it has been in the previous 15 years and is the first year TOT revenue exceeded \$18,000,000. In 2017, record breaking TOT revenue was received for every month except June and December. This can be attributed to increased visitor volume in the summer months, the excellent snow conditions during the 2017 winter, and increased TOT enforcement. TOT revenue during the summer months continue to be strong and TOT revenue was in excess of 1 million dollars for the months of July - September.



Time Frame: Calendar Year (January 1 - December 31)

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

### Host Compliance

In January 2018, the Town entered into an agreement with Host Compliance, LLC, the premier online rental platform data mining company. Host Compliance assists the Town's TOT enforcement team in identifying the locations of short term rentals throughout the Town by mining through online listings on the various short-term rental platforms, such as AirBNB and VRBO. Host Compliance represents just one of the tools the Town utilizes to ensure that transient rental use does not create adverse impacts to the community and that the maximum amount of TOT revenue due to the Town is being collected.



### TOT Enforcement Program

Increased TOT enforcement continues to result in an increase in TOT revenue. Thus far in FY 17/18, there were 46 TOT cases opened and 76 citations issued. This resulted in an additional \$403,000 in TOT revenue. For comparison, in FY 16/17, there were 82 TOT cases, 233 citations issued, and an additional \$325,000 in TOT revenue.

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

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### 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

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### 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”**

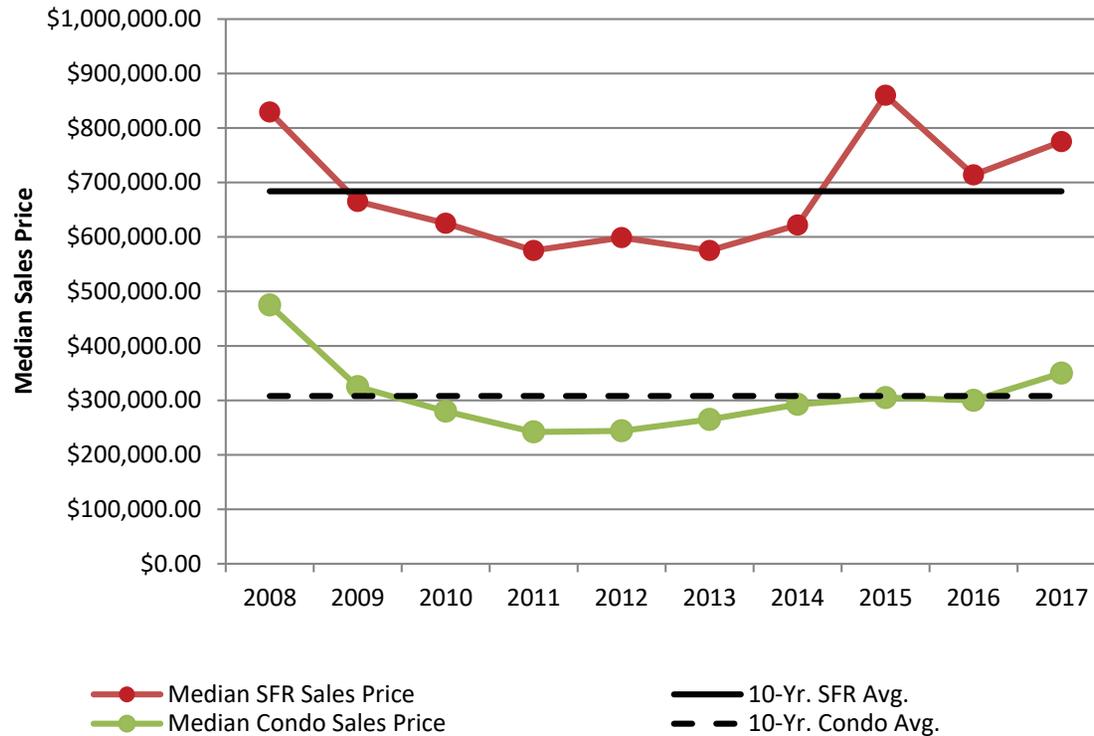
General Plan: Goal M.5

# Community: Housing

## Median Home Price

Median home price measures the annual median home sales price of 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 5-year trend indicates that the median SFR home price has increased \$49,200 annually ( $\approx 8.5\%$  change) over the past five years. The 2017 median SFR home price was \$775,000, which is 8% higher than the 2016 median SFR home price. The total number of SFRs sold in 2017 was nearly identical to the number sold in 2016 (89 vs. 90), but there was a sizable increase in the number of SFRs sold in the 1.2 – 1.4 million dollar range in 2017 (14 vs. 8). The 5-year trend for the median condo price shows an annual increase of \$17,750 ( $\approx 6\%$  change) over the past five years and the 2017 median condo price was \$50,000 higher than the 2016 median condo price (\$350,000 vs \$300,000).



Time Frame: Calendar Year (January 1 – December 31)  
 Data source: Mammoth Lakes Multiple Listings Service (MLS)  
 Note: The SFR sales price data excludes mobile homes and Forest Service cabins.

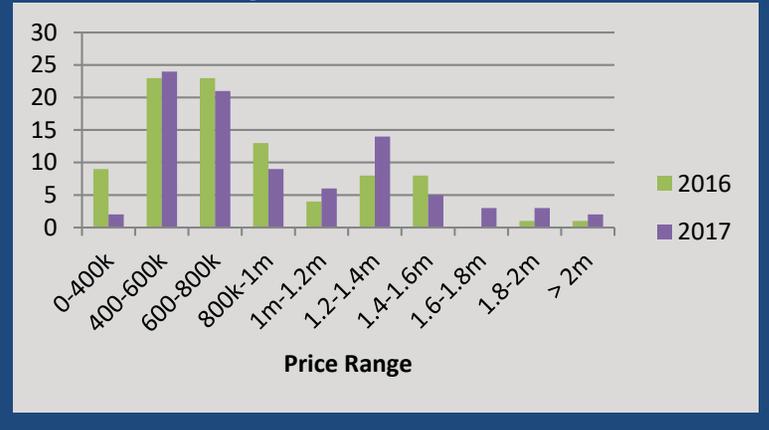
Income Levels Necessary for Home Purchase			
Purchase Price	\$400,000	\$600,000	\$800,000
Down Payment (20%)	\$80,000	\$120,000	\$160,000
Income for Affordability	\$83,000	\$123,000	\$165,000

Assumes a 4% interest rate across all loans.

**For additional information:**

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

### Price Range of SFRs Sold, 2015 and 2016



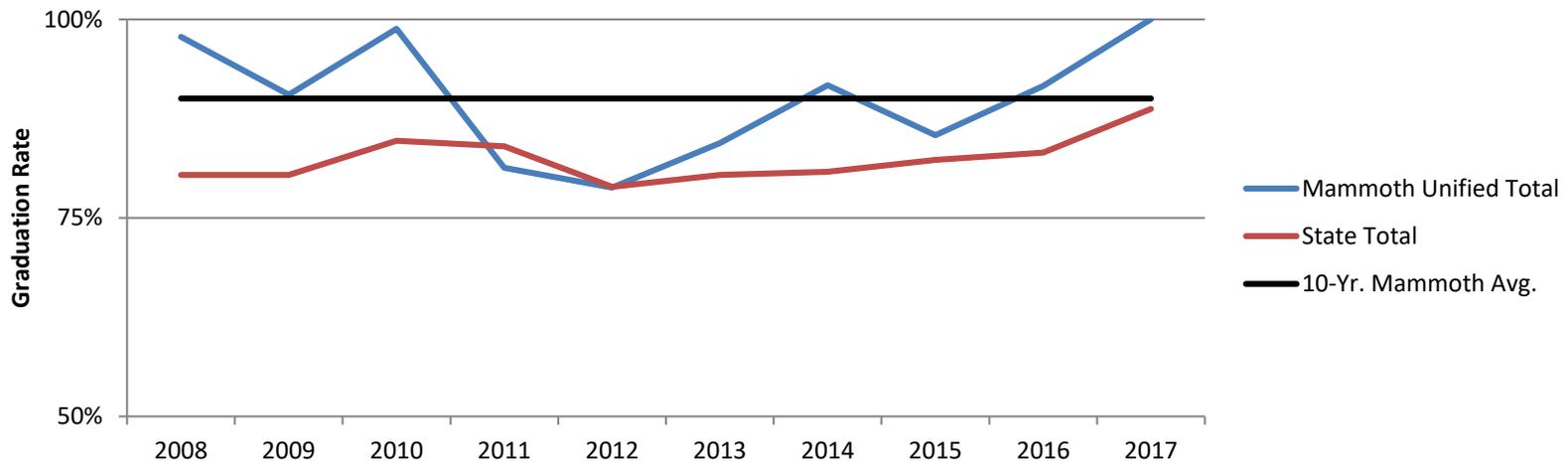
## Graduation Rates

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.

The 5-year trend for graduation rates indicate that the rates have increased by  $\approx 4\%$  each year. The 2016-2017 school year saw a  $\approx 8\%$  increase from the previous year and was  $\approx 10\%$  higher than the 10-year average for Mammoth Unified.

Graduation rates from District high schools were 13% better than the statewide rate last year. While the statewide graduation rates have remained fairly steady over the last 10

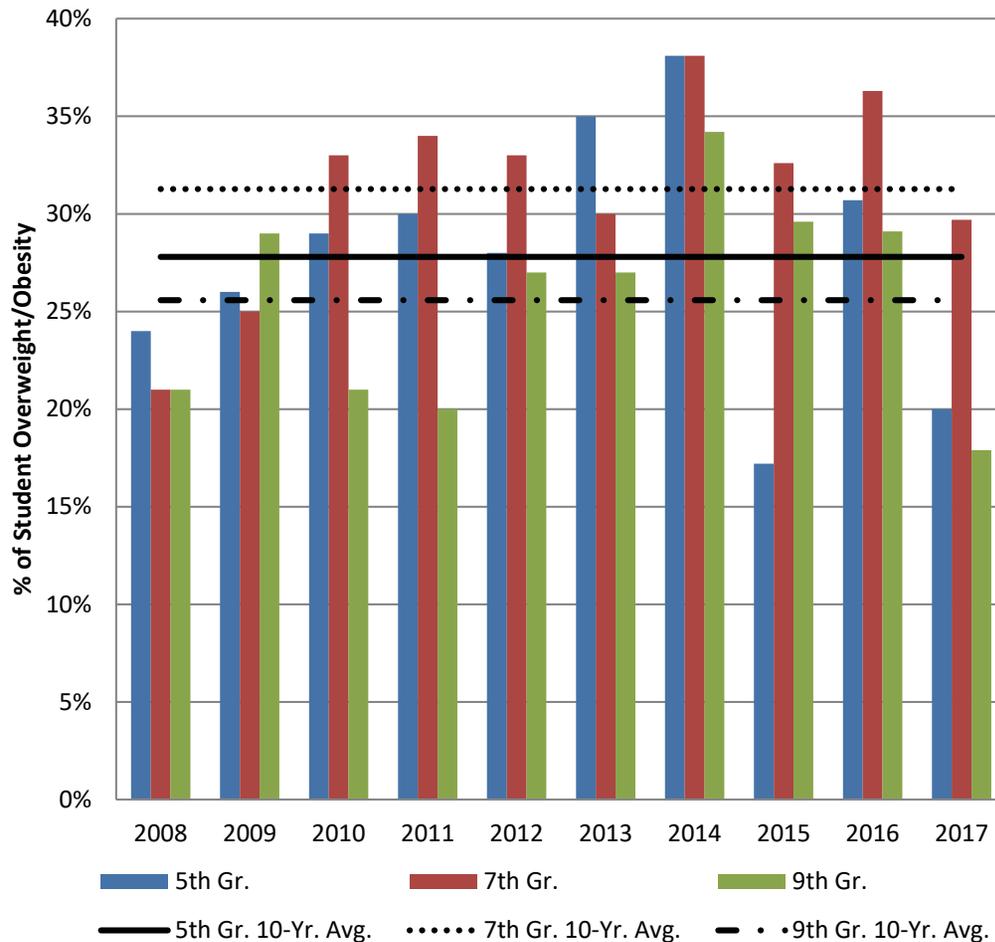
years, there has been significant variability in District high school graduation rates, ranging from 100+% (due to transfers) to 73%. This can be attributed to the overall low number of students in the district and the significant effect that a change of a few students has on the percentage of graduates.



Time Frame: School Year (September to June)  
 Data source: California Department of Education, DataQuest Program

**For additional information:**

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



Overweight is defined as students whose Body-Mass Index (BMI) is 85% or higher and Obese is defined as students whose BMI is 95% or higher.

*Time Frame: School Year (September to June)*

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

## 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.

The 5-year trend for student overweight/obesity rates show that rates have decreased by ≈11% annually for 5<sup>th</sup> graders, decreased by ≈1% annually for 7<sup>th</sup> graders, and decreased by ≈9% annually for 9<sup>th</sup> graders. 2017 saw fairly significant decreases from the previous year in the overweight/obesity rates for all three grade levels and had the lowest obesity rates for 9<sup>th</sup> graders over the past decade (18%). When compared to the 10-year average and the CA average (not shown on the chart), all grade levels were lower than the averages. Compared to the 10-year average, the 2017 rates for 5<sup>th</sup> graders were 11% below; 7<sup>th</sup> graders were 7% below, and 9<sup>th</sup> graders were 11% below. Compared to the CA average (not shown on the chart), the 2017 rates for 5<sup>th</sup> graders were 19% below; 7<sup>th</sup> graders were 9% below; and 9<sup>th</sup> graders were 21% below.

**For additional information:**

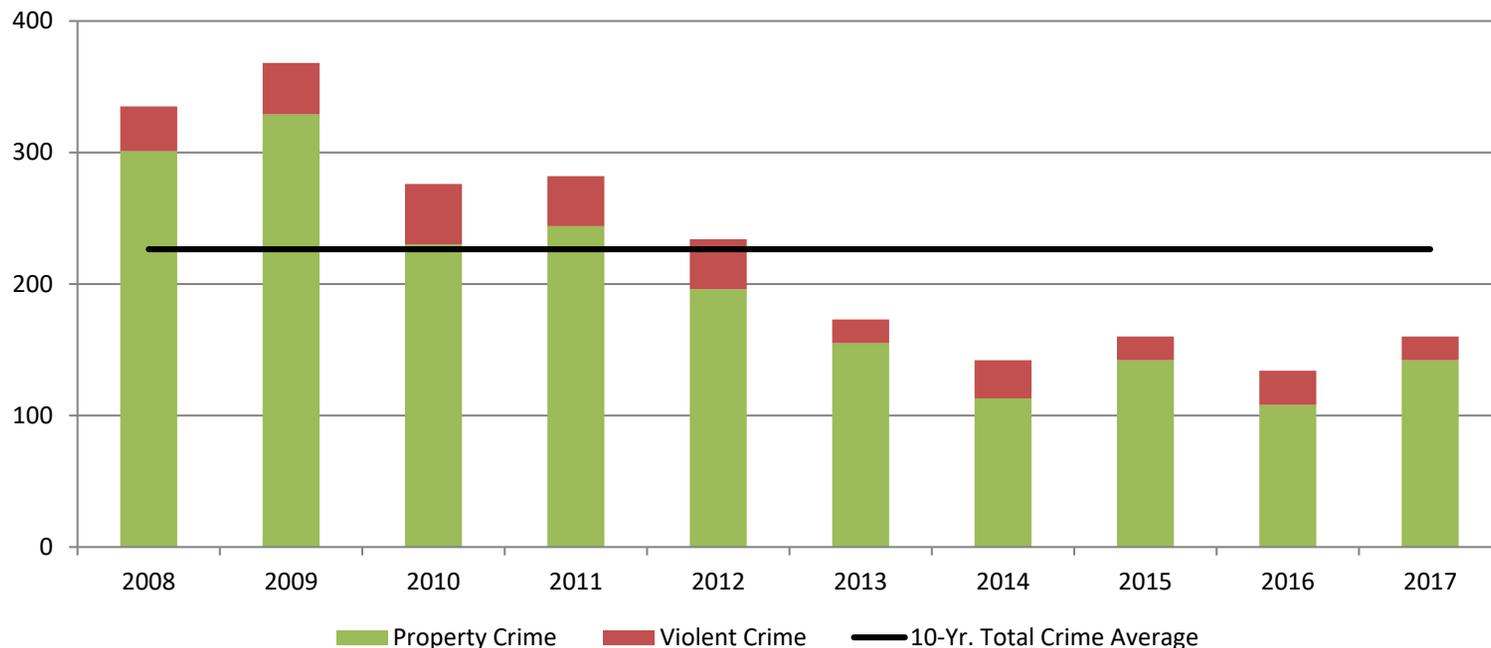
Mono County Health Department, Website: <http://monohealth.com/public-health>

# 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.

The 5-year trend for law enforcement arrests show that crime has decreased by ≈2% annually over the past five years and crime rates over the past 5 years have been consistently lower than they were pre-2012. 2017 experienced a 31% decrease in violent crimes from the previous year (18 vs 26), but a 31% increase in property crime (142 vs 108). Although property crimes saw an increase, the overall number of property crimes (142) was still relatively low when compared to the pre-2012 numbers (yearly average of 260).



Time Frame: Calendar Year (January 1 – December 31)

Data source: TOML Police Department

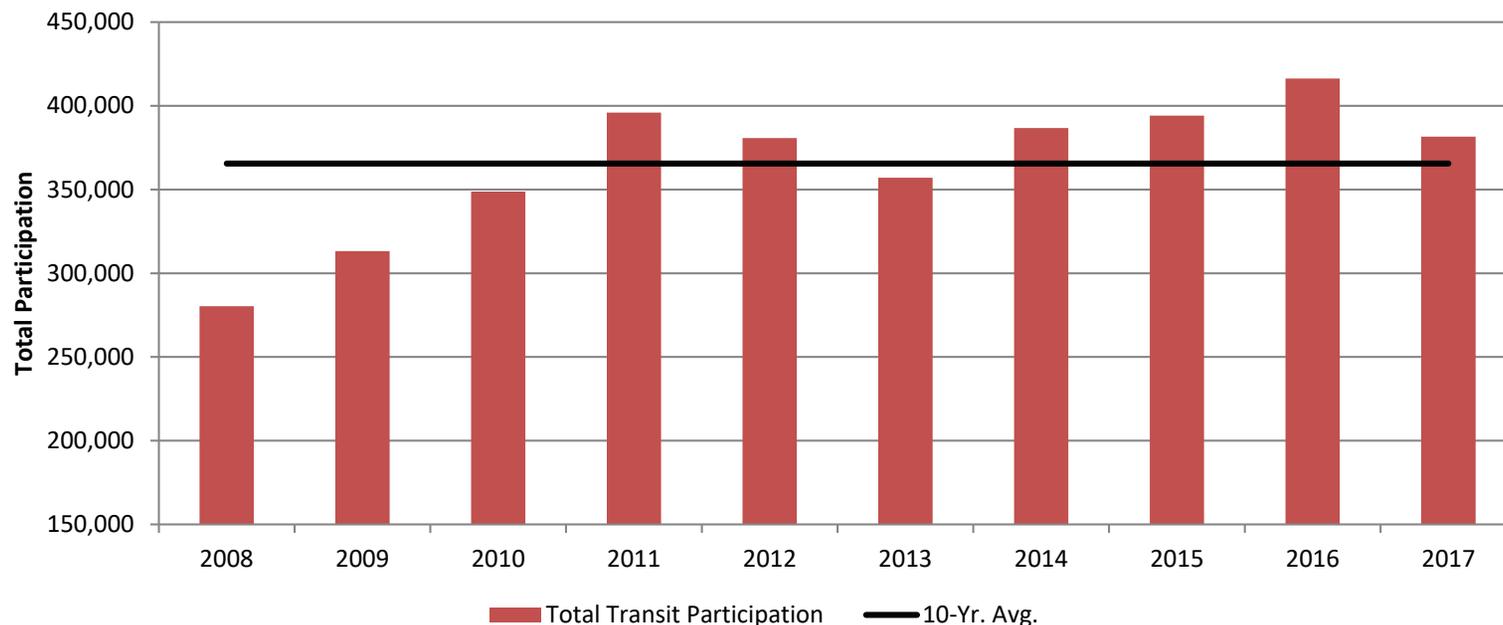
**For additional information:**

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.

The 5-year trend for transit ridership show that ridership has increased by  $\approx 2\%$  annually over the past five years; however, in 2017, participation did decrease by 8% from the previous year. The 2017 participation was  $\approx 4\%$  higher than the 10-year average. Local transit continues to have its highest participation in July and August, which accounted for  $\approx 36\%$  of the total participation numbers (138,827 out of 381,578) for the entire year.



Time Frame: Calendar Year (January 1 – December 31)  
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 disposal in 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”**

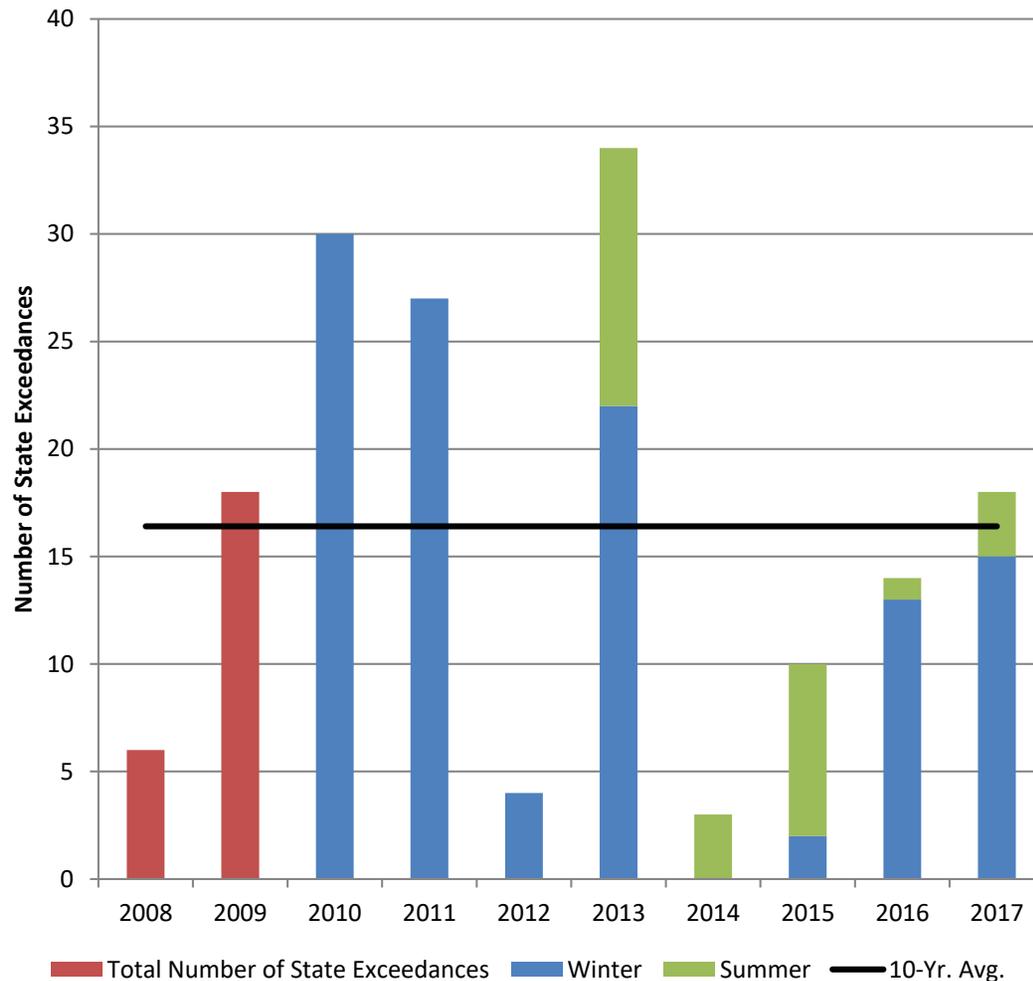
General Plan: Goal R.9

# 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 (PM10) each year. PM10 includes particles with a diameter of 10 microns or less. The California Air Quality Standard for PM10 is 50 µg/m3, measured as a 24-hour average. Mammoth Lakes has not exceeded the less stringent federal PM10 standards since 1994.

The 5-year trend in air quality show that the number of days in which Mammoth Lakes has exceeded the California Air Quality Standard for PM10 has decreased by ≈6% annually (≈2 days per year). In 2017, Mammoth Lakes exceeded the state standard on 18 days. Three of those days were a result of wildfire smoke during the summer months and the remainder were during the winter months. It is important to note, that although the state standard was exceeded on 18 days, the federal standard was not exceeded during 2017.



Note: The breakdown of Summer vs. Winter exceedances is only available from 2010 to the present

Time Frame: Calendar Year (January 1 – December 31)

Data source: California Environmental Protection Agency, Air Resource Board

### TOML Air Quality Management Plan – Triennial Progress Report (2014 – 2016)

The initial triennial progress report for the Town’s Air Quality Management Plan (AQMP) was approved by the Great Basin Unified Air Pollution Control District (GBUAPCD) Board on January 11, 2018. This was the 1<sup>st</sup> progress report (*they are required every 3 years*) since the adoption of the 2014 AQMP. The report concludes that the Town remains in compliance with the PM<sub>10</sub> Federal Standard and that the control measures (woodstove changeouts, sweeping of road cinders, etc.) identified in the AQMP are sufficient for maintaining compliance. The Town continues to work with the GBUAPCD on air quality management and monitoring.

#### For additional information:

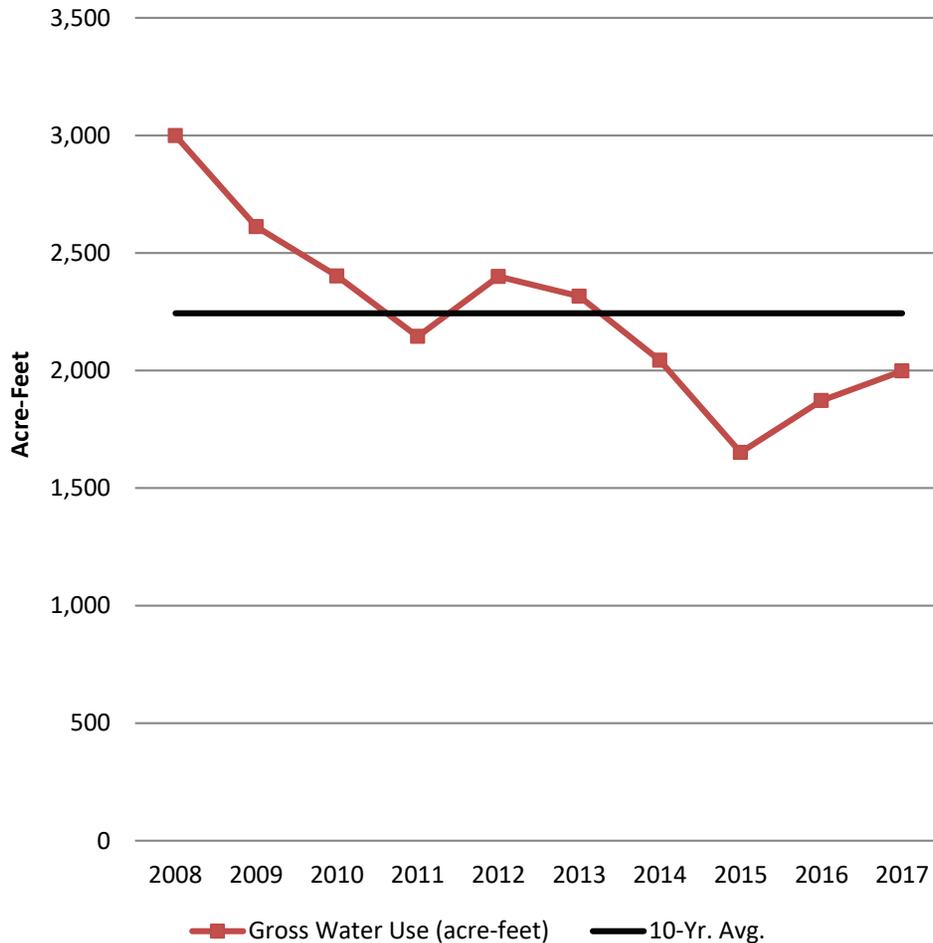
Town of Mammoth Lakes Planning Department, Website: <http://www.townofmammothlakes.ca.gov/>

# 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 Sierra Star and Snowcreek golf courses. Sierra Star golf course uses reclaimed water, and Snowcreek is scheduled to begin using reclaimed water in the near future.

The 5-year trend for water consumption show a  $\approx 3\frac{1}{2}\%$  decrease annually over the past 5 years. In 2017, water consumption rose slightly from the previous year (7% increase), but was still significantly lower than the pre-2014 years. The 2017 water consumption rate was the third lowest its been in the past 1 $\frac{1}{2}$  decades and represents a 44% reduction from the highest year in that period, which was 2002.



*Time Frame: Calendar Year (January 1 – December 31)*

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

**For additional information:**

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

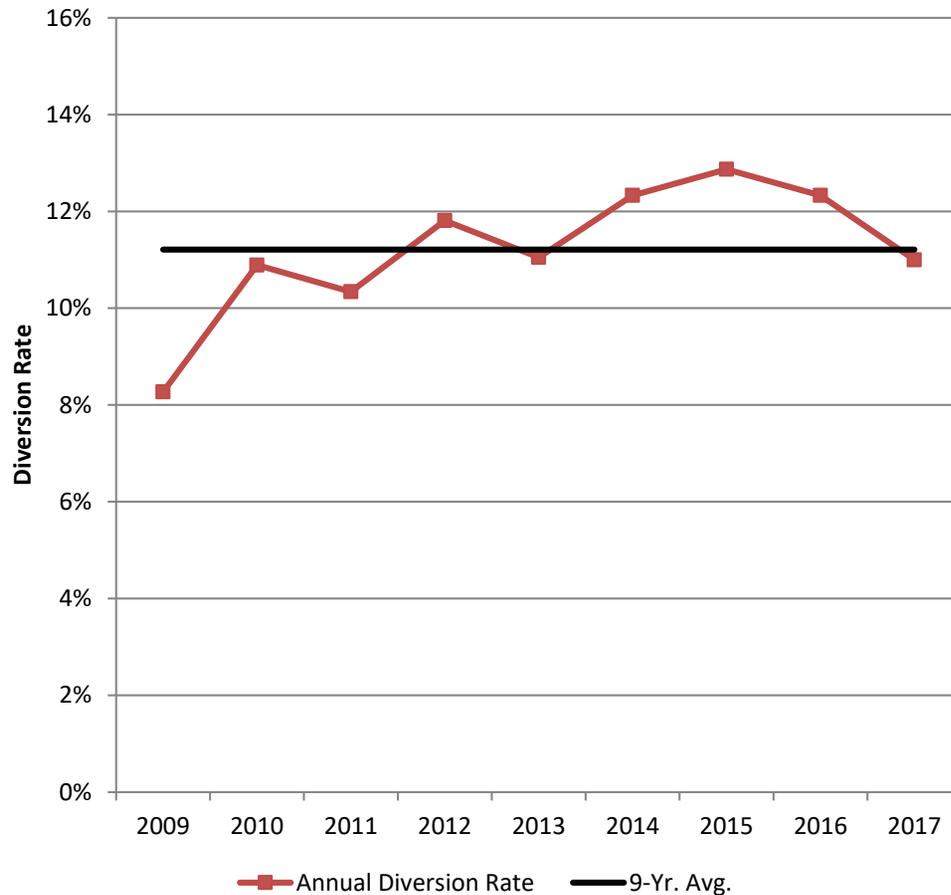
### 2017/2018 Snow Pack

The most recent winter experienced a few large snowfall events in early winter and then had very little snowfall until March. The water content of the Mammoth Pass snowpack on February 1<sup>st</sup> was only 53% of normal and led the Mammoth Community Water District (MCWD) to adopt a resolution declaring the possibility of a water shortage. Significant March snowfall raised the snowpack level closer to normal and may allow MCWD to avoid imposing water restrictions this summer.

Water conservation efforts remain in place in order to effectively conserve water and plan for the next drought. Water conservation measures include development of water use efficiency targets and prohibition of wasteful watering practices such as hosing off sidewalks or watering in a manner which creates runoff.

# Environment: Waste

## Recycling Rates



Note: There are only 9-years of data available

Time Frame: Calendar Year (January 1 – December 31)

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.

The 5-year trend for recycling rates has been fairly flat with a less than 1% change annually. In 2017, recycling rates experienced a 11% drop from the previous year and were 2% lower than the 9-year average. Although rates dropped slightly in 2017, they are still 25% higher than the lowest year, which was 2009.

### 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.



# Acknowledgements

Thank you to the following for providing the indicator data used to compile this report:

- Rob Patterson, Town of Mammoth Lakes, Finance Department
- Cyndi Myrold, Town of Mammoth Lakes, Finance Department
- Daniel Earls, Town of Mammoth Lakes Finance Department
- Jennifer Halferty, Mammoth Lakes Housing
- Sandra Pearce, Mono County Health Department
- Al Davis, Mammoth Lakes Police Department
- Krystle Stewart, Mammoth Lakes Police Department
- Karie Bentley, Eastern Sierra Transit Authority
- Phill Kiddoo, Great Basin Unified Air Pollution Control District
- Chris Howard, Great Basin Unified Air Pollution Control District
- Irene Yamashita, Mammoth Community Water District
- Michelle Erwin, Mammoth Disposal
- Nolan Bobroff, Town of Mammoth Lakes, Community and Economic Development Department
- Josh Wray, Mammoth Lakes Tourism

# About the 2017 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. The Community Indicators Report is an annual report and the 2017 report is the 5<sup>th</sup> edition of this report.

## **Disclosure**

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