

# Attachment 1

## PROJECT SUMMARY

Applicant: El Dorado County Chamber of Commerce

Contact Person: Laurel Brent-Bumb, CEO

Address: 542 Main Street, Placerville CA 95667

Telephone: 530-621-5885

Email: [chamber@eldoradocounty.org](mailto:chamber@eldoradocounty.org)

RECEIVED  
DEC 03 2021  
AQMD

**Project Description:** The El Dorado Stay & Play Shuttle program is designed to address transportation & lodging concerns with regard to weddings and large events. The shuttle will encourage group transportation and overnight stays from El Dorado County lodging to regional wedding and event venues by sharing the cost with the applicant. Total contribution will be based on number of room nights at one or more EDC Lodging. Included in the Stay & Play program will be elements of public education with regard to emissions, public behaviors and the benefits of public and group transportation to the community as well as ride share options.

<b>Estimated Emission Reduction/Cost Effectiveness</b>	
<b>Useful Life of Project</b>	<b>24months</b>
<b>Total Lifetime Emissions Reduced</b>	<b>262.09</b>
<b>Cost Effectiveness (total project costs)</b>	<b>273.51</b>
<b>Cost Effectiveness (AQMD Funded project costs)</b>	<b>223.72</b>

<b>Budget Summary</b>	<b>AB2766 Funds</b>	<b>Matching Funds</b>	<b>In-Kind Match</b>	<b>Total Budget</b>
<b>Personnel</b>	<b>\$21,000</b>	<b>\$5,400.00</b>	<b>\$14,100</b>	<b>\$40,500</b>
<b>Sub Contract Work - with private transportation company for shuttles</b>	<b>\$60,000</b>			<b>\$60,000</b>
<b>Marketing/Advertising</b>	<b>\$14,000</b>	<b>\$4,000.00</b>		<b>\$18,000</b>
<b>Accounting/Admin</b>	<b>\$5,000</b>			<b>\$5,000</b>
<b>TOTAL</b>	<b>\$100,000</b>	<b>\$9,400.00</b>	<b>\$14,100</b>	<b>\$123,500</b>

# Attachment 2

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## CONTENTS CHECKLIST

Applicant:

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- Request for Proposal Contents Checklist (Second Page) – page \_\_\_2\_\_\_\_\_
- Authorization Letter/Resolution page \_3\_\_\_\_\_
- Project Description – page \_\_\_4\_\_\_\_\_
- Project Organization/Background – page \_5\_\_\_\_\_
- Emission Benefits/Cost Effectiveness – page \_\_\_6\_\_\_\_\_
- (Must utilize April 2018 Emission Factors)*
- Work Statement – page \_\_\_7\_\_\_\_\_
- Funding Request/Cost Breakdown – page \_\_8\_\_\_\_\_
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- Schedule of Deliveries/Self-Monitoring Program – page \_\_\_9\_\_\_\_\_
- Local TRPA Review (If Applicable) – page \_\_\_\_\_
- 2 Copies of Proposal – page \_\_\_\_\_



*Still Finding Gold In El Dorado County*

December 1, 2021

*Board of Directors*

Adam Anderson  
WealthGuard Advisors

Kirk Bone  
Parker Development

Kevin Brown  
Breaker Glass Company

Christa Campbell  
Rainbow Orchards

Susie Davies  
M.O.R.E.

Richard Esposito  
Mountain Democrat

Leonard Grado  
Palos Verdes Properties

Gordon Helm  
Dry Diggings Distillery

Brian Jensen  
Hospital Council of N. Calif.

Mike Kobus  
Koby Pest Control

Mark Luster  
Sierra Pacific Industries

Ed Manansala  
EDC Office of Education

Sol Nisbett  
Divide Chamber of Commerce

Alice Perez  
A T & T

Brandon Sanders  
P G & E

Sue VanDelinder  
Waste Connections

Dolly Wager  
DSW & Associates

Dave Johnston, Air Pollution Control Officer  
El Dorado County Air Quality Management District  
330 Fair Lane  
Placerville, Ca 95667

Dear Mr. Johnston,

The El Dorado County Chamber of Commerce Board of Directors requests your consideration of our proposal for the AB2766 Motor Vehicle Emissions Reductions Grant 2022-2024

We recognize that this is a competitive process and that our request may not be a successful candidate. Should our request for proposal be successful and chosen for grant funding we are aware of and accept all responsibility and encumbrances associated with said grant.

Thank you for your consideration.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Adam Anderson".

Adam Anderson  
President

A handwritten signature in black ink, appearing to read "Laurel Brent-Bumb".

Laurel Brent-Bumb, A.C.E.  
Chief Executive Officer

**EL DORADO COUNTY CHAMBER OF COMMERCE**

542 Main Street, Placerville, California 95667

(530) 621-5885 (800) 457-6279 Fax (530) 642-1624 22-0471 D 3 of 10

**Project Description**

**Objectives:**

- Encourage group transportation and overnight stays from El Dorado County lodging to regional wedding and event venues.
- Provide safe, convenient and reliable shuttle service to weddings and other large volume events
- Reduce number of motor vehicle emissions related to large events and weddings.
- Educate new visitor segments about EDC transportation options including location of charging stations and the benefits of choosing group transportation

**El Dorado Stay & Play Shuttle Program Guidelines:**

- Operate shuttle year-round within the limitations of funding
- Number of passengers riding each shuttle will be incorporated into reporting structure
- Area of operation will expand beyond county lines to region.
- Lodging must be in El Dorado County
- Transportation funding will be managed on a sliding scale with a maximum of \$1,000.
- Cost with a total dollar funding based on number of rooms at one or more EDC Lodging.

20 room nights	\$500.00
30 room nights	\$750.00
40 room nights	\$1000.00 max

**Project Scope of Work provided separately on next page**

The El Dorado Stay & Play program manager, with support from the program coordinator, will be responsible for completing the scope of work and managing volunteers associated with the program.

**Project Organization/Background** - The EDC Visitors Authority, a council of the EDC Chamber of Commerce, will be the governing board to oversee the program. The council is comprised of volunteers representing several tourism related organizations throughout El Dorado County. The council is very proud of its successes leveraging promotional funding from the county with other marketing funds through partnerships, collaborations and in kind donations to create a countywide tourism promotional plan.

The El Dorado Stay & Play program manager, with support from the program coordinator, will be responsible for completing the scope of work and managing volunteers associated with the program. The program manager also works with transportation providers to ensure equipment and reporting methods meet the requirements of the grant. Currently, API Global Transportation, Baja Limo, and Universal Limousine & Transportation Company have met the requirements of the grant. Shuttle size ranges from 24 passenger Corporate Mini Coach to a 57 passenger full size coach bus.

**Past Program Success:** The Visitors Authority Council created the El Dorado Stay & Play Shuttle pilot program in January 2013 to address transportation & lodging concerns with regard to weddings and large events. The program serviced 8 applicants for a total of 186 room nights from April 2013 to September 2013. Shuttle size ranged from 24 passenger Corporate Mini Coach to a 57 passenger full size coach bus. Professional transportation was contracted with Baja Limo of Rancho Cordova. Lodging, applicant and Baja Limo were all surveyed after event to determine success, areas of improvement and economic impact of the program. After evaluating the pilot program, the EDC Visitors Authority agreed on its success and expanded the program to meet the needs of the community and visitors.

In 2015 the program was responsible for transporting 2481 passengers a total of 4290 miles. Then in 2016 & 2017 we added 2 more professional transportation providers. The program transported 2819 passengers, a total of 6414.2 miles. [Visit-ElDorado.com/stay-play-shuttle](http://Visit-ElDorado.com/stay-play-shuttle). From May 2018 to June 2019 the El Dorado Stay & Play Shuttle program was responsible for transporting 28,820 passengers for a total of 6390 miles. In spite of the COVID-19 mandates in 2020 and 2021, the program was responsible for transporting 1125 passengers for a total of 1583 miles.

**VANPOOLS AND SHUTTLES**

Subcategory: (4c) Transit Operations (new service, shuttles, fuel subsidies)

Air District Name: El Dorado County APCD

Local Government Name: Not Applicable

Project Name: EDC Chamber - Stay & Play Shuttle 2022 - 23 AQMD

Description: Transportation to/from local lodging to wedding & large event venues. Figures are based on actual numbers from 5/2018 to 6/19 prior to COVID mandates. These numbers more accurately reflect 2022 - 23 projections.

Implementing Agency:

Private Agency: No

**FUNDING:**

MVFees Funding:	\$100,000	MSRC Funding:	\$0
Moyer Funding:	\$0	CMAQ Funding:	\$0
Other CoFunding:	\$23,500		
Capital Recovery Factor:	0.52	Annual Auto Trips Reduced:	2,832
Project Analysis Period:	2 years	Annual Auto VMT Reduced:	99,120
Annual Operating Days (D):	24	days	
Daily Ridership (R):	118	trips (riders)/day	
Annual Van VMT:	3,207	annual miles traveled	
Adjustment (A):	1.00	<i>This factor equals the portion of riders who are NOT vanpool-dependent.</i>	
Replaced Auto Trip Length (L):	35.00	miles in one direction of trip	
Adjustment (AA):	0.00	<i>This factor equals the portion of riders who drive to the vanpool service.</i>	
Auto Access Trip Length (LL):	0.00	miles in one direction of trip	

<i>EMISSION FACTORS:</i>	Auto Trip End Factors	Auto VMT Factors	VanVMT Factors
ROG :	0.584 <i>grams</i>	0.191 <i>grams</i>	0.09 <i>grams</i>
NOx :	0.298 <i>per trip</i>	0.217 <i>per mile</i>	0.74 <i>per</i>
PM2.5 :	0.003	0.094	0.02 <i>mile</i>

<i>EMISSION REDUCTIONS:</i>	Pounds per Year	Tons per Year
ROG:	45	0.02
NOx:	44	0.02
PM2.5:	20	0.01
<i>Total:</i>	<i>109</i>	<i>0.05</i>

**COST-EFFECTIVENESS**

Motor Vehicle Fees and/or Moyer Funds:	\$478.95 per pound	\$957,901 per ton
CMAQ Funds:	\$0.00 per pound	\$0 per ton
All Funding Sources:	\$591.50 per pound	\$1,183,007 per ton

## **Work Statement - Timeline for program activities**

### **0-6 months**

- Update marketing plan to include current objectives and goals
- Update “welcome kits” for all shuttle participants to include map of charging stations and other information about EDC transportation options and the benefits of choosing group transportation.
- Update landing page on <https://visit-eldorado.com/stay-play-shuttle/> website to include elements of the 2022-23 marketing plan.
- Evaluate VisitEldorado.com website for opportunities to increase visitor knowledge of transportation options in El Dorado County to include ride share options.
- Identify and Solicit Testimonials from past participants

### **6-12 months**

- Create updated rack cards and consumer outreach information
- Update all program materials.
- Implement updated marketing plan across media platforms
- Promote program across multimedia platforms & database
- Increase Photo Library and Digital Assets

### **12–18 months**

- Develop and implement survey to participants
- Develop and implement survey to service providers
- Implement any recommended modifications to program

### **Ongoing –**

- Gather and report necessary data

**Personnel Involved:** The El Dorado Stay & Play program manager, with support from the program coordinator, will be responsible for completing the scope of work and managing volunteers associated with the program. The program manager also works with transportation providers to ensure equipment and reporting methods meet the requirements of the grant. Currently, Baja Limo, Universal Limousine & Neumann Enterprises have met the requirements of the grant. Shuttle size ranges from 24 passenger Corporate Mini Coach to a 57 passenger full size coach bus.

**STAY AND PLAY SHUTTLE EXHIBIT C BUDGET ITEMIZATION**  
 El Dorado County Chamber of Commerce  
 542 Main Street Placerville CA 95667  
 530-621-5885

**2022 - 2023**

**Contact:**  
 Dave Johnston  
 County of El Dorado AQMD  
 330 Fairlane  
 Placerville, CA 95667

Invoice Number:	
Invoice Date:	
Invoice Amount:	

Agreement Number:

LABOR EXPENSES	Max Rate per Hour	Budgeted Hours	Budgeted Labor	Total To Date Labor	Invoice Period Labor	Remaining Budget
1 Program Coordination	\$30	700	\$21,000.00			\$21,000.00
			\$0.00			\$0.00
			\$0.00			\$0.00
<b>Sub-Total</b>			<b>\$21,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$21,000.00</b>

OPERATIONS EXPENSES	Budgeted Expense	Total To Date Expenses	Invoice Period Expenses	Remaining Budget
2. Contracted Transportation Services	\$60,000.00			\$60,000.00
3. Marketing, Advertising, Merchant Fees	\$14,000.00			\$14,000.00
4. Administrative Costs	\$5,000.00			\$5,000.00
<b>Sub-Total</b>	<b>\$79,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$79,000.00</b>
<b>PROJECT GRANT TOTAL</b>	<b>\$100,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$100,000.00</b>

MATCH EXPENSES	Budgeted Expense	Total To Date Expenses	Invoice Period Expenses	Remaining Budget
5. Coordination & Cost share contributions	\$5,400.00			\$5,400.00
6. In Kind Event Trans. Management	\$600.00			\$600.00
7. In Kind Office Asst & In Kind Volunteer	\$13,500.00			\$13,500.00
8. Marketing, Advertising	\$4,000.00			\$4,000.00
<b>Match Sub-Total</b>	<b>\$23,500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$23,500.00</b>

<b>PROJECT TOTAL:</b>	<b>\$123,500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$123,500.00</b>
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**2022 -2023 El Dorado Stay & Play Shuttle Program  
Scope of Work**

<b>Activity:</b>	<b>Deliverable(s):</b>	<b>Activity Completion Date:</b>
<p><b>Operate a year round shuttle program that provides cost share transportation from El Dorado County Lodging Properties to major regional event venues.</b></p>	<p><b>Marketing/Promotion -</b></p> <ul style="list-style-type: none"> <li>• Update marketing plan to include current objectives</li> <li>• Update “welcome kits” for all shuttle participants to include map of charging stations and other information about EDC transportation options and the benefits of choosing group transportation.</li> <li>• Update landing page on <a href="https://visit-eldorado.com/stay-play-shuttle">https://visit-eldorado.com/stay-play-shuttle</a> website to include elements of the 2022-2023 marketing plan.</li> <li>• Educate wedding and event venues in El Dorado County regarding program.</li> <li>• Promote program across multimedia platforms &amp; database</li> </ul> <p><b>Content Development (Content /Photo/Video)</b></p> <ul style="list-style-type: none"> <li>• Evaluate VisitElDorado.com website for opportunities to increase visitor knowledge of transportation options in El Dorado County to include ride share options.</li> <li>• Increase photo library and digital assets</li> <li>• Identify &amp; solicit testimonials from past participants of the program to serve as brand ambassadors for the program</li> </ul> <p><b>Program Evaluation</b></p> <ul style="list-style-type: none"> <li>• Develop and implement survey to participants</li> <li>• Develop and implement survey to lodging, transportation and event venues if applicable.</li> <li>• Implement any recommended modifications to program</li> </ul> <p><b>Research &amp; Measurement</b></p> <ul style="list-style-type: none"> <li>• Gather and report necessary data including number of riders, distance driven in miles, cost of transportation, room nights generated, type and size of vehicle. Other program include website analytics, email opens, and banner ad click-throughs.</li> </ul>	<p align="center">Approved Contract End Date</p>

**Acknowledgment** – Public acknowledgment that project was funded by AQMD with AB2766 Funds will be included on marketing materials, dedicated landing page, print media, and welcome kit collateral. When appropriate and possible the Air Quality Management District will be included with the following copy

*The El Dorado Stay and Play Shuttle is funded by a grant from the El Dorado County Air Quality Management District using AB2766 funds. The El Dorado County Visitors Authority (EDVA) designed the program to encourage group transportation and overnight stays in El Dorado County, reduce motor vehicle emissions and introduce new visitors to the area.*

### **Monitoring Program**

**Measurement Tools:** Measurement of traffic to Stay & Play page, number of room nights, number of event attendees, volume of shuttle riders and miles traveled, cost of transportation, type and size of vehicle, number of email opens, banner and click-throughs. Level of engagement on social media channels.

Written Reports will be submitted quarterly and will include number of room nights, number of event attendees, volume of shuttle riders and miles traveled, cost of transportation, type and size of vehicle, Volunteer and personnel hours worked, rate of pay, as well as all backup documentation needed.