

## Conceptual Proposal Form

**Submit only the information required by this form. If TAMC determines that the proposal should proceed, TAMC will issue a Request for a Detailed Proposal.**

**PLEASE BE ADVISED THAT SOME RECORDS MAY BE SUBJECT TO DISCLOSURE PURSUANT TO A PUBLIC RECORDS REQUEST.**

### PART 1: BASIC INFORMATION

#### Proposer Information:

Name: Museum Of Handcar Technology LLC,  
Address: 26911 Ruether Ave, Suite P, Santa Clarita CA 91387  
Further contact information: Todd Clark  
Type of organization: Limited Liability Company  
Technical personnel names & contact information:  
Mason Clark, Project Engineer [mason@handcar.com](mailto:mason@handcar.com) (661) 600-3822

Business personnel names & contact information :  
Todd Clark, Business Affairs [todd@handcar.com](mailto:todd@handcar.com) (661) 600-7590

*These individuals should be responsible for answering TAMC's technical or business questions concerning the proposal or any subsequent agreement concerning the proposal.*

### PART 2: TECHNICAL INFORMATION

Title of the proposal: Recreational Handcar Tour Enterprise

X Abstract of the proposal is attached

*To move forward in the Unsolicited Proposal process, the abstract must include a brief – but complete – discussion of the following:*

1. Objectives
2. Method of approach
3. Nature and extent of anticipated results; and
4. Manner in which the work will help support accomplishment of TAMC's mission.

Technical expertise the proposer needs from TAMC: None

### PART 3: FINANCIAL INFORMATION

Proposed price or total estimated cost: \$56,000 (see detailed breakdown in attachment)

Revenue: \$59,500

*Be concise but provide sufficient detail for TAMC to meaningfully evaluate the proposal.*

Financial information the proposer needs from TAMC: **None**

#### PART 4: PROCEDURAL INFORMATION

Period of time for which the proposal is valid: \_\_\_\_\_

- ☐ Proprietary data has been submitted with this proposal and such data is deemed confidential by the proposer in the event of a request submitted to TAMC under the California Public Records Act.

*Any proprietary data must be clearly designated, as well as the legal provision allowing exemption from disclosure claimed.*

- ☒ Other government entities or private parties have received this proposal.

Please explain:

Our proposal without financial data has been forwarded to local jurisdictional leaders, chamber of commerce board members, and press agencies.

- ☐ Other government entities or private parties may provide funding for this proposal.

Please explain: \_\_\_\_\_

- ☐ There are patents, copyrights and/or trademarks applicable to the goods or services proposed.

Please explain: \_\_\_\_\_

- ☐ There is additional information not requested in this form that would allow TAMC to evaluate this proposal at this conceptual phase.

Describe: \_\_\_\_\_

#### PART 5: SIGNATURE

Signature: 

Name: TODD CLARK

Date: 7/16/19

Title: PARTNER

*The individual who signs this form must be authorized to represent and contractually obligate the Proposer.*

## **Project Description**

The Museum of Handcar Technology proposes to operate a recreational handcar tourism event across a portion of the unused Monterey Branch Line for a period of 30 days during the summer of 2020. The objective is to demonstrate the feasibility of establishing a year round handcar tourism enterprise on the branch line until funding can be secured to realize the establishment of light rail serving communities along the route.

Our approach is to host a temporary 30-day event to demonstrate the concept using our sitting down style handcars. We intend to clear the Monterey Branch Line of brush between the Highway 1 overpass in Marina, and proceeding south through the balloon loop, a distance of approximately three miles.

We intend to use the site of the former Fort Ord freight depot on the east side of the freeway for public parking through the duration of the demonstration. We will establish a temporary loading station next to the former spur using wooden step boxes for loading participant on and off handcars. Handcars will be stored inside a temporary ,70 foot long by 10 feet wide chain link fenced area to be erected by a fence contractor along the track. The fence will be removed at the end of the 30 day demonstration period.

We intend to charge a cost of \$80 per four-person handcar. This equates to \$20 per person for a fully loaded handcar. Over the period of 30 days we intend to host five one-hour tours daily, with a total trial period capacity of 4200 people. We anticipate carrying approximately 3500 people based on operating at 85% of capacity over the course of the event.

The Monterey Branch line last saw service in 1999 and has been unused since. Our use of the rail line will meet the Transportation Agency of Monterey County mission statement by enhancing economic activities. Use of the rail line will create jobs and add value to other activities in the region. Our unique enterprise will lead to more patronage for area restaurants, hotels, and tourist hotspots. Further, our enterprise entirely uses zero emission vehicles, providing a truly green experience.

## Financial Projections

<b>Expenses</b>	
Brush Clearance	\$10,000
Temporary Fence Rental 60'x10'	\$2,000
Marketing	\$6,000
Insurance	\$10,000
Temporary Platform	\$5,000
Directional Signage	\$2,000
Agency Staff Costs	\$5,000
Tour Labor	\$5,000
Lodging Expense	\$7,000
Handcar Transport and storage	\$4,000
<b>30 Day demonstration expenses</b>	<b>\$56,000</b>
<b>Income</b>	
Per handcar	\$80
Cars per tour	7
Revenue per tour	\$560
Tours per day	5
Revenue per day	\$2,800
85% of capacity	\$2,380
Operating days	25
<b>Total Income</b>	<b>\$59,500.00</b>
Trial passenger capacity	4200