

**River Shuttle Attachment 1
Project Summary**

(at 0.51 CRF)

Applicant: The River Store Inc.
Contact Person: Dan Crandall
Address: 1032 Lotus Road or P.O. Box 472, Lotus, CA 95651
Telephone: 530-333-9115 **FAX:** 530-333-1291

Project Description:

The River Store Inc., or another approved corporation, will continue to operate the River Shuttle for river corridor recreation on the South Fork American River from the Chili Bar put-in to the Skunk Hollow take-out. It will also continue to expand service to institutional/ commercial outfitters, community events, and other visitors to the area such as hikers, campers, anglers and mountain bikers. The River Shuttle will provide 120 days of service during the 18 months from July 1, 2012 through Dec. 31, 2013.

Estimated Emission Reductions / Cost-Effectiveness	
Useful Life of Project	2 years / 18 mos
Total Lifetime Emissions Reduced (lbs. of ROG, NOx, PM-10)	2,544.64 lbs
Cost-Effectiveness (total project costs)	\$36.53 \$/lb
Cost-Effectiveness (AQMD Funded project costs)	\$29.22 \$/lb

Budget Summary	AB 2766 Funds	\$ Matching Funds	In-Kind Match	Total Project Costs
Auto	\$ 24,250	\$ 6,625	\$ 4,600	\$ 35,475
Personnel	\$ 97,555	\$ 6,626	\$ 15,600	\$ 119,781
Insurance	\$ 15,000	\$ 3,000	\$ -	\$ 18,000
Facility Rental	\$ 9,000	\$ -	\$ -	\$ 9,000
TOTAL	\$ 145,805	\$ 16,251	\$ 20,200	\$ 182,256

Budget Itemization

Line Item	Title/Class.	Time Worked	Salary Rate	PR taxes	WC	Total Costs
Personnel 1-2 people	Program Coordinator and Contract Administrator	18 months	\$36,000	\$3,960	exempt	\$39,960
1-2 people	Reservations, Assistant to Program Coordinator, accounting, payroll	11 months	\$1,600/mo = \$17,600	\$122.40/mo = \$1,346.40	exempt	\$18,946
1 person	Reservations, education, website updates	6 months	\$1,000/mo.	\$840	\$540	\$7,380
3-8 people	Drivers	1,548 hrs	\$18/hour = \$27,864	14% = \$3,901	22% = \$6,130	\$37,895
River Store Staff	In-kind - see 9b					\$15,600
					Total Personnel	\$119,781
Facility Rental						\$9,000
Auto Expenses - including in-kind, see 9b						\$35,475
Insurance						\$18,000
Total Project Costs						\$182,256

**River Shuttle Attachment 1
Project Summary**

(at 1.03 CRF)

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Contact Person: Dan Crandall
Address: 1032 Lotus Road or P.O. Box 472, Lotus, CA 95651
Telephone: 530-333-9115 **FAX:** 530-333-1291

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Cost-Effectiveness (AQMD Funded project costs)	\$59.02 \$/lb

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Attachment 2

CONTENTS CHECKLIST

Applicant:
The River Shuttle

- 1a. Project Summary Sheet (Cover) - at 0.51 CRF - Page 1
1b. Project Summary Sheet (Cover) - at 1.03 CRF - Page 1A
2. Request for Proposal Contents Checklist (second page) - Page 2
3. Authorization Letter / Resolution - Page 3
4. Project Description - Page 4
5. Project Organization / Background - Page 8
- 6a. Emissions Benefits / Cost Effectiveness at 0.51 CRF - Page 11
6b. Emissions Benefits / Cost Effectiveness at 1.03 CRF - Page 11A
- 7a. Work Statement & Schedule of Deliverables - Page 12
7b. Acknowledgement - Page 14
- 8a. Funding Request / Cost Breakdown (Budget) - Page 15
8b. Funding Request - Personnel Costs - Page 16
- 9a. Matching Fund Commitment Letter - Page 17
9b. Matching In Kind Funds - Page 18
10. Self-Monitoring Program - Page 19
- APPENDIX A - Letters of Support - Page 20
- Second Copy of entire proposal - Attached

The River Store
(DBA: The River Shuttle)
8346 Hwy 193, Garden Valley, CA. 95633
PO Box 828 Lotus CA 95651
(530) 333-9115 Fax: (530) 333-1291

March 23, 2012

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

To whom it may concern,

I am writing this letter as the President and CEO of The River Store Inc. The River Store will continue to assume the responsibility for operating "The River Shuttle," unless a new company that I (Dan Crandall) am forming for this purpose is approved by AQMD and El Dorado County to assume that role prior to contract preparation and approval. Under that circumstance all authorizations pass to the new company unless otherwise stipulated.

This authorization is with full knowledge of the requirements of the grant funding proposal being submitted with regard to "The River Shuttle," and the resulting contract stipulations and responsibilities for performance and reporting. In the event of the aforementioned "new company" being involved either as primary contractor or sub-contractor, no matters of budget or operation will change from existing operations or applications.

I, Dan Crandall, will continue to serve as the primary contact person for any such contracts and have listed my personal contact information below. I will also be the responsible representative for authorizing and executing any and all documentations or actions resulting from the applications for funding or the successful receipt of said grant contract(s).

Sincerely,



Daniel R. Crandall
President/CEO, The River Store
President/CEO ("new company")
530-333-9115
P.O.Box 828, Lotus, CA. 95651
Dan@Kayaking.com

3. Authorization Letter - Page 1 of 1

River Shuttle 2012-2013

Project Description

The basic Shuttle service provides efficient shuttle transportation for river runners, hikers, campers and other recreationists and their equipment (kayaks, rafts, tubes, bikes, etc.) in a safe, convenient and reserved or scheduled format. It eliminates the need for multiple vehicles traveling from far away or local locations and then retracing back and forth over the smaller winding roads of the area to simply get everyone and everything back to where they started. Limited parking areas are freed up, security for unattended vehicles is heightened and folks have much more time to spend enjoying the businesses, parks and activities in the area.

History

There has long been a recognized need for a local area shuttle service. In January 2008, the River Management Advisory Committee (RMAC) and a number of interested private individuals got together to try to find a way to implement the "river shuttle" service that had been specifically mandated in the 2001 River Management Plan. (*Page 6-6, 3.1 "The County will encourage the private sector to implement a river shuttle service. The County will assist in the implementation of this shuttle service or, if the private sector is unable to do so, the county may investigate operating this shuttle service."*) When no one else was willing to step up (and any and all interested parties were solicited), The River Store Inc. agreed to use our existing infrastructure, knowledge and experience of the boating community and requisite corporate status to take on the difficult task of making this shuttle service a reality. As part of the County's effort to assist, Matching Funds from the River Trust Fund were committed for up to three years but after only two years (in the face of declining revenues to the RTF) The River Store elected to take on the responsibility of also providing the matching funding to continue to qualify for AQMD grant funding each year.

Now

In a short time The River Shuttle has become an established part of the community and in particular the boating corridor that follows the South Fork of the American River. After nearly 4 years of operation, we have continued to grow into new uses and more refined and efficient methods of providing excellent service to thousands of users each year. Recreational user groups can now call or e-mail in their reservations and are assured that they and their equipment will be shuttled once they get here. The result is that thousands of vehicles are left at home and people have a reason to carpool to the Coloma Valley. We have found that while there is a strong local use of the shuttle, it is the folks coming from locales such as the Bay Area, Nevada and the greater Sacramento Valley region who make up a majority portion of the ridership.

Even though the application for AB2766 funding only allows us to use El Dorado County emission reductions in our calculations, there are thousands of miles of vehicle travel that are reduced in travel to El Dorado County that are also the direct result of The River Shuttle service. With renewed approval of the necessary AQMD Grant funding, The River Shuttle will continue to fill a void that had been recognized and evident for many years.

Objectives

The River Shuttle has proven its ability to provide for significant reductions in the number of passenger vehicle trips over Highways 50 and 49 and attached small roads between Chili Bar, Coloma, Salmon Falls and the surrounding region. It is our hope to continue to grow the acceptance and awareness of The River Shuttle service so that more and more businesses can advertise the option and more folks can come to the area and leave their vehicle parked till they leave. Better yet, they come here without a car and still have access to all the assets our unique region has to offer.

Besides the emissions reduced in the Coloma/Lotus area and beyond, there is a noticeable increase in safety of travel on involved roadways and significant increase/reapportionment of parking availability at such critical locations as Salmon Falls, Greenwood Creek, and the Highway 49 bridge over the South Fork American River. The River Shuttle is a benefit to user groups due to increased access for many such as families and single users, safer travel options, and passengers' savings realized in both time and gas/maintenance expenditures.

The River Shuttle benefits local businesses by providing for new and unique options marketable to potential visitors and for real-time collaboration between diverse businesses to create and enhance the activities they can offer. In addition, visitors have extended time available to patronize local businesses and parks as a direct result of time saved using The River Shuttle vs. running their own shuttles (typical time savings is 90 minutes/day). The River Shuttle has contributed to a significant increase in parking revenue at HLP County Park by making it our primary pick-up and drop off location on the river. People also feel safer leaving their vehicle there instead of the traditional theft-prone areas at Greenwood and Salmon Falls.

The River Shuttle continues to have success expanding into service for local commercial and institutional outfitters, as well as expanding the services for local event participants and other visitor groups to the area such as hikers, campers, anglers and even mountain bikers. We intend to actively continue to grow these community elements of the shuttle services, consistent with the emission and traffic reduction objectives of the shuttle.

Prior to our proposal and implementation of the River Shuttle service there had been no actions to attempt to meet the county's responsibility for helping to develop a shuttle service in our area. Without the continued support of the AB2766 funding, the Shuttle service would immediately cease due to the financial costs involved with other revenue sources unable to provide anywhere near the necessary funding (which is why no one else had ever made it work). This is not a profit business, but rather a service that is dependent on this funding to exist.

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

A sampling of support letters is included in Appendix C.

Scope

The River Shuttle will operate during time frames identified as appropriate for our services, primarily weekends in June-October along with weekdays in the summer months of June, July and August, 2012 and 2013. Scheduled routes will connect parking areas and identified river access points, and advance reservation shuttle services will be provided for individuals and small to medium sized groups. Numerous Community Service events will also continue to be assisted by our shuttle services.

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

Shuttle users will be able to purchase Membership style passes at the River Store. Users will also be able to make pre-reservations for some pick-up points and for custom group/event shuttles through our reservations/dispatch/scheduling office.

The River Store Inc. will provide (directly or through its affiliates/subcontractors):

Assuming continued EDCAQMD funding, the River Shuttle will continue to operate through December 31, 2013 with:

- 3 vans: 1-2005 and 1-2007 Ford 15-passenger vans and 1-2004 Chevy 12-passenger van
- 3 custom trailers for equipment transport
- Maintenance and storage of all vehicles
- Website and physical location/ phone access for information, reservation and rider membership purchases
- Education of the public as to the benefits of the River Shuttle in terms of emission reduction, time and gas savings, safety and more
- Robust information/education lines through The River Store's physical location and employees as well as phone, e-mail and in-person education regarding easy and proper use of the River Shuttle's services. In addition, we will advise on safety on the river, appropriate etiquette and skill levels required for recreational activities and much more. Our staff members are all experienced outdoor recreationists and residents of the local area, and all are trained to make sure that anyone interested in River Shuttle service is aware of their options and alternatives. In the 2011 season we were able to counsel many visitors towards the safest local options that best suited their skill levels in the face of the sustained high water conditions.
- Billing and accounting services

- Payment of all invoices or subcontractors pursuant to the activities of the River Shuttle
- Coordination of marketing with local businesses, agencies and private user groups
- Press releases and website information
- Safe, experienced and appropriately trained and licensed drivers
- Support staff for managing, scheduling, reservations, education, dispatch and marketing
- Experience and knowledge of the logistics, venues, agencies, river and local community needs and concerns that the shuttle is required to interact with in the performance and fulfillment of its responsibilities.

7

River Shuttle Project Organization and Background **2012 - 2013**

Project Organization

I, Dan Crandall, representing The River Store Inc. (TRS) will continue to administer the EDCAQMD contract. TRS will also continue to develop the marketing and public information access/reservation systems and the scheduling and route logistics. These include potential regular tours between accommodations and event centers such as wineries and local recreational venues such as Cronan Ranch and Henningsen-Lotus Park. We also have continuing agreements (pending continued AQMD funding) with several local businesses to provide transportation services for several local events and weddings as well as the local theater. All of these potential activities will continue to enhance our current mission of reducing vehicle emissions and traffic on local roads, as well as enhancing local community, business and recreational opportunities.

The River Shuttle continues to have the full support of the River Management Advisory Committee, the Coloma-Lotus Chamber of Commerce and many, many other local groups and individuals.

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

TRS now owns three vans and custom built Shuttle trailers for use in continued shuttle service. We continue to research additional funding streams such as advertising, sponsorship, and grant funding sources.

We will continue to hire experienced and highly qualified, commercially licensed drivers and additional staff as needed to manage and administer the Shuttle activities. We have been able to provide several new and well-paying local jobs as part of our operations to date. As a result, virtually all of the money generated through this program stays in the local area as a benefit to the local economy.

8

We will continue to refine our schedules and methods to provide service when and where it is most efficient to do so. Relying more on reservations and group activities will help fill our vehicles and increase our cost-effectiveness. We will continue to grow the commercial and private use of the shuttle services that have been so successful to date. With the necessary help of AQMD funding, we expect our services to continue to grow in the 2012/2013 season with new Shuttle programs and partners, and the continued strong support of local business and private interests alike.

Background

Primary responsible party is Dan Crandall as President of The River Store Inc., CEO of The American River Festival NPO, and owner of Current Adventures Kayak School. He is also President of the newly formed corporation being developed to take over Shuttle operations from The River Store, if approved by AQMD and County Staff.

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

- Coordinating and scheduling the disbursement of resources throughout Central California, including multiple 15-passenger vans, trailers, instructors and kayaking/rafting equipment.
- Acquisition and maintenance of all vehicles and equipment.
- Annual and ongoing responsibility to negotiate, acquire, and update insurance policies and administer numerous permits and concession contracts and their resultant reports and accounts with such entities as California State Parks (2), U.S. Forest Service (4), BLM, and El Dorado County.
- An intimate familiarity with the safe and scheduled travel/ transport on local roads, routes and access points to be utilized in The River Shuttle program as a result of his own similar kayak school operations and experience.

- Maintaining a complete knowledge of and close working relationship with all facets of the business, resident, paddling and outfitter communities within the contract area over the last 21 years.
- Marketing to local and regional paddling, biking and hiking groups and the general public with relation to paddling, recreational and community oriented programs, events and activities.
- Creation and development of numerous websites since 1995 which incorporate on-line reservations, pricing schedules and complicated calendars for multiple courses, trips and venues.
- Hiring, training and managing a combination of over 20 employees for both The River Store and Current Adventures with a special focus on assessing and enhancing these employees' public service, safety and judgment skills.
- Delegation of appropriate responsibilities to employees.
- Development of kayak trips and outings/services with associated pricing schedules, logistical planning, and contract negotiations/ fulfillment in collaboration with numerous entities including 8 local or regional Parks and Recreation departments, REI and REI Adventures.
- Development, logistical planning and guiding of multiple commercial river and travel trips to destinations including Costa Rica, New Zealand, Scotland, Chile, The Grand Canyon, Panama, Oregon, Alaska and Utah.
- General responsibility and oversight of all financial recordkeeping, purchases and expenditures for both The River Store Inc. and Current Adventures Kayak School.
- Member in long standing of the Auburn-based California State Parks Whitewater Advisory Committee.

“My goals are to help create a safe, user friendly and sustainable form of shuttle transportation for the varied user groups in the South Fork American River region and the related businesses and community members and events. I see this model as expandable to many recognized applications within the greater South Fork Valley. The reduction of traffic, emissions and parking congestion are all primary objectives of such a shuttle service. The service itself is being designed to be functional, efficient and beneficial (directly or indirectly) to all who live and work in or visit the area.”

Emissions Benefits/Cost Effectiveness (LEV Low Emissions Vehicle - 8501-10,000 lbs)

There are 2 routes: Chili Bar (CB) = 11.2 miles 1-way and Gorge (G) = 13.5 miles 1-way. Full River is both these stretches on the same day.

Effectiveness Period = 18 months (Ridership = 15,000 over 18 months)

(D) Days 120

(R) Ridership 125

Van VMT 35,000 miles / 18 months

(A) Adjustment on Auto Trips = 1.0

(L) Auto

Trip Length

- River trip bringing car (40%) (Two one-way trips)
CB=22.4 miles (11.2*2) G=27.0 miles (13.5*2)
- River Trip leaving car at home for one section of river (45%):
 (2 one-way trips plus 40 miles saved driving round trip Coloma to El Dorado County Line)
CB=62.4miles [(11.2*2) +40] G=67.0 miles [(13.5*2) +40]
- River Trip leaving car at home for full river trip (15%):
 (2 one-way CB trips plus 2 one-way G trips plus 40 miles saved driving round trip Coloma to El Dorado County Line)
Full= 89.4miles [(11.2*2) + (13.5*2) +40]

(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)
 $(120*125*1)*(1-.40) = 9,000 \text{ trips reduced}$

Annual Auto VMT Reduced = (D*R*A) * [L-(AA*LL)]= 904,620 miles reduced

- River Trip bringing cars (40%) = **284,621** total miles reduced:
 CB: $[120*(62*40%)*1] * [44.8-(.4*5)] = 127,373$
 G: $[120*(63*40%)*1] * [54.0-(.4*5)] = 157,248$
- River Trip leaving car at home for one section of river (45%) = **423,349** miles reduced:
 CB: $[120*(62*45%)*1] * [(62.4) - (.4*5)] = 202,219$
 G: $[120*(63*45%)*1] * [(67.0) - (.4*5)] = 221,130$
- River Trip leaving car at home for full river trip (15%) = **196,650** miles reduced:
 Full: $[120*(125*15%)*1] * [89.4-(.4*5)] = 196,650$

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: $[(9000*1.023) + (904,620*0.470) - 35,000*0.20] / 454 = 941.36 \text{ lbs/18 mos}$

NOx: $[(9000*0.462) + (904,620*0.602) - (35,000*0.20)] / 454 = 1,193.26 \text{ lbs/18 mos}$

PM10: $[(9000*0.016) + (904,620*0.218) - (35,000*0.32)] / 454 = 410.02 \text{ lbs/18 mos}$

Total Annual Emissions Reduced = 2,544.64 lbs/18 mos

(CRF) Capital Recovery Factor = 0.51 (2 years)

Cost Effectiveness of Total Funding Dollars

$$(\text{CRF} * \text{funding}) / (\text{ROG} + \text{NOx} + \text{PM10})$$

$$(0.51 * \$182,256) / 2,544.64 = \$36.53 \text{ \$/lb}$$

Cost Effectiveness of AB2766 Funding Dollars

$$(\text{CRF} * \text{AB2766 funding}) / (\text{ROG} + \text{NOx} + \text{PM10})$$

$$(0.51 * \$145,805) / 2,544.64 = \$29.22 \text{ \$/lb}$$

Emissions Benefits/Cost Effectiveness (LEV Low Emissions Vehicle - 8501-10,000 lbs)

There are 2 routes: Chili Bar (CB) = 11.2 miles 1-way and Gorge (G) = 13.5 miles 1-way. Full River is both these stretches on the same day.

Effectiveness Period = 18 months (Ridership = 15,000 over 18 months)

(D) Days 120

(R) Ridership 125

Van VMT 35,000 miles / 18 months

(A) Adjustment on Auto Trips = 1.0

(L) Auto

- Trip Length**
1. River trip bringing car (40%) (Two one-way trips)
CB=22.4 miles (11.2*2) **G=27.0 miles** (13.5*2)
 2. River Trip leaving car at home for one section of river (45%):
(2 one-way trips plus 40 miles saved driving round trip Coloma to El Dorado County Line)
CB=62.4miles [(11.2*2) +40] **G=67.0 miles** [(13.5*2) +40]
 3. River Trip leaving car at home for full river trip (15%):
(2 one-way CB trips plus 2 one-way G trips plus 40 miles saved driving round trip Coloma to El Dorado County Line)
Full= 89.4miles [(11.2*2) + (13.5*2) +40]

(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)
(120*125*1)*(1-.40) = 9,000 trips reduced

Annual Auto VMT Reduced = (D*R*A) * [L-(AA*LL)]= 904,620 miles reduced

1. River Trip bringing cars (40%) = **284,621** total miles reduced:
CB: [120*(62*40%)*1] * [44.8-(.4*5)] = 127,373
G: [120*(63*40%)*1] * [54.0-(.4*5)] = 157,248
2. River Trip leaving car at home for one section of river (45%) = **423,349** miles reduced:
CB: [120*(62*45%)*1] * [(62.4) - (.4*5)] = 202,219
G: [120*(63*45%)*1] * [(67.0) - (.4*5)] = 221,130
3. River Trip leaving car at home for full river trip (15%) = **196,650** miles reduced:
Full: [120*(125*15%)*1] * [89.4-(.4*5)] = 196,650

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: [(9000*1.023)+(904,620*0.470)-(35,000*0.20)]/454= 941.36 lbs/18 mos

NOx: [(9000*0.462)+(904,620*0.602)-(35,000*0.20)]/454= 1,193.26 lbs/18 mos

PM10: [(9000*0.016)+(904,620*0.218)-(35,000*0.32)]/454= 410.02 lbs/18 mos

Total Annual Emissions Reduced = 2,544.64 lbs/18 mos

(CRF) Capital Recovery Factor = 1.03 (1 year)

Cost Effectiveness of Total Funding Dollars

(CRF* funding)/ (ROG+NOx+ PM10)

(1.03* \$182,256)/ 2,544.64 = \$73.77 \$/lb

Cost Effectiveness of AB2766 Funding Dollars

(CRF* AB2766 funding)/ (ROG+NOx+ PM10)

(1.03* \$145,805)/ 2,544.64 = \$59.02 \$/lb

11 A

66

Shuttle Proposal 2012-13

Work Statement and Schedule of Deliverables

2012

- July
 - Press release and marketing of continuing shuttle operations through variety of public and private sources to reach desired demographics and multiple potential user groups to include but not limited to Private boater clubs and organizations, Outfitters, Rafting chapters, hiking clubs, citizens groups, local businesses and chambers of commerce.
 - Website and phone reservation/information lines updated.
 - Continued exploration and implementation of new routes and new opportunities to provide potential user groups in our community with shuttle services.
 - Hiring and orientation of additional drivers and office staff employees as needed
 - First 2012/2013 contract billing installment submitted to AQMD
 - Provide shuttle services between Chili Bar and Salmon Falls, with intermediate Coloma Valley stops.
 - Provide special shuttle options for local visitors to access recreational and event venues in the area.
 - Submit final report of operations to AQMD for 2011/2012 contract period.
- August
 - Provide shuttle services between Chili Bar and Salmon Falls and including intermediate Coloma Valley stops.
 - Provide special shuttle options for local visitors to access recreational and event venues in the area
 - Additional billings to AQMD
- September- October
 - Provide shuttle services (water release dependent) between Chili Bar and Salmon Falls and including intermediate Coloma Valley stops.
 - Provide special shuttle options for local visitors to access recreational and event venues in the area
 - Submit first quarterly report to AQMD
- November and beyond
 - Periodic billing statements to AQMD
 - Additional boater shuttles as weather and water releases/rider needs dictate
 - New Community shuttles for non-boating users and events as necessary

2013

- January – submit 2nd Quarterly report to AQMD

- April-May
 - Continued community and event shuttle operations
 - Hiring and orientation of new drivers and other employees as needed
 - Annual Vehicle maintenance as needed
 - AQMD billings as necessary
 - Some regular shuttle operations likely on reserved or anticipated busy weekend days
 - Submit Quarterly report to AQMD

- June-September
 - Provide shuttle services (water release dependent) between Chili Bar and Salmon Falls and including intermediate Coloma Valley stops.
 - Provide special shuttle options for local visitors to access recreational and event venues in the area
 - Submit billings and Quarterly reports to AQMD as necessary

- October
 - Submit Quarterly report to AQMD
 - Continue limited shuttle service for events, anticipated or reserved busy periods

- November
 - Event or special shuttles as available

- December
 - Event or special shuttles as available
 - End of AQMD contract period

2014

- February
 - Final report and billing submitted to AQMD

River Shuttle Acknowledgement
2012 - 2013

Acknowledgement

We plan to acknowledge AB2766 funding via our website and on any printed educational materials distributed with regard to the shuttle or emission reduction program. We will also ensure that this information is noticed on our vans either inside or outside in prominent view.

14

River Shuttle Budget July 1, 2012 - December 31, 2013

<u>Line item</u>	<u>Description</u>	<u>Amount</u>
<u>Facility Rental</u> \$9,000	Secure vehicle storage, maintenance equipment and materials, CHP required base for inspections and records	\$500/mo x 18 mos. Total = \$9,000
<u>Auto expenses</u> \$30,875		
Van tires	New set for each van required in 2012-2013	\$1,800 / set x 3 vans = \$5,400
Trailer tires	New set required for each trailer in 2012-2013	\$420 / set x 3 trailers = \$1,260
Regular repair and maintenance	Includes brakes, shocks, tune-ups, adjustments and CHP required safety inspections. Includes parts and labor	\$4,595
DMV license renewal	Annually for each van, twice in project period for 2 vans	\$725
DMV req. smog	Smog certifications every two years for each van	\$65 x 3 vans = \$195
Trailer safety nets and hardware	Required safety equipment for securing loads, typically replaced every year to 18 months	\$400 x 3 trailers = \$1,200
Fuel costs	Fuel for vans traveling 35,000 miles (35,000mi x \$4.50/gal / 9 mi/gal)	\$17,500
<u>Insurance</u> \$18,000	Vehicle insurance for 18 mos Business insurance for 18 mos.	\$15,000 \$ 3,000
<u>Personnel</u> \$104,181	See detail on next page	\$104,181
<u>TOTAL</u>		<u>\$162,056</u>
Matching In Kind		20,200
<u>TOTAL PROJECT COST</u>		<u>\$182,256</u>

River Shuttle Budget – Personnel July 1, 2012 – December 31, 2013

<u>Personnel</u>	<u>Title/Classification</u>	<u>Time Worked</u>	<u>Salary Rate</u>	<u>PR taxes</u>	<u>WC</u>	<u>Total Costs</u>
1-2 people	Program Coordinator and Contract duties scheduling of all employees, program development, all permits, licenses and insurance dealings, etc.	18 months	\$36,000	\$3,960	exempt	\$39,960
1-2 people	Head of reservations, reservation information line staffing, Assistant to Program Coordinator, Program accounting, payroll	11 months	\$1,600/mo = \$17,600	\$122.40/mo = \$1,346.40	exempt	\$18,946.40
1 person	Reservations and education Website updates	6 months	\$1,000/mo.	\$840	\$540	\$7,380
3-8 people	Drivers	1,548 hrs	\$18/hour = \$27,864	14% = \$3,900.96	22% = \$6,130.08	\$37,895.04
<u>TOTAL</u>						<u>\$104,181</u>
In-Kind Matching						\$20,200
TOTAL PERSONNEL COST						<u>\$124,381</u>

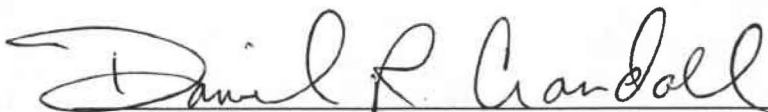
Letter of Commitment
River Shuttle Matching Funds
2012 - 2013

Matching funding for the contract year 2012-2013 are generated from anticipated revenue and in kind matching sources. In kind matching is generated by use of River Store infrastructure, personnel, materials etc. in the execution of shuttle related duties that is not otherwise directly compensated or reimbursed by the Shuttle funding.

In addition, credits derived from promotional "free" shuttle services for a variety of community activities and events will also be used to meet matching fund requirements over the course of the contract period.

The River Shuttle (either through The River Store or another approved company developed for this purpose) does agree and commit to provide the necessary matching funds or in kind match to meet the 20% minimum for this contract, and thereby cover the additional costs of the program over and above the 80% funding that is hopefully provided by the AQMD AB 2766 Grant program. Said amount we agree to provide may be up to the amount of \$36,451.

Proposal "A" Matching fund total (20%) --- \$36,451

 3/23/12
Daniel R. Crandall, President

River Shuttle
In Kind Matching Fund Sources
July 1, 2012 - December 31, 2013

<u>Line Item</u>	<u>Description</u>	<u>Amount</u>
Coloma Blues Festival Sponsorship	Free shuttles for annual festival in exchange for promotional sponsorship valued at \$2000	\$2,000
Community events	Free shuttles for community events, (event ridership X \$6/person minimum fee) Events may include but are not limited to : <ul style="list-style-type: none"> • County River Clean-up days • Gold Rush Days, Marshall Gold Discovery SHP • Christmas in Coloma, Marshall Gold Discovery SHP • American River Festival (ARF) • Annual Coloma Xmas paddle • Coloma Lotus Chamber of Commerce (CLCC) events 	\$7,200
River Store Support Staff-wages	\$19.75/hr (includes Workers comp., payroll taxes, benefits) River Store staff provide walk in, e-mail and telephone information services and education regarding the Shuttle services and schedule. New and repeat riders can find out about how to best utilize the shuttle for their particular needs from these personnel. They also serve as a liaison between riders, the reservations office and drivers. Staff also handles virtually all transactions for purchase, as well as explanation, lamination, and distribution of rider passes. In addition, RS staff provides weekly service of cleaning and washing vans inside and out.	\$11,000 / 18mo (\$19.75 x 557 hrs) = \$11,000
TOTAL		<u>\$20,200</u>

18

River Shuttle Self-Monitoring Program
2012 - 2013

Note: for Schedule of Deliveries, see Work Statement

With each Quarterly Report we will submit copies of our daily log sheets which track the mileage, location and ridership of our shuttle services. We will also describe any unique or additional event or community service activity that we were able to participate in. Issues that affect our ridership or shuttle services such as extreme weather and water conditions will be noted, as will any new programs added.

Appendix A
Letters of Support

20

COUNTY OF EL DORADO

330 Fair Lane
Placerville, CA 95667
(530) 621-5390
(530) 622-3645 Fax

SUZANNE ALLEN DE SANCHEZ
Clerk of the Board



BOARD OF SUPERVISORS

JOHN R. KNIGHT
District I
RAY NUTTING
District II
JAMES R. SWEENEY
District III
RON BRIGGS
District IV
NORMA SANTIAGO
District V

March 14, 2012

El Dorado County
Air Quality Management District
330 Fair Lane
Placerville, CA 95667
Attn: Candice Wallace

RE: River Shuttle – Support for AB 2766 Funding

Dear Ms. Wallace,

I support the proposal submitted by the River Store to request AB 2766 DMV Surcharge grant funds to assist with the operation of the River Shuttle program. This program provides a shuttle service that reduces the number of vehicle trips related to the recreational opportunities in the Coloma Lotus Valley River Corridor.

The Coloma Lotus Valley River Corridor is a destination for many who visit, as well as live in, the County of El Dorado. The River Shuttle is a successful trip reduction program that significantly reduces the level of recreational traffic that would typically impact Salmon Falls Road, Highway 49 and the smaller local residential river community roads. In reducing the number of cars traveling through the River Corridor, the River Store Shuttle helps protect the air quality throughout the Coloma Lotus Valley River Corridor.

I respectfully request your favorable consideration of AB 2766 funding for the River Store Shuttle. Please do not hesitate to contact me should you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Ron Briggs", is written over a large, stylized circular flourish.

Ron Briggs
El Dorado County Supervisor
District IV



United States Department of the Interior

BUREAU OF LAND MANAGEMENT

Mother Lode Field Office
5152 Hillsdale Circle
El Dorado Hills, CA 95762
www.blm.gov/ca/motherlode



Candice Wallace

El Dorado County

Board of Supervisors

Dear Ms. Wallace:

The Bureau of Land Management, Mother Lode Field Office continues to support the river shuttle program on the South Fork American River corridor and the Coloma Valley. The river shuttle program has proven to be effective in reducing congestion and overflow parking at the BLM managed put-in/take-out, as well as other similar facilities along Highway 49 and Salmon Falls Road. This program will continue to gain popularity and reduce traffic congestion in the surrounding communities of Coloma and Lotus.

The staff at the "The River Shuttle" always showed competence and professionalism when working with our agency's requirements.

This program has demonstrated an effective, efficient and convenient way of reducing traffic congestion, and I am confident it will continue to be an asset to the Coloma Valley.

Sincerely

William S. Haigh

Field Manager



**Marshall Gold Discovery, SHP
PO Box 265
310 Back Street
Coloma, CA 95613
(530) 295-2173 x2**

March 12, 2012

**Candice Thomas, Air Quality Specialist II
County of El Dorado AQMD
330 Fair Lane
Placerville, CA 95667**

Re: River Shuttle

To Whom It May Concern:

The staff at Marshall Gold Discovery State Park see hundreds of thousands of visitors each year. A percentage of that usage is boating, especially in the summer months. Our North Beach is now a take-out as well as a put-in for boating and we expect even more usage.

We support the River Shuttle because it creates less impact on traffic on Highway 49, with fewer vehicles going in and out of the North Beach parking lot. This also means more parking will be available for people using the picnic areas. Also, we highly support the reduced impact to the environment that carpooling and van riding creates.

Sincerely,
The staff at Marshall Gold Discovery State Historic Park



COLOMA-LOTUS
CHAMBER OF COMMERCE

Coloma-Lotus Chamber of Commerce
PO Box 608
Coloma, CA 95613

March 23, 2012

Candice Thomas, Air Quality Specialist II
County of El Dorado AQMD
330 Fair Lane
Placerville, CA 95667

Dear Ms. Thomas:

The Coloma-Lotus Chamber of Commerce continues to support the South Fork American River Shuttle Program. Our member businesses, and overall community, benefit from the Shuttle in significant ways as its scope of services expand. It is a benefit for the region to reduce congestion, and it is has become essential for our businesses to have transportation available to their visitors to shop and dine instead of driving their cars back and forth. Further, the Shuttle provides important transportation to many of our community events throughout the year including our music festivals with thousands of participants.

We strongly believe that this program will continue to benefit the economic, environmental, and overall health of the community. We support the project fully.

Sincerely,

Howard Penn
President
Coloma-Lotus Chamber of Commerce
530-626-7373

AMERICAN RIVER RESORT

P.O. Box 435, 6019 New River Road, Coloma CA 95613

Phone: (530) 622-6700 Fax: (530) 622-7461

www.americanriverresort.com

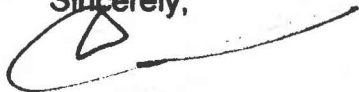
March 7, 2012

Candice Wallace
El Dorado County Board of Supervisors

We at the American River Resort would like to reiterate our support of the River Store Shuttle Program for 2012. The River Shuttle has provided an integral service to the Coloma valley recreational and business community that enhances our ability to provide visitors a broad range of convenience and entertainment, while reducing the environmental impact of a growing number of visitors by reducing traffic on our roads and emissions in our valley.

We feel the program will continue to offer additional benefits to the overall economic, environmental and recreational attributes of El Dorado County.

Sincerely,



David Martinez
Owner
American River Resort

Sierra Rizing Bakery and Coffee House
7310 Hwy. 49, Suite # Lotus, CA 95651 530.642.9250
448 Main St. Placerville, CA 95667 530.295-0442
www.sierrarizing.com

March 19, 2012

To whom it may concern,

My name is Teal Triolo and I am the owner of Sierra Rizing Bakery, located at 7310 Highway 49 in the River Park Village complex in Lotus, California. As a local business owner, I continue to support the River Shuttle.

The River Shuttle is a great asset to the community, providing boaters with the opportunity to carpool to and from their vehicles to river put-in sites. The River Shuttle provides not only a draw to the river itself but also to the local businesses around town, increasing tourism and spending dollars. With the Coloma/Lotus Valley being the tourist destination that it is, the seasonal increase of traffic is greatly felt by the local residents and the environment. Any help in reducing the environmental impact of this traffic is a noticeable benefit.

It would be a detriment to this community to allow this valuable service to fall to the wayside. Therefore I would fully support any re-funding from your agency to help out our community.

Sincerely,



Teal Triolo
(530) 642-9250



elite sports photography

March 12, 2012

Eric M. Kromps, President
Hotshot Imaging, Inc.
PO Box 1190
Lotus, CA 95651

Candice Thomas, Air Quality Specialist II
County of El Dorado AQMD
330 Fair Lane
Placerville, CA 95667

Re: River Shuttle Proposal

To Whom It May Concern:

As the owner of two businesses in the Coloma-Lotus valley, both geared largely to tourists, I continue to support the River Shuttle. It benefits our community by helping visitors leave some of their cars at home, since people carpool to our area more when they visit and take the shuttle. It also keeps many cars off our roads when they are riding in the vans. Private boaters in particular have an easier time coming to the area when they are able to use the River Shuttle.

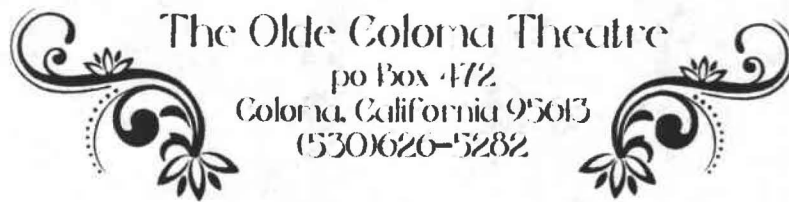
Also important, tourists have more time to spend in our valley and businesses when they don't have to chase their cars at the end of their boating days (or hiking). This benefits our photo, restaurant, and other local businesses. There is a lack of easy transportation in our area and the shuttle should be funded to help fill the need.

I support funding of the River Shuttle as it reduces pollution and traffic, and increases community business.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric M. Kromps".

Eric M. Kromps
President



March 22, 2012

To Whom it may concern,

I am writing this letter on behalf of The Olde Coloma Theatre in support of Dan Crandall and the River Store Shuttle. The River Store Shuttle in my opinion has saved us at The Olde Coloma Theatre in our parking dilemma by being there and available to shuttle our Patrons to and from our off site parking at the Coloma Country Inn during performances when our attendees would other wise exceed our parking limits. The availability of the shuttle also allowed us to let go of our own old shuttle bus, which took one older model vehicle off of our roads forever.

Dan Crandall and his staff provide a much needed service for us and many others in the Coloma Lotus Valley. They have very generously provided service to us at no cost many times since our relationship began. They are not only environmentally conscious but also very community minded and we appreciate them tremendously. We thank you for your consideration in your support of the River Store Shuttle as well, as by supporting them you are supporting our community.

Sincerely,

Maria Williams
Vice President of the Board of Directors
The Olde Coloma Theatre

March 14, 2012



**Environmental
Traveling
Companions**

Fort Mason Center
Landmark Bldg. C
San Francisco
California 94123
T: 415.474.7662
F: 415.474.3919
www.etctrips.org

To Ms. Candace Wallace
El Dorado County Board of Supervisors

Dear Candace Wallace,

Environmental Traveling Companions (ETC) is a non profit, 501(c)(3) organization specializing in accessible outdoor adventures to disadvantaged youth, people of all ages with disabilities, and supporters of our mission. On behalf of ETC, I would like to provide you with this letter of support for the River Store Shuttle. The River Store Shuttle is hugely beneficial in the white water rafting community. Having a shuttle is key in transporting rafters/kayakers and their equipment to and from the river access points. This type of community service drastically reduces the need for multiple vehicles traveling on main roadways to and from river access points. Not only does the River Store Shuttle reduce traffic, emissions and need for parking, but it was also beneficial to us in our unique circumstance.

Last year the River Store Shuttle provided a valuable service during a major emergency on one of our trips. Dan Crandall was able to evacuate the majority of our participants in one go. Without him and the shuttle service, we would have had to take multiple vehicles in and out of a very inaccessible, overgrown road. As the sun was setting, and emotions were high, it was important to evacuate members of our trip in a timely manor. Considering the unique circumstance, the River Store Shuttle was able to provide support in a way that no one else would have been able to do.

I believe that this service is incredibly valuable for the community and provides an element of safety during unusual circumstances. I was the trip leader on the river the day that the River Store Shuttle evacuated our participants and would be happy to address any questions about their involvement.

Sincerely,

Amber Taxiera
River Program Associate
Environmental Traveling Companions
riverassistant@etctrips.org
Phone: (415) 474-7662 ext 14

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



River Shuttle

March 7th, 2012

Candice Wallace and
the El Dorado County Board of Supervisors
Placerville, CA

To Whom it May Concern;

Since the 1990s I have been kayaking on the South Fork American. At present I am a resident of Placerville and boat the river most weekends. Since the River Store started the shuttle service I have been using that service every day I am kayaking – when it is available.

Instead of having to drive to the take-out at salmon falls and join up with someone else, then drive to the put-in and at the end of the day drive back up, I can just drive to the put-in and take the shuttle at the end of the day. This saves me driving an extra 24 miles in my own car and at least another 12 miles in someone else's.

I have calculated that on my own car this saves about 40 pounds of CO2 per kayaking day.

I sincerely hope that the River Store will be able to continue that shuttle service for many years to come.

Thank you!

Urs Schuler

A handwritten signature in black ink that reads "Urs Schuler". The signature is written in a cursive, flowing style.

Only Change is Permanent

----- Forwarded message -----

From: <cralbright@juno.com>

Date: Tue, Mar 6, 2012 at 6:18 AM

Subject: River Shuttle Service

To: dan@kayaking.com

Candice Wallace:

El Dorado County Board of Supervisors:

Regarding the South Fork American River Shuttle Service

I have been a very strong proponent of the Shuttle Service. I have used it since its inception as a great way to save my wallet as well as get me around the South Forks put ins and take outs. My best example is that I do a yearly paddle with a number of friends that last year was close to 50 people total for two days and we use the River Store Shuttle exclusively to get all those folks around. Three vans and trailers of folks for two days. That means that we kept close to 35-40 cars off the roads for just those two days. That is a huge difference and obviously that also saved me and others a lot of gas money and time spent doing double shuttles with our own cars.

It also has I feel removed the threat of Vandalism and car break ins at Salmon Falls and Greenwood. Believe me that alone is worth the price.

Over the past few years that has been a major threat to paddlers and river users. It has been an ongoing issue for years and sadly has to be a big part of the equasion when considering what to do driving at the river.

I also wish to point out that I live in Reno, Nevada and that setting up shuttles for trips that are over two hours away is easy and not very time consuming as well. The River Store Shuttle make my herding of others paddling with me much easier. Another plus about using the shuttle is the great drivers are all very friendly and fun helpful people. Being in the vans also allows for special time spent talking and visiting with friends and also other river runners using the shuttle service. Also the shuttle service gives more time to eat and drink fluids to be ready for a long day spent paddling on the South Fork.

All in all the River Shuttle is definitely a great resource for the paddling public in El Dorado County. Please help keep this necessary service available to river runners.

Sincerely yours,
Charles Albright
1408 Washington Street
Reno, Nevada 89503
775-324-5102 H
cralbright@juno.com

----- Forwarded message -----

From: <melanie@melstarr.com>
Date: Fri, Mar 9, 2012 at 10:19 AM
Subject: support for river shuttle
To: dan@kayaking.com

Hello!

I am a private boater and an Inner City Outings trip leader for the Bay Chapter, in Berkeley. I am writing today to show support for continued river shuttle service.

I use the river shuttle for both ICO and personal trips on the South Fork American. It helps in so many ways and now that I have gotten accustomed to it, I don't know how I could live without!

Thank you!
Melanie Mac Innis
Berkeley, CA 94710

**The Honorable Candice Wallace
El Dorado County Board of Supervisors**

Dear Candice,

I am writing in support of the River Store Shuttle. I ride it often, and it saves 2 trips along Hwy 49 from Coloma to Placerville and back again whenever I do. I also appreciate the fact that it reduces traffic from the other kayakers who use the shuttle for Chili Bar and the gorge run.

It also prevents people from the bay area from bringing additional vehicles to our area to run their shuttle.

It is a great convenience as well as a way of reducing emissions and traffic. I highly recommend that you support funding it and I would greatly appreciate it. If I can answer any questions, please do not hesitate to call me.

A handwritten signature in black ink, appearing to read 'Lee Van Pelt', with a stylized flourish at the end.

**Lee Van Pelt
6629 Johnson Ranch Rd
Coloma, CA 95613
530 622 8402**