



## CUSTOMER PROFILE

<b>CUSTOMER</b>	Mono County and Town of Mammoth Lakes, California
<b>POPULATION</b>	Mono County = 13,000 Town of Mammoth Lakes = 7,000 plus 1 million visitors to ski resort during winter season.
<b>THE CHALLENGE</b>	Find technology to help planners, developers and policy makers support their decision making efforts around complex community planning, smart growth and sustainable development. Required web-based flexible system and cost model with large system capabilities to support high project volumes.
<b>THE SOLUTION</b>	Web-based BasicGov suite of software hosted on Force.com cloud computing platform to facilitate better business decisions and workflows for community planning, permits, and code enforcement.

**Mono County** is a unique place, both in terms of its geography and demographics. Consisting of over 2 million acres (3,000 + sq.mi.) of land, this region is known for its remarkable beauty, wildness, and qualities of rural living as it spans the distance between the crest of the Sierra Nevada mountains and the California-Nevada Border. Mono County is home to the ecologically sensitive Mono Lake, the eastern gateway for Yosemite National Park, the Owens Valley from which Los Angeles gets 50% of its water, and the Long Valley Caldera - one of the largest on earth. The land ownership matrix is over 90% dominated by federal land, much of which is designated as Wilderness, leaving only roughly 7% in private hands and available for development. As such, land use is incredibly important, and having good access to information is imperative in making quality decisions about the type, scale and location of development and growth.

**The Town of Mammoth Lakes** is the largest and only incorporated community in Mono County and houses roughly 60% of the County's 13,000 permanent residents, as well as the famed Mammoth Mountain Ski Area. The demand for the ski area has made Mammoth into a significant California resort community that sees over 1 million visitors during the course of the winter season. The four square mile town faces development pressures as it is bound on all four sides by public land.



*“At the administrative and IT level, we love the flexibility and ease of managing the system and adapting it to uses that were never before anticipated. At the user level, staff are impressed by the speed, power of the technology, and the value of having all the information they need to process permits and applications in one place.*”

*Nate Greenberg, GIS  
Coordinator, Mono County &  
Town of Mammoth Lakes, CA*

These unique characteristics create challenging opportunities for planning, smart growth and sustainable development. To help planners, developers and policy makers support their decision making efforts, easy access to quality information is required. These teams as well as the real-estate and development community rely heavily on technology to store, connect and analyze information.

After evaluating several other permitting systems at both Mono County and the Town of Mammoth they settled on BasicGov because it afforded them tremendous amount of flexibility, was nimble and easily adaptable to their evolving business needs.

Today Mono County and Mammoth Lakes are using BasicGov Permits & Inspections, BasicGov Code Enforcement, BasicGov Planning, BasicGov Licensing and BasicGov Citizen Portal.

### **Community Planning Activity per Year**

Permit applications = 250avg (Mono), 464avg (Mammoth)

License renewals = 850 (Mono)

License applications = 150 (Mono)

**Nate Greenberg adds, *"The decision by both Mono County and Town of Mammoth Lakes to utilize the BasicGov platform shows a commitment to an overall technology strategy, and the value of a web-based and cloud computing solution. We find web and Software as a Service (SaaS) technologies typically easier to develop, implement, scale, and require very little overhead."***

For more information:

Mono County - [www.monocounty.ca.gov](http://www.monocounty.ca.gov)

Mammoth Lakes - [www.ci.mammoth-lakes.ca.us](http://www.ci.mammoth-lakes.ca.us)

Click to [www.basicgov.com](http://www.basicgov.com) for more information about BasicGov.