

# CONTRACT ROUTING SHEET

Date Prepared: 5-14-09

Need Date: \* RUSH \*

**PROCESSING DEPARTMENT:**

Department: Environmental Mgmt  
Dept. Contact: Kevin Gilliland  
Phone #: 6668  
Department Head Signature: [Signature]

**CONTRACTOR:**

Name: The River Store Inc.  
Address: P.O. Box 472  
Lotus, CA 95651  
Phone: 333-9115

**CONTRACTING DEPARTMENT:** EMD Air Quality Projects 422200

Service Requested: Review of agreement regarding funding for The River Store Shuttle.  
Contract Term: 1 year Contract/Amendment Value: \$22,000.00  
Compliance with Human Resources requirements? Yes:  No:   
Compliance verified by: N/A

**COUNTY COUNSEL:** (Must approve all contracts and MOU's)

Approved:  Disapproved:  Date: \_\_\_\_\_ By: \_\_\_\_\_  
Approved:  Disapproved:  Date: 5/27/09 By: [Signature]

Returned 5/19/09

**RISK MANAGEMENT:** (All contracts and MOU's except boilerplate grant funding agreements)

Approved:  Disapproved:  Date: 6/1/09 By: [Signature]  
Approved:  Disapproved:  Date: \_\_\_\_\_ By: \_\_\_\_\_

**OTHER APPROVAL:** (Specify department(s) participating or directly affected by this contract).

Departments:  
Approved:  Disapproved:  Date: \_\_\_\_\_ By: \_\_\_\_\_  
Approved:  Disapproved:  Date: \_\_\_\_\_ By: \_\_\_\_\_



OFFICE OF COUNTY COUNSEL  
INTER-DEPARTMENT MEMORANDUM

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**TO:** Kevin Gilliland, Environmental Management Department  
**FROM:** Mike Ciccozzi, Deputy County Counsel  
**DATE:** May 18, 2009  
**RE:** The River Store, Inc. contract

✓  
5-26-09

Kevin,

As we discussed, I am returning this contract for further revisions. The primary concern is that the numbers in the Proposal do not add up. For example, with the contribution of the River Trust Fund decreasing from \$ 27,000 to \$22,000, the total funding is \$210,125. However, the spread sheet for the Proposal shows the total funding to be \$215,125. Under the terms of the Agreement (Section 4, Compensation), the Contractor must secure "sufficient additional monies to fund the total cost of the Project as outlined in the Proposal." Given the figures, the River Store will not be able to fund the Project costs as outlined in the Proposal, i.e. \$215,125.

✓  
KG

Additionally, I would note that Section 4 of the Agreement only mentions the AQMD as an additional funding source. In the Proposal, it appears that the Coloma Lotus Chamber of Commerce is providing \$5,000 of funding for the Project.

✓  
KG

Finally, I am attaching a copy of the memo I sent to the AQMD regarding their funding agreement with the River Store, Inc. on this Project. Given that it appears only about \$5,000 is being used for the purchase of the new van, I'm not sure if you want to require the security interest in the van. Please do note that there will be a discrepancy between the AQMD agreement and your agreement because of the change in the funding level mentioned above. You may want to consult with Linda Milligan regarding that issue.

Let mw know if I can be of any further assistance. Mike.

Encl.

**FUNDING AGREEMENT No. 008-A-09/10-BOS  
WITH THE RIVER STORE, INC**

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**This Agreement** made and entered by and between the County of El Dorado, a political subdivision of the State of California (hereinafter referred to as "County") and The River Store, Inc. (hereinafter referred to as "Contractor");

**RECITALS**

**WHEREAS**, the River Store has applied for funding from the El Dorado Air Quality Management District through AB 2766, codified in Health and Safety Code section 44220, et seq., for the proposed River Shuttle Project; and

**WHEREAS**, the El Dorado County River Management Advisory Committee (RMAC) has recommended the Board of Supervisors approve the use of River Use Permit fee revenues to support the proposed River Shuttle Project, described herein; and

**WHEREAS**, Contractor represents that it is willing and able to perform the activities set forth herein; and

**WHEREAS**, it is the intent of the parties hereto that such activities be in conformity with all applicable federal, state and local laws.

**NOW, THEREFORE**, COUNTY, and CONTRACTOR mutually agree as follows:

## **1. PROJECT**

Contractor shall perform all activities and work necessary to complete The River Store Shuttle Project at the "Alternate Funding Level" (hereinafter referred to as "Project") set forth in the fully described "Proposal" attached hereto as Exhibit "A" and incorporated herein by this reference. Contractor agrees to furnish all labor, materials, equipment, licenses, permits, fees, and other incidentals necessary to perform and complete, per schedule, in a professional manner, the services described herein. Contractor represents that Contractor has the expertise necessary to adequately perform the Project specified in said Proposal. CONTRACTOR shall maintain the intended use of the motor vehicles for three (3) years or the useful life of the vehicles, whichever is shorter.

## **2. PERIOD OF PERFORMANCE/TIMETABLE**

Contractor shall commence performance of work and produce all work products in accordance with Exhibit "A", unless this Agreement is terminated sooner as provided for elsewhere in this Agreement.

If requested by the County, Contractor shall submit regular progress reports, at intervals determined by the requestor, detailing the work performed during the current reporting period; work planned for the next reporting period; problems identified, solved, and/or unresolved; and the percentage of each task completed. Contractor shall provide requestor with a comprehensive final written report, detailing expenditure of funds prior to the end of Agreement term. Said final report shall be complete and shall document the work performed under this Agreement. Contractor shall provide a written report to County by June 30 of each year detailing the use of any motor vehicle purchased pursuant to the Agreement for a period of three (3) years or the useful life of the vehicle, whichever is shorter.

### **3. TERM**

The term of this Agreement shall be for the period of July 1, 2009 through June 30, 2010 unless terminated earlier in accordance with Article 7, Termination.

### **4. COMPENSATION**

County will pay the Contractor the sum of TWENTY-TWO THOUSAND DOLLARS AND NO CENTS (\$22,000.00) as follows:

Contractor shall apply through the Air Quality Management District (AQMD) for sufficient additional monies to fund the total cost of the Project as outlined in the Proposal. Additional matching funds will be provided independent of this agreement in the amount of \$5,000 from the Coloma Lotus Chamber of Commerce. Satisfactory evidence of such funding commitments shall be provided to County prior to the release by County of any funds under this Agreement. In the event funding from AQMD for the total cost of the Project is not received by Contractor, County reserves the right to terminate or renegotiate this Agreement. The Project budget is an estimate and Contractor may move funds between line items with concurrence of the Contract Administrator.

The total obligation of the County under this Agreement SHALL NOT EXCEED TWENTY-TWO THOUSAND DOLLARS AND NO CENTS (\$22,000.00).

A. **PAYMENTS:** Payment shall be made in advance, upon approval by County of Contractor's invoice. In no event shall compensation paid by County to Contractor for the performance of all services and activities under this Agreement exceed the amount set forth in paragraph 4 above.

**B. Surplus Funds:** Any compensation under this agreement, which is not expended by Contractor pursuant to the terms and conditions of this Agreement by the Project completion date, shall automatically revert to County.

## **5. NON-ALLOCATION OF FUNDS**

The terms of this Agreement and the services to be provided thereunder are contingent on the approval of funds by the appropriating government agency. Should sufficient funds not be allocated, the services provided may be modified or this Agreement terminated at any time by giving Contractor thirty (30) days prior written notice.

## **6. INDEPENDENT CONTRACTOR LIABILITY**

Contractor is, and shall be at all times, deemed independent and shall be wholly responsible for the acts of Contractor's employees, associates, and subcontractors, in connection with the installation, operation, use and maintenance of the Project.

## **7. TERMINATION**

**A. Breach of Agreement:** County may immediately suspend or terminate this Agreement, in whole or in part, where in the determination of County there is:

1. An illegal or improper use of funds;
2. A failure to comply with any term of this Agreement;
3. A substantially incorrect or incomplete report submitted to County;
- or
4. Improperly performed services.

In no event shall any payment by County constitute a waiver by County of any breach of this Agreement or any default, which may then exist on the part of Contractor. Neither shall such

payment impair or prejudice any remedy available to County with respect to the breach or default. County shall have the right to demand of Contractor the repayment to County of any funds disbursed to Contractor under this Agreement which in the judgment of County were not expended in accordance with the terms of this Agreement. Contractor shall promptly refund any such funds upon demand.

In addition to immediate suspension or termination, County may impose any other remedies available at law, in equity, or otherwise specified in this Agreement.

**B. Without Cause:** Either party may terminate this Agreement at any time upon giving the other party at least thirty (30) days advance, written notice of intention to terminate. In such case, County shall, subject to paragraph 4, pay its pro rata share of the reasonable value of all services satisfactorily rendered and actual, reasonable costs incurred up to the time of the termination. Upon such termination, all work product produced by Contractor shall be promptly delivered to the County.

## **8. CHANGES TO AGREEMENT**

This Agreement may be amended by mutual consent of the parties hereto. Said amendments shall become effective only when in writing and fully executed by duly authorized officers of the parties hereto.

## **9. INDEMNIFICATION**

The Contractor shall defend, indemnify and hold the County harmless against and from any and all claims, suits, losses, damages and liability for damages of every name, kind and description, including attorneys fees and costs incurred, brought for, or on account of, injuries to or death of any

person, including but not limited to workers, County employees and the public, or damage to property or any economic or consequential losses, which are claimed to or in any way arise out of or are connected with the Contractor's services, operations or performance hereunder, regardless of the existence or degree of fault or negligence on the part of the County, the Contractor, subcontractor(s) and employee(s) or any of these, except for the sole or active negligence of the County, its officers and employees, or as expressly prescribed by statute. This duty of Contractor to indemnify and save County harmless includes the duties to defend set forth in California Civil Code Section 2778.

#### **10. AUDITS AND INSPECTIONS**

Contractor shall at any time during regular business hours, and as often as County may deem necessary, make available to County for examination all of Contractor's records and data with respect to the matters covered by this Agreement. Contractor shall, and upon request by County, permit County to audit and inspect all of such records and data necessary to ensure Contractor's compliance with the terms of this Agreement. Contractor shall be subject to an audit by County or its authorized representative to determine if the revenues received by Contractor were utilized as provided by law and this Agreement. If, after audit, County makes a determination that funds provided Contractor pursuant to this Agreement were not spent in conformance with this Agreement, or any other applicable provisions of law, Contractor agrees to immediately reimburse County all funds determined to have been expended not in conformance with said provisions. Additionally, if it is determined that the Contractor has not used any motor vehicle purchased with County funds in accordance with this Agreement, then County shall have the right, for a period of three (3) years from the effective date of this Agreement, or for the useful life of the vehicle, whichever is shorter, to seek reimbursement of all or a portion of funds provided to Contractor which represent the reasonable value of the vehicle at the time the vehicle is no longer used to further the purpose of the Project.



Contractor shall retain all records and data for activities performed under this Agreement for at least three (3) years from the date of final payment under this Agreement or until all state and federal audits are completed for that fiscal year, whichever is later. Contractor shall provide to County an annual report on the usage of any vehicles purchased pursuant to this Agreement for a period of three (3) years or the useful life of the vehicle, whichever is shorter. Reports shall be in a format specified by County.

**11. NOTICES TO PARTIES**

All notices to be given by the parties hereto shall be in writing and served by depositing same in the United States Post Office, postage prepaid and return receipt requested. Notices shall be in duplicate and addressed as follows:

**CONTRACTOR**

The River Store, Inc.  
P.O. Box 472  
Lotus, CA 95651  
Attn: Dan Crandall  
President

**COUNTY**

El Dorado County  
Environmental Management  
2850 Fairlane Ct, Bldg C  
Placerville, CA 95667  
Attn: Greg Stanton, Deputy Director

**12. TIME IS OF THE ESSENCE**

It is understood that for Contractor's performance under this Agreement, time is of the essence. The parties reasonably anticipate that Contractor will, to the reasonable satisfaction of the County, complete all activities provided herein within the time schedule outlined in Exhibit "A" to this Agreement.

**13. COMPLIANCE WITH APPLICABLE LAWS**

Contractor will comply with all federal, State, and local laws and ordinances which are or may be applicable to the project to be undertaken by Contractor including but not limited to California Health and Safety Code sections 44220 et seq, all Air Resources Board and COUNTY criteria there

under, prevailing wage and work day definitions where applicable, contracting license requirements and permits.

**14. NO THIRD-PARTY BENEFICIARIES**

Nothing in this Agreement shall be construed to create any rights of any kind or nature in any other party not a named party to this Agreement.

**15. VENUE**

Any dispute resolution action arising out of this Agreement, including but not limited to litigation, mediation, or arbitration, shall be brought in El Dorado County, California, and shall be resolved in accordance with the laws of the State of California. Contractor waives any removal rights it might have under Code of Civil Procedure section 394.

**16. ENTIRE AGREEMENT**

This document and the documents referred to herein or exhibits hereto are the entire Agreement between the parties and they incorporate or supersede all prior written or oral Agreements or understandings.

**17. AGREEMENT ADMINISTRATOR**

The County Officer or employee with responsibility for administration of this Agreement is Greg Stanton, Environmental Management Deputy Director, or successor. The Contractor Officer or employee with responsibility for administration of this Agreement is Dan Crandall, President or his successor.

**18. AUTHORIZED SIGNATURES**

The parties to this Agreement represent that the undersigned individuals executing this Agreement on their respective behalf are fully authorized to do so by law or other appropriate instrument and to bind upon said parties to the obligations set forth herein.

**19. PARTIAL INVALIDITY**

If any provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remaining provisions will continue in full force and effect without being impaired or invalidated in any way.

**20. BUSINESS LICENSE**

It is unlawful for any person to furnish supplies or services, or transact any kind of business in the unincorporated territory of El Dorado County without possessing a County or City of South Lake Tahoe or City of Placerville business license unless exempt under County Code Section 5.08.070.

**AGREEMENT ADMINISTRATOR CONCURRENCE:**

By:  Dated: 6-1-09

**Greg Stanton**  
**Deputy Director, Environmental Management Department**  
**El Dorado County**

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the day and year first herein below written.

**CONTRACTOR**  
**THE RIVER STORE INC.**

**COUNTY**  
**EL DORADO COUNTY**

**Date:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**By:** \_\_\_\_\_  
**Daniel R. Crandall**  
**President**

**By:** \_\_\_\_\_  
**Chair**

**Attest:**

**Date:** \_\_\_\_\_

**By:** \_\_\_\_\_  
**Daniel R. Crandall**  
**Corporate Secretary**

**Attest:**  
**Suzanne Allen de Sanchez,**  
**Clerk of the Board**

**Date:** \_\_\_\_\_

**By:** \_\_\_\_\_

**EXHIBIT “A”**

**PROPOSAL**

**EXHIBIT SUMMARY SHEET (Cover)**

**Applicant:** The River Store Inc.

**Contact Person:** Dan Crandall

**Address:** 1032 Lotus Road or P.O. Box 472, Lotus, CA 95651

**Telephone #:** 530-333-9115

**FAX #(optional):** 530-626-3363

Project Budget	AB 2766 Funds	\$ Matching Funds	In-Kind Match	Total Project Costs
Materials	\$ 25,082.00	\$ 16,918.00	\$	\$ 42,000.00
Operating Cost	\$ 14,743.00	\$ 12,882.00	\$	\$ 27,625.00
Personnel	\$ 69,644.00	\$ 60,856.00	\$	\$ 130,500.00
Marketing	\$ -	\$ 10,000.00	\$	\$ 10,000.00
<b>TOTAL</b>	<b>\$ 109,469.00</b>	<b>\$ 100,656.00</b>	<b>\$</b>	<b>\$ 210,125.00</b>

Alternative Project Budget	AB 2766 Funds	\$ Matching Funds	In-Kind Match	Total Project Costs
Materials	\$ 19,836.00	\$ 13,164.00	\$	\$ 33,000.00
Operating Cost	\$ 10,048.00	\$ 9,202.00	\$	\$ 19,250.00
Personnel	\$ 47,762.00	\$ 43,738.00	\$	\$ 91,500.00
Marketing	\$ -	\$ 10,000.00	\$	\$ 10,000.00
<b>TOTAL</b>	<b>\$ 77,646.00</b>	<b>\$ 76,104.00</b>	<b>\$</b>	<b>\$ 153,750.00</b>

Estimated Emission Reductions/Cost-Effectiveness	As Proposed	Alternate Funding Level
Useful Life of Project (years)	1	1
Total Lifetime Emissions Reduced (lbs. Of ROG, Nox, PM-	3708.88 lbs	2472.59 lbs
Annualized Cost-Effectiveness (total project costs)	\$59.74/lbs	\$66.13/lbs
Annualized Cost-Effectiveness (AQMD Funded project cost)	\$30.40/lbs	\$32.34/lbs

**Brief Project Description:**

The River Store Inc. will continue a shuttle program for river recreation on the South Fork American River corridor from Chili Bar put-in to Skunk Hollow take-out. In addition, upon the return trips to Coloma/Lotus the shuttle will provide "dead head trips" for the community at large and expand into service for institutional/commercial outfitters, community events and other visitors to the area such as hikers, campers, fishermen & mountain bikers. The River Store Inc. will operate during fiscal year 2009/2010 providing 150 total shuttle service days.

## FUNDING REQUEST/BREAKDOWN OF COST

### Funding Request

The River Store is requesting a maximum allocation of \$109,469 of AB2766 DMV Surcharge funds to this project. T will provide for 150 days of shuttle service for the South Fork American River corridor.

Total Project	<i>Proposal</i>	<i>Alternative</i>
<b>Funding</b>	210,125	153,750
<b>Project Costs</b>		
River Store Shuttle Materials	42,000	33,000
River Store Shuttle Operating Cost	27,625	19,250
River Store Shuttle Personnel	130,500	91,500
River Store Shuttle Marketing	10,000	10,000
	215,125	153,750

AB2766 Funds	<i>Proposal</i>	<i>Alternative</i>
<b>Funding</b>	109,469	77,646
<b>Project Costs</b>		
River Store Shuttle Materials	25,082	19,836
River Store Shuttle Operating Cost	14,743	10,048
River Store Shuttle Personnel	69,644	47,762
	109,469	77,646

Matching Contribution River Trust Fund - El Dorado County River Management	<i>Proposal</i>	<i>Alternative</i>
<b>Funding</b>	22,000	22,000
<b>Project Costs</b>		
River Store Shuttle Materials	41	620
River Store Shuttle Operating Cost	2,963	2,847
River Store Shuttle Personnel	13,996	13,533
River Store Shuttle Marketing	5,000	5,000
	22,000	22,000

Matching Contribution Coloma Lotus Chamber of Commerce	<i>Proposal</i>	<i>Alternative</i>
<b>Funding</b>	5,000	5,000
<b>Project Costs</b>		
River Store Shuttle Marketing	5,000	5,000
	5,000	5,000

Matching Projected Revenue Shuttle Fees	<i>Proposal</i>	<i>Alternative</i>
<b>Funding</b>		
\$7/Ride + \$15/Raft Assuming 20% of Daily Ridership are Rafters w/one raft for every 4 riders - Daily Ridership 448 at 30% Realization	122,760	81,840
Less 40% River Store Inc. Margin	49,104	32,736
	73,656	49,104
<b>Project Costs</b>		
River Store Shuttle Materials	16,877	12,544
River Store Shuttle Operating Cost	9,920	6,355
River Store Shuttle Personnel	46,860	30,205
	73,656	49,104



# Shuttle 2009 Project Description

## **Objectives**

By its very nature, recreation on and in some cases near the river requires the use of multiple vehicles and drivers in addition to retracing vehicle drive routes. With the necessary AQMD funding, The River Store Shuttle will continue to fill a void that has been recognized and evident for many years. The basic service provides shuttles for river recreationists and their equipment (kayaks, rafts, tubes, etc.) in safe, convenient and scheduled format.

The Shuttle allows for significant potential reductions in the number of passenger vehicle trips over Highway 49 and attached small roads between Chili Bar, Coloma and Salmon Falls. In addition we have found in our first two months of operation that a significant number of riders are able to leave additional vehicles at home in the Bay Area and elsewhere rather than bring them to the river area to facilitate their personal shuttles. Others are able to bring smaller vehicles to the area instead of larger, less efficient vehicles. The result is significant potential reduction in emissions produced in the Coloma Lotus area and beyond along with increased safety of travel on involved roadways and reduction/reapportionment of parking at such critical locations as Salmon Falls, Greenwood Creek, and Highway 49 bridge over the South Fork American. The shuttle is a benefit to user groups due to increased access for some users, safer travel options, and the savings realized in both time and gas/maintenance expenditures resulting from shuttle activities replacing the use of their personal vehicles.

The shuttle has plans for expansion into service for local commercial and institutional outfitters this year, as well as expanding the services for local events and other visitors to the area such as hikers, campers, fisherman and even mountain bikers.

A private boater/community shuttle service such as the one we are developing is mandated (though not specifically defined in terms of implementation) in the current version of the El Dorado County River Management plan for the South Fork of the American River. El Dorado County is also mandated to assist in said implementation.

Local business owners and river/park managing agencies including El Dorado County, California State Parks and BLM continue to be very supportive and enthusiastic about the shuttle service, offering marketing support and special considerations where appropriate to help facilitate the success of this project.

Support letters are included in Appendix C

## **Scope**

The Shuttle will operate at least on weekends along with two weekdays in summer months during June, July and August, with at least weekends in September-October, 2009 and May 15-June 30, 2010. There will be scheduled routes connecting parking and identified river access points, as well as advance reservation shuttle services for small to medium sized groups.

Shuttle riders will park at a variety of appropriate and approved public and private venues, and shuttle schedules will be designed to help apportion the parking away from congested locations such Salmon Falls and Greenwood Creek parking areas.

Shuttle users will be able to purchase TMA Membership style passes at the River Store and on-line via The River Store Shuttle website. Passes will eliminate the need for cash transactions on the shuttle vehicles themselves, and will offer greater discounts for more avid riders. This method will also allow for easier account/receivables management and tracking. Users will also be able to make pre-reservations for some pick-up points and for custom group/event shuttles through our dispatch/scheduling office.

### **The River Store Inc. will provide:**

- The shuttle will continue to operate through June 30 with 1 2005 Ford 15 passenger van and one 2004 Chevy 12 passenger van and custom trailers, expanding to three vans and trailers as Grant monies allow and the project and ridership develops.
- Website and physical location/ phone access for information, reservation and rider pass purchases
- Custom trailers for equipment transport
- Coordination of marketing with local businesses, agencies and private user groups
- Press releases and website information
- Safe, experienced and appropriately trained and licensed drivers
- Support staff for managing, scheduling, reservations, dispatch and marketing
- Shuttle signage at safe loading stations at each shuttle stop
- Knowledge and experience of the agencies, river and local community needs and concerns

## **Project Organization 2009 and Background**

### **Project Organization**

The River Store Inc. (TRS) will continue to administer the EDCAQMD contract. We are in the process of creating a separate NPO (the Coloma Transportation Management Association) to either accept the grant award or if necessary sub-contract the shuttle operations to under the continued administration by TRS and eventually take over the shuttle program. TRS will also continue to develop the marketing and public information access/reservation systems and the scheduling and route logistics. We will have help from the Coloma Lotus Chamber of Commerce marketing committee (newly created for this purpose). The CLCC (a subchapter of the El Dorado County Chamber of Commerce) has contributed \$5000 for marketing of the shuttle service, and members of the CLCC are specifically providing additional services to help develop and expand the shuttle opportunities and options for the greater Coloma/Lotus community.

The RMAC committee has voted to recommend providing \$22,000 in matching funds and an additional commitment to provide matching funds in 2010 as well in the interest of helping the Shuttle service get through it's first three years and attain a more sustainable level.

TRS will continue utilizing the existing infrastructure elements of The River Store at 1032 Lotus Rd. and a nearby (Highway 49 in Coloma) secure commercial warehouse/parking facility as a base of operations. Vehicle maintenance and support will continue to utilize qualified local mechanics on a regular maintenance schedule.

TRS now owns two quality 2004 and 2005 vans and custom built Shuttle trailers for use in continued shuttle service until and hopefully after the 2008/2009 grant contract year comes to an end on June 30<sup>th</sup>. This is assuming that we are awarded the 2009/2010 grant funding requested, as without it we will not be able to continue the shuttle service after June 30<sup>th</sup> due to lack of funding at this early stage in the program's development. We have several programs that are being developed for additional funding streams, but all require making it into the busy months of July and August that we were not able to operate in the first contract year due to the timing of grant funding award and significant issues in creating and implementing the new service. We hope to add a third van and trailer as a result of this year's grant and matching funds to reach our minimum objective of a 3 van model. We calculate that this three van model will give us a much more sustainable and financially viable program, allowing for significantly increased revenue and ridership numbers with minimal additional costs to infrastructure.

We will continue to hire experienced and qualified/ commercially licensed drivers and additional staff as needed to manage and administer the shuttle activities.

Working shuttle stops and routes have been established, but we also hope to add additional routes for community shuttles such as Winery tours, community member shuttle routes in the Georgetown/Cool areas, and special group and event shuttles. In our first two months of operation we were already able to shuttle for weddings, special community events including the American River Festival and the Christmas paddle as well as a birthday group and several commercial company customer shuttles. We have plans for new Commercial and Institutional company shuttles to further reduce vehicle trips and emissions in the river corridor, and companies willing and ready to work with us if we can get the third van option in place to implement our plans.

### **Background**

Primary responsible party is Dan Crandall as President of The River Store Inc. and owner of Current Adventures Kayak School

**Dan Crandall** is President and majority shareholder of The River Store Inc. and has held that position since purchasing the company in 2004. He has also owned and operated Current Adventures Kayak School (A sole Proprietorship) from its Lotus base since its inception in 1994. As part of the administration of these entities Dan's responsibilities include:

- Coordinating and scheduling the disbursement of resources (including multiple 15 passenger vans, trailers, instructors and kayaking/rafting equipment) throughout Central California.
- Acquisition and maintenance of all vehicles and equipment
- An integral aspect of running these businesses is Dan's annual and ongoing responsibility to negotiate, acquire, update insurance policies and administer numerous permits and concession contracts and their resultant reports and accounts with such entities as California State Parks (2), U.S. Forest Service (4) , BLM, and El Dorado County.
- An intimate familiarity with the safe and scheduled travel/ transport on local roads, routes and access points to be utilized in The River Store Shuttle program through his own similar kayak school operations.
- Maintaining a complete knowledge of and close working relationship with all facets of the business, resident, paddling and outfitter communities within the contract area over the last 18 years.

- Marketing to local and regional paddling groups and the general public with relation to paddling and community oriented programs, events and activities.
- Creation and development of numerous websites since 1995 which incorporate on-line reservations, pricing schedules and complicated calendars for multiple courses, trips and venues.
- Hiring, training and managing a combination of over 20 employees for both The River Store and Current Adventures with a special focus on assessing and enhancing the public service, safety and judgement skills of said employees.
- Delegation of appropriate responsibilities to employees
- Development of kayak trips and outings/services with associated pricing schedules, logistical planning and contract negotiations/fulfillment in collaboration with numerous entities including 8 local or regional Parks and Recreation departments, REI and REI Adventures.
- Development, logistical planning and guiding of multiple commercial river and travel trips to destinations including Costa Rica, New Zealand, Scotland, Chile, The Grand Canyon, Panama, Oregon, Alaska and Utah.
- General responsibility and oversight of all financial recordkeeping, purchases and expenditures for both The River Store Inc. and Current Adventures Kayak School.
- Member in long standing of the California State Parks Whitewater Advisory Committee (Auburn based).
- “My goals are to help create a safe, user friendly and financially viable form of shuttle transportation for the varied user groups in the South Fork American River Community and the related businesses and community members. I see this model as expandable to many recognized applications within the greater South Fork Valley. The reduction of traffic, emissions and parking congestion are all primary objectives of such a shuttle service. The service itself is being designed to be functional, efficient and beneficial (directly or indirectly) to all who live and work in or visit the area.”

# Shuttle proposal 2009

## Work Statement

### 2009

- July
  - Third trailer fabrication and van acquisition
  - Press release and marketing of continuing shuttle operations through variety of public and private sources to reach desired demographics and multiple potential user groups to include but not limited to Private boater clubs and organizations, Outfitters, Rafting chapters, hiking clubs citizens groups and chambers of commerce.
  - Website and phone reservation/information lines updated.
  - New routes and special event/activity operations explored and implemented
  - Hiring and orientation of additional drivers as needed
  - First 2009/2010 contract billing installment submitted to AQMD
  - Provide shuttle services 4 days/week between Chili Bar and Salmon Falls, with intermediate Coloma Valley stops.
- August
  - Provide shuttle services 4 days/week between Chili Bar and Salmon Falls and including intermediate Coloma Valley stops.
  - Additional billings to AQMD
- September- October
  - Provide shuttle services 2 +days/week (water release dependent) between Chili Bar and Salmon Falls and including intermediate Coloma Valley stops.
- November and beyond
  - "Season" end billing installment to AQMD
  - Additional boater shuttles as weather and water releases/rider needs dictate
  - New Community shuttles for non-boating users and events

### 2010

- March
  - Application for 2010 AQMD grant submitted
  - Marketing and Press releases of impending resumption of boater shuttle services available April-June (and beyond pursuant to the acquisition of appropriate new funding)
  - Hiring and orientation of new drivers as needed
- April
  - Continued community and event shuttle operations
  - Beginning of seasonal boater shuttle operations 2 days/week
- May
  - Provide shuttle services 2 days/week or more between Chili Bar and Salmon Falls and including intermediate Coloma Valley stops.
- June
  - Provide shuttle services 4 days/week between Chili Bar and Salmon Falls and including intermediate Coloma Valley stops.
- July
  - Final report and billing submitted to AQMD for fiscal year 2009-2010 grant contract