

**COUNTY OF SACRAMENTO
CALIFORNIA**

For the Agenda of:
4/18/2014

To: American River Parkway Advisory Council

From: Department of Regional Parks

Subject: Approval Of California Canoe & Kayak Concession Agreement In The American River Parkway

Supervisory
District: All

Contact: Amber Veselka, Recreation Supervisor, 875-6205

Overview

California Canoe and Kayak (CCK) has been conducting kayak and canoe classes on the Lower American River within the Parkway since 1991. In order to remain consistent with the new permitting requirements, CCK contacted Regional Parks with a proposal to operate a concession operation which includes kayak, canoe and paddle board instructional classes. Locations will include Sailor Bar, Sunrise Recreation Area, El Manto Access, Rossmoor Bar, River Bend Park, Gristmill and Watt Avenue Access.

Recommendation

The Department of Regional Parks has determined that this activity is compliant with the goals and policies of the American River Parkway Plan and recommends conceptual approval of the concession agreement.

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

CCK will pay fees similar to existing concession contracts which include a percentage of sales for instructional classes. The Department anticipates about \$2,000 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. CCK has been conducting professional on-water paddle-sports training in Northern California since 1972 and instructional classes on the Lower American River since 1991. Safety and education are pillars of the company’s success. The proposal presented by CCK includes kayak, canoe and paddle board

instructional classes all centered on teaching paddling skills, as well as basic safety and rescue techniques and nature appreciation. The proposal includes various locations along the Parkway for put-in and/or take-out. Locations CCK will operate include Sailor Bar, Sunrise Recreation Area, El Manto Access, Rossmoor Bar, River Bend Park, Gristmill and Watt Avenue Access.

DISCUSSION

The proposed concession activity is compliant with the Parkway Plan and is an existing use that has been on the Lower American River since 1991. Regional Parks has included criteria in the proposed agreement 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 all facilities will be limited to a maximum class size of 10 students. 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. The proposal presented by CCK includes a 5 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. CCK takes pride in offering the best student to instructor ratios and they are able to offer a level of individual attention and safety unmatched by other operators.

CEQA Review

A CEQA review and determination will be provided by the Division of Environmental Review and Assessment (DERA) for this project. The Department will issue the request for review once the ARPAC has made a recommendation. Based on the size and scope of the proposed operation, the Department anticipates an Exemption will be issued for the operation; however, an official determination will be made by DERA.

Parkway Plan Compliance

The proposed concession agreement is compliant with the Parkway Plan and is an existing use on the Parkway. The proposed agreement will be brought to the Recreation and Park Commission and the Board of Supervisors for consideration. Based on the lower than normal water year the department will evaluate ongoing impacts to the Parkway throughout the summer and may impose additional limitations based on water flow and other factors.

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 will have minimal costs associated with the request for CEQA review, and no increased costs from the implementation of the concession agreement. CCK will pay concession fees similar to existing concession contracts which include a percentage of sales for instructional classes. The Department anticipates about \$2,000 in annual revenue from the concession agreement.

Respectfully submitted,

Amber Veselka, Recreation Supervisor
Sacramento County Regional Parks

Attachments:
CCK Concession Proposal
Concession Agreement