

**COUNTY OF SACRAMENTO
CALIFORNIA**

For the Agenda of:
February 21, 2014

To: American River Parkway Advisory Committee

From: Department of Regional Parks

Subject: Proposed Concession Agreement with American River Raft Rentals to Provide Rafting Services on the American River; Control Number 2013-70115

Supervisory District: All

Contact: Stan Lumsden, Chief Ranger, 875-3030

Overview

American River Raft Rentals (ARRR), located at 11257 S. Bridge Street, Rancho Cordova, is one of two companies that provide raft rental services on the American River. The business is located adjacent to the Parkway at the Sunrise access. They rent their customers rafts and life jackets as well as provide bus shuttle services for the rafters from River Bend Park back to their facility. The County collects launch fees for each raft as well as fees to allow the shuttle service to operate in the Park. Staff collaborated with ARRR to draft the proposed concession agreement, which is being brought to the Recreation and Park Commission for conceptual approval and comment. The Board of Supervisors will have final approval of the agreement.

Recommendations:

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

Measures/Evaluation

This proposed concession agreement meets 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

No fiscal impact. Fees collected from ARRR are currently budgeted within the FY 2013-14 Operating budget for Regional Parks.

BACKGROUND

American River Raft Rentals (ARRR) has operated continually since 1974 at this same location. The operation consists of raft and life jacket rentals, shuttle bus service to bring rafters back from the raft take out area, and ancillary sales. The County collects raft launch fees, as well as shuttle bus fees from ARRR on a monthly basis, during their rafting season.

DISCUSSION

Regional Parks staff collaborated with ARRR to draft the proposed concession agreement. The proposed term of the agreement is for two years with an automatic 2 year extension unless the County provides a written termination notice to ARRR.. The raft rental and shuttle bus fees remain the same as previously charged.

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 2013-70155.

American River Parkway Plan Review

The raft rental and shuttle bus services have been provided for almost forty years, and are consistent with the American River Parkway Plan:

Policy 5.23 of the American River Parkway Plan:

Boating, canoeing, kayaking, rafting, sailing, motor boating, and similar activities are permitted Aquatic Recreation activities.

Policy 6.1 of the American River Parkway Plan:

Commercial activities shall be permitted only if compatible with the goals of the Parkway, as determined by this Plan.

6.1.1 Commercial activities shall not be permitted solely for the purpose of raising revenue to fund the management of the Parkway.

6.1.2 All proposed commercial activities, whether on land or water, shall be subject to review by the Sacramento County Department of Regional Parks and the Recreation and Parks Commission. Final approval shall be by the Board of Supervisors.

6.1.3 The following criteria shall be considered during the review of commercial proposals:

a Services or sales shall be necessary to the enhancement of permitted recreational activities.

b Services or sales shall not attract customers who would not otherwise be Parkway users.

c Services or sales shall be dependent upon the Parkway environment and be consistent with its stated purpose.

Community Outreach

Regional Parks staff provided an update regarding the raft rental concession agreements at the August 16, 2013 American River Parkway Committee meeting. As proposed concession agreement covers on-going activities in the Parkway, and is not expanding the level of activity, it does not fall under the “Early Notification Procedures” requirement.

MEASURES/EVALUATION

This proposed concession agreement change meets 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

There is no fiscal impact associated with the proposed agreement. Fees collected from ARRR are currently budgeted within the FY 2013-14 Operating budget for Regional Parks.

Respectfully submitted,

JEFFREY R. LEATHERMAN, DIRECTOR
Regional Parks

Attachments:

1. Proposed Concession agreement with American River Raft Rental
2. Map
3. Notice of Exemption