

Attachment 16

Glossary of Terms Used in
Concession Contract Development
and Commercial Facilities Design and
Administration
on Reclamation Lands

Glossary (Explanation of Various Terms and Phrases Used in This Visitor Services Plan):

Following are some points of explanation and areas of focus for the next term of concession contracts at Lake Berryessa. This explanation and approach is intended to assure that all readers have the same basis of understanding on various terms and concepts in this document. Each of these areas of discussion should be considered as applying to all of the action alternatives (2,3 & 4).

Specific Numbers and Locations of Lodging, Boat Slips, Camping/RV Sites, etc. -

This Visitor Services Plan and these associated alternatives will not, in most cases, identify exact and specific sizes, numbers and locations of various facilities. Information that indicates there would be 56 cabin type accommodations arranged as 14 four-plex's located in a specific area at Spanish Flat would not be presented in such detail. More likely one will note that a particular resort, would develop, for example, an array of rustic lodging units, which would be sited in a location with lake views and access and with a desirable degree of individual privacy to enhance the experience of the customer. Information is not more specific since it is still 5 to 6 years until the expiration of the current contracts and establishment of new authorizations it is not necessary to fix exact numbers, designs, and locations, i.e., when there may be several different types of facility design that could serve the same purpose. It is important to insure sure that concessionaires have the option to exercise some degree of creativity in the final layout and design of new facilities. Therefore only basic parameters of the types of facilities, services and programs that would be acceptable at each location are provided. Also provided is a range of likely numbers that, based on economic feasibility, would be appropriate and would reasonably serve the public needs. It is also likely that new contracts could have start dates some years in the future where an operator would have certain opportunities to develop additional facilities depending upon certain criteria demonstrated, i.e., public demand visitation, business level and success of initial operations, etc. However, there will be enough specific data and descriptions in the following alternatives that the general flavor of the types of operations at each area will be clear.

Required and Authorized Facilities, Programs and Services - The profiles in each action alternative, by current resort location, outline the likely types of 'Required' facilities, programs and services for Lake Berryessa concessionaires. 'Required' in reference to concession operations within Reclamation simply means the types of facilities, programs and services that a concessionaire would provide through the terms and conditions of their contract. If it is 'Required' then the concessionaire must provide the service. At some point there may also be services that are 'Authorized' and these may be provided with the concessionaire having some flexibility in canceling if it is perceived as not profitable or for some other appropriate reason. If a service, program or facility is not identified in the concession contract as 'Required or Authorized' then it may not be initiated by the concessionaire.

Retention or Replacement of Existing Facilities - When reviewing Alternatives 2,3 & 4 the reader should not assume that if a location calls for an activity or facility that currently exists, i.e., camping, food & beverage, retail sales, marina etc. that the existing facilities would be utilized. In many instances existing facilities have no useful life beyond the term of the current contracts and new facilities that can provide better service would be necessary. In other situations there are actually code violations in regard to safety, building construction, or environmental sensitivity. Still other situations are simply inappropriate because current facilities may not be properly placed to provide the service anticipated in the next concession contracts. The individual alternatives would not cover which facilities would be retained vs. removed because the main issue focuses what would be the new scope of the operation to the public. However, for those readers interested in likely retention/removal issues please see the section on (**“CONDITION ASSESSMENT ANALYSIS”**). It is possible that there could be many more facilities and infrastructure requiring removal than retention because of the general poor condition. Reclamation will not automatically attempt to retain all or most facilities because it is not desirable to force new developments to fit the parameters of development that was established over 40 years ago. It would not be in the best interest of the public to tie future operations to past facilities that were not designed or constructed with the same intent as the needs of the 21st Century. Concessionaires will be contacted individually by Reclamation regarding their individual locations and the likely retention/removal scenario as they begin preparing for their current contracts to expire.

Legal Nomenclature Re: New/Next Concessionaire - Wording in the “Action Alternatives” would refer to the ‘New’ or the ‘Next’ concessionaire. This simply means whoever is selected having the best offer on the prospectus package and is assigned the next concession contract following the expiration of the existing contract. It does not mean that the ‘New’ concessionaire can not be the same as the existing concessionaire but it does imply that who ever it is would be operating under a new contract and may have significantly different responsibilities than present. However, none of the existing concessionaires have any preference in consideration of the next contracts. Concessionaires will be selected on a basis of competition in response to an eventual prospectus and it is likely that many firms and individuals not currently operating at Lake Berryessa would submit offers and compete for selection.

Eco Tourism and Sustainable and Thematic Design - All operations in Alternatives 2,3 & 4 would be developed and managed with a strong tie to environmental ethics. Visitors should see many examples of the benefit of recycling, green procurement, passive energy use, and other techniques that they can incorporate in their own homes and communities. Some of this would be subtle and only known through direct explanation or interpretation while other aspects would be more obvious and direct. These are all areas that are not specifically described in the alternatives but would become a demanding part of an eventual prospectus for each location at the time of establishment of new contracts within the next 5 or 6 years.

The architectural design of all facilities would be thematic for both the specific location and general physical and cultural heritage of the Lake Berryessa area. Road layouts and

general landscaping would be accomplished with an eye towards maintaining an overall peaceful flow among the facilities. This plan will not attempt to exactly determine the site where various facilities would be located but will leave that up to the site plans of the eventual bidders on the new concession opportunity (prospectus). However, the overall footprint would be within the area currently devoted to concession use and would not expand the present land area required.

Prospectus - This term (Prospectus) will be used in various areas of the alternatives usually in discussions or descriptions of future steps. In regard to this DEIS and VSP a 'PROSPECTUS' refers to a future document that would be issued by the Bureau of Reclamation. This document (prospectus) will identify an opportunity for interested parties (businesses and individuals) to submit an offer to become a concessionaire at Lake Berryessa following the expiration of the existing concession contracts/agreements. The prospectus would be issued approximately 2 years before the actual expiration of the existing contracts to assure that final selection of a new concessionaire has already occurred and that transition to the new contract will take place without delay following expiration. The prospectus would provide specific data that must be addressed by prospective bidders in order for their submittal to be considered as responsive. Offers that ignore the criteria and directions of the prospectus would not be considered. The prospectus would be prepared, in part, using the information developed through the DEIS/VSP. So in many ways the efforts at developing the following alternatives and the eventual final approved plan are major steps in the preparation of the prospectus a few years away.

Rustic Charm - This term will be seen in various places within some of the following alternatives. The definition of 'Rustic Charm' for this plan is to denote a type of architecture and a level of service. Readers should disregard any other definitions or understandings they may have regarding this terminology. Rustic Charm identifies that the general architecture would be of a rustic nature vs. a contemporary or modern type. Such a facility would appear as a lodge or cabin type structure often seen in older national park type areas. The 'Charm' part of the phrase identifies a higher level of amenities and appointments in the particular facility where it applies. It would denote luxuries of a nature not seen in a more standard or moderate priced facility. So, 'Rustic Charm' discusses a facility that appears rustic and maybe a little rugged but with services and interiors that might feature rustic appearing furniture and interior design but incorporated into an overall package of above average amenities.

Other facilities would be described as simply rustic which would also identify the appearance. There would be a fewer number of facilities that are 'Rustic Charm' than those that are simply rustic. It should be remembered that on any new facilities that the term 'rustic' itself really refers to an appearance and not what is actually delivered. 'Rustic' helps to typify the facilities but not the compliance to health and safety requirements or general comfort.

Mobil Travel Guide Star Rating System - In all the action alternatives there will be references to a level of overnight accommodation based upon the 'Mobil Travel Guide

Star Rating System'. This will help readers gain a better perspective on the differences between various operations and also help get a general idea of likely price ranges in comparison to facilities outside of Lake Berryessa.

Mobil Corporation (now known as ExxonMobil Corporation, following a 1999 merger) began producing the *Mobil Travel Guide* following the introduction of the US Interstate Highway system in 1958. The first edition covered only 5 southwestern states. Since then, the Mobil Travel Guide has become the premier travel guide in North America, covering the 48 contiguous states and major cities in Canadian provinces.

The current Mobil Travel Guide/Regional Travel Guide product consists of 10 volumes. Each volume represents a geographical region of the United States, the Guide provides for the traveling public a comprehensive reference that identifies and describes 4,000 locations, 21,000 points of interest, 14,000 motels, hotels, inns, resorts, guest ranches and many others, plus 8,000 restaurants. Utilizing this system and format to describe intended aspects of any new facilities at Lake Berryessa provides a reasonably universal approach to assist in grasping and understanding general type and level of proposed operations.

Selection of establishments for listing in the Guide is geared toward providing the traveler with a representative sample of restaurants and accommodations available in each area of the country. Establishments are described by their distinguishing characteristics, price range, the quality of service and facility, and by the area surrounding them.

Ratings are determined from upon written establishment inspection reports, Mobil Travel Guide management determines those establishments eligible for listing. Only facilities meeting Mobil Travel Guide standards of cleanliness, maintenance and stable management are listed in the Guide. Deteriorating, poorly managed establishments are deleted. A listing in the Mobil Travel Guide constitutes a positive quality recommendation; every rating is an accolade; a recognition of achievement.

Ratings are assigned according to the following scale:

- (Five Star) - One of the best in the country
- (Four Star) - Outstanding-worth a special trip
- (Three Star) - Well-appointed establishment, with full services and amenities
- (Two Star) - Comfortable establishment with expanded services and amenities
- (One Star) - Clean, convenient establishment with limited services

All ratings are reviewed annually and are the responsibility of Mobil Travel Guide management. Each property listed in Mobil Travel Guide is rated according to national standards and requirements. Additional information on the Mobil Travel Guide may be seen on the web at <http://www.mobiltravelguide.com/index.jsp?menu=rating_criteria>.