

PROJECT SUMMARY

Applicant: American River Music, Inc.

Contact Person: Matt Semonsen

Address: PO Box 830 Lotus, CA 95651

Telephone #: 530 622-6044 FAX # 530 622-6044

Project Description: The project will shuttle American River Music Festival patrons, volunteers, vendors, musicians and staff who are staying at the festival's three sponsoring campgrounds to Henningsen-Lotus County Park, the main stage location, and back to the campgrounds during the two-day main stage festival hours of operation.

Estimated Emission Reductions/Cost-Effectiveness	As Proposed
Useful Life of Project (years)	1
Total Lifetime Emissions Reduced in lbs/yr Lbs. of ROG, NOx, PM-10	92.59
Cost-Effectiveness (Total Project Costs)	\$57.85/lb
Cost-Effectiveness (AQMD funded Project)	\$72.31/lb

Project Budget	AB 2766 Funds	\$ Matching Funds	In-Kind Match	Total Project Costs
Materials	\$	\$	\$	\$
Personnel	\$	\$	\$	\$
Other	\$ 5,200	\$ 900	\$400	\$ 6,500
TOTAL	\$ 5,200	\$ 900	\$400	\$ 6,500

Budget Itemization

Line Item	Title/Classification	No. Of Hours	Salary Rate	Benefit %	Total	Total Costs	
Personnel							
Jim Plimpton	Shuttle Manager (Volunteer - In Kind)	30	\$8/hr	100%	\$240	\$240	
Fred Plimpton	Shuttle Assistant (Volunteer - In Kind)	20	\$8/hr	100%	\$160	\$160	
Contracts(removal, transportation, disposal)		5 Buses / @ \$575/day for two days 3 Vans / @ \$125/day for two days				\$5,750.	\$750.
Bus/Van Shuttle Contracts with Various Whitewater Rafting Outfitters (TBD)							
Materials & Supplies							
Equipment Rental							
Other Costs							

Project Grand Total: \$6500.

2.

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02.15.2012

To Whom It May Concern,

Please use this letter as authorization for American River Music, Inc. (ARM) to submit a proposal to the El Dorado County Air Quality Management District for FY 2012-2013 AB2766 DMV Motor Vehicle Emission Reduction Project Grant Funds.

The Grant administrator is Matt Semonsen, Executive Director and President of the Board of Directors of ARM. Matt Semonsen has successfully submitted the past proposals for AB2766 grant funds.

Sincerely,

Matt Semonsen
Executive Director, ARM
P.O. Box 830
Lotus, CA 95651
530 622-6044
matt@americanrivermusic.org

Kevin Odell
Vice President, ARM
117A Sunrise Ave
Auburn, Ca 95603

4.

Project Description

On September 15~16, 2012 American River Music, Inc. (ARM) is hosting the American River Music Festival at the Henningsen-Lotus County Park and three sponsoring campgrounds. ARM anticipates 1000 shuttle users (ticket buyers, volunteers, musicians, KVMR broadcast crew, vendors and festival staff) staying at Camp Lotus, American River Resort, and EarthTrek. ARM plans and prepares for up to 500 cars arriving to the campgrounds on Friday the 14th and departing on Sunday the 16th.

The project is for ARM to provide bus/van shuttles from the campgrounds (Camp Lotus, American River Resort, and EarthTrek) to the main stage (Henningsen-Lotus Park) and back during the festival's main stage hours of operation. The main stage hours of operation are Saturday and Sunday, September 15-16 from 9:30 A.M.-7:00 P.M. ARM's objective is to allow campers to leave their cars parked at their campground for the duration of the festival instead of having them drive from their campground to the park and back for the two days of main stage events. The driving distance between Camp Lotus and Henningsen-Lotus Park is 1.5 miles. The driving distance between American River Resort and Henningsen-Lotus Park is 2 miles, and the driving distance between EarthTrek and Henningsen-Lotus Park is 1 mile.

The Project Emissions Benefits/Cost Effectiveness calculations for Vanpool and Shuttle Evaluations are described as:

-Effectiveness Period=1 year

-Days (D) = 2

-Daily ridership (R), R=2500 and is based upon 750 campers riding once to the main stage and once back to their campground, and 250 campers riding twice to the main stage and twice back to their campground (based upon 2011 ridership).

-Annual Van/Shuttle VMT (Van VMT) =450 and is based on the distance of each shuttle loop and the number of projected loops done from each campground.

-For calculating Annual Emission Reductions the factors for ROG, NO_x and PM₁₀ **Table 3A Average Auto Emission, March 2010, Analysis Period=1 Year, 2010, and Table 7 Medium Duty Vehicle Emission Factors (Low Emissions, Weight 10,001-14,000), March 2010** are used.

-All other numbers are default numbers (as advised by past AQMD staff), and calculations are done based upon the publication of the California Air Resources Board **Methods to find the Cost Effectiveness of Funding Air Quality Projects-May 2005**.

Due to the limited access to Henningsen-Lotus Park and the area's road situation ARM anticipates high auto idling times, very slow auto driving speeds and traffic congestion without the use of the shuttles.

The scope of work of the project is for both Saturday and Sunday ARM to contract with Coloma-Lotus based South Fork professional rafting outfitters for five 47-passenger buses and three 15-passenger vans from 9:30 A.M. to 7:00 P.M. to shuttle campers from their campgrounds to the main stage and back. All campgrounds and the main stage have posted shuttle schedules.

The budget, of \$6,500 is based upon contracting with Coloma-Lotus based Whitewater Outfitter's providing the buses and vans. This project has dramatically lower costs versus charter bus companies (bids > \$1,500/bus/day were received) due to all buses located within 1 mile of the shuttle locations and lower average daily rental estimates. The Outfitters have kept their quotes low to support the continued operation of the festival project.

5.

Project Organization/Background

American River Music, Inc. (ARM), based in Lotus, was formed in 2007 as a non-profit California Corporation with a mission "to teach, inspire and enjoy music". ARM has received and maintained its federal tax-exempt status through the North American Folk Alliance Group Exemption Program (Group # 8047) since 2007.

The American River Music Festival has been and remains the primary project for ARM. The 2012 festival will be held on September 14~15~16 at the Henningsen-Lotus County Park and three sponsoring campgrounds. The campgrounds are Camp Lotus, American River Resort and Earthtrek.

ARM has successfully organized and operated the festival since 2007. The shuttle service is a necessary operation of the festival as parking is extremely limited at Henningsen-Lotus Park. The shuttle service provides air pollution reduction and increased traffic safety for the patrons and community.

The festival's shuttle manager is Jim Plimpton, an ARM board member with a great deal of previous shuttle/bus experience. He has successfully organized and operated the festival's shuttle system since 2007. ARM successfully completed the shuttle project at the 2007, 2008, 2009, 2010 and 2011 festivals.

ARM contracts with Coloma – Lotus based Professional Rafting Outfitters to operate the bus shuttles. The anticipated outfitters are Whitewater Connection, All Outdoors, River Runners, and Adventure Connection. All outfitters have in excess of 10 years in shuttle services and have contracted with ARM for its shuttle services since 2007. All outfitters name El Dorado County as additionally insured and carry the necessary insurance to meet El Dorado County requirements. All drivers are employees of the outfitters and carry the necessary Ca driver's license for passenger buses operation.

ARM needs AB2766 funds as the estimates for contracting for buses is a large line item expense of the festival's budget. The festival has been 100% organized and operated through volunteers since 2007. Estimates from Rafting Outfitters are based on anticipated fuel costs, insurance, driver expenses, and the outfitter's commitment to the festival's continuing success. ARM anticipates a \$6,500 project cost.

American River Music Festival Shuttle Project Emissions Benefits/Cost Effectiveness

Effectiveness period	= 1 year
Days (D)	= 2
Ridership (R)	= 2,500
Annual Van/Shuttle VMT (Van VMT)	= 450
Adjustment (A) on auto trips	= .83
Auto Trip Length (L)	= 16
Adjustment (AA) for auto Access to and from shuttle	= .75
Trip Length (LL) for auto Access to and from shuttle	= 5

Annual Auto Trip Reduced = $[(D) * (R) * (A)] * [1 - (AA)]$
 $[2 * 2500 * .83] * [1 - .75] = 1,038 \text{ trips/year}$

Annual Auto VMT Reduced $[(D) * (R) * (A)] * [(L) - \{(AA) * (LL)\}]$
 $[2 * 2500 * .83] * [16 - (.75 * 5)] = 50,838 \text{ miles/year}$

Annual Emission Reductions for Project Budget

ROG = $[(1038 * 1.016^*) + (50838 * .273^*) - (450 * .38^*)] / 454 = 32.52 \text{ lbs/year}$

NOx = $[(1038 * .461^*) + (50838 * .320^*) - (450 * 1.29^*)] / 454 = 35.61 \text{ lbs/year}$

PM10 = $[(1038 * .016^*) + (50838 * .221^*) - (450 * .33^*)] / 454 = 24.46 \text{ lbs/year}$

Totals = 92.59 lbs/year

*Table 3A - Average Auto Emission Factors, March 2010, Analysis Period=1 Year, 2010

Table 7 - Medium Duty Emission Factors, March 2010

Capital Recovery Factor (CRF) = 1.03

Cost Effectiveness of Funding Dollars = $(CRF * Funding) / (ROG + NOx + PM10)$

Project Budget (AQMD funding)
 $1.03 * \$5,200 / (52.25 + 57.74 + 39.98) = \$57.85/lb$

Project Budget (Total Project Costs)
 $1.03 * \$6,500 / (52.25 + 57.74 + 39.98) = \$72.31/lb$

7.

Work Statement and Acknowledgement

2012

January-September

The festival web site, americanrivermusic.org, offers information on festival camping and shuttle service. 2010 had over 20,000 unique visitors.

January-May

Artist Submission evaluation and contract finalization. Web design and content updates.

May-September

Tickets go on sale, marketing and operational preparation of the festival.

September

Finalize total camping patrons, volunteers, musicians, guests and staff

Finalize # of buses needed to shuttle effectively

Organize bus shuttle loops and conduct shuttle driver meeting

Print shuttle times

Create color-codes for buses and campgrounds for riders

Staff campground hosts to assist campers with shuttles

Staff main event hosts to assist campers with shuttles

September 9

The festival program is inserted in the Mountain Democrat and Georgetown Gazette **acknowledging** El Dorado County's support of the shuttle project through partial funding with AB2766 DMV Surcharge Funds.

September 14

Post shuttle schedules at all campgrounds and Henningsen-Lotus Park.

September 15~16

Provide shuttle service from 9:30 A.M.-7:00 P.M.

September 15~16

Make public education announcement at the main stage (Henningsen-Lotus Park) **acknowledging** the shuttle project was funded in part by El Dorado County utilizing AB2766 DMV Surcharge Funds.

8.

Funding Request/Breakdown of Cost

ARM respectfully requests \$5,200.00 of AB2766 DMV Surcharge Funds. The fund request is for a project budget based upon the amount of matching funds paid by American River Music, Inc.

The festival takes place on September 14~15~16, 2012 in Coloma, and anticipates up to 1000* shuttle users (ticket buyers, volunteers, musicians, vendors and staff) camping and lodging in the festival's three sponsoring campgrounds (American River Resort, Camp Lotus and EarthTrek).

ARM will contract for 5 buses and 3 vans to shuttle these folks to the main stage area (Henningesen-Lotus Park) and back to the campgrounds between the hours of 9:30 A.M.- 7:00 P.M. on September 15~16 which are the main stage operating hours.

The \$5,200.00 request is based upon the project cost of \$6,500 reflecting bus/van contract quotes from Whitewater Outfitters in the Coloma-Lotus Valley. Tentative outfitters are All-Outdoors, Whitewater Connection, The River Store, Adventure Connection and River Runners. Bus rental fees are estimated to be \$575/day, and van rentals to be \$125/day.

This cost is significantly below Charter Bus (Liberty Coach, Great American Stage) rates because the buses are stationed within 1 mile of Henningesen-Lotus Park, and the local companies have an interest in seeing the festival project of ARM continue. Charter Bus quotes are as much as \$1500/day.

*based upon 2011 statistics + a 10% anticipated increase in use

Project Cost:	\$6500.
Funding Source:	\$5200. AB2766
	\$1300. ARM matching funds



02.25.2012

To whom in may concern,

Please use this document as American River Music, Inc.'s **Letter of Commitment**.

American River Music, Inc. (ARM) will provide matching funds of \$1,300.00 for the project proposal. These funds will be a combination of monetary funds (\$900), and in-kind volunteer hours (\$400) to organize and operate the project. Jim Plimton has been our shuttle manager and Fred Plimpton his assistant since 2007 and they will have a combined 50 volunteer hours of service to successfully organize and operate the shuttle service. 50 hrs X \$8/hr is \$400.

ARM has secured the necessary funds for the operation of the entire festival, which are deposited in an account with El Dorado Savings Bank. ARM will provide bank statements upon request. Additionally, the board of directors of ARM has approved an available loan to meet any unanticipated shortfall.

The festival has many sources of revenue: Unrestricted donations, ticket sales, festival sponsorship and festival beverage, vending, raffles and merchandise sales, all of which are dedicated to meet expenses of the festival with priority given to matching funds of the AB2766 grant.

Also note that ARM met its matching funds requirement for the 2007, 2008, 2009, 2010 and 2011 shuttle projects.

Respectfully,

Matt Semonsen
Executive Director and Board President, ARM
PO Box 830
Lotus Ca 95651
530 622-6044
matt@americanrivermusic.org

10.

Schedule of Deliverable/Monitoring Program

Deliverables:

September 15~16, 2012 provide five 47-passenger buses and three 15-passenger vans for scheduled shuttles from Camp Lotus, EarthTrek and American River Resort to Henningsen-Lotus Park and back between the hours of 9:30 A.M.-7:00 P.M. All campgrounds and the main stage loading areas will have posted schedules.

Monitoring:

ARM will provide a total passenger and per bus/van passenger usage report to EDCAQMD.

COUNTY OF EL DORADO

330 Fair Lane
Placerville, CA 95667
(530) 621-5390
(530) 622-3645 Fax

SUZANNE ALLEN DE SANCHEZ
Clerk of the Board



BOARD OF SUPERVISORS

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February 23, 2012

El Dorado County
Air Quality Management District
330 Fair Lane
Placerville, CA 95667
Attn: Dave Johnston

RE: American River Music Festival Shuttle – AB 2766 Grant Funding Proposal

Dear Dave,

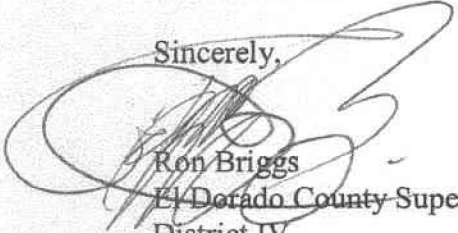
I fully support the funding proposal submitted by American River Music for AB 2766 DMV Surcharge Grant Program funds. This proposal seeks funding to assist with the cost of the shuttle program that is made available to the patrons of the Annual American River Music Festival. The American River Music Festival is scheduled to take place September 14-16, 2012, and includes 30 performances and learning opportunities throughout the Coloma-Lotus Valley.

As you are aware, the Festival is held in my District and is one of the more well-managed and attended events in the Coloma-Lotus Valley. The shuttle provides transportation to and from the host facilities and Henningsen Lotus Park for all ticket holders as well as those who work and participate in the festival. The shuttle service greatly reduces traffic and the resulting air pollution.

Once again, I am in full support of American River Music's request for AB 2766 DMV Surcharge Funding to assist with the cost of the shuttle program for the 2012 American River Music Festival.

Please do not hesitate to contact me directly should you have any questions.

Sincerely,


Ron Briggs
El Dorado County Supervisor
District IV



MAINTENANCE DIVISION
2441 Headington Road
Placerville CA 95667
Phone: (530) 642-4909
Fax: (530) 642-9238

KIMBERLY A. KERR
Interim Director of
Transportation

Internet Web Site:
<http://co.el-dorado.ca.us/dot>

MAIN OFFICE
2850 Fairlane Court
Placerville CA 95667
Phone: (530) 621-5900
Fax: (530) 626-0387



February 23, 2012

El Dorado County
Environmental Management Department
Air Quality Management District
2850 Fairlane Court
Placerville, CA 95667
Attn: Dave Johnston, Air Pollution Control Officer

Re: American River Music Festival – Shuttle Program

Dear Dave:

I am writing you in support of the grant application submitted by American River Music, Inc., requesting funding support for a shuttle program during the American River Music Festival, which is occurring September 14–16, 2012. This shuttle program helped reduce pollution and traffic congestion in the Coloma/Lotus area at last year's festival, and we anticipate another successful program this year.

Please feel free to contact me at (530) 621-7533 if you have any questions.

Sincerely,

Kimberly A. Kerr, Interim Director
Department of Transportation

KAK/kjt

cc: Supervisor Ron Briggs, District IV
Tom Celio, Deputy Director, Maintenance & Operations
Matt Semonsen, American River Music