

**COUNTY OF SACRAMENTO  
CALIFORNIA**

For the Agenda of:  
February 21, 2014

To: American River Parkway Advisory Committee

From: Department of Regional Parks

Subject: Approval Of Flow Concession Agreement In The American River Parkway;  
Control Number 2013-70082

Supervisory  
District: All

Contact: Jeffrey R. Leatherman, 875-6132

**Overview**

The Department of Regional Parks was approached by Mr. Rob Macias of Flow Stand Up Paddle (Flow) with a proposal to operate a concession operation which includes paddle board rentals, instructional classes, and a kids camp. Locations will include the Howe and Watt Avenues Accesses, Sunrise Recreation Area and Discovery Park.

**Recommendation:**

- 1) Conceptually approve the concession agreement; and
- 2) Direct staff to bring to the Recreation and Park Commission.

**Measures/Evaluation**

The proposed action fits into the “Sustainable and Livable” County Strategic Objective and supports Regional Parks stated Performance Measure: to provide safe, accessible, and clean recreational facilities for Park users.

**Fiscal Impact**

Flow will pay fees similar to existing concession contracts including a per boat fee for rentals and a percentage of sales for instructional classes and camps. The Department anticipates about \$3,500 in annual payments.

**BACKGROUND**

The American River Parkway has hosted concession operations for over 30 years including the American River Raft Company and River Rat raft rentals. Flow is a similar concept except on a much smaller scale. The business plan presented by Flow includes paddle board rentals, classes and kids camp all centered around instructing customers how to use a paddle board for exercise and nature appreciation. Stand up paddle boarding has been a growing sport over the past three years and consists of a large board, similar to a surf board, and a paddle. The paddler stands on the board and propels the board with a long paddle. The proposal includes four locations for

operation including the Howe and Watt Avenue Accesses, Sunrise Recreation Area and Discovery Park.

## **DISCUSSION**

Provided as attachment A to this report is the Parkway Plan Compliance analysis completed by the Department of Regional Parks. The analysis concludes that the proposed concession activity is compliant with the Parkway Plan and includes some recommendations for limiting activities based on their potential impact to the Parkway and Parkway visitors.

The concession proposal and recommended agreement do not allow for the storage of the equipment or construction of any improvements related to the concession operation. The equipment will be brought into the park on a daily basis using a vehicle and trailer and taken off the property at the end of the day. Operations at the Howe and Watt Avenue Accesses, and Sunrise Recreation Area will be limited to groups of 10 at any one time which includes no more than 10 rental boards allowed at the facility and no more than 10 students during any instruction class. This limitation ensures the group size is no larger than the “small group” (11-20) designation of the American River Parkway Plan which is allowed in Protected, Limited and Developed Recreation land use designations. Operations at Discovery Park will not have limitations on the number of boards for rent or class sizes. The operation plan presented by Flow includes a 10 to 1 ratio of class participants to instructors which will keep the instruction classes limited to the “small group” (11-20) user group as defined in the American River Parkway Plan. Rentals are geared towards individuals and families and generally will not exceed the “family” (3-10) group size designations.

### *Legal Review*

This agreement was reviewed and approved by both County Counsel and Risk Management.

### *Environmental Review*

The Division of Environmental Review and Assessment reviewed the proposed agreement and issued an Exemption, Control Number 2013-70082.

### *American River Parkway Plan Review*

Attachment A represents the Department of Regional Parks analysis and determination for the proposed concession agreement.

### *Public Input*

The Board of Supervisors adopted the Early Notification Procedures which requires public notification for projects that fall within the ARPP. During the early phase of Project Design/Planning, applicants shall engage community members in discussion regarding new facilities or changes in uses that could impact the neighborhood and park users. Project proposals are typically presented by the applicant to neighborhood organizations representing community interests in the vicinity of the project footprint, Parkway stakeholder groups, the American River Parkway Advisory Committee, and the Recreation and Parks Commission.

An Early Notification Notice was mailed and/or emailed to the Department’s American River Parkway stakeholder list.

American River Parkway Advisory Committee Recommendation

The American River parkway Advisory Committee discussed this contract on August 16, 2013. The final approved recommendation was to approve the concession agreement with the following amendments.

- 1) William B. Pond would not be used for this concession operation.
- 2) Howe Avenue would be used in place of William B. Pond.
- 3) Environmental review would take place after recommendations from the Recreation and Park Commission and be provided with the final agreement.

Staff has now finalized the agreement and is bringing it back to the American River Parkway Advisory Committee for conceptual approval. All comments received will be forwarded to the Recreation and Park Commission, which will also be asked to conceptually approve the agreement.

The Board of Supervisors has final approval of the concession agreement and a summary of all comments received at the American River Parkway Advisory Committee and the Recreation and Park Commission will be forwarded to the Board.

**MEASURES/EVALUATION**

The proposed action fits into the “Sustainable and Livable” County Strategic Objective and supports Regional Parks stated Performance Measure: to provide safe, accessible, and clean recreational facilities for Park users.

**FINANCIAL ANALYSIS**

The Department had minimal costs associated with the request for CEQA review, and anticipates no increased costs from the implementation of the concession agreement. Flow will pay concession fees similar to existing concession contracts including a per boat fee for rentals and a percentage of sales for instructional classes and camps. The Department anticipates about \$3,500 in annual revenue from the concession agreement.

Respectfully submitted,

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JEFFREY R. LEATHERMAN, DIRECTOR  
Regional Parks

Attachments:

1. Proposed Concession Agreement
2. Flow stand up Parkway Impact Report
3. Map
4. Notice of Exemption
5. Early Notification Notice