

EXHIBIT SUMMARY SHEET

Applicant: American River Music, Inc.

Contact Person: Matt Semonsen

Address: PO Box 830 Lotus, CA 95651

Telephone #: 530 622-6044 FAX # 530 622-6044

Project Budget	AB 2766 Funds	\$ Matching Funds	In-Kind Match	Total Project Costs
Materials	\$	\$	\$	\$
Personnel	\$	\$	\$	\$
Other	\$ 7,000	\$ 1,000	\$	\$ 8,000
TOTAL	\$ 7,000	\$ 1,000	\$	\$ 8,000

Alternative Project Budget	AB 2766 Funds	\$ Matching Funds	In-Kind Match	Total Project Costs
Materials	\$	\$	\$	\$
Personnel	\$	\$	\$	\$
Other	\$ 6,000	\$ 2,000	\$	\$ 8,000
TOTAL	\$ 6,000	\$ 2,000	\$	\$ 8,000

Estimate Emission Reductions/Cost-Effectiveness	<u>As Proposed</u>	<u>Alternate Funding Level</u>
Useful Life of Project (years)	1	1
Total Lifetime Emissions Reduced in lbs/yr	150.	150.
Total Lifetime Emissions Reduced in kgs/day	.186458	.186458
Annualized Cost-Effectiveness (Total Project Costs Multiplied by CRF Divided by emissions reduced =\$/lb)	\$54.93/lb	\$54.93/lb
Annualized Cost Effectiveness (Total Project Costs Multiplied by CRF Divided by emissions reduced =\$/kg)	\$44,008/kg	\$44,008/kg
Annualized Cost-Effectiveness (AQMD funded Project Costs Multiplied by CRF Divided by emissions reduced = \$/lb)	\$48.07/lb	\$41.2/lb
Annualized Cost Effectiveness (AQMD funded Project Costs Multiplied by CRF Divided by emissions reduced = \$/kg)	\$38,668/kg	\$33,144/kg

Brief Project Description: The project will shuttle American River Music Festival patrons, volunteers, vendors, musicians and staff who are staying at the festival's three sponsoring campgrounds to Henningsen-Lotus County Park, the main stage location, and back to the campgrounds during the two-day main stage festival hours of operation.

REQUEST FOR PROPOSAL CONTENTS CHECKLIST

Applicant: **American River Music, Inc.**

Please complete and attach this checklist with your application.

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- ☒ Request for Proposal Contents Checklist (Second Page) – page 2
- ☒ Authorization Letter/Resolution page 3
- ☒ Project Description – page 4
- ☒ Project Organization/Background – page 5
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(Must utilize March 2010 Emission Factors)
- ☒ Work Statement – page 7
- ☒ Funding Request/Cost Breakdown – page 8
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- ☒ 2 Copies of Proposal
- Letters of Support



02.15.2011

To Whom It May Concern,

Please use this letter as authorization for American River Music, Inc. to submit a proposal to the El Dorado County Air Quality Management District for FY 2011-2012 AB2766 DMV Motor Vehicle Emission Reduction Project Grant Funds.

Sincerely,

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

Matt Semonsen
Executive Director, American River Music, Inc.
P.O. Box 830
Lotus, CA 95651
530 622-6044
matt@americanrivermusic.org

Project Description

On September 17-18, 2011 American River Music, Inc. (ARM) is hosting the American River Music Festival at the Henningsen-Lotus County Park and three sponsoring campgrounds. ARM anticipates up to 1500 campers including ticket buyers, volunteers, musicians, KVMR broadcast crew, vendors and festival staff staying at Camp Lotus, American River Resort, and EarthTrek. ARM plans and prepares for up to 750 cars arriving to the campgrounds on Friday the 16th and departing on Sunday the 18th.

The project is for ARM to provide bus shuttles from the campgrounds (Camp Lotus, American River Resort, and EarthTrek) to the main stage (Henningsen-Lotus Park) and back during the festival's main stage hours of operation. The main stage hours of operation are Saturday and Sunday, September 17-18 from 9:30 A.M.-7:00 P.M. ARM's objective is to allow campers to leave their cars parked at their campground for the duration of the festival instead of having them drive from their campground to the park and back for the two days of main stage events. The driving distance between Camp Lotus and Henningsen-Lotus Park is 1.5 miles. The driving distance between American River Resort and Henningsen-Lotus Park is 2 miles, and the driving distance between EarthTrek and Henningsen-Lotus Park is 1 mile.

The Project Emissions Benefits/Cost Effectiveness calculations for Vanpool and Shuttle Evaluations are described as:

- Effectiveness Period=1 year
- Days (D) = 2
- Daily ridership (R), R=4000 and is based upon 1000 campers riding once to the main stage and once back to their campground, and 500 campers riding twice to the main stage and twice back to their campground (based upon past year's rider tendencies).
- Annual Van/Shuttle VMT (Van VMT) =450 and is based on the distance of each shuttle loop and the number of projected loops done from each campground.
- For calculating Annual Emission Reductions the factors for ROG, NO_x and PM₁₀ **Table 3A Average Auto Emission, March 2010, Analysis Period=1 Year, 2010, and Table 7 Medium Duty Vehicle Emission Factors (Low Emissions, Weight 10,001-14,000), March 2010** are used.
- All other numbers are default numbers, and calculations are done based upon the publication of the California Air Resources Board **Methods to find the Cost Effectiveness of Funding Air Quality Projects-May 2005**.

Due to the limited access to Henningsen-Lotus Park and the area's road situation ARM anticipates high auto idling times, very slow auto driving speeds and traffic congestion without the use of the shuttles.

The scope of work of the project is for both Saturday and Sunday ARM to contract with Coloma-Lotus based South Fork professional rafting outfitters for up to ten 47-passenger buses and/or three 15-passenger vans from 9:30 A.M. to 7:00 P.M. to shuttle campers from their campgrounds to the main stage and back. All campgrounds and the main stage have posted shuttle schedules.

The budget, of \$8000.00 is based upon contracting with Coloma-Lotus based Whitewater Outfitter's providing the buses and vans. This project has dramatically lower costs versus charter bus companies (bids > \$20,000 were received) due to all buses located within 1 mile of the shuttle locations and lower average daily rental estimates. The Outfitters have kept their quotes low to support the continued successful operation of the non-profit festival project.

Project Organization/Background

American River Music, Inc. (ARM), based in Lotus, was formed in 2007 as a non-profit California Corporation with a mission "to teach, inspire and enjoy music". ARM has received and maintained its federal tax-exempt status through the North American Folk Alliance Group Exemption Program (Group # 8047) since 2007. ARM anticipates future projects to include El Dorado County based music programs brought to school assemblies, free music learning workshops, music scholarships and used instrument collection and distribution.

The American River Music Festival has been and remains the primary project for ARM. The 2011 festival will be held on September 16~17~18 at the Henningsen-Lotus County Park and three sponsoring campgrounds. The campgrounds are Camp Lotus, American River Resort and Earthtrek. There will be over 30 performances and learning workshops performed and taught by nationally renowned artists. The performances and workshops take place on our main stage, in the three sponsoring campgrounds, on a whitewater river trip, our guided riverfront hike, and 5 local businesses.

The festival's shuttle coordinator is an ARM board member with a great deal of previous shuttle/bus experience, and he has successfully organized and operated the festival's shuttle system since 2007. ARM successfully completed the shuttle project at the 2007, 2008, 2009 and 2010 festivals.

For 2011 ARM secured a continuing loan to fund festival operations, and has a committed and experienced board of directors to organize and operate the festival. Last year's festival was supported with over 125 local volunteers and 20 sponsoring organizations including El Dorado County Environmental Management, El Dorado County Chamber, El Dorado County Tourism, El Dorado Arts Council, El Dorado Savings Bank and many more.

With her permission, a quote from a 2008 festival patron who is returning for her fifth year: "This is the most organized, well-run festival we have been to and we go to many." Eileen Kleinschmidt

ARM needs AB2766 funds as the estimates for contracting for buses is one of the highest line item expenses of the festival's budget. Estimates from local rafting companies are based on anticipated fuel costs, insurance, driver expenses, and the outfitter's commitment to the festival's continuing success. ARM anticipates an \$8000 total shuttle expense.

American River Music Festival Shuttle Project Emissions Benefits/Cost Effectiveness

Effectiveness period	= 1 year
Days (D)	= 2
Ridership (R)	= 4000
Annual Van/Shuttle VMT (Van VMT)	= 450
Adjustment (A) on auto trips	= .83
Auto Trip Length (L)	= 16
Adjustment (AA) for auto Access to and from shuttle	= .75
Trip Length (LL) for auto Access to and from shuttle	= 5

$$\text{Annual Auto Trip Reduced} = [(D) * (R) * (A)] * [1 - (AA)] \\ [2 \times 4000 \times .83] \times [1 - .75] = 1,660 \text{ trips/year}$$

$$\text{Annual Auto VMT Reduced} = [(D) * (R) * (A)] * [(L) - \{(AA) * (LL)\}] \\ [2 \times 4000 \times .83] \times [16 - (.75 \times 5)] = 81,340 \text{ miles/year}$$

Annual Emission Reductions for Project Budget and Alternative Project Budget

$$\begin{aligned} \text{ROG} &= [(1660 \times 1.016^*) + (81340 \times .273^*) - (450 \times .38^*)] / 454 = 52.25 \text{ lbs/yea r} = .0651 \text{ kg/day} \\ \text{NOx} &= [(1660 \times .461^*) + (81340 \times .320^*) - (450 \times 1.29^*)] / 454 = 57.74 \text{ lbs/year} = .071707 \text{ kg/day} \\ \text{PM}_{10} &= [(1660 \times .016^*) + (81340 \times .221^*) - (450 \times .33^*)] / 454 = 39.98 \text{ lbs/year} = .049651 \text{ kg/day} \end{aligned}$$

Totals = 150 lbs/year, .186458 kg/day

*Table 3A - Average Auto Emission Factors, March 2010, Analysis Period=1 Year, 2010
Table 7 - Medium Duty Emission Factors, March 2010

Capital Recovery Factor (CRF) = 1.03

$$\text{Cost Effectiveness of Funding Dollars} = (\text{CRF} \times \text{Funding}) / (\text{ROG} + \text{NOx} + \text{PM}_{10})$$

Project Budget	$1.03 \times \$7,000 / (52.25 + 57.74 + 39.98) = \$48.07/\text{lb}$ $1.03 \times \$7,000 / (.0651 + .071707 + .049651) = \$38,668./\text{kg}$
Alternate Project Budget	$1.03 \times \$6,000 / (52.25 + 57.74 + 39.98) = \$41.2/\text{lb}$ $1.03 \times \$6,000 / (.0651 + .071707 + .049651) = \$33,144./\text{kg}$

Work Statement

2011

January-September

The festival web site, americanrivermusic.org, offers information on festival camping and shuttle service. 2010 had over 20,000 unique visitors.

January-May

Artist Submission evaluation and contract finalization. Web design and content updates.

May-September

Tickets go on sale, marketing and operational preparation of the festival.

September

Finalize total camping patrons, volunteers, musicians, guests and staff

Finalize # of buses needed to shuttle effectively

Organize bus shuttle loops and conduct shuttle driver meeting

Print shuttle times

Create color-codes for buses and campgrounds for riders

Staff campground hosts to assist campers with shuttles

Staff main event hosts to assist campers with shuttles

September 9

The festival program is inserted in the Mountain Democrat and Georgetown Gazette acknowledging El Dorado County's support of the shuttle project through partial funding with AB2766 DMV Surcharge Funds.

September 16

Post shuttle schedules at all campgrounds and Henningsen-Lotus Park.

September 17-18

Provide shuttle service from 9:30 A.M.-7:00 P.M.

September 17-18

Make public education announcement at the main stage (Henningsen-Lotus Park) acknowledging the shuttle project was funded in part by El Dorado County utilizing AB2766 DMV Surcharge Funds.

American River Music, Inc. (ARM) Funding Request/Breakdown of Cost

ARM respectfully requests \$7,000 or \$6,000 of AB2766 DMV Surcharge Funds. The fund requests are for a project and alternate project budget based upon the amount of matching funds paid by American River Music, Inc.

The festival takes place on September 16~17~18, 2011 in Coloma, and anticipates up to 1500 ticket buyers, volunteers, musicians, vendors and staff camping and lodging in the festival's three sponsoring campgrounds (American River Resort, Camp Lotus and EarthTrek).

ARM will contract for up to 10 buses to shuttle these folks to the main stage area (Henningsen-Lotus Park) and back to the campgrounds between the hours of 9:30 A.M.- 7:00 P.M. on September 17~18 which are the main stage operating hours.

The \$7,000/\$6,000 requests are based upon the project cost of \$8,000 reflecting bus rental rates from four Whitewater Outfitters in the Coloma-Lotus Valley. This cost is significantly below Charter Bus (Liberty Coach, Great American Stage) rates as it reflects the facts that the buses are stationed within 1 mile of Henningsen-Lotus Park, and the local companies have an interest in seeing the non-profit festival project of ARM succeed.

Project Cost:	\$8,000
Funding Source:	\$7,000 AB2766
	\$1,000 ARM matching funds

Alternate Project Cost:	\$8,000
Funding Source:	\$6,000 AB2766
	\$2,000 ARM matching funds



02.15.2011

To whom in may concern,

Please use this document as American River Music, Inc.'s **Letter of Commitment**.

American River Music, Inc. (ARM) will provide monetary matching funds of \$1000 for the project proposal, and \$2000 for the alternate project proposal.

ARM has secured the necessary funds for the operation of the festival, which are deposited in an account with El Dorado Savings Bank. ARM will provide bank statements upon request. Additionally, the board of directors of ARM has approved an available loan to meet any unanticipated shortfall.

The festival has many sources of revenue: Unrestricted donations, ticket sales, festival sponsorship and festival beverage, vending, raffles and merchandise sales, all of which are dedicated to meet expenses of the festival with priority given to matching funds of the AB2766 grant.

Also note that ARM met its matching funds requirement for the 2007, 2008, 2009 and 2010 shuttle projects.

Respectfully,

Matt Semonsen
Executive Director and Board President, ARM
PO Box 830
Lotus Ca 95651
530 622-6044
matt@americanrivermusic.org

Schedule of Deliverable/Monitoring Program

Deliverables:

September 17-18, 2011 provide up to ten 47-passenger buses and/or additionally three 15-passenger vans for scheduled shuttles from Camp Lotus, EarthTrek and American River Resort to Henningsen-Lotus Park and back between the hours of 9:30 A.M.-7:00 P.M. All campgrounds and the main stage loading areas will have posted schedules.

Monitoring:

ARM will provide a total passenger and per bus passenger usage report to EDCAQMD.

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

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February 14, 2011

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

RE: American River Music Festival Shuttle

Dear Mike:

I am writing to express my full support for the request for AB 2766 DMV Surcharge Funding submitted by American River Music to assist with the cost of the shuttle program that is provided for the patrons of the Annual American River Music Festival. This year the American River Music Festival is scheduled September 16-18, 2011, and includes 30 performances and learning opportunities throughout the Coloma-Lotus Valley.

As you are aware, the Festival is held in my District and is one of the more well-managed and attended events in the Coloma-Lotus Valley. The shuttle provides transportation to and from the host facilities and Henningsen Lotus Park for all ticket holders as well as those who work and participate in the festival. This service greatly reduces traffic and the resulting air pollution.

Once again, I am in full support of American River Music's request for AB 2766 DMV Surcharge Funding to assist with the cost of the shuttle program provided for the patrons of the festival.

Please do not hesitate to contact me directly should you have any questions.

Sincerely,

Ron Briggs
El Dorado County Supervisor
District IV



MAINTENANCE DIVISION
2441 Headington Road
Placerville CA 95667
Phone: (530) 642-4909
Fax: (530) 642-9238

JAMES W. WARE, P.E.
Director of Transportation

Internet Web Site:
<http://co.el-dorado.ca.us/dot>

MAIN OFFICE
2850 Fairlane Court
Placerville CA 95667
Phone: (530) 621-5900
Fax: (530) 626-0387



February 11, 2011

El Dorado County
Environmental Management Department
Air Quality Management District
330 Fair Lane
Placerville, CA 95667
Attn: Mike Applegarth

Re: American River Music Festival – Shuttle Program

Dear Mike:

I am writing you in support of the grant application submitted by American River Music, Inc., requesting funding support for a shuttle program during the American River Music Festival, which is occurring September 16–18, 2011. This shuttle program helped reduce pollution and traffic congestion in the Coloma/Lotus area at last year's festival, and we anticipate another successful program this year.

Please feel free to contact me at (530) 621-7533 if you have any questions.

Sincerely,



James W. Ware, P.E.
Director of Transportation

JWWW/kjt

cc: Supervisor Ron Briggs, District IV
Tom Celio, Deputy Director, Maintenance & Operations
Matt Semonsen, American River Music