

**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 River Rat Raft And Bike To Provide Rafting Services On The American River; Control Number 2013-70115

Supervisory District: All

Contact: Stan Lumsden, Chief Ranger, 875-3030

**Overview**

River Rat Raft and Bike (River Rat) is located at 4053 Pennsylvania Avenue, Fair Oaks and is one of two companies that provide raft rental services on the American River. The business is located near the Parkway at the Sacramento Bar access. They rent their customers rafts and life jackets as well as provide bus shuttle services for the rafters from the Harrington River Access 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 River Rat 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 River Rat are currently budgeted within the FY 2013-14 Operating budget for Regional Parks.

**BACKGROUND**

The River Rat 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 River Rat on a monthly basis, during their rafting season.

## **DISCUSSION**

Regional Parks staff collaborated with River Rat 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 River Rat. 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 River Rat are currently budgeted within the FY 2013-14 Operating budget for Regional Parks.

Respectfully submitted,

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JEFFREY R. LEATHERMAN, DIRECTOR  
Regional Parks

### Attachments:

1. Proposed Concession agreement with River Rat Raft and Bike
2. Map
3. Notice of Exemption