

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

FAX: 530-642-1624

Email: chamber@eldoradocounty.org

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.

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

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

Attachment 2

CONTENTS CHECKLIST

Applicant: _____ El Dorado County Chamber of Commerce _____

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- Local TRPA Review (If Applicable) – page _____
- 2 Copies of Proposal – page _____



Still Finding Gold In El Dorado County

November 18th 2019
Dave Johnston, air Pollution Control Officer
El Dorado County Air Quality Management
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 AB 2766 Motor Vehicle Emissions Reductions Grant 2020 & 2021.

We recognize that this is a competitive process and that our request may not be a successful candidate. However, our previous grant for our stay and play shuttle has proven to be a success. Should our current request for proposal be successful and chosen for grant funding we are aware of and accept all responsibility and encumbrances associated with said grant.

Respectfully submitted,

Gordon Helm
President

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

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.

**2020 -2021 El Dorado Stay & Play Shuttle Program
Scope of Work**

Activity:	Deliverable(s):	Activity Completion Date:
<p>Operate a year round shuttle program that provides cost share transportation from El Dorado County Lodging Properties to major regional event venues.</p>	<p>Marketing/Promotion -</p> <ul style="list-style-type: none"> • Update marketing plan to include current objectives • 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 2020-2021 marketing plan. • Educate wedding and event venues in El Dorado County regarding program. • Promote program across multimedia platforms & database <p>Content Development (Content /Photo/Video)</p> <ul style="list-style-type: none"> • Evaluate VisitElDorado.com website for opportunities to increase visitor knowledge of transportation options in El Dorado County to include ride share options. • Increase photo library and digital assets • Identify & solicit testimonials from past participants of the program to serve as brand ambassadors for the program <p>Program Evaluation</p> <ul style="list-style-type: none"> • Develop and implement survey to participants • Develop and implement survey to lodging, transportation and event venues if applicable. • Implement any recommended modifications to program <p>Research & Measurement</p> <ul style="list-style-type: none"> • 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. 	<p align="center">Approved Contract End Date</p>

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. 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.

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 2019 - AQMD Verification

Description: Shuttle for patrons from local lodging to local wedding/event venues.
(Issues/Comments)

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 grams	0.191 grams	0.09 grams
NOx :	0.298 per trip	0.217 per mile	0.74 per
PM2.5 :	0.003	0.094	0.02 mile

<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 2020-21 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, 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.

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

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

2020 - 2021

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
Sub-Total			\$21,000.00	\$0.00	\$0.00	\$21,000.00

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
Sub-Total	\$79,000.00	\$0.00	\$0.00	\$79,000.00
PROJECT GRANT TOTAL	\$100,000.00	\$0.00	\$0.00	\$100,000.00

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	\$30	20	\$600.00	\$600.00
7. In Kind Office Asst & In Kind Volunteer	\$9	1500	\$13,500.00	\$13,500.00
8. Marketing, Advertising			\$4,000.00	\$4,000.00
Match Sub-Total	23.5%	\$23,500.00	\$0.00	\$23,500.00

PROJECT TOTAL:	\$123,500.00	\$0.00	\$0.00	\$123,500.00
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EL DORADO COUNTY CHAMBER OF COMMERCE

EXHIBIT A

SCOPE OF WORK

Shuttle Operations

Grantee shall provide year round County visitor shuttle service to regional venues, destinations, events and attractions and comply with all applicable licensing requirements.

- 1) Grantee shall provide shuttle service from lodging facilities located within El Dorado County.
- 2) Grantee shall advertise the availability of the shuttle.
- 3) Grantee shall market shuttle service with local venues, hotels, and the public.
- 4) Grantee shall accept reservations by telephone, email/website, or social media.
- 5) Grantee shall post shuttle schedules and all reservations on website.
- 6) Grantee shall track and report number of roundtrip riders and shuttle mileage.
- 7) Grantee shall inform riders of transportation alternatives.

Acknowledgement

Grantee shall acknowledge grant funding by prominently posting the statement, "Shuttle service funded by a Grant from the El Dorado County Air Quality Management District", on:

- 1) All press releases and marketing activities.
- 2) All printed flyers.
- 3) El Dorado County Chamber of Commerce Website.

Reporting

Periodic performance reports shall be prepared by grantee and submitted to AQMD to document grant funded activities. Reports must provide sufficient information to allow AQMD to ensure project is on schedule and within parameters approved by AQMD. Reports shall include:

- 1) Agreement number, contractor name and reporting period.
- 2) Description of work completed arranged according to tasks in scope of work.
- 3) Payment request, itemization of expenditures and supporting documentation.
- 4) Documentation of marketing efforts with local venues, hotels, and the public.
- 5) Documentation of ridership and shuttle service mileage.
- 6) Description of work to be conducted during remainder of agreement term.
- 7) Any program improvement recommendations