



OPTION #1
COMPARATIVE ANALYSIS
DRAFT SCOPE OF WORK-SUMMARY

The Santa Ynez Valley Baseline Report Baseline Report is a comparative analysis of Chumash casino and related Chumash operations to the existing conditions within the Greater Santa Ynez Valley region. These operations will be compared to current social (demographic), economic and environmental characteristics of the region to determine their relative impacts of those operations on the greater Santa Ynez Valley. The Report will include three components; 1) a baseline report of data, 2) an economic impact analysis, 3) and a fiscal impact analysis.

1) Baseline Report Data

This first component will include data collection and documentation of social (demographic), economic, and environmental characteristics of the study area.

2) Economic Impact Analysis

This second component will document the combined:

- Direct impacts (initial spending of visitors to casino)
- Indirect impacts (casino purchases from other businesses to meet visitor demand)
- Induced impacts (increase in household spending due to increase in employment compensation in businesses that experience direct and indirect impacts caused by casino visitors) within regional economy

Impacts may be measured by:

- Output (value of total production in the industry)
- Value added (total employee compensation/payroll; self-employment income; payments for rents, royalties and dividends; excise taxes, property taxes, licenses, and sales taxes)
- Employment (number of jobs for each related industry)

3) Fiscal Impact Analysis

Component will document the fiscal impacts to the County general fund, which result from casino operations.



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County staff has identified the following tasks necessary for the successful preparation of this report. A consultant will be secured to complete the following tasks, which are suggestive and intended as a general guideline. The consultant will be encouraged to recommend alternative tasks and services that may extend the utility of the GSYVBR.

1) Prepare Greater Santa Ynez Valley Baseline Report

- a) **Project Initiation Meeting/Refine Scope of Work**-The Consultant will meet with County staff to refine project scope of work. The Consultant will be responsible for completing the following tasks.
 - i) The Consultant will complete a revised/refined Scope of Work which will include a list of staff and Consultant recommendations related to the revision. The Consultant will submit this document to County staff for review and approval.
 - ii) The Consultant will refine the area of study within the greater Santa Ynez Valley region and document the appropriate geographic boundaries. The Consultant will submit this document to County staff for review and approval.
 - iii) The Consultant will complete a meeting memorandum summarizing the results of the project initiation meeting. The Consultant will submit this document to County staff for their records.

- b) **Baseline Report Design**- The final work product for this project will be a report titled “The Greater Santa Ynez Valley Baseline Report” (GSYVBR). The Consultant will be responsible for developing a methodology outlining the criteria for selection, categorization, and inclusion of social (demographic), economic, and environmental data and other information relevant to the project area. The Consultant will also compile and provide a list of the assumptions used in developing this methodology.
 - i) The Consultant will complete a project methodology summary and submit this document to County staff for review and approval.
 - ii) The Consultant will complete a Baseline Report design draft and submit this document to County staff for review and approval.
 - iii) An appendix will be included in the final report which will list the following: assumptions used and explanation of those criteria/assumptions; list of all public data and information submitted to the County; list of all individuals, organizations consulted, and information sources cited during the report preparation process.



- c) **Data Collection, Synthesis and Analysis**-The County will provide the Consultant with available data, and the Consultant will identify, other sources of data needed to complete the scope of work.

The major categories of information that the Consultant shall consider for potential study in this report are listed below. Only data that provides context to the Chumash casino and related Chumash enterprises in the greater Santa Ynez Valley region will be incorporated into the analysis and final report.

- i) **Social Data**-The Consultant will be responsible for adequate data collection substantiating past trends and existing characteristics associated with the social indicators listed below. This will include quantification of financial impacts related to social and public services indicators within the regional economy and upon the County general fund, which result from casino operations. Applicable social indicators may include:

- (1) *Demographic*-Characteristics of age, race/ethnicity, sex, household type and relationship, housing occupancy, income, poverty and labor force.
- (2) *Housing*-Characteristics of existing housing stock including, but not limited to, age, tenure, utilities, water resources, and common physical features (architectural style, form, technique, time period, material and size).
- (3) *Public Service Facilities (infrastructure)*-Characteristics of waste management, transportation, and water utility resources including, but not limited to, facility, age, processing or carrying capacity, and geographic location.
- (4) *Public Safety*-Characteristics of public safety including, but not limited to, police and fire protection scope, range of services and geographic coverage.
- (5) *Open Space and Recreation*-Characteristics of recreational resources (parks, recreational facilities) and open space (areas which provide scenic beauty and proximity and interaction with nature).
- (6) *Rural Heritage*-Characteristics of the area where historic, cultural, natural, and recreational resources have combined to form unified, distinctive landscapes evolving from patterns of present and past human activities shaped by geography.
- (7) *Schools*-Characteristics of public and private institutions of learning including, but not limited to, academic, vocational, and equestrian schools.
- (8) *Health, Welfare and Social Services*-Characteristics and activities of public and private health, welfare and social service institutions and agencies.
- (9) *Cultural Resources*-Characteristics of archeological sites, historical records, folk life, artifacts, spiritual places, social institutions, and agricultural or industrial heritage.

- ii) **Economic Data**-The Consultant will be responsible for ensuring adequate data collection and analysis or synthesis related to past trends, and associated with, employment characteristics for the sub-areas below. Additionally, the Consultant shall quantify the financial impacts within the regional economy, and upon the County general fund, which result from casino operations per applicable economic indicators:



- (1) *Agricultural Operations*-Characteristics of agricultural commercial and non-commercial operations including, but not limited to, agritourism, farming, ranching, raising livestock, horse farms, viticulture and wine making.
 - (2) *Construction*-Characteristics of commercial and residential construction including, but not limited to, common physical features such as architectural style, form, technique, time period, material and size.
 - (3) *Tradable Commercial (Goods/Services)*-Characteristics of commercial operations (excluding agricultural operations) including, but not limited to, manufacturing, financial, insurance, professional services, energy, transportation, telecommunications, technology, entertainment, and mining related industries.
 - (4) *Retail*-Characteristics of retail operations including, but not limited, to establishments engaged in the sales of goods or merchandise from a fixed location for direct consumption by a purchaser.
 - (5) *Tourism*-Characteristics of tourism operations including, but not limited to: historic sites; leisure; lodging/hospitality; restaurants; wine tasting; tours; and special events.
 - (6) *Real Estate*- Characteristics of real estate employment and product types.
- iii) **Environmental Data**-The Consultant will be responsible integrating technical information presently being collected for the Santa Ynez Valley Community Plan environmental review process. GSYVBR will highlight the linkages behind the environmental data as it relates to the study area. Additionally, the Consultant shall assess and analyze impacts within the regional economy and upon the County general fund, which result from casino operations per applicable environmental indicators:
- (1) *Biological Resources*-Characteristics of biodiversity within study area
 - (2) *Water Quality and Availability*-Characteristics of groundwater availability and quality within study area
 - (3) *Air Quality*-Characteristics of ambient particulate matter concentrations and sources
 - (4) *Traffic and Circulation*-Characteristics of traffic patterns associated with commerce including, but not limited to, major intersections, peak traffic volumes, and major roadway patterns.
- d) **Project Meetings**-The Consultant will be required to attend periodic meetings called by the project manger. Over the course of the project, time has been allotted for 5-7 meetings, inclusive of the project kickoff, draft report presentation, and final report workshop. Meetings may be attended by a group of advisors chaired by the County Executive Officer. The purpose of the group of advisors is to ensure that the Baseline Report provides utility to the general public, County staff, and decision makers and that the information and data contained in the report accurately portrays the character of the region.
- e) **Monthly Reports**-The Consultant will be responsible for submitting monthly written progress reports to the project manger via electronic mail.



2) County Review and Adoption

a) **County Draft Meeting**-The Consultant will be responsible for the preparation of a draft GSYVBR. This report will be discussed with County staff and the group of advisors during a draft report meeting.

i) The Consultant will submit the draft administrative report County staff for review.

ii) County staff will complete draft administrative report review

iii) Consultant will meet with County staff to discuss review comments and revision of report.

iv) Consultant will revise draft administrative report incorporating final edits.

3) **County Final Report**-The Consultant will be responsible for the preparation of a final report. This report will incorporate the approved list of revisions drafted during the draft meeting. The Consultant will submit final report County staff for final review and approval. The Consultant will incorporate any final recommendations into report and resubmit to County staff if necessary.

4) **Public Workshop**-Following completion of the GSYVBR, the Consultant will present the final report, methodology, assumptions, and a summary of public input during a public workshop tentatively scheduled for September 2008. The Consultant will also be available to present the final report to the Planning Commission (anticipated one presentation) and the Board of Supervisors (anticipated one presentation).