

# Project Summary for Coloma Shuttle

**Applicant:** South Fork Arts and Recreation (SoFAR)  
**Contact Person:** Howard Penn  
**Mailing Address:** PO Box 157 Coloma, CA 95613  
**Office Address:** 835 Lotus Road, Coloma, CA 95613  
**Direct Tel:** 530-626-7373 **Office Tel:** 530-303-2404  
**Email:** Howard@So-FAR.com



## Project Description:

South Fork Arts and Recreation (SoFAR), a 501(c)3 non-profit organization, is applying to operate the South Fork of the American River Coloma Shuttle service for 2024 and 2025. The Coloma Shuttle has operated since 2013 and provides private river recreationalists, hikers, and bikers with shuttle services from Ice House Reservoir to Skunk Hollow take-out at Folsom Reservoir along the South Fork of the American River. The project goals are to reduce VMT on our county roads, reduce pollutants and improve air quality by reducing car trips, and help educate private river recreationalists on VMT and air quality impacts in our area. Individual riders and their gear as well as larger groups are accommodated with 2 vans and trailers supplied by El Dorado County AQMD and 1 van and trailer supplied by SoFAR.

We provide shuttle service along the South Fork of the American River in addition to providing donated shuttles for various local community events in the Coloma and Lotus valley including river clean-up shuttles, State Park history days at Marshall Gold State Park, and other educational events throughout the year. The shuttle operates year-round and will continue to develop additional shuttles for other activities throughout the river corridor where appropriate.

**Water Flow Note:** Due to the higher than normal water flows during 2023, the demand for our shuttle services were significantly reduced until later in the summer when the flows returned to normal levels. Therefore our efficiency in 2023 will not be as good as previous years. We are anticipating 2024-2025 operations will return to normal levels; however, fuel, supplies, and staffing costs will still be higher than normal due to inflation and the shortage of licensed commercial drivers. We anticipate higher shuttle demands in 2024-2025 while returning to full operations.

We have supplied 2018/2019 and 2022/2023 numbers for comparison purposes since 2020/2021 were Covid years.

<b>Estimated Emission Reductions/Cost-Effectiveness</b>				
Useful Life of Project				24 Months
Total Lifetime Emissions Reduced (lbs. of ROG, NOx, PM-2.5)				1002.10
Cost-Effectiveness (total project costs)				\$150.9/lbs
Cost-Effectiveness (AQMD Funded project costs)				\$125.45/lbs
<b>Budget Summary</b>	<b>AB2766 Funds</b>	<b>Matching Funds</b>	<b>In-Kind Match</b>	<b>Total Project Costs</b>
Personnel	\$110,000	\$18,000	\$ -	\$128,000
Drivers	\$66,000	\$ -	\$ -	\$66,000
Taxes/WC	\$31,500			\$31,500
Fuel, Fees, Van Supplies & Maintenance	\$15,500	\$10,000	\$ -	\$25,500
Insurance	\$6,000	\$6,000	\$ -	\$12,000
Marketing, Fees	\$5,500	\$5,000	\$ -	\$10,500
Accounting & Administration	\$12,000	\$ -	\$ -	\$12,000
Event Shuttles, Volunteer Hrs	\$ -	\$ -	\$11,000	\$11,000
<b>TOTAL</b>	<b>\$ 246,500</b>	<b>\$ 39,000</b>	<b>\$ 11,000</b>	<b>\$296,500</b>

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**Applicant: South Fork Arts and Recreation**

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PO Box 157, Coloma CA 95613 530•626•7373

October 11, 2023

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

**Dear Mr. Johnston,**

After successful operations of the 2022 to 2023 Coloma Shuttle by the South Fork Arts and Recreation (SoFAR) non-profit and previous operations of the shuttle since 2013, we are applying to be the service provider for the Coloma River shuttle services for the upcoming 2024-2025 contract period. SoFAR will assume all financial and operational responsibility for all contracts and grant funding applied for from EL Dorado County AQMD in 2024-2025. This contract application is to operate a shuttle service along the South Fork American River.

This authorization is with full knowledge of the requirements of the grant-funding proposal being submitted and the resulting contract stipulations and responsibilities for performance and reporting.

SoFAR will serve as the primary contact for any such contracts and our contact information is listed above. We will serve as the sole representative for authorizing and executing all documentation or actions resulting from the application for funding or the successful receipt of said grant contract(s). This representation and responsibility were unanimously approved by a SoFAR Board of Directors resolution on October 11th, 2023.

Sincerely,

A handwritten signature in black ink, appearing to read 'Howard Penn', written in a cursive style.

**Howard Penn**

President

South Fork Arts and Recreation

[Howard@So-FAR.org](mailto:Howard@So-FAR.org) • 530-626-7373

## PROJECT DESCRIPTION

### Objectives:

The Coloma Shuttle program, managed by South Fork Arts and Recreation (SoFAR) — a 501(c3) non-profit, has been operated by the same management team since 2013. Over these past 10 years, millions of vehicle miles and thousands of pounds of emissions have been removed from the local roads and air.

Due to the higher-than-normal water flows in the spring of 2023, we did not begin normal operations in 2023 until late into the summer and did not have as many boaters visiting the river during these higher flows. Once the flows decreased to normal safe flows in July, we were able to return to our normal shuttle operations. We anticipate returning to full capacity and increased demands in 2024 and 2025.

Our goal has always been to reduce the annual cost per rider by increasing ridership and decreasing costs. The two Covid years of 2020 and 2021 impacted those efforts as well as 2023 high water flows. If you notice the 2022 year, that is the number we anticipate returning to and surpassing in 2024 and 2025.

<b>Year</b>	<b>Total Riders</b>	<b>Total Funds</b>	<b>Cost Per Rider</b>
2018	4450	\$113,900.00	\$25.60
2019	4628	\$116,500.00	\$25.17
2020	1773	\$76,700.00	\$43.26
2021	4464	\$133,300.00	\$29.86
2022	4915	\$140,300.00	\$28.55
2023	3500	\$90,955.00	\$25.99

We anticipate an increase in ridership for 2024 and 2025 given the amount of demand we have seen in previous years and our return to normal operational capacity; however, we also anticipate continued increased costs given fuel cost increases, employee compensation increases, and overall inflation.

If approved for funding, SoFAR will oversee the operation of the Coloma Shuttle and will provide safe and convenient transportation for river corridor recreation and the local community. Funding from AB2766 is essential for providing this high-quality shuttle service at an affordable price. The overall objectives will be to:

- Provide an effective and convenient shuttle service for recreational users along the South Fork American River from Ice House Reservoir to Skunk Hollow including river runners, hikers, and bikers.
- Continue to expand the shuttle services to accommodate other river corridor users and their shuttle needs.
- Reduce motor vehicle emissions related to river corridor recreation.
- Continue to promote parking in appropriate parking locations in the Coloma and Lotus business district to encourage economic benefits to the merchants and reduce impacts of parking on put-in and take-out spots with reduced parking capacities.
- Increase ridership over 2022 & 2023 actual ridership numbers through the operation of two vans & two trailers provided by El Dorado County AQMD and one van and trailer provided by SoFAR.
- Continue to reduce overall project cost and increase operational efficiencies to maximize AQMD's funding to service as many riders and reduce as many vehicle miles as possible.

### Scope

Upon approval of funding, the Coloma Shuttle program will obtain all appropriate licenses and insurance and initiate needed operations and staffing to begin shuttle operations utilizing the two 15-seat passenger vans and trailers provided by El Dorado County Air Quality Management District (AQMD) and SoFAR's van and trailer.

During the season, staff will continue a focused marketing and advertising campaign to increase ridership as much as possible and continue to reduce overhead and operational costs to maximize the efficiency of AQMD's funding.

## **Organizational Background**

The Coloma Shuttle program will be managed and operated by South Fork Arts and Recreation (SoFAR), a 501(c)3 charitable non-profit organization whose mission is to promote, inspire, and teach the arts, recreation, and community involvement in the American River watershed and surrounding area. SoFAR has been operating a variety of community programs in the Coloma and Lotus area for the past 15+ years including but not limited to music events and festivals, community development and enhancement projects, and recreational programs such as the Coloma Shuttle.

Over the last several years, SoFAR has worked with the community and other stakeholders in the area to enhance and promote the arts, music and recreation in the Coloma, Lotus and South Fork of the American River watershed. We are focused on hiking trail and river recreation access issues for residents and visitors alike, hosting and sponsoring art and music events for people of all ages, and organizing community events that inspire and enhance our connection to the river and the people that live here. Operating the Coloma Shuttle program helps us meet our mission by facilitating logistics for the river recreationalists in our valley, reducing traffic and emissions impacts, and educating visitors and residents on the benefits of shuttling and carpooling.

We consistently work to expand our ridership outreach and offer easier and more efficient mechanisms to reserve a shuttle. We will be adding additional reservation services on our website to update our booking process and will continue to promote the shuttle program and its benefits to the broader recreational community whenever possible.

The professional staff and board of SoFAR has over 200 years of accumulated business, non-profit and operational experience managing multimillion-dollar budgets, detailed accounting and expense reporting, collaboration with county, state and federal programs and operating complex multi-dimensional projects with effectiveness and efficiency. Our management staff has been successful in operating the shuttle since 2013. Helping preserve and promote the recreational resources that benefit the community of El Dorado County residents and tourists are a primary focus of SoFAR and a part of the mission we strive to uphold.

We look forward to continuing to operate the Coloma Shuttle program and have all the necessary resources and skills to make it successful.

## 2018-2019 Actual Emissions Benefits/Cost Effectiveness

Three River Routes:

1) Chili Bar (CB) = 11.2 miles 1-way and Gorge (G) = 13.5 miles 1-way.

Round Trip Coloma to El Dorado County Line = 40 miles

2) Ice House (IH) = 11 miles 1-way

Round Trip Ice House Reservoir to El Dorado County Line = 110

3) Slab Creek (SC) = 18.7 miles 1 way

Round Trip Slab Creek Reservoir to El Dorado County line = 60

**Effectiveness Period = 24 months**

**(D) Days** **282** (Chili Bar & Gorge - 282 Days, Ice House - 0 Days, Slab Creek - 0 Days)

**(R) Ridership** **32.19** (2018 Ridership + 2019 Ridership)/(D) = (4450+4628)/282

**(VMT) Annual Van Miles Traveled** **20,896.2** = (# of Vehicles \* Days (D)\* Route Length (RL) \* # of Ways  
= 1.5\*282\*24.7\*2

**(A) Adjustment on Auto Trips** **1.0**

**(L) Auto Trip Length** **89.4** miles = [(11.2\*2)+(13.5\*2)+40]  
(2 one-way CB + 2 one-way G + 40 miles saved round trip Coloma to El Dorado County Line)  
**132** miles = [(11\*2)+110]  
(2 one-way IH + 110 miles saved round trip Ice House Reservoir to El Dorado County Line)  
**97.4** miles = [(18.7\*2)+60]  
(2 one-way SC + 60 miles saved round trip Slab Creek Reservoir to El Dorado County Line)  
(River trip car pooling leaving one car at home for full river trip.)

**(AA) Adjustment for Auto Access =** **0.4** (Reduced to account for river shuttle vehicle left at home)

**(LL) Trip Length (default) =** **5** (for auto access to & from Shuttle)

**Annual Auto Trips Reduced =** **5,447** (D\*R\*A) \* (1-AA) = (282\*32.19\*1)\*(1-.4)

**Annual Auto VMT Reduced =** **793,417** (D\*R\*A)\*[L-(AA\*LL)] = (282\*32.19\*1)\*[89.4-(0.4\*5)]

**Annual Emmisions Reductions**

[(Annual Auto Trips Reduced)\*(Auto Trip End Factor)+(Annual Auto VMT Reduced)\*  
(Auto VMT Factor)-(Van VMT)\*(Van VMT Factor)]/454 (number provided to us)

ROG: **336.38** [(5446.8\*.764)+(793417.2\*.191)-(20896.2\*.143)]/454

NOx: **373.66** [(5446.8\*.303)+(793417.2\*.217)-(20896.2\*.2)]/454

PM2.5: **146.96** [(5446.8\*.006)+(793417.2\*.087)-(20896.2\*.112)]/454

**Total Annual Emmisions Reduced =** **857.00** lbs/24 mos

**(CRF) Capital Recovery Factor =** **0.51**

**Cost Effectiveness of Total Funding** **137.12** (CRF\*Total Funding)/(ROG+NOx+PM2.5) = (0.51\*230414)/857

**Cost Effectiveness of AB2766 Funding** **112.30** (CRF\*AB2766 funding)/(ROG+NOx+PM2.5) = (0.51\*188711)/857

## 2022-2023 Actual Emissions Benefits/Cost Effectiveness

Three River Routes:

1) Chili Bar (CB) = 11.2 miles 1-way and Gorge (G) = 13.5 miles 1-way.

Round Trip Coloma to El Dorado County Line = 40 miles

2) Ice House (IH) = 11 miles 1-way

Round Trip Ice House Reservoir to El Dorado County Line = 110

3) Slab Creek (SC) = 18.7 miles 1 way

Round Trip Slab Creek Reservoir to El Dorado County line = 60

**Effectiveness Period = 24 months**

**(D) Days** **265** (Chili Bar & Gorge - 265 Days, Ice House - 0 Days, Slab Creek - 0 Days)

**(R) Ridership** **31.75** (2022 Ridership + 2023 Ridership)/(D) = (4915+3500)/265

**(VMT) Annual Van Miles Traveled** **13,091.0** = (# of Vehicles \* Days (D)\* Route Length (RL) \* # of Ways  
= 2\*133\*24.7\*2

**(A) Adjustment on Auto Trips** **1.0**

**(L) Auto Trip Length** **89.4** miles = [(11.2\*2)+(13.5\*2)+40]  
(2 one-way CB + 2 one-way G + 40 miles saved round trip Coloma to El Dorado County Line)  
**132** miles = [(11\*2)+110]  
(2 one-way IH + 110 miles saved round trip Ice House Reservoir to El Dorado County Line)  
**97.4** miles = [(18.7\*2)+60]  
(2 one-way SC + 60 miles saved round trip Slab Creek Reservoir to El Dorado County Line)  
(River trip car pooling leaving one car at home for full river trip.)

**(AA) Adjustment for Auto Access =** **0.4** (Reduced to account for river shuttle vehicle left at home)

**(LL) Trip Length (default) =** **5** (for auto access to & from Shuttle)

**Annual Auto Trips Reduced =** **5,049** (D\*R\*A) \* (1-AA) = (265\*31.75\*1)\*(1-.4)

**Annual Auto VMT Reduced =** **735,471** (D\*R\*A)\*[L-(AA\*LL)] = (265\*31.75\*1)\*[89.4-(0.4\*5)]

**Annual Emissions Reductions**

[(Annual Auto Trips Reduced)\*(Auto Trip End Factor)+(Annual Auto VMT Reduced)\*  
(Auto VMT Factor)-(Van VMT)\*(Van VMT Factor)]/454 (number provided to us)

ROG: **313.79** [(5049\*.764)+(735471\*.191)-(13091\*.143)]/454

NOx: **349.14** [(5049\*.303)+(735471\*.217)-(13091\*.2)]/454

PM2.5: **137.78** [(5049\*.006)+(735471\*.087)-(13091\*.112)]/454

**Total Annual Emissions Reduced =** **800.70** lbs/24 mos

**(CRF) Capital Recovery Factor =** **0.51**

**Cost Effectiveness of Total Funding** **147.04** (CRF\*Total Funding)/(ROG+NOx+PM2.5) = (0.51\*230855)/800.7

**Cost Effectiveness of AB2766 Funding** **121.48** (CRF\*AB2766 funding)/(ROG+NOx+PM2.5) = (0.51\*190717)/800.7

## 2024-2025 Proposed Emissions Benefits/Cost Effectiveness

Three River Routes:

1) Chili Bar (CB) Route Length (RT) = 11.2 miles 1-way and Gorge (G) = 13.5 miles 1-way

Round Trip Coloma to El Dorado County Line = 40 miles

2) Ice House (IH) Route Length (RL) = 11 miles 1-way

Round Trip Ice House Reservoir to El Dorado County Line = 110

3) Slab Creek (SC) Route Length (RL) = 18.7 miles 1 way

Round Trip Slab Creek Reservoir to El Dorado County line = 60

**Effectiveness Period = 24 months**

**(D) Days** **270** (Chili Bar & Gorge - 270 Days, Ice House - 0 Days, Slab Creek - 0 Days)

**(R) Ridership** **38.89** (2024 Ridership + 2025 Ridership)/(D) = (5000+5500)/270

**(VMT) Annual Van Miles Traveled** **13,338.0** (# of Vehicles \* Days (D)\* Route Length (RL) \* # of Ways = (2\*135\*24.7\*2)

**(A) Adjustment on Auto Trips** **1.0**

**(L) Auto Trip Length** **89.4** miles = [(11.2\*2)+(13.5\*2)+40]  
 (2 one-way CB + 2 one-way G + 40 miles saved round trip Coloma to El Dorado County Line)  
**132** miles = [(11\*2)+110]  
 (2 one-way IH + 110 miles saved round trip Ice House Reservoir to El Dorado County Line)  
**97.4** miles = [(18.7\*2)+60]  
 (2 one-way SC + 60 miles saved round trip Slab Creek Reservoir to El Dorado County Line)  
 (River trip car pooling leaving one car at home for full river trip.)

**(AA) Adjustment for Auto Acces:** **0.4** (Reduced to account for river shuttle vehicle left at home)

**(LL) Trip Length (default) =** **5** (for auto access to & from Shuttle)

**Annual Auto Trips Reduced =** **6,300** (D\*R\*A) \* (1-AA) = (270\*38.89\*1)\*(1-.4)

**Annual Auto VMT Reduced =** **917,700** (D\*R\*A)\*[L-(AA\*LL)] = (270\*38.89\*1)\*[89.4-(0.4\*5)]

**Annual Emmissions Reductions**

[(Annual Auto Trips Reduced)\*(Auto Trip End Factor)+(Annual Auto VMT Reduced)\*  
 (Auto VMT Factor)-(Van VMT)\*(Van VMT Factor)]/454 (number provided to us)

ROG: **392.48** [(6300\*.764)+(917700\*.191)-(13338\*.143)]/454

NOx: **436.97** [(6300\*.303)+(917700\*.217)-(13338\*.2)]/454

PM2.5: **172.65** [(6300\*.006)+(917700\*.087)-(13338\*.112)]/454

**Total Annual Emmissions Reduce** **1002.10** lbs/24 mos

**(CRF) Capital Recovery Factor =** **0.51**

**Cost Effectiveness of Total Fundi** **150.90** (CRF\*Total Funding)/(ROG+NOx+PM2.5) = (0.51\*296500)/1002.1

**Cost Effectiveness of AB2766 Fu** **125.45** (CRF\*AB2766 funding)/(ROG+NOx+PM2.5) = (0.51\*246500)/1002.1



## **Work Statement**

### **Shuttle Operations**

The Coloma Shuttle will provide 270 days of shuttle services to private recreational users along the South Fork of the American River corridor from Chili Bar to Skunk Hollow. Additionally, the program will provide shuttle services for scheduled recreational releases on the South Fork Silver Creek below Ice House Reservoir and on the South Fork American below Slab Creek Reservoir if and when there are recreational seasonal flows on those sections. The shuttle program will also include hikers, bikers, and other recreationalist along all sections of the river corridor. Operations in 2024 & 2025 will include:

- Maintenance and operations of shuttle services utilizing 3 vans and trailers in a safe operable condition providing copies of maintenance records and California Highway Patrol inspection reports.
- Hiring of properly trained and licensed shuttle drivers.
- Maintenance of a reservation system utilizing a website, telephone and email systems with reservations, schedules, and availability.
- Publishing of outreach and online announcements detailing the shuttle schedule.
- Marketing the shuttle service with local businesses, agencies and private user groups.
- Educating the public on air quality benefits from shuttling and other AQMD programs.
- Providing shuttle service to river runners, hikers, anglers, campers, special event patrons, local community and other recreational users and their equipment.
- Tracking and recording shuttle usage by rider and route for use in reporting and future grant proposals to AQMD.

### **Community Events**

Coloma Shuttle will provide free shuttles to selected community events and will include:

- Shuttle service to local community event patrons from parking lots to event venues.
- Track and record number of rider trips and shuttle service mileage for use in reporting and future grant proposals to AQMD.

### **Acknowledgement**

Coloma Shuttle will acknowledge grant funding from the El Dorado County AQMD stating "Shuttle service funded by a grant from the El Dorado County Air Quality Management District" on:

- Coloma Shuttle Website
- Press releases, marketing activities, and printed flyers distributed on the van
- Van signage

### **Reporting**

Coloma Shuttle will provide clear and transparent information to AQMD. Information provided will be sufficient to allow AQMD to determine whether project is on schedule and within the parameters approved by AQMD including:

- Daily ridership
- Daily Van starting mileage and ending mileage
- Quarterly performance reports including:
  - Description of work completed
  - Description of work remaining
  - Payment request, itemization of expenditures and supporting documentation
  - Documentation of shuttle emission reduction benefits education efforts
  - Marketing efforts
  - Documentation of rider trips and shuttle service mileage
- Final Comprehensive project report

**2024-2025 Coloma Shuttle  
Funding Request/Cost Breakdown**

Line Item	Title/Classification	Unit Total	Proposed Rate		Proposed Costs
<b>Personnel</b>					
		Hours	Rate/Hour		
1	General Manager - (contracted - no payroll costs)	800	\$50.00		\$40,000
2	Coordinator - (hourly with no benefits)	2000	\$35.00		\$70,000
3	Drivers - (hourly with no benefits)	2200	\$25-\$30		\$66,000
4	Employers Payroll Taxes (approx 10.95%)				\$15,000
5	Workers Comp (approx. 11.5%)				\$16,500
	<b>Subtotal</b>				<b>\$207,500</b>
<b>Operations</b>					
6	Insurance				\$6,000
7	Marketing, Advertising & Merchant Fees				\$5,500
8	Administrative Costs (limited to 5%) including report preparation, accounting, payroll				\$12,000
9	Fuel, Maintenance, Fees & Van Supplies				\$15,500
	<b>Subtotal</b>				<b>\$39,000</b>
<b>PROJECT SUBTOTAL GRANT AMOUNT:</b>					<b>\$246,500</b>
<b>Match</b>			<b>Units</b>		
10	Wages				\$18,000
11	Insurance				\$6,000
12	Marketing, Advertising, & Merchant Fees				\$5,000
13	Fuel, Maintenance, Fees & Van Supplies				\$10,000
14	Community Event Shuttle Service	20	Days	\$525.00	\$10,500
15	Shuttle Volunteer Labor	\$15-\$50/Hr	20 Hrs		\$500
<b>PROJECT SUBTOTAL MATCH AMOUNT: 20.28%</b>					<b>\$50,000</b>
<b>PROJECT GRAND TOTAL:</b>					<b>\$296,500</b>

## 2024-2025 MATCHING FUNDS

<b>Monetary</b>	<b>Potential Shuttle Revenue</b>	
	\$10*Days*Riders = \$10*270*38.89 (rounded down)	105,000.00
	If 75% Realized	78,750.00
	If 50% Realized	52,500.00
	<i>Total Match From Shuttle Revenue</i>	<b>\$ 52,500.00</b>

<b>In-Kind</b>	<b>20 Community Shuttle Events</b> # of Shuttles * \$525 Shuttle Cost/Day	
	American Whitewater & ARC Events - 6 Days	3,150.00
	County River Clean-up Days - 4 Days	2,100.00
	California State Park Community Events - 6 Days	3,150.00
	Community Festivals and other events - 4 Days	2,100.00
	<i>Total Match from Community Events</i>	<b>\$ 10,500.00</b>

**Total Matching Funds** **\$ 63,000.00**



October 11, 2023

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

**Dear Mr. Johnston,**

We agree to provide total matching funds of \$50,000 for the contract period of 2024-2025. Matching funds will be generated from a monetary match generated from anticipated ridership revenue and in-kind donations of shuttles for community events and volunteer hours. The 20% minimum matching fund requirement of this contract will be managed in each expense billing cycle and will be reported as an overall ratio of expenses to date.

With the historical revenue generated by the shuttle program in the past at \$10 per person, meeting the matching fund amount will be very manageable.

Sincerely,

**Howard Penn**  
President  
South Fork Arts and Recreation  
530-626-7373

## **Schedule of Deliverables**

### **Pre-season: January-April**

- GM prepare operations and systems for 2024-2025 shuttle services
- GM obtain and coordinate insurance, license & inspections of shuttle vans
- GM hire and train Shuttle Coordinator
- GM and Shuttle Coordinator hire drivers and provide orientation
- Press release and marketing of 2024 shuttle season
- Operate shuttle service efficiently and safely
- GM to submit monthly reporting & billing to AQMD
- Quarterly SoFAR Board of Directors meeting with GM
- Begin weekend shuttle service on all appropriate river sections.
- GM & Shuttle Coordinator schedule, market & maximize daily ridership
- Shuttle Coordinator to tally daily usage and track reservations
- Shuttle Coordinator to record daily van start mileage and end mileage
- Begin weekday shuttle service on appropriate river sections.
- GM & Coordinator schedule, market & maximize daily ridership
- GM and Coordinator increase marketing efforts to hikers, bikers, and other potential riders.
- Submit summary and expense reports

### **Season: May - September**

- Continue all of above plus additional tasks below
- Add all available weekdays to shuttle service between Chili Bar & Skunk Hollow
- Provide shuttle service on Memorial Day, July 4<sup>th</sup> and Labor Day
- Provide shuttle for County River Clean-up Days and other local events
- Arrange and organize additional shuttle routes on Ice House and Slab Creek
- Submit summary and expense reports

### **End of Season: October - December**

- Continue all of above plus additional tasks below
- Provide shuttle services based on demand
- Reconcile end of year numbers and analyze
- File end of year expense report and end of year progress report



MAILING ADDRESS:  
PO BOX 608  
COLOMA, CA 95613

OFFICE ADDRESS:  
7308 STATE HWY 49, SUITE F  
LOTUS, CA 95651

(530) 285-0002  
COLOMALOTUS.COM

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October 6, 2023

Dave Johnson  
El Dorado County Air Quality Management District  
2850 Fairlane Court  
Placerville, CA 95667

Dear Mr. Johnson,

Since the inception of the South Fork American River Shuttle Program, the Coloma-Lotus Business Council has been a strong supporter of the program. We have operationally and financially supported the efforts of the shuttle program and appreciate your support in its continued success. Our region has thousands of visitors each year and assisting in reducing vehicle miles traveled and pollutants is critical to our valley. AQMD's willingness to fund a shuttle program demonstrates the forward thinking and resourcefulness of El Dorado County to people from around the world.

The Business Council works to promote the economic viability of the Coloma and Lotus river valley and this shuttle program assists in those efforts by continuing to support the river recreationalists that visit us.

It is strongly believed that this program will benefit the economic, environmental, and overall health of the community; we support the program fully.

Sincerely,

Coloma-Lotus Business Council



Theresa Lorejo-Simsiman  
California Stewardship Director  
theresa@americanwhitewater.org  
12155 Tributary Drive #48  
Gold River, CA 95670  
916.835.1460

October 15, 2023

Dave Johnston  
Air Pollution Control Office  
El Dorado County Air Quality Management District  
2850 Fairlane Court  
Placerville, CA 95667

RE: Coloma Shuttle 2024-2025

Dear Dave Johnston,

American Whitewater is a national non-profit 501(c)(3) river conservation organization founded in 1954 with approximately 50,000 supporters, 7,000 dues-paying members, and 100 local-based affiliate clubs, representing whitewater enthusiasts across the nation. American Whitewater's mission is to protect and restore America's whitewater rivers and to enhance opportunities to enjoy them safely. The organization is the primary advocate for the preservation and protection of whitewater rivers throughout the United States, and connects the interests of human-powered recreational river users with ecological and science-based data to achieve the goals within its mission. A significant percentage of our members reside in or travel to the Coloma Lotus area to enjoy the whitewater on the South Fork American River.

We are writing this letter in full support of the service the Coloma Shuttle provides to the area. For close to a decade of operation the Coloma Shuttle continues to provide a valuable and viable river shuttle program essential to easy access to the river and helping to reduce the overall impact of automobile emissions. It is our hope that El Dorado County AQMD continues to fund the Coloma Shuttle program for 2024 and 2025

Sincerely,

A handwritten signature in black ink that reads "Theresa Lorejo-Simsiman".

Theresa Lorejo-Simsiman  
California Stewardship Director



# FRIENDS OF THE RIVER

3336 BRADSHAW RD., SUITE 335, SACRAMENTO, CA 95827

PHONE: 916-442-3155

WWW.FRIENDSOFTHERIVER.ORG

October 14, 2023

To Whom It May Concern,

The Coloma Shuttle provides a critical community service for El Dorado County residents and businesses. It promotes tourism by making shuttle services affordable, reliable and convenient for the many private boaters who come to enjoy the American River. The shuttle services also benefit community residents by reducing traffic and parking congestion at put-in's and take-outs. The American River is a world-class whitewater destination, with very high levels of tourism. The Coloma shuttle benefits both El Dorado County businesses and local community residents.

Please support the Coloma Shuttle operations for 2024 and 2025.

Sincerely,

Jann Dorman  
Executive Director  
Friends of the River



## 2023 Letters of Support

**Anthony DeRiggi** Wed, Sep 27, 5:58 PM

to coordinator@colomashuttle.com

My boating friends and I have used the shuttle many times this year, and each time it has saved us from driving 2 vehicles from Sacramento to Coloma and then driving back and forth from put-in to take-out.

Thanks for great service and hope to see you next season!

Tony DeRiggi,  
Sacramento, CA

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**Bill Black** <tessabill@sbcglobal.net> Wed, Jun 28, 10:31 AM

to coordinator@colomashuttle.com

Dear Coloma Shuttle,

I just want you to know how much I appreciate your shuttles. I come to El Dorado County from the San Francisco Bay Area to go white water boating about 8 to 10 times per year. Typically our groups include 3 to 6 guys and we drive up in 1 to 2 cars. (Because of the Coloma shuttle, we only need to bring enough cars to hold us and our boats, i.e., no extra "shuttle car" required.) We usually come up for the day, but occasionally camp or stay in a hotel, usually up on Hwy 50. We'll typically get a local meal after a day of boating, and always fill up the tank with gas in El Dorado County, since it is cheaper than the Bay Area. The shuttle has freed us from using multiple cars to get to El Dorado County so it makes it easier to come up more frequently. You guys do a great job. Don't go away!

Thanks,

Bill Black

San Francisco 94127

**Brian Wilk** <brwilk@gmail.com> Wed, Jun 28, 8:51 AM

to coordinator

Hi,  
I'd like to show my support for the Coloma Shuttle, since I use it every year, all season long, and have every since I started to kayak - 11 years ago. It's loss would be devastating for the boating community and I hope that you see that it is a vital part of reducing the traffic in the area as well as supporting tourism in the whole Coloma area. I thank you for it's recent support through grants, and I'm sure I speak for the whole boating community in stating my support.

**Brian Wilk**

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**Chuck Seidler** Wed, Sep 27, 10:42 AM

to me

Hello,  
My name is Chuck Seidler and I live in Sacramento. I kayak the South Fork American up to 40 days a year and without interruption use the Coloma Shuttle when it is available.

The scheduling and convenience of the service is exceptional, resulting in extensive reductions in emissions from my vehicle. I strongly support the long term continuation of this service, as well as any potential expansion of months that it is available.

Thank You!

Charles "Chuck" Seidler  
5232 T Street  
Sacramento, CA 95819

October 5, 2023

Air Quality Management Board:

My kayak partners and I have ridden the Coloma Shuttle dozens of times this year and request you continue to support its operations.

The shuttle saves us substantial time, wear and tear on our vehicles, we can carpool to the river with fewer vehicles, and we have more time to enjoy this riparian resource vs lapping the roadways when having to set our own shuttles.

As residents of El Dorado County we additionally value the shuttle for reducing traffic, noise, pollution and dangers from those not familiar with or speeding on our narrow and windy roadways.

The service keeps getting better each year: we appreciate the additional vans and experienced drivers, expanded time slots, and easy to use web reservation and payment system. I too appreciate their prompt responses to my occasional email or phone messages.

Coloma Shuttle is superbly run by Nate Rangel and I wholly endorse him and his team. I request AQMB's and others' continued support of this beneficial, on so many levels, service.

Sincerely,

Bob McConachie  
8799 Riverwood Dr  
Placerville, CA 95667

**Damien Filiatrault <damien626@gmail.com>** Tue, Jun 27, 8:36 PM

to coordinator

Hi,

I haven't actually ridden your shuttle yet, but I plan to a lot in the future. I recently purchased a piece of land on the South Fork of the American between Lotus and Salmon Falls road. As soon as I have the skills and the flows subside, I plan on kayaking (and rafting in the future) from my property to the takeout at Skunk Hollow and then riding the shuttle up to Greenwood and then floating back down to my property. I'll probably be good for at least 6 rides a year between my friends and I and hopefully more. I appreciate the service that you offer and I really hope you keep it going!

Thanks,  
-Damien Filiatrault  
(415) 609-0375

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**dann bear <dbearson@pacbell.net>** Thu, Jun 29, 5:03 PM

to coordinator@colomashuttle.com

To: El Dorado County Air Quality Management District  
From: Dann Bearson  
1030 Richmond Street  
El Cerrito, CA 94530  
June 29, 2023

I'm writing this email on behalf of the Coloma Shuttle service. I want you to know that the shuttle is fantastic. It is incredibly easy to use, reasonably priced and it minimizes a great deal of driving. I hurt my back last year so this season has not been full of boating, but the previous year I used it at least ten times. I look forward to using again this summer. I drive alone from the east bay of San Francisco so I already put in a great deal of mileage. It is nice to cut out what I can. One other bonus is the people. I have met a number of wonderful boaters.

Please continue to fund the shuttle. It is a great benefit for the boating community. Thank you. Dann

**Gary Rollinson** <g.rollinson@sbcglobal.net> Tue, Jun 27, 1:24 PM

to coordinator@colomashuttle.com

Hi Nate,

Glad to see you are working as coordinator for the Coloma Shuttle service. Yes, this is a great service, especially for someone like myself who travels quite a ways to get to the river - I come from Santa Cruz. The shuttle service substantially reduces driving at the river, parking congestion, gas costs and emissions, and logistical headaches for any group size. I have been happily using the shuttle service since its inception and wholeheartedly support its continuance.

Please feel free to use this email as needed in your efforts to keep the shuttle service available throughout the season.

Best regards,

***Gary Rollinson***  
831-234-2081 (c)

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To Whom:

I have been running the South Fork for over 30 years. The logistics of put-in, take-out, and shuttling vehicles are familiar to me, in detail. I recently used the Coloma Shuttle for the first time, and was very impressed by its ease of use, affordability, convenience, and comfort. It saved me time, hassle, and gas. I plan to use it from now on whenever possible, and I completely support the continuation, and even expansion, of this vital service.

Harold Sloane

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**Jeff Ansley** <jeffansley@gmail.com> Tue, Jun 27, 1:09 PM

to coordinator

The shuttle lets me use my Chevy Bolt EV to go kayaking instead of my diesel F250. I park at lotus henningsen and charge my car while I ride the shuttle to the top, then shuttle back to the car from salmon falls. Each trip displaces 250 miles or 17 gallons of diesel roundtrip from moraga, and I do about 20 trips per year. This saves me \$1800 in diesel and only costs \$300 for the shuttle.

Jeff Ansley  
1123 Sanders Dr, Moraga, CA 94556  
510-847-9041

**Joe Burns**  
<jsb333@hotmail.com> Tue, Jun 27, 1:53 PM

to coordinator@colomashuttle.com

Per request

Joe Burns  
1246 Drexel Drive  
Davis CA 95616  
5305665021

how many times you use the shuttle each year. I used Coloma shuttle 30 to 40 each year before COVID.

how many vehicles you and your friends are bringing to our valley and then jumping on the shuttle. 4 to 8 per month.

How far you traveled - be it locally or from other parts of our fine state - to get here.

From Davis, about 60 miles

Let us know what you think of the shuttle service - good or bad. Excellent service safe, dependable, on time.

Does our program make you more likely to come and visit El Dorado County? Yes, Coloma shuttle service makes setting shuttle safe, quick and convenient.

Do you camp or stay in other lodging when you boat on the SFA? Yes, when boating on SFA I often camp and eat in local restaurants.

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**Ned Black** <nedz.black@gmail.com> Fri, Jun 30, 11:47 AM

to coordinator

Hello Coloma Shuttle,

I've used the shuttle many times over the years. I drive from Mill Valley, 94941 to raft or IK the SFA. That's 135 miles one way. The choice is my friend's and I either have to drive two vehicles all that way or just one. I get to the SFA at least 3 times every year and the Coloma shuttle is a big factor bringing me to El Dorado county. I usually do this as a day trip but I always make sure to buy some food locally.

Thanks,  
ned black

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**Rick Patrinellis** Tue, Sep 26, 4:28 PM

Hello Coloma Shuttle,

I want to express my appreciation for the valuable community service you provide. I have started using the shuttle this season and plan to use it often going forward. I normally launch two Catarafths when my wife and I are on the river and without your service I would otherwise have to be driving a 3/4 ton truck pulling a trailer to the Chili Bar put in from our home in

Coloma and then drive another car up and back to retrieve the rig once we get off the water. I am so happy that we can instead give the air a break by using Coloma Shuttle. Please keep up the outstanding service to our community and county!

Richard Patrinellis  
1290 Scott Road  
Coloma Ca. 95651

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**Rowan Littell** <[rowan@hovenweep.org](mailto:rowan@hovenweep.org)> Tue, Jun 27, 2:47 PM

to coordinator

Here is a letter you can add to your grant application - I should note that I have not actually used your service, but I'm new to whitewater and having a shuttle like yours is one of the things that is a strong draw for me to come to the area.

I am new to whitewater, and while I have boated a few times on the South Fork of the American, it has so far been with private outfitters and instructors that have arranged their own shuttle services. However, in becoming interested in the sport and learning more about it and the South Fork in general, the Coloma Shuttle has been a strong draw in how I view the area. Knowing that there is a transportation service that specifically caters to boaters has made it easy for me to consider the possibility of more casually coming and knowing that I need not be also trying to coordinate rides for myself and my gear. I usually camp at Camp Lotus, making it easy to get to Coloma Shuttle stops. When I come, it has been using my own car driving from the East Bay area, and as I look towards planning whitewater weekends, that would be one less car needing to be shuffled between put-in and take-out.

Rowan Littell  
Oakland, CA 94602  
Times I have used the Coloma Shuttle: none yet, but I hope to!

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**stevenb95661@gmail.com** Wed, Jun 28, 11:06 AM

This email is in support of the Coloma Shuttle. I am a reasonably frequent user of the service. I live in Lake Tahoe (89450 zip) and the drive down there is about 105 miles from my house. By using the shuttle service, I do not have to coordinate with a friend to drive down with me. (One car not driven 210 miles round trip just to get there.) The service does a great job and also saves me significant time that would otherwise be spent running shuttle. I probably run the shuttle in the range of 6-8 times annually. I urge whoever is reading this to renew the grant to this outstanding service. Thanks, Steve

Steven Bouck  
916-765-8331  
[Stevenb95661@gmail.com](mailto:Stevenb95661@gmail.com)

**Sue Ghilotti**

<[sueg@colfaxnet.com](mailto:sueg@colfaxnet.com)>

Wed, Jun 28, 7:29 AM

to coordinator

It is so much easier to boat on the South Fork with a shuttle service. Plus, no parking issues. If it weren't for the shuttle I probably wouldn't bother to come all the way over to the Lotus Valley to boat. Too much driving. Hopefully the shuttle will continue for years to come. Sue Ghilotti

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**Todd Kobernick** [todd@kobernick.com](mailto:todd@kobernick.com) [via](#) registrar-servers.com

Wed, Jun 28,  
11:02 AM

to [Coordinator@colomashuttle.com](mailto:Coordinator@colomashuttle.com)

I want to share some comments about the positive impact the Coloma Shuttle has on me and on the entire paddling community in South Fork of the American River (SFA).

I live in San Diego, California and either fly or drive to SFA to paddle between five to eight days per year. I will paddle with others as part of a larger group (e.g., Loma Prieta Paddlers or Gold Country Paddlers) or I will informally assemble a group of kayakers. Logistics are a large part of kayaking; using the Coloma Shuttle on these outings is always a consideration. Knowing that the dependable service of Coloma Shuttle is available for both beginning and ending our days makes this part of planning easier. Frankly, the availability of the Shuttle makes the decision for many of us. And, by using the Shuttle, we remove a meaningful number of vehicles from the road and from parking lots.

Typically, I will camp when I visit the SFA. I use the Shuttle on some of the days I am on the SFA, particularly when the drive is longer and more impactful on the environment. I can leave my car where I camped and walk to the Coloma Shuttle pick up. And, the Coloma Shuttle personnel are extremely helpful when trying to decide how, when and where to pick up the shuttle. Consolidation of many riders into a single vehicle clearly embodies the goals of many outdoor enthusiasts—enjoy the outdoors while minimizing our impact on nature.

Todd Kobernick

[Todd@Kobernick.com](mailto:Todd@Kobernick.com)

San Diego, California 92130