

**Applicant:** American River Recreation Association

**Contact Person:** Howard Penn

**Address:** PO Box 157 Coloma, CA 95613

**Telephone:** 530-626-7373

**Email:** hpenn@lbcomm.com

**Project Description:**

The American River Recreation Association (ARRA), a non-profit organization focused on river access and recreational advocacy, will manage the Coloma Shuttle program during the AQMD grant period from 2016 to 2017. The Coloma Shuttle will utilize 2 vans & trailers provided by El Dorado County AQMD providing 255 days of service for river corridor recreation and the local community on the South Fork American River from the Ice House put-in to the Skunk Hollow take-out. The shuttle will operate year round in 2016 & 2017. Shuttle service will be added for the new recreational boating flows provided on the South Fork Silver Creek below Ice House Reservoir Dam and for the South Fork American River Below Slab Creek Reservoir Dam. Additionally, shuttle service will be developed for other activities on the regional trail systems along the river corridor including mountain biking and hiking.

<b>Estimated Emission Reductins/Cost-Effectiveness</b>	
Useful Life of Project	24 Months
Total Lifetime Emissions Reduced (lbs. of ROG, NOx, PM-2.5)	859.50
Cost-Effectiveness (total project costs)	\$113.36/lbs
Cost-Effectiveness (AQMD Funded project costs)	\$94.46/lbs

<b>Budget Summary</b>	<b>AB2766 Funds</b>	<b>Matching Funds</b>	<b>In-Kind Match</b>	<b>Total Project Costs</b>
Personal	\$ 76,800.00	\$ 17,200.00	\$ -	\$ 94,000.00
Drivers	\$ 53,100.00	\$ -	\$ -	\$ 53,100.00
Vehicle Fuel, Inspection & Maintenance	\$ 7,460.00	\$ 5,255.00	\$ -	\$ 12,715.00
Insurance	\$ 7,840.00	\$ 1,090.00	\$ -	\$ 8,930.00
Marketing, Fees	\$ 7,000.00	\$ 1,995.00	\$ -	\$ 8,995.00
Accounting & Administration	\$ 7,000.00	\$ -	\$ -	\$ 7,000.00
Community Event Shuttle Service	\$ -	\$ -	\$ 6,300.00	\$ 6,300.00
<b>TOTAL</b>	<b>\$ 159,200.00</b>	<b>\$ 25,540.00</b>	<b>\$ 6,300.00</b>	<b>\$ 191,040.00</b>

## BUDGET ITEMIZATION

Line Item	Title/Classification	Unit Total	Salary Rate	Total Rate	Total Costs
<b>Personnel</b>					
1	General Manager	Hours 1120	Rate/Hour \$40.00	Total Rate/Hour \$40.00	\$44,800.00
2	Coordinator	1280	\$25.00	\$25.00	\$32,000.00
3	Drivers	2022	\$16-18/hr	\$30 - \$40/Shuttle	\$36,400.00
4	Employers Payroll Taxes (for all employees)				\$8,050.00
5	Workers Comp (for all employees)				\$8,650.00
	<b>Subtotal</b>				<b>\$129,900.00</b>
<b>Operations</b>					
6	Insurance				\$7,840.00
7	Marketing & Advertising & Merchant Fees				\$7,000.00
8	Fuel, Maintenance, Fees & Van Supplies				\$7,460.00
9	Administrative Costs including report preparation, accounting, payroll (limited to 5%)				\$7,000.00
	<b>Subtotal</b>				<b>\$29,300.00</b>
<b>PROJECT SUBTOTAL GRANT AMOUNT:</b>					<b>\$159,200.00</b>
<b>Match</b>					
10	Wages		Units		\$17,200.00
11	Insurance				\$1,090.00
12	Marketing & Advertising				\$1,995.00
13	Fuel, Maintenance, Fees & Van Supplies				\$5,255.00
14	Community Event Shuttle Service	12	days	\$525.00	\$6,300.00
<b>PROJECT SUBTOTAL MATCH AMOUNT:</b>					<b>\$31,840.00</b>
<b>PROJECT GRAND TOTAL:</b>					<b>\$191,040.00</b>

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Applicant: American River Recreation Association - Coloma Shuttle

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*American River Recreation Association*

*PO Box 157 • Coloma • CA • 95613 • 530.626.7373*

December 13, 2015

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 in 2014 and 2015 of the Coloma Shuttle by the American River Recreation Association (ARRA), a California non-profit, ARRA will assume all financial and operational responsibility for all contracts and grant funding applied for from EL Dorado County AQMD in 2016-2017. This grant application is to operate a shuttle service on 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.

American River Recreation Association 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 was unanimously approved by an ARRA Board of Directors resolution on December 2, 2015.

Sincerely,

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

**Howard Penn**  
President  
American River Recreation Association  
530-626-7373

# PROJECT DESCRIPTION

## **Objectives:**

Recreation on and near the South Fork American River (SFA) requires the use of multiple vehicles and drivers. If approved for funding, the American River Recreation Association (ARRA) will oversee the operation of the Coloma Shuttle. This shuttle program will provide viable transportation for river corridor recreation and the local community in a safe and convenient scheduled format. Funding from AB2766 would be essential for making this a high quality shuttle service at the lowest possible cost for its users. The overall objectives will be to:

- Provide an effective and convenient shuttle model that can provide transportation for recreation along the South Fork American River corridor.
- Develop & market shuttle service for the new recreational flows provided by the FERC license for the Upper American River Project #2101 on South Fork Silver Creek below Ice House Reservoir and South Fork American River below Slab Creek Reservoir.
- Develop & Market shuttle service for mountain biking and hiking on the regional trails systems along the river corridor.
- Reduce motor vehicle emissions related to river corridor recreation.
- Provide incentive to return to the merchants in the Coloma/Lotus area and redistribute noted parking impacts by encouraging riders to park in the Coloma/Lotus area and catch the shuttle in the beginning of the day or at the end of the day.
- Increase ridership over 2014 & 2015 actual ridership numbers through the operation of two vans & trailers provided by El Dorado County AQMD and focused marketing & advertising to various user groups.
- Continue to reduce overall project cost of each rider from \$30/rider to \$25/rider.

## **Scope**

Upon approval of funding, the Coloma Shuttle General Manager will obtain the appropriate insurance, inspection & license to begin shuttle operations utilizing the existing 15-seat passenger van and trailer as well as a new van & trailer provided by El Dorado County Air Quality Management District (AQMD).

During each grant year the GM will work with the shuttle coordinator to hire qualified drivers and begin a marketing campaign to announce the shuttle season and schedule. The Coloma Shuttle will subsequently provide 115 days of shuttle service in 2016 and 125 days in 2017 to private recreational or non-profit users along the South Fork of the American River from Ice House Reservoir to Skunk Hollow. During the season the shuttle coordinator will continue a focused marketing and advertising campaign to increase ridership.

In 2016 the GM and shuttle coordinator will develop a marketing plan, shuttle route & schedule for new recreational flows on South Fork Silver Creek below Ice House and SFA below Slab Creek. Additionally, the GM and shuttle coordinator will retrofit the current program on the SFA to include shuttle service for mountain biking and hiking.

## **PROJECT ORGANIZATION BACKGROUND**

The Coloma Shuttle program will be managed and operated by American River Recreation Association (ARRA), a non-profit organization focused on river access and recreational advocacy. ARRA was formed in 1979 to help resolve conflicts between riparian landowners and recreational commercial and non-commercial boaters on the South Fork of the American River. Problems underlying the conflicts included trespassing, litter, sanitation and the quantity of boaters on the river. ARRA was successful in resolving many of the conflicts and developing a process for resolution going forward. Since 1979, ARRA's purpose has been facilitating and promoting public river access, river use education and recreational river initiatives.

As continued river use grows from commercial to non-commercial recreation, the demands on the river corridor have increased. We have experienced over the last thirty-five plus years of recreational river use a significant increase in river users from all areas of our society. The South Fork of the American River has become one of the most used whitewater sections of river in the country. Additionally, development of other recreational lands and facilities in the area has increased the usage of the river corridor as a whole.

As the dynamics of the river corridor usage patterns have grown and changed, ARRA has adapted to address additional issues that require our attention. The Coloma Shuttle has addressed the needs of the thousands of recreational boaters, mountain bikers and hikers that visit our river valley each year. Its primary goal is to help reduce emissions and traffic congestion in our valley. ARRA has operated the shuttle services in 2013, 2014 & 2015 and will continue to be the contracted vendor to operate the shuttle service in 2016 through 2017.

The professional staff and board of ARRA has over 75 years of business, non-profit and operational experience managing million dollar budgets, detailed accounting and expense reporting, collaboration with county, state and federal programs and operating complex multi-dimensional projects with effectiveness and efficiency. We were successful in operating the shuttle from 2013 through 2015. Helping preserve and promote the recreational resources that benefit the community of El Dorado County residents and the tourists that visit our region are a primary focus of ARRA and a part of the mission we strive to uphold.

## 2014-2015 Actuals

Two River Routes: 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

**Effectiveness Period = 24 months**

**(D) Days** **181** (2014 - 84 days, 2015 - 97 days)

**(R) Ridership** **25.15** (2014 Ridership + 2015 Ridership)/(D) = (2219+2333)/181

**(VMT) Annual Van Miles Traveled** **32362.8** (# of Vehicles\*Days (D)\*Auto Trip Length (L)\*# of Ways = (1\*181\*89.4\*2)

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

**(L) Auto Trip Length**

River trip car pooling leaving one car at home for full river trip

(2 one-way CB + 2 one-way G + 40 miles saved round trip Coloma to El Dorado County Line)

$[(11.2*2)+(13.5*2)+40] = \mathbf{89.4 \text{ miles}}$

**(AA) Adjustment for auto access to & from shuttle=0.4**

(Reduced to account for river shuttle vehicle left at home)

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

**Annual Auto Trips Reduced** = (D\*R\*A) \* (1-AA)

$(181*25.15*1)*(1-.4) = 2731.2 \text{ trips reduced}$

**Annual Auto VMT Reduced** = (D\*R\*A)\*[L-(AA\*LL)] =  $(181*25.15*1)*[89.4-(.4*5)] =$

**397,845 miles reduced**

**Annual Emmisions Reductions**

$[(\text{Annual Auto Trips Reduced}) * (\text{Auto Trip End Factor}) + (\text{Annual Auto VMT Reduced}) *$

$(\text{Auto VMT Factor}) - (\text{Van VMT}) * (\text{Van VMT Factor})] / 454$  (number provided to us)

ROG:  $[(2731.2*.764) + (397845*.191) - (32362.8*.143)] / 454 = 161.78$

NOx:  $[(2731.2*.303) + (397845*.217) - (32362.8*.20)] / 454 = 177.73$

PM2.5:  $[(2731.2*0.006) + (397845*.087) - (32362.8*.112)] / 454 = 68.29$

**Total Annual Emmisions Reduced = 407.79 lbs/24 mos**

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

**Cost Effectiveness of Total Funding Dollars**

$(\text{CRF} * \text{Funding}) / (\text{ROG} + \text{NOx} + \text{PM2.5})$

$(0.51 * 149241.25) / 409.34 = \$186.65$

**Cost Effectiveness of AB2766 Funding Dollars**

$(\text{CRF} * \text{AB2766 funding}) / (\text{ROG} + \text{NOx} + \text{PM2.5})$

$(0.51 * 119096.86) / 409.34 = \$148.95$

## Proposed 2016-2017

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** **240** (Chili Bar & Gorge - 225 Days, Ice House - 9 Days, Slab Creek - 6 Days)

**(R) Ridership** **40** (2016 Ridership + 2017 Ridership)/(D) = (4320+5280)/240

**(VMT) Annual Van Miles Traveled** **87549.6** (# of Vehicles\*Days (D)\*Auto Trip Length (L)\*# of Ways) = (2\*225\*89.4\*2)+  
(2\*9\*132\*2)+(2\*6\*97.4\*2)

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

**(L) Auto Trip Length**

River trip car pooling leaving one car at home for full river trip

(2 one-way CB + 2 one-way G + 40 miles saved round trip Coloma to El Dorado County Line)

$[(11.2*2)+(13.5*2)+40] = \mathbf{89.4 \text{ miles}}$

(2 one-way IH + 110 miles saved round trip Ice House Reservoir to El Dorado County Line)

$[(11*2)+110] = \mathbf{132 \text{ miles}}$

(2 one-way SC + 60 miles saved round trip Slab Creek Reservoir to El Dorado County Line)

$[(18.7*2)+60] = \mathbf{97.4 \text{ miles}}$

**(AA) Adjustment for auto access to & from shuttle=0.4**

(Reduced to account for river shuttle vehicle left at home)

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

**Annual Auto Trips Reduced** = (D\*R\*A) \* (1-AA)

$(240*40*1)*(1-.4) = 5760 \text{ trips reduced}$

**Annual Auto VMT Reduced** = (D\*R\*A)\*[L-(AA\*LL)] =

$[(225*40*1)*(89.4-(.4*5))]+[(9*40*1)*(132-(.4*5))]+[(6*40*1)*(97.4-(.4*5))] = \mathbf{856,296 \text{ miles reduced}}$

**Annual Emissions Reductions**

$[(\text{Annual Auto Trips Reduced}) * (\text{Auto Trip End Factor}) + (\text{Annual Auto VMT Reduced}) *$

$(\text{Auto VMT Factor}) - (\text{Van VMT}) * (\text{Van VMT Factor})] / 454$  (number provided to us)

ROG:  $[(5760*.764)+(856296*.191)-(87549.6*.143)]/454=342.36$

NOx:  $[(5760*.303)+(856296*.217)-(87549.6*.20)]/454=374.56$

PM2.5:  $[(5760*0.006)+(856296*.087)-(87549.6*.112)]/454=142.57$

**Total Annual Emissions Reduced = 859.5 lbs/24 mos**

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

**Cost Effectiveness of Total Funding Dollars**

$(\text{CRF} * \text{Funding}) / (\text{ROG} + \text{NOx} + \text{PM2.5})$

$(0.51 * 191040) / 859.5 = \$113.36$

**Cost Effectiveness of AB2766 Funding Dollars**

$(\text{CRF} * \text{AB2766 funding}) / (\text{ROG} + \text{NOx} + \text{PM2.5})$

$(0.51 * 159200) / 859.5 = \$94.46$



<b>2015 MONTHLY RIDERSHIP TOTALS</b>					
<b>Month</b>	<b>Start/End</b>	<b>Riders</b>	<b>Full River Riders</b>	<b># of Shuttle Days</b>	<b># of Shuttles</b>
APRIL	April-4th	130	12	7	15
MAY		277	26	12	34
JUNE		313	12	16	47
JULY		516	24	22	64
AUGUST		486	6	19	58
SEPTEMBER		317	10	11	42
OCTOBER		134	2	5	16
NOVEMBER		54	0	4	7
DECEMBER	Dec. 5th	14	0	1	2
<b>Sub-Totals:</b>		<b>2241</b>	<b>92</b>	<b>97</b>	<b>285</b>
<b>TOTAL:</b>			<b>2,333</b>		

<b>2014 MONTHLY RIDERSHIP TOTALS</b>					
<b>Month</b>	<b>Start/End</b>	<b>Riders</b>	<b>Full River Riders</b>	<b># of Shuttle Days</b>	<b># of Shuttles</b>
MAY	May-3	260	14	12	38
JUNE		430	45	16	54
JULY		517	14	20	54
AUGUST		535	28	22	56
SEPTEMBER		241	7	9	36
OCTOBER		111	0	4	9
NOVEMBER	Nov-8	17	0	1	2
<b>Sub-Totals:</b>		<b>2111</b>	<b>108</b>	<b>84</b>	<b>249</b>
<b>TOTAL:</b>			<b>2,219</b>		

	<b>2013</b>	<b>2014</b>	<b>2015 - est*</b>
<b>Total AQMD Funding</b>	\$63,308.00	\$61,877.95	\$57,218.91
<b>Total Match Funding</b>	\$15,019.00	\$15,944.89	\$14,199.50
<b>Riders</b>	1461	2219	2333
<b>AQMD Cost per Rider</b>	\$43.33	\$27.89	\$24.53
<b>Total Project Cost per Rider</b>	<b>\$53.61</b>	<b>\$35.07</b>	<b>\$30.61</b>

\* - 2015 numbers are estimated since final billing has not been completed

## **WORK STATEMENT**

### **Shuttle Operations**

The Coloma Shuttle will provide up to 240 days of shuttle services to private recreational or non-profit users along the South Fork of the American River Corridor from Chili Bar to Skunk Hollow on weekends and some weekdays year round. Additionally, the shuttle will provide up to 9 days of shuttle service for scheduled recreational release on South Fork Silver Creek below Ice House Reservoir and up to 6 days on the South Fork American below Slab Creek Reservoir. Operations in 2016 & 2017 will include:

- Maintenance of shuttle van in a safe operable condition providing copies of maintenance records and California Highway Patrol inspection reports
- Hiring of properly trained and licensed drivers
- Maintenance of a website with shuttle reservation, schedule, usage, acknowledgement and contact information
- Publishing of press releases announcing availability of shuttle
- Marketing shuttle service with local businesses, agencies and private user groups
- Reservations primarily through website and as a backup through telephone, email or social media
- Educating the public on proper shuttle services usage
- Providing shuttle service to river runners, hikers, anglers, campers, special event patrons, local community and other recreational users and their equipment.
- Tracking and recording number of one way rider trips and shuttle service mileage for use in reporting and future grant proposals to AQMD

### **Community Events**

Coloma Shuttle will provide free shuttle 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 one way 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 and marketing activities
- Printed flyers distributed on the van
- Van signage

## WORK STATEMENT

### **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:

- Dailey ridership
- Dailey 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 one way rider trips and shuttle service mileage
- Final Comprehensive project report

**ACTUAL FUND BREAKDOWN  
2014-2015**

<b>Coloma Shuttle 2014-2015 Cost Breakdown Actuals</b>	
<b>AQMD Funds:</b>	
<b>General Manager:</b> \$40/hr, 874.75 Hours	35,000.00
<b>Coordinator:</b> \$25/hr, 1298 Hours	30,083.84
<b>Drivers:</b> \$16-18/hr, 1379.12 Shuttles	22,891.66
<b>Employers Payroll Tax (for all employees)</b>	5,852.97
<b>Workers Comp (for all employees)</b>	5,745.48
<b>Van &amp; Liability Insurance:</b>	4,883.49
<b>Marketing &amp; Advertising &amp; Merchant Fees</b>	6,050.17
<b>Fuel, Maintenance, Fees &amp; Van Supplies:</b>	4,526.75
<b>Accounting/Admin:</b> Limited to 5% of AQMD Funding	4,062.50
<b>Total AQMD Funds Requested</b>	<b>119,096.86</b>
<b>Matching Funds:</b>	
<b>Wages: (Admin, GM, Coor., Driver)</b>	9,505.00
<b>Insurance:</b>	590.00
<b>Marketing &amp; Advertising &amp; Merchant Fees</b>	1,094.00
<b>Fuel, Maintenance, Fees &amp; Van Supplies:</b>	4,185.39
<b>Community Event Shuttle Service:</b> # of Shuttles * Shuttle Cost/Day = 20*\$525	10,500.00
<b>Shuttle Volunteer Labor: (116 Hours)</b>	4,270.00
<b>Total Matching Funds</b>	<b>30,144.39</b>

**FUNDING REQUEST BREAKDOWN  
2016-2017**

<b>Coloma Shuttle 2016-2017 Cost Breakdown</b>	
<b>AQMD Funds:</b>	
<b>General Manager:</b> \$40/hr, 1120 Hours	44,800.00
<b>Coordinator:</b> \$20/hr, 1280 Hours	32,000.00
<b>Drivers:</b> \$16-18, 2022 Hours	36,400.00
<b>Employers Payroll Tax (for all employees)</b>	8,050.00
<b>Workers Comp (for all employees)</b>	8,650.00
<b>Van &amp; Liability Insurance</b>	7,840.00
<b>Marketing &amp; Advertising &amp; Merchant Fees</b>	7,000.00
<b>Fuel, Maintenance, Fees &amp; Van Supplies</b>	7,460.00
<b>Accounting/Admin:</b> Limited to 5% of AQMD Funding	7,000.00
<b>Total AQMD Requested Funds</b>	<b>159,200.00</b>
<b>Matching Funds:</b>	
<b>Wages: (Admin, GM, Coor., Driver)</b>	17,200.00
<b>Insurance:</b>	1,090.00
<b>Marketing &amp; Advertising &amp; Merchant Fees</b>	1,995.00
<b>Fuel, Maintenance, Fees &amp; Van Supplies:</b>	5,255.00
<b>Community Event Shuttle Service:</b> # of Shuttles * Shuttle Cost/Day = 20*\$525	6,300.00
<b>Total Matching Funds</b>	<b>31,840.00</b>
<b>TOTAL PROJECT COSTS</b>	<b>191,040.00</b>



*American River Recreation Association*

*PO Box 157 • Coloma • CA • 95613 • 530.626.7373*

December 14, 2015

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 \$31,840.00 for the contract period of 2016-2017. Matching funds will be generated from a monetary match generated from anticipated ridership revenue and in-kind donations of free shuttles for community events. 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.

Sincerely,

A handwritten signature in black ink, appearing to read "Howard Penn", is written over a light blue horizontal line.

**Howard Penn**  
President  
American River Recreation Association  
530-626-7373

MATCHING FUNDS

<b>Monetary</b>	<b>Potential Shuttle Revenue</b>	
	\$10/Rider/Day = 10*25*255	63,750.00
	If 75% Realized	47,812.50
	If 50% Realized	31,875.00
	<i>Total Match From Shuttle Revenue</i>	<b>\$ 25,540.00</b>

<b>In-Kind</b>	<b>12 Community Shuttle Events</b>	# of Shuttles * 2013 Shuttle Cost/Day	
	American River Music Festival - 4 Days		2,100.00
	County River Clean-up Days - 4 Days		2,100.00
	California State Park Community Events - 4 Days		2,100.00
	<i>Total Match from Community Events</i>		<b>\$ 6,300.00</b>

**Total Matching Funds** **\$ 31,840.00**

## **Schedule of Deliverables**

**2016 – 2017**

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

- GM coordinate purchase of second van & trailer with El Dorado AQMD
- GM obtain and coordinate insurance, license & inspections of Coloma Shuttle vans
- GM hire and train Shuttle Coordinator
- Shuttle Coordinator hire drivers and provide orientation
- Press release and marketing of 2015 Shuttle Season
- Operate shuttle service efficiently and safely
- GM to submit monthly reporting & billing to AQMD
- Quarterly Board of Directors meeting with GM
- Begin weekend shuttle service between Chili Bar & Skunk Hollow
- 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 weekend and one weekday shuttle service between Chili Bar & Skunk Hollow
- GM & Shuttle Coordinator schedule, market & maximize daily ridership
- GM and Shuttle Coordinator increase marketing efforts to hikers, bikers, and other riders.

### **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 quarterly summary 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



# **ADDENDUM**



Dave Steindorf  
California Stewardship Director  
4 Baroni Drive  
Chico, CA 95928

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December 12, 2015

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

RE: Coloma Shuttle

Dear Dave Johnston,

American Whitewater (hereinafter "AW") is a nonprofit, 501(c)(3) organization devoted to protecting and restoring America's whitewater resources and to enhancing the public's ability to enjoy them safely. AW is a membership organization with over 5,000 members and 100 affiliate clubs representing 30,000 whitewater paddlers across the nation. AW seeks to ensure that whitewater opportunities are preserved and the riverine ecosystem is protected from adverse impacts.

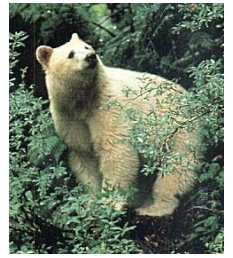
In July 2014 the Federal Energy Regulatory Commission issued a new license for SMUD's Upper American River Project #2101. This license guarantees scheduled recreational flows for the South Fork American River below Chili Bar, the South Fork American River below Slab Creek Reservoir and for South Fork Silver Creek below Ice House Reservoir. Many of our members enjoy paddling these sections of whitewater and AW continues to recognize the value of a viable river shuttle program that will provide easy access to the river and help reduce the overall impact of automobile emissions. We support the American River Recreation Association (ARRA) and the operation of the Coloma Shuttle. It is our hope that El Dorado County AQMD continues to fund this program for 2016 and 2017.

Sincerely,

A handwritten signature in black ink that reads "Dave Steindorf".

Dave Steindorf  
California Stewardship Director  
American Whitewater

Urs Schuler  
1564 Country Club Dr.  
Placerville, CA 95667  
(530) 626 7819 (Office)  
(530) 306 0654 (cell)  
tinaxurs@foothill.net



## Coloma Shuttle – Electric !

December 10<sup>th</sup>, 2015

### El Dorado County Air Quality Management District

Dear Cleaner Air & Lower CO<sub>2</sub> People;

Since we moved to El Dorado County in 1995 I have been a frequent user of the whitewater opportunities on the South Fork of the American River. When the Shuttle was proposed and eventually appeared I took advantage of that service as often as possible; and I hope to do so in the future.

What about really cutting down on air pollution and CO<sub>2</sub> production by using an all electric van, such as <http://ev.com/zenith-electric-vans/>

In my estimation such an electric van would be ideal for the Coloma Shuttle. The range is sufficient and the re-charge timing ideal for the shuttle itinerary.

Now that would be a real step in the right direction.

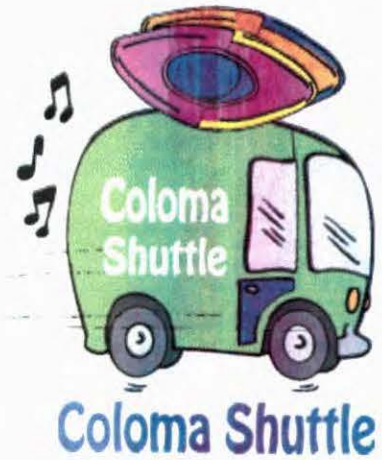
Urs Schuler

A handwritten signature in black ink that reads "Urs Schuler". The signature is fluid and cursive.

*Only Change is Permanent*

Coloma Shuttle

PO BOX 157  
 Coloma, CA. 95613  
 530-303-2404



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Customer Name: Ed Roseboom Date: 8/2/15

1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5 5-10
- 10-15
- I live on the van

2. Tell us about our Reservation and Payment Process

- Less than desirable
- As expected
- Better than expected
- Great

3. What do you think about our shuttle stop locations and times?

- Couldn't find it
- Easy to Find
- Good Locations/Times
- Perfect for my needs

4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable
- Fair
- Good
- Amazing

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

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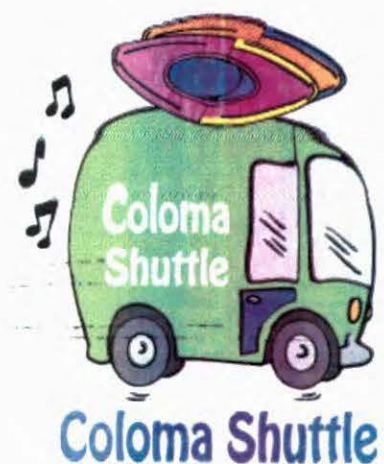
The "CSC" - Coloma Shuttle Crew

# Coloma Shuttle

PO BOX 157  
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*44*

*[Handwritten scribble]*



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Customer Name: ~~Bob~~ Steven Wood Date: 8/2/17  
*Ron all year long!*

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5
- 10-15
- I live on the van

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- Good Locations/Times
- Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable
- Fair
- Good
- Amazing

*Need Music in Van*

## 5. How would you rate your overall customer service experience

- Less than desirable     Fair     Good     I felt like family

## 6. Comments / Testimonial:

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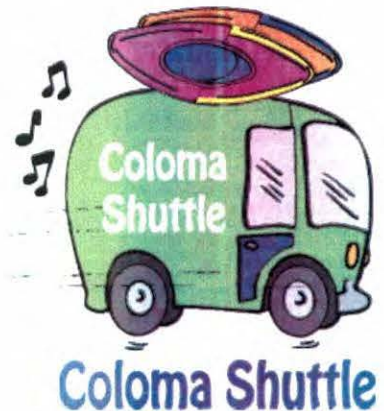
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Customer Name: Cel Van Pelt

Date: 8-2-2015

**1. How many times in 2015 did you ride or will rider the shuttle?**

- First time
- 1-5
- 10-15
- I live on the van

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- Better than expected
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- Good Locations/Times
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- Less than desirable
- Fair
- Good
- Amazing



**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

Great driver Great reservation process,  
very well managed.

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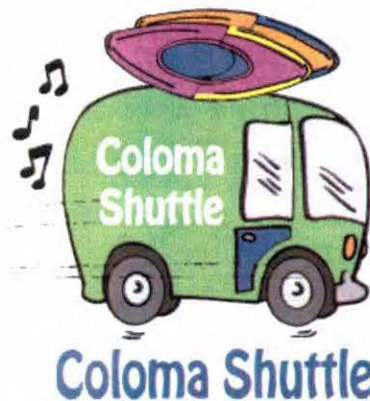
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Customer Name:

Date:

8/02/15

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time     
  1-5     
  10-15     
  I live on the van

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- Less than desirable     
  Fair     
  Good     
  Amazing

5. How would you rate your overall customer service experience

- Less than desirable     Fair     Good     I felt like family

6. Comments / Testimonial:

Chris is such a pleasant & friendly  
guy. Really made for a nice ride  
& a good start to the day.

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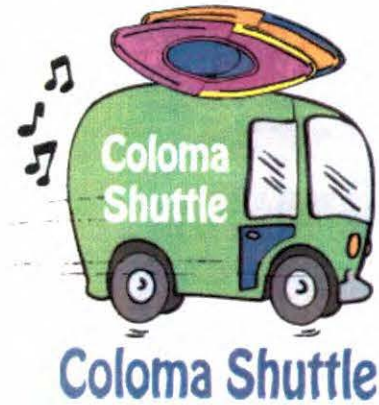
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Customer Name: Pam Ronald Date: 8/2/15

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5
- 10-15
- I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable
- As expected
- Better than expected
- Great

### 3. What do you think about our shuttle stop locations and times?

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- Easy to Find
- Good Locations/Times
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- Less than desirable
- Fair
- Good
- Amazing

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

nice drivers

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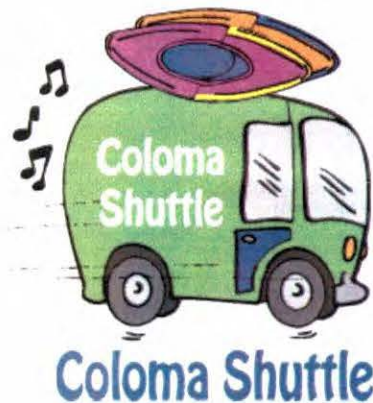
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Customer Name: Audley Adamchak Date: 8/2

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time       1-5       10-15       I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable       As expected       Better than expected       Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it       Easy to Find       Good Locations/Times       Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable       Fair       Good       Amazing

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

fun

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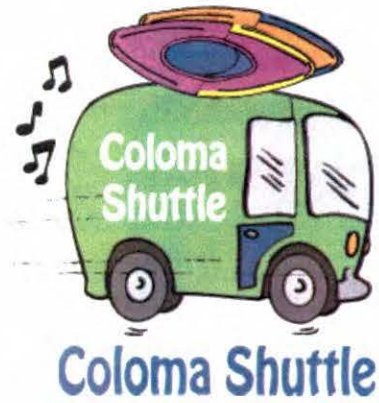
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Customer Name:           Matt Biers-Ariel           Date:           8/2/15          

**1. How many times in 2015 did you ride or will rider the shuttle?**

- First time
- 1-5
- 6-10
- 10-15
- I live on the van

**2. Tell us about our Reservation and Payment Process**

- Less than desirable
- As expected
- Better than expected
- Great

**3. What do you think about our shuttle stop locations and times?**

- Couldn't find it
- Easy to Find
- Good Locations/Times
- Perfect for my needs

**4. Tell us about your on the road thoughts- How was your shuttle experience?**

- Less than desirable
- Fair
- Good
- Amazing



**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

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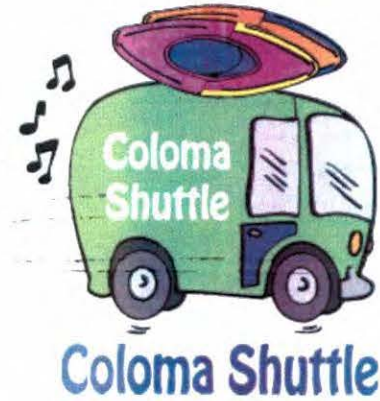
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Customer Name: \_\_\_\_\_

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

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- First time     
  1-5     
  10-15     
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  Great

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- Couldn't find it     
  Easy to Find     
  Good Locations/Times     
  Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable     
  Fair     
  Good     
  Amazing

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

I love you

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Customer Name: Tim Daggett Date: 8/2/15

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time     
  1-5     
  10-15     
  I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable     
  As expected     
  Better than expected     
  Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it     
  Easy to Find     
  Good Locations/Times     
  Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable     
  Fair     
  Good     
  Amazing

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

THIS WAS MY 1<sup>ST</sup> TIME, REALLY  
NICE THAT YOU HAVE A TRAILER

Please check this box to grant us permission to use your name and testimonial on our website or in our future marketing efforts.

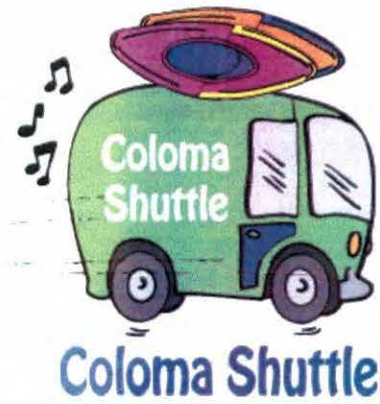
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Customer Name: Corina SINDIAYA Date: \_\_\_\_\_

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5
- 10-15
- I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable
- As expected
- Better than expected
- Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it
- Easy to Find
- Good Locations/Times
- Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable
- Fair
- Good
- Amazing

CHRIS WAS GREAT & SO WAS CATHY OVER THE PHONE. THANK FOR BEING SO ACCOMODATING. YOU GUYS IN THE FUTURE! :D

**5. How would you rate your overall customer service experience**

Less than desirable

Fair

Good

I felt like family

**6. Comments / Testimonial:**

PLEASE SEE FRONT SIDE. THANKS  
SO MUCH!

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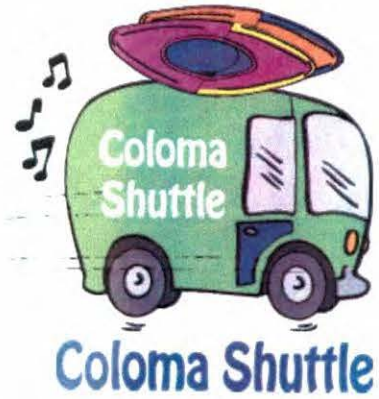
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Customer Name:

Clyde Macdonald

Date:

Aug 3, 2015

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time     
  1-5     
  10-15     
  I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable     
  As expected     
  Better than expected     
  Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it     
  Easy to Find     
  Good Locations/Times     
  Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable     
  Fair     
  Good     
  Amazing



**5. How would you rate your overall customer service experience**

Less than desirable

Fair

Good

I felt like family

**6. Comments / Testimonial:**

Really great. Good service, reduces  
Air pollution

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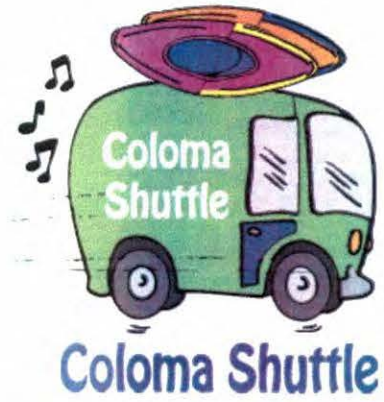
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Customer Name: Nick Ewing Date: 3/2/15

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5
- 10-15
- I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable
- As expected
- Better than expected
- Great !

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it
- Easy to Find
- Good Locations/Times
- Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable
- Fair
- Good
- Amazing

5. How would you rate your overall customer service experience

Less than desirable

Fair

Good

I felt like family

6. Comments / Testimonial:

Love how simple it is to reserve seats, meet up & go wherever we want! Chris is great!!

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Please check this box if you are willing to act as a reference for our company in the future.

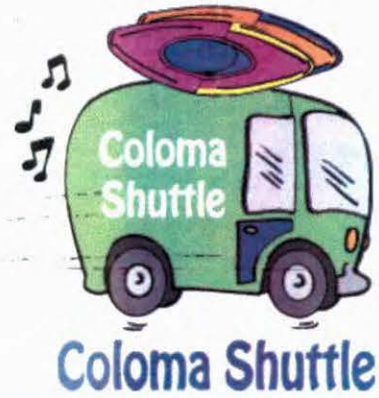
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Its great that this allows us to bring fewer cars!

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Customer Name: Dean Danivison Date: 8/3/15

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5
- 10-15
- I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable
- As expected
- Better than expected
- Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it
- Easy to Find
- Good Locations/Times
- Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable
- Fair
- Good
- Amazing

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

Chris does a great job!

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The "CSC"- Coloma Shuttle Crew

# Coloma Shuttle

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Customer Name:

Masa 070

Date:

8/2/2015

### 1. How many times in 2015 did you ride or will rider the shuttle?

First time

1-5

10-15

I live on the van

### 2. Tell us about our Reservation and Payment Process

Less than desirable

As expected

Better than expected

Great

### 3. What do you think about our shuttle stop locations and times?

Couldn't find it

Easy to Find

Good Locations/Times

Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

Less than desirable

Fair

Good

Amazing

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

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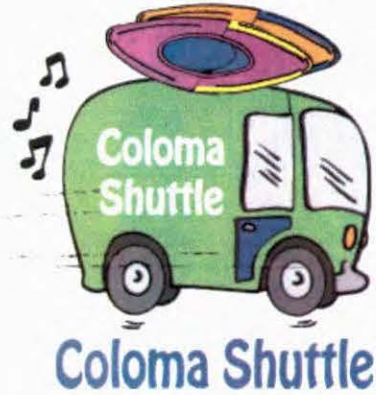
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Customer Name:     Raavi     Date: \_\_\_\_\_

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time       1-5       10-15       I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable       As expected       Better than expected       Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it       Easy to Find       Good Locations/Times       Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable       Fair       Good       Amazing



**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

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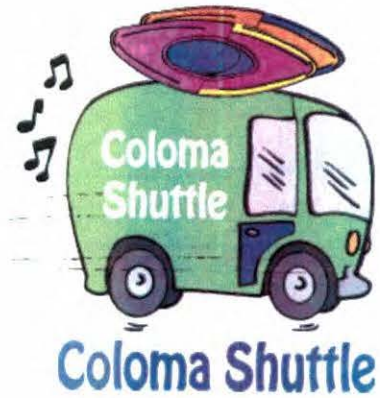
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Customer Name: Phillip Street

Date: 8/2/2015

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5
- 10-15
- I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable
- As expected
- Better than expected
- Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it
- Easy to Find
- Good Locations/Times
- Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable
- Fair
- Good
- Amazing

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

Friendly / convenient

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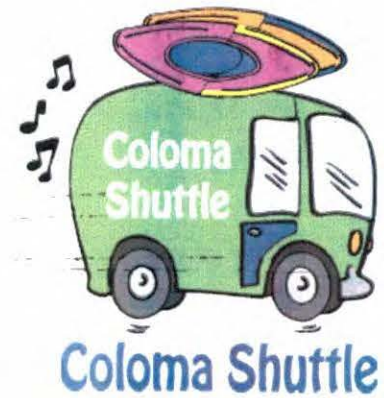
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Customer Name: Helen Beeson Date: 8/2/15

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time     
  1-5     
  10-15     
  I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable     
  As expected     
  Better than expected     
  Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it     
  Easy to Find     
  Good Locations/Times     
  Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable     
  Fair     
  Good     
  Amazing

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

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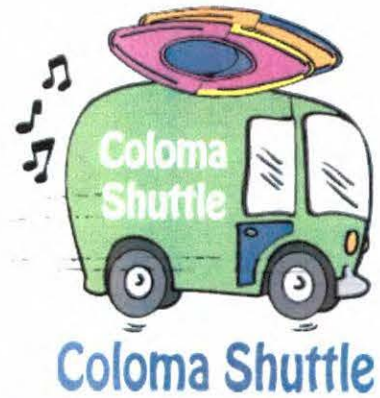
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Customer Name: Brod Faulkner

Date: 8/02/2015

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5
- 10-15
- I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable
- As expected
- Better than expected
- Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it
- Easy to Find
- Good Locations/Times
- Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable
- Fair
- Good
- Amazing

**5. How would you rate your overall customer service experience**

Less than desirable

Fair

Good

*Excellent*

I felt like family

*Chris is cool!!*

**6. Comments / Testimonial:**

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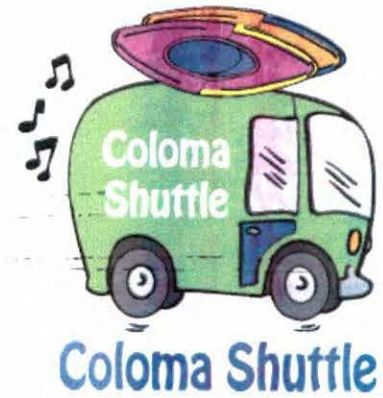
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Customer Name: Lauren Locke-Paddock Date: 8/2/15

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time     
  1-5     
  10-15     
  I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable     
  As expected     
  Better than expected     
  Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it     
  Easy to Find     
  Good Locations/Times     
  Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable     
  Fair     
  Good     
  Amazing



**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

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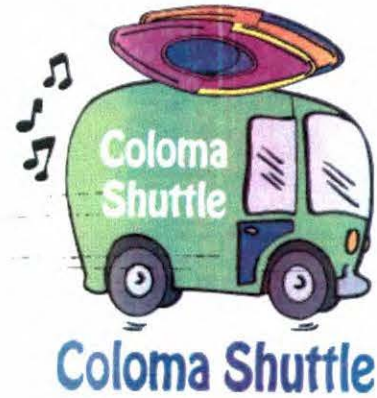
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Customer Name: Seth Dow Date: 8/2

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5
- 10-15
- I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable
- As expected
- Better than expected
- Great

*good but could be improved with user interface & changes*

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it
- Easy to Find
- Good Locations/Times
- Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable
- Fair
- Good
- Amazing

5. How would you rate your overall customer service experience

Less than desirable

Fair

Good

I felt like family

6. Comments / Testimonial:

This is a fantastic program! it makes it easy and fun to kayak every day.

Please check this box to grant us permission to use your name and testimonial on our website or in our future marketing efforts.

Please check this box if you are willing to act as a reference for our company in the future.

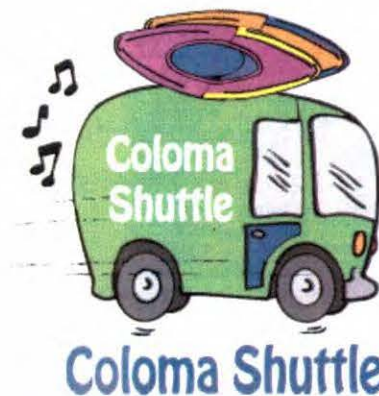
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The "CSC" - Coloma Shuttle Crew

Seth Dow

## Coloma Shuttle

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Customer Name: Jeffrey Wheeler Date: 8-2-15

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time     
  1-5     
  10-15     
  I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable     
  As expected     
  Better than expected     
  Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it     
  Easy to Find     
  Good Locations/Times     
  Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable     
  Fair     
  Good     
  Amazing

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

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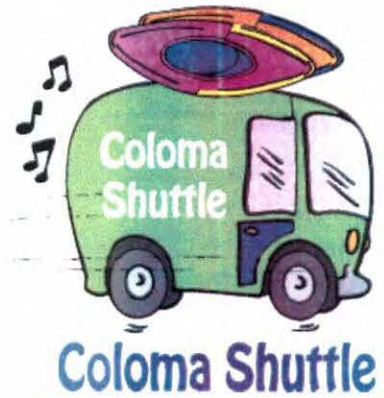
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Customer Name: Walter Krokosz Date: 02 AUG 2015

1. How many times in 2015 did you ride or will rider the shuttle?

- First time       1-5       10-15       I live on the van

2. Tell us about our Reservation and Payment Process

- Less than desirable       As expected       Better than expected       Great

*Difficult to contact anyone.*

3. What do you think about our shuttle stop locations and times?

- Couldn't find it       Easy to Find       Good Locations/Times       Perfect for my needs

*Where is River Park (By the Post office)?*

4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable       Fair       Good       Amazing

*Scheduling a shuttle could be improved.*

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

Allow scheduling a shuttle for less than 4  
with a confirmation sent when 4 or more  
scheduled. Couldn't contact anyone  
by phone.  
The shuttle is a valuable service and I will  
use it in the future. Thanks Walter.

Please check this box to grant us permission to use your name and testimonial on our website or in our future marketing efforts.

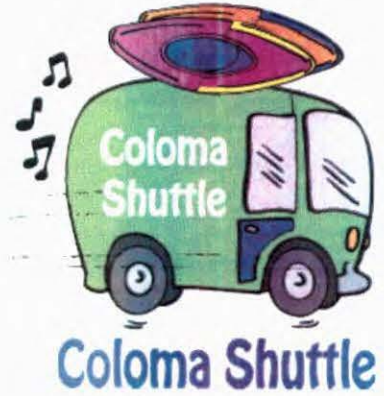
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Customer Name: Steve i Date: 1/2/15

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5
- 10-15
- I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable
- As expected
- Better than expected
- Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it
- Easy to Find
- Good Locations/Times
- Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable
- Fair
- Good
- Amazing

Kudos Cheers



**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

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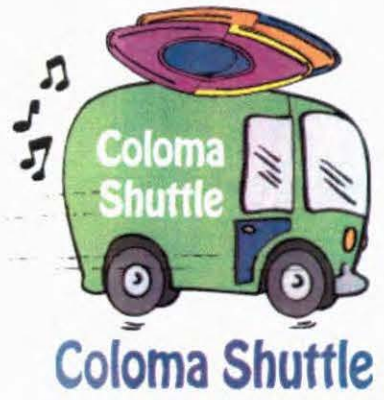
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Customer Name: Tere Beynon Date: 8/13/15

**1. How many times in 2015 did you ride or will rider the shuttle?**

- First time
- 1-5
- 10-15
- I live on the van

**2. Tell us about our Reservation and Payment Process**

- Less than desirable
- As expected
- Better than expected
- Great

**3. What do you think about our shuttle stop locations and times?**

- Couldn't find it
- Easy to Find
- Good Locations/Times
- Perfect for my needs

**4. Tell us about your on the road thoughts- How was your shuttle experience?**

- Less than desirable
- Fair
- Good
- Amazing

**5. How would you rate your overall customer service experience**

Less than desirable

Fair

Good

I felt like family

**6. Comments / Testimonial:**

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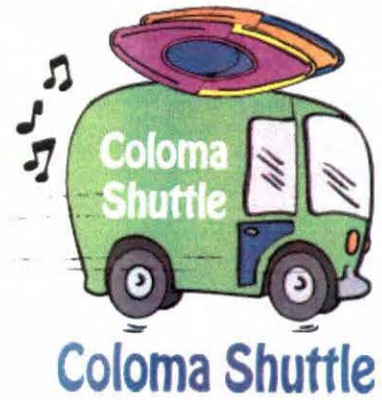
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Customer Name: John Allen Date: 8/13/15

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5
- 10-15
- I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable
- As expected
- Better than expected
- Great

*Terre did it!*

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it
- Easy to Find
- Good Locations/Times
- Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable
- Fair
- Good
- Amazing

*Excellent!*

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

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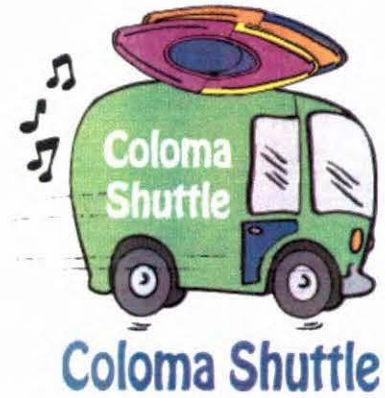
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Customer Name: MICHAEL EVANS Date: 8/13/15

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time     
  1-5     
  10-15     
  I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable     
  As expected     
  Better than expected     
  Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it     
  Easy to Find     
  Good Locations/Times     
  Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable     
  Fair     
  Good     
  Amazing

5. How would you rate your overall customer service experience

- Less than desirable     Fair     Good     I felt like family

6. Comments / Testimonial:

GREAT SERVICE, ENJOYED THE EXPERIENCE!

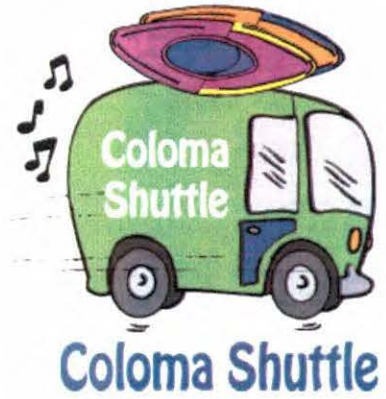
- Please check this box to grant us permission to use your name and testimonial on our website or in our future marketing efforts.
- Please check this box if you are willing to act as a reference for our company in the future.

Thank you very much for taking the time to complete this survey. Your feedback is valued and very much appreciated!

The "CSC" - Coloma Shuttle Crew

Coloma Shuttle

PO BOX 157  
 Coloma, CA. 95613  
 530-303-2404



If you were given this survey from our driver, you are a valued passenger on our Coloma Shuttle. We operate a non-profit shuttle for private boaters throughout the South Fork of the American River canyon. It also means you are doing your part to keep our air clean and our roads safe here in the Coloma – Lotus Valley.

In short you are one of our amazing and loyal customers who keep this program on the road and we “thank you” for all that you are doing and for supporting our program.

Please take this time to check a few boxes and leave a brief comment (or two) to let us know how we are doing. These surveys will also be used in our upcoming grant proposal for the 2016 season, so feel free to pump us up...

Customer Name: COLIN

Date: 9-6-15

1. How many times in 2015 did you ride or will rider the shuttle?

- First time       1-5       10-15       I live on the van

2. Tell us about our Reservation and Payment Process

- Less than desirable       As expected       Better than expected       Great

3. What do you think about our shuttle stop locations and times?

- Couldn't find it       Easy to Find       Good Locations/Times       Perfect for my needs

\* MAYBE ADD CAMP LOTUS OPTION

4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable       Fair       Good       Amazing



**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

THANK YOU.

CHRIS IS VERY FRIENDLY AND PROFESSIONAL.  
THANKS!

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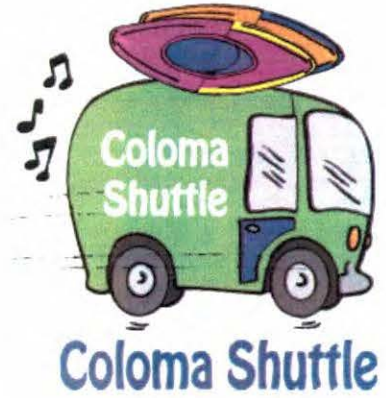
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Customer Name: DALE CHIN Date: 8/6

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5
- 10-15
- I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable
- As expected
- Better than expected
- Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it
- Easy to Find
- Good Locations/Times
- Perfect for my needs

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable
- Fair
- Good
- Amazing

5. How would you rate your overall customer service experience

- Less than desirable     Fair     Good     I felt like family

6. Comments / Testimonial:

A slightly earlier Skunk Hollow morning pickup would be better, so you can get to Lotus Hongvingesen @ 11:30 AM. Also a waiting list for a potential shuttle so 4 people can accumulated would be good

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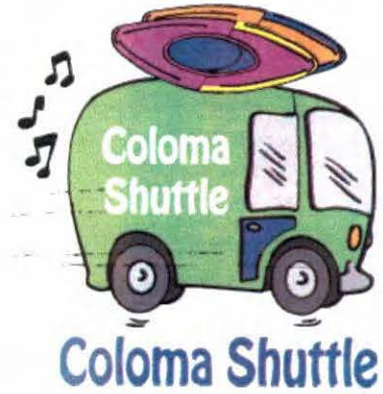
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Customer Name: Debi Moore (John Moore) Date: 8/22/2015

### 1. How many times in 2015 did you ride or will rider the shuttle?

- First time
- 1-5
- 10-15
- I live on the van

### 2. Tell us about our Reservation and Payment Process

- Less than desirable
- As expected
- Better than expected
- Great

### 3. What do you think about our shuttle stop locations and times?

- Couldn't find it
  - Easy to Find
  - Good Locations/Times
  - Perfect for my needs
- would like 11:00AM pick up, @ Skunk hollow

### 4. Tell us about your on the road thoughts- How was your shuttle experience?

- Less than desirable
  - Fair
  - Good
  - Amazing
- Kathy Chris always kind, professional, and awesome

76 Thank you ALWAYS!  
11-1429 80 76 of 77

**5. How would you rate your overall customer service experience**

- Less than desirable     Fair     Good     I felt like family

**6. Comments / Testimonial:**

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