



SACRAMENTO - SAN JOAQUIN

DELTA CONSERVANCY

A California State Agency

Three-Year Work Plan Update and FY 14-15 Implementation Plan

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INTRODUCTION

This report provides a snapshot of the efforts that the Conservancy will pursue over the next three years. During the past year, the Conservancy's focus shifted regarding some of the projects listed in last year's report. Securing adequate and stable funding for Conservancy projects is still the main challenge for the organization. Additional temporary staff was hired to help with grant-funded projects; additional staff still is needed to achieve Conservancy goals. Current program funding comes primarily through State and federal government or private foundation grants; the Conservancy received \$599,984 in grant funding that was expended in FY 13-14 on projects. The Conservancy anticipates receiving and expending \$1,545,760 in grant funding for FY 14-15 projects. This three-year work plan identifies project funding needs of \$20.5 million. This amount likely will increase over the next three years as new projects are added.

As of August 2014, language for a new water bond (Proposition 1, the Water Quality, Supply, and Infrastructure Improvement Act of 2014) provides \$50 million directly to the Conservancy for competitive grants for multi-benefit ecosystem and watershed protection and restoration projects in accordance with statewide priorities. Under this version of the bond, the Conservancy would be eligible to apply for grants from the Department of Fish and Wildlife to fund some of the other projects outlined in this report. If the water bond is passed by the voters in November 2014, additional projects to implement the water bond will be added to this document.

The Conservancy is still acting in its "Broker" role, as identified in the 2012 Strategic Plan, because while funding remained low, most of the plans with which the Conservancy's Strategic Plan must be consistent were completed. The only exception is the Bay-Delta Conservation Plan (BDCP) and that is nearing completion. Appendices A and B list the Strategic Plan and Delta Plan recommendations that are addressed by projects in this work plan.

Under the Broker scenario "the Delta Plan and BDCP would be in effect and would create a situation in which, over time, large amounts of restoration occur in the Delta under the financial sponsorship of other entities. While the Conservancy would still pursue its objective of defining its own restoration criteria while respecting those established by other restoration agencies and programs, the relative emphasis on strategies in this plan might change. For example, identifying mechanisms to resolve conflicts between Delta Plan restoration policies and local HCPs (Strategy 3.1.2) and establishing written criteria for Conservancy participation in Delta ecosystem restoration projects (Strategy 3.3.1) would be relatively more important in this scenario. Restoration activities resulting from project mitigation (Strategy 3.3.2), as opposed to sponsorship by bond funds or other direct funding sources, would become a relatively more important part of the Conservancy's portfolio.

"As in the previous scenario, the Conservancy would retain wide latitude to strategize and implement economic enhancement activities, provided that they can be financed." (Strategic Plan, page 58)

Project information is presented under the Conservancy's three main program areas: Economic Development, Ecosystem Restoration, and Education and Outreach.

ECONOMIC DEVELOPMENT PROGRAM

Background. The Sacramento-San Joaquin Delta Conservancy’s mission is to work collaboratively and in coordination with local communities to lead efforts to protect, enhance, and restore the Delta’s economy, agriculture and working landscapes, and environment, for the benefit of the Delta region, its local communities, and the citizens of California.

Purpose. This revised Implementation Plan guides the Conservancy’s economic development activities for the current State fiscal year, 2014-15. This plan reflects the Conservancy’s minimum needs and activities, in absence of a water bond providing programmatic funding to the Conservancy and builds on the previous Implementation Plan.

Strategic Directions. The Conservancy’s economic development initiatives and projects are based on the Strategic Plan’s goals and objectives. Table A lists the Conservancy’s Strategic Plan goals and objectives and Delta Plan policies or recommendations that are met by current Economic Development projects. A comprehensive list of Conservancy Strategic Plan goals and objectives and Delta Plan policies and recommendations addressed in this work plan are in Appendix A and Appendix B, respectively.

Table A: Applicability to the Conservancy's Strategic Plan and the Delta Plan of Current Economic Development Projects																						
Project	Conservancy Strategic Plan Objectives								Delta Plan Policies or Recommendations												ER R2	
	1.1	1.2	1.5	2.1	2.2	3.5	3.6	3.7	DP P2	DP R1	DP R3	DP R5	DP R8	DP R9	DP R10	DP R11	DP R12	DP R13	DP R14	DP R16		DP R17
Delta As Place																						
Economic Indicators Report	X									x	x	X										
Recreation and Tourism																						
Delta Branding and Marketing	X			X						X			X									X
Mokelumne River Corridor				X		X		X								X	X	X	X	X		
Sustainable Agricultural Enhancement																						
Agriculture Research and Infrastructure		X										X	X									
Wildlife Friendly Agriculture							X	X							X							X
Other Projects																						
Delta Trails	X			X												X	X	X	X	X		
Recreation Inventory				X												X	X	X	X	X		
National Heritage Area	X									X												

Projects and Activities

The Conservancy’s vision is a vibrant and multi-faceted Delta economy and an economic development program that is responsive to the needs of the Delta Community. The Conservancy’s Economic Development program identified a few key initiatives. Some of these projects will be pursued using current staffing levels. Other projects may require additional staff or the hiring of a consultant. Each project includes a brief introduction and specific information regarding short- and long-term staffing and funding needs, as well as relevancy to the Delta Plan, the Conservancy’s Strategic Plan, and other applicable planning efforts.

DELTA AS PLACE

The Delta as a place is known for its rich soil, miles of waterways, cultural heritage, and communities. With almost half a million acres of highly productive soils, the Delta is one of California's oldest and most prominent agricultural landscapes. Its rich heritage includes pioneering reclamation efforts, ethnically diverse landholding, and technological inventiveness. Delta farmers continue to innovate today, introducing new crops and dynamic enterprises to the region on a routine basis. Legacy communities along the Sacramento River and elsewhere are a living testament to the Delta's unique history and continuing vitality. One of the Conservancy's goals is to "Establish the Conservancy as a valuable partner with Delta growers, agriculture-related businesses, and residents in protecting and enhancing the Delta's agricultural and working landscapes and sense of place." The following projects look broadly at the Delta as a Place, addressing multiple issues that strengthen, define, and promote the Delta.

Delta Economic Indicators Report

Project Description: This project was not in the previous Implementation Plan, but is not a new project. Originally developed by a former staff member, the Conservancy had the opportunity to continue working on this project this year. An Economic Indicators Report tracks a group of indicators that reflect the overall well-being of the Delta region in terms of economic, social, and environmental health. The report can describe current conditions, and by developing indicators, evaluate the effectiveness of various programs and policies enacted by the Conservancy, or other local, State, and Federal programs in improving the well-being of the Delta region in terms of economic, social, and environmental health. An important phase of this project is to establish baseline measurements that can be compared to changes over time. There are many agencies and non-profit organizations working in the Delta on habitat improvements, water quality, agricultural enhancements, increases to recreation and tourism, supporting legacy communities, and other endeavors. Many, if not all, of these projects can have a potential impact on the Delta economy, either positive or negative. As programs are enacted and public funds are spent, the overall macro-effectiveness of such programs can be measured and compared against baseline data to determine net impacts to the Delta economy. This baseline data can take the form of indicators. Economic indicators can then be compiled, analyzed, and assembled into a report. A suite of potential indicators that represent broad project categories have been identified:

- Economy and Demographics
- Visitor supporting Infrastructure, Recreation, and Tourism
- Water Quality/Public Health
- Land/Ecosystem
- Agriculture
- Working Landscapes
- Climate Change

The Conservancy will coordinate with the Delta Protection Commission (DPC) in developing the economic indicators report. Elements of this report can contribute to the DPC's updating of its Economic Sustainability Report, scheduled for release in 2016. Table ED-1 lists the project elements and funding needs for this project.

Connection to Conservancy Strategic Plan: Objective 1.1 focuses on collaboration to enhance and communicate a sense of place. The Conservancy is working with the DPC, local, State, and federal agencies, and others to promote the Delta as a Place.

Connection to Delta Plan: The Delta Plan emphasized Delta as Place via a number of recommendations including DP R1, DP R3, and DP R5. These recommendations promote the National Heritage Area, Legacy Communities, and providing adequate infrastructure, such as roads and highways, to be consistent with sustainable community strategies.

Connection to Other Plans: A Delta Economic Indicators Report builds off and enhances the work of the DPC's Economic Sustainability Report.

2013-14 Performance Measures: A white paper was drafted and vetted with DPC, the Program and Policy Subcommittee, and the Conservancy Board. The white paper outlined the rationale for conducting an economic indicators report, the components of such a report, and potential costs.

ED-Table 1. Economic Indicators Report

Project Objectives	Timeline
Seek and apply for funding	FY 14-15
Complete list of economic, social, and environmental indicators in coordination with DPC	FY 14-15
If funding is secured, begin implementation of project	FY 15-16 and beyond
Funding needs: \$100,000 and a .25 PY or a consultant is needed for this project.	
<i>FY 14-15 Implementation: secure funding; if funding secured, begin working on scope of report and identify if staff or consultant will do the work. Performance Measures: Complete list of economic, social, and environmental indicators in coordination with DPC; finalize the scope of the report; seek and apply for funding; if funds secured, begin implementing project.</i>	

RECREATION AND TOURISM

The Delta offers diverse recreational opportunities from wildlife viewing to boating to wine tasting, and many others. According to the ESP, a number of changes and trends could affect present recreation use and demand over the coming decades. The Conservancy intends to play a strong role in helping to mitigate the effects of these changes and strengthen the recreation and tourism sector.

Recreation and tourism represent a major component of Delta branding and marketing efforts. Visits to recreation and tourist sites and activities will increase as the Delta is promoted and increasingly seen as a destination. These projects also represent stand-alone opportunities to provide individual value to the Delta community and its private businesses. Private enterprise is both the existing and future driver of economic sustainability in the Delta, but its futures success level can be shaped by the public facility contributions and regulatory environment.” (ESP p. 267-8)

The ESP states, “Recreation is an integral part of the Delta, complementing its multiple resources and contributing to the economic vitality of the region. Residents of nearby areas visit virtually every day, generating a total of roughly 12 million visitor days of use annually and a direct economic impact of more than a quarter of a billion dollars in spending.”

Delta Branding and Marketing

The Conservancy and the DPC are partners in helping Delta residents and businesses in developing Delta branding and marketing ideas. The efforts of both agencies are guided by the Economic Sustainability Plan (ESP). The ESP states, “A significant operational constraint for future growth in recreation demand is that there currently exists no Delta brand, overall marketing strategy, or significant-scale focal point area. An existing organization should be designated as a Delta recreation and tourism marketing and economic development facilitator.” The ESP also discusses how increasing programming, special events, festivals, and marketing could significantly increase visitation and recreation use Delta-wide. Specifically, “linking the vitality and tourist appeal within Legacy Communities would boost overall Delta recreation and attract a new segment of visitors. Joint marketing of events in these communities tied to farm trail, wine trail, and boat trail tourism would be a further means of increasing visitation, visitor spending, and economic activity. These steps, adjunct to traditional Delta recreation enhancements, would boost the identity of the Delta as a destination with multiple attractions and enhance Delta branding and recognition.”

The Delta branding and marketing process allows the community to strategically increase the Delta’s use as a tourist destination while keeping an eye on the potential negative effects of tourism and mitigating these impacts.

Project Description: Through its strategic planning process, the Conservancy heard from residents and businesses about the need for a Delta brand. The Conservancy and DPC developed a partnership for this project: DPC led the branding portion of the project and the Conservancy is leading the marketing portion. A Delta logo and tag line were developed after several meetings and surveys with Delta residents, businesses, agricultural representatives, and potential visitors to the Delta as part of the

Conservancy’s project, in partnership with the DPC. The next step is to develop a marketing plan using the Delta brand to provide local businesses and governments with a professionally researched and developed tool for promotion. The marketing plan will build on the themes developed in the proposed Delta National Heritage Area (NHA). Integral to this effort is establishing a marketing team with representatives from Delta interests, including boating, restaurants, agri-tourism, wineries, and other organizations promoting the economy of the Delta, such as chambers of commerce and others. The marketing team will assist with the development and implementation of the marketing plan. ED-Table 2, outlines specific project elements. Current staffing levels are sufficient for this project; however consultants will be hired to carry out many of the project elements. Funding needs of \$300,000 for this project have been met by the DPC and a \$197,500 grant to the Conservancy from the federal Economic Development Administration.

The Conservancy and the DPC have also developed a white paper discussing how best to address potential issues related to tourism. Recommendations that address the Delta community’s concerns include appropriate and helpful signage, education efforts, and trail best practices. Potential solutions may be incorporated into the marketing plan, as appropriate. Staff will also be vetting these potential projects with stakeholders during development of the marketing strategy.

As branding and marketing are carried out and tourism potentially increases, private investors may discover additional opportunities for development with the Delta legacy communities. The ESP, however, characterizes the legacy communities “among the most risky investment climates for a real estate developer in the U.S.” due to lengthy and complex permitting processes, unknown flood and insurance risks, and infrastructure concerns.

Connection to Conservancy Strategic Plan: Objectives 1.1 and 2.1 focus on collaboration and economic enhancement proposals, respectively. The Conservancy is collaborating with DPC, local chambers, and businesses. This project will enhance the local economy by promoting the Delta as a destination.

Connection to Delta Plan: DP R1, DP R8, and DP R17 address value-added crop processing, the establishment of a Delta NHA, and the enhancement of opportunities for visitor serving businesses. Branding and marketing will provide value-added producers with more tools for promotion and increase visitors and potential visitors’ awareness of local businesses.

Connection to Other Plans: The ESP proposes branding and marketing as a necessary and high priority economic tool. The Delta Reform Act of 2009 charges the DPC with developing the NHA and ESP.

2013-14 Performance Measures: The Conservancy worked closely with the DPC and the Delta community to develop a brand for the Delta. Discovery meetings, focus groups, and presentations were held to inform the creation of a logo, tag line, and brand standards handbook (coming in 14/15). Marketing efforts focused on soliciting bids for a marketing contractor and the development of a Delta Marketing Team.

ED-Table 2: Delta Branding and Marketing

Project Objectives	Timeline
Develop Marketing Plan	FY 14-15 and beyond
Develop and support infrastructure for long-term marketing management	FY 14-15 and beyond
Implement marketing plan	FY 14-15 and beyond
Funding needs: \$121,500 is available in FY 14-15; an additional \$75,500 is also available.	
<i>FY 14-15 Implementation: partnering with the DPC, hire a marketing consultant to coordinate a six-month branding effort that also supports the proposed Delta NHA and Delta Trail; develop the marketing plan and create the Delta Marketing Team; begin developing the marketing infrastructure; begin marketing plan implementation. Performance Measures: hire marketing consultant; create Delta Marketing Team; produce Delta Brand standards handbook; complete marketing plan.</i>	

Mokelumne River Corridor

Project Description: The Sacramento-San Joaquin Delta is an area rich in ecological, agricultural, and recreational opportunities. The proximity of the McCormack-Williamson Tract to Delta Meadows State Park (currently closed) and the Consumes River Preserve provides an opportunity to contribute not only to recreation, but also to habitat enhancement and flood control. By partnering with the

community, other state agencies, non-profits, and universities, the Conservancy anticipates laying the groundwork for developing an holistic approach to recreation planning in the region. With McCormack-Williamson, the Conservancy and its partners have the opportunity to conduct recreation planning that comprehensively knits together and enhances existing and new recreation and tourism opportunities and complements the anticipated restoration of the tract. The goals for this project are two-fold: (1) in the short-term, a recreation plan for McCormack-Williamson that connects recreation associated with restoration of the tract with the regional plans; and (2) in the long-term, implementing the recreation plan and the developing a pilot project wherein the process and project can be replicated on other sites. The Conservancy anticipates that the McCormack-Williamson pilot project can also serve as a model for other projects to encourage regional recreation planning throughout the Delta. ED-Table 3 outlines specific project elements. Current staffing levels are sufficient for this project.

During FY 13-14, UC Davis students developed and presented ideas on how to encourage and manage recreation on the tract. During FY 14-15, Conservancy staff will be working with UC Davis faculty to weave these together into a more comprehensive recreation management proposal.

Connection to Conservancy Strategic Plan: Objective 2.1 directs collaboration with businesses, residents, and other entities. Objectives 3.5 and 3.7 address habitat restoration projects that are compatible with recreation and tourism. This project integrates tourism and recreation, habitat restoration, and agriculture. Also, Strategy 3.5.2 states, “Establish protocols for Conservancy partnerships to develop habitat restoration and eco-friendly recreation and tourism facilities on publically owned land”.

Connection to Delta Plan: DP R11, DP R12, DP R13, DP R14, and DP R16 focus on various aspects of recreation. The Mokelumne RiverCorridor and McCormack-Williamson will provide new recreation opportunities, encourage partnerships, potentially expand state recreation areas, and enhance nature-based recreation.

Connection to Other Plans: The ESP discusses the Legacy Community concept as well as State Parks’ “gateway-basecamp-adventure” strategy. McCormack-Williamson is close to Locke—a legacy community—and has the potential for water and terrestrial-based trails. Development and implementation of a recreation plan for the Mokelumne River Corridor will support both Locke and State Parks’ recreation concept.

2013-14 Performance Measures: Conservancy staff coordinated with UC Davis’ Landscape Architecture Department to develop student ideas for potential recreation features on the McCormack-Williamson Tract. DWR, DPC, and State Parks also participated in student presentations.

ED-Table 3: Mokelumne River Corridor

Project Objectives	Timeline
Seek and apply for funding	FY 14-15
Continue working with UC Davis’ Landscape Architecture Department	FY 13-14 and beyond
Build capacity for project implementation	FY 14-15 and beyond
If funding is secured, implement project	FY 15-16 and beyond
Funding needs: in the short-term, \$200,000 to develop a recreation plan. Long term funding for implementation of the recreation plan is TBD.	
<i>FY 14-15 Implementation Plan: the Conservancy is partnering with UC Davis’ Landscape Architecture Department to develop McCormack-Williamson into a pilot project that can be replicated on other Delta lands. Funding—in partnership with the university—is being sought. The Conservancy is also in discussions to develop the recreation plan into a studio project for Landscape Architecture students; secure funding. Performance Measures: Continue to work with UCD student; complete outline of recreation plan; build capacity for project implementation; if funding secured, begin project implementation; seek and apply for funding.</i>	

SUSTAINABLE AGRICULTURAL ENHANCEMENT

Approximately 500,000 acres of highly productive agricultural lands provide the economic base and primary land use in the Delta. Agriculture encompasses livestock; specialty crops such as asparagus, pears, and wine grapes; and various table vegetables and feed crops. Agriculture is by far the largest portion of a \$3 billion Delta regional economy that also includes recreation and tourism. In terms of economic development, protecting and preserving agricultural lands could take many forms. The

Conservancy envisions a sustainable and supported agricultural sector. A number of projects fall into this category, ranging from better understanding and supporting agricultural infrastructure to farm-to-school to agri-tourism support. The Conservancy is addressing its mandate to protect and preserve agricultural lands from multiple perspectives and collaboratively working with the agricultural community to develop needed programs. The projects that the Conservancy has identified are based on research from the ESP, the Conservancy's strategic planning process, and numerous meetings with Delta agricultural stakeholders and residents.

Agriculture Sustainability Research

Project Description: Growers need a solid infrastructure to produce their crops and to get their products to market. Roads to distributors and processors, farm stand regulations, specialty crop aggregation options, cost sharing scenarios, and other factors need to be better understood in the Delta. The Sacramento Area Council of Government's (SACOG) Rural Urban Connections Strategy (RUCS) has been working to answer questions related to stimulating economic development and expanding market opportunities in rural communities around the six-county SACOG region. Regional stakeholder outreach revealed that a major impediment to expansion in the agricultural sector is a lack of infrastructure.

The goal of this project is to complete an infrastructure analysis (RUCS) and investment strategy to better understand the long-term agricultural needs and the impacts of projected conversions for ecosystem restoration on agriculture. The Conservancy will also be exploring the development of an agricultural economic development strategy for the Delta counties. Yolo County completed such a study in May 2014; their study provides a good model for similar studies in the other counties.

The Conservancy considers this to be foundational research that will assist the Conservancy and other agencies in understanding how to invest effectively in the future. ED-Table 4 outlines specific project elements. Current staffing levels are sufficient for planning efforts. A consultant will be needed to conduct the study, which is estimated to cost a minimum of \$1 million.

Connection to Conservancy Strategic Plan: Objective 1.2 directs the Conservancy to assist in enhancing Delta agriculture. This project will provide the region with a clear picture of the infrastructure currently in place and needed improvements and additions and the ability to strategically invest resources to the greatest effect.

Connection to Delta Plan: DP R5 recommends providing adequate infrastructure "to meet needs of development consistent with sustainable community strategies, local plans, and the DPC's *Land Use and Resource Management Plan for the Primary Zone of the Delta*." Understanding the state of infrastructure is integral to meeting this recommendation. DP R8 addresses value-added processing. Research and Infrastructure promotes value-added crop processes by providing a fuller understanding of the agricultural infrastructure needed to support value-added processing.

Connection to Other Plans: The ESP notes that the total economic impact of Delta agriculture is \$1.059 billion in value-added products and nearly \$2.647 billion in economic output in the five Delta counties. To fully understand the impacts of the projected conversions for ecosystem restoration on Delta agriculture, a clearer picture is needed of the current status of agricultural infrastructure.

2013-14 Performance Measures: Conservancy staff coordinated with SACOG and the Delta counties to explore the submission of an SGC grant to fund an RUCS-style infrastructure study for all five of the Delta counties. An application was not submitted.

ED-Table 4: Research and Infrastructure

Project Objectives	Timeline
Seek and apply for funding	FY 14-15
If funding is secured, complete analysis	FY 14-15
Explore development of agricultural economic development fund studies for the Delta counties	FY 14-15
Funding needs: a minimum of \$1 million to conduct the study	
<i>FY 14-15 Implementation: secure funding. Performance Measures: Completed application for funding; seek and apply for funding; if funding secured, begin implementing project.</i>	

Wildlife Friendly Farming

This project is coordinated with the Ecosystem Restoration Program’s Habitat Enhancement of Working Landscapes Project.

Project Description: Wildlife friendly farming benefits the environment and agriculture. Building on the work of the Habitat Enhancement of Working Landscapes coalition, the Conservancy will strive to identify win-win wildlife friendly farming projects to support, build consensus around, and implement projects that demonstrate the economic viability of wildlife friendly farming. ED-Table 5 outlines specific project elements. An additional .25 PY and \$1 million are needed for this project.

Recognizing the potential to have greater collective impact for their work in the Delta, the following organizations have established the Habitat Enhancement of Working Landscapes coalition: the Delta Conservancy (DC), DPC, the Natural Resources Conservation Service (NRCS), the 5 Delta county Resources Conservation Districts (RCD), Point Blue Science Center (previously PRBO), The Nature Conservancy (TNC), Audubon California (Audubon), and Ducks Unlimited (DU). This coalition meets quarterly to exchange information and look for areas to collaborate.

Connection to Conservancy Strategic Plan: This project meets Objective 3.6 and Objective 3.7, to provide incentives and acknowledgement to private landowners who maintain and create wildlife habitat on private land and implement restoration projects that provide compatible economic use for landowners or adjacent businesses, respectively.

Connection to Delta Plan: The work of this coalition implements ER R2: Prioritize and Implement Projects that Restore Delta Habitat and DP R10: Encourage Wildlife-friendly Farming.

Connection to Other Plans: Wildlife friendly farming is consistent with the DPC’s Land Use and Resource Management Plan for the Primary Zone of the Delta, Agriculture Policy P-4, Agriculture Policy P-7, Natural Resources Policy P-1, Natural Resources Policy P-2, and Recreation & Access Policy P-6. It is also consistent with the Ecosystem Restoration Program Plan Vision for Agricultural Lands.

2013-14 Performance Measures: Framework completed; three meetings were held; and one fieldtrip conducted.

ED-Table 5: Wildlife Friendly Farming

Project Objectives	Timeline
Continue to coordinate with Habitat Enhancement of Working Landscapes coalition	FY 14-15 and beyond
Seek and apply for funding	FY 14-15 and beyond
Work with landowners to develop projects	FY 14-15 and beyond
If funding is secured, begin project implementation	FY 14-15 and beyond
Funding needs: 0.25 PY and \$1 million	
<p><i>FY 14-15 Implementation Plan: work with the coalition to compile a list of potential wildlife friendly farming projects; conduct outreach to farmers and organizations to find opportunities to implement habitat enhancement projects on working landscapes; strategize about getting funding for this coordinated effort; secure funding for projects; secure funding. Performance Measures: convene four meetings; identify projects and funding; work with landowners; habitat enhancement projects implemented; seek and apply for funding.</i></p>	

Other Projects

The Conservancy participates in other projects in support of the Delta as a place, recreation and tourism, and economic enhancement. The Conservancy is not the lead agency for the following projects, but is working closely with partner agencies to achieve project goals and objectives. As such, performance measures are not included but connection to the Conservancy’s strategic plan and other relevant plans are.

Delta Trails

Project Description: Led by the DPC, the Great Delta Trail is the result of Senate Bill 1556 (Torlakson), enacted in 2006, that mandates the DPC to adopt a plan and implement a program for a continuous recreational trail network through all five Delta counties. The plan is to link the San Francisco Bay Trail system to the planned Sacramento River trails in Yolo and Sacramento counties. In 2010, the DPC completed the Delta Trail Blueprint Report for Contra Costa and Solano Counties (Western Region), and in 2013, the DPC initiated work on a Blueprint Report for the eastern region of the Delta, to include Sacramento, Yolo, and San Joaquin counties. The Great Delta Trail can also benefit from the Delta branding and marketing initiative. The Conservancy’s role in this project is to assist in creating the Great Delta Trail. Specifically, the Conservancy will attend meetings, collaborate in discussions, and look for opportunities for trail connectivity. Current staffing levels are sufficient for this task.

Connection to Conservancy Strategic Plan: Objectives 1.1 and 2.1 directs collaboration and coordination with other Delta interests on economic development, tourism, and recreation projects. The development of a trail system will require partnerships, support, and coordination. Strategy 2.1.3 states, “Collaborate with the DPC-led effort to establish the Delta Trail and identify specific business opportunities for Delta landowners related to it.”

Connection to Delta Plan: DP R11, DP R12, DP R13, DP R14, and DP R16 discuss recreational opportunities, partnerships, State recreation areas, nature-based recreation, and recreation on public lands. Completion of the Delta Trail will require cooperation amongst landowners, agencies, and Delta residents and will traverse State-owned and managed lands.

Connection to Other Plans: The ESP discusses the value of recreation to the Delta economy and the potential for increased opportunities with the development of the Delta Trail.

Recreation Inventory

Project Description: In 1997, DPC, State Parks, and the Department of Boating and Waterways jointly developed the Sacramento-San Joaquin Delta Recreation Survey, which explored the use of Delta resources by boat owners and licensed anglers. Although there have been many different recreation studies completed, there is a need for a comprehensive recreation user survey, encompassing all forms of recreation and user-groups, including tourism, and land-based Delta recreation. Such a survey would assist in identifying the best recreation-based infrastructure to be improved or developed; this effort could be aided or supplemented by a RUCS-type study (that considers agricultural

infrastructure). A recreation survey will also aid in developing the Delta Brand and Marketing campaign, by providing current recreation and tourist information.

Currently, DPC has engaged State Parks to develop a recreation provider survey. In the short term, the Conservancy's role in this project is to participate and support DPC's and State Parks' efforts. In the long term, the Conservancy will partner with DPC and potentially State Parks to conduct a comprehensive user survey of Delta recreation, including the economic impact of users and visitors. Current staffing levels are sufficient for this project.

Connection to Conservancy Strategic Plan: Objective 2.1., Strategy 2.1.4 states, "Conduct a complete recreation survey of the Delta and use the information to support secure funding to inform efforts to enhance recreational opportunities." This project directly supports the Recreation Survey.

Connection to Delta Plan: DP R11, DP R12, DP R13, DP R14, and DP R16 address Delta recreation, partnerships, and nature-based recreation. An up-dated recreation survey will better inform and support recreation efforts.

Connection to Other Plans: The ESP uses existing recreation and tourism data and references the need and benefits of an up-dated recreation survey, stating on page 180, "An up-to-date visitor survey with new primary data, particularly on non-boating and non-fishing recreation, is needed to better document existing recreation visitation and spending."

National Heritage Area Designation

Project Description: A project of the DPC, in partnership with local governments, non-profit organizations, and state and federal agencies, National Heritage Area (NHA) designation for the Delta could bring planning, national recognition, and financial resources to the region. From the DPC's NHA Feasibility Study, "A NHA is a place designated by the United States Congress where natural, cultural, historical, and recreational resources combine to form a cohesive, nationally-distinctive landscape arising from patterns of human activity shaped by geography." Legislation was introduced in Congress to designate the Delta as an NHA. The Conservancy anticipates participating with this project by coordinating a habitat and restoration inventory and assisting with partner site development, and working as equal partners on Delta branding and marketing. The Conservancy's role in this project is to coordinate with and support the DPC's efforts. Current staff levels are sufficient for this project.

Connection to Conservancy Strategic Plan: Objective 1.1., Strategy 1.1.3 states, "Provide support for the DPC's effort to explore federal designation of the Delta as a National Heritage Area."

Connection to Delta Plan: DP R1 recommends designation of the Delta as a National Heritage Area.

Connection to Other Plans: The NHA—like branding and marketing—has the potential to create and support links among tourism and recreation, business, local and state government, and local communities. The NHA is also consistent with State Parks' "gateway-basecamp-adventure" strategy, as described in the *Recreation Proposal for the Sacramento-San Joaquin Delta and Suisun Marsh*, wherein destinations are linked and promoted to coordinate and better use resources and opportunities.

ECOSYSTEM RESTORATION PROGRAM

Background. The Conservancy’s mission is to work collaboratively and in coordination with local communities to lead efforts to protect, enhance, and restore the Delta’s economy, agriculture and working landscapes, and environment, for the benefit of the Delta region, its local communities, and the citizens of California

Purpose. This new Implementation Plan was developed to guide the Conservancy’s ecosystem restoration activities and to ensure that all activities are consistent with the Conservancy’s Strategic Plan, the Delta Plan, and other Delta planning efforts. The Conservancy is collaborating with state, federal and local agencies to develop effective programs and projects to protect, enhance, and restore the Delta ecosystem. This plan reflects the Conservancy’s minimum needs and activities for the next three years, in absence of a water bond providing programmatic funding to the Conservancy.

Strategic Directions. As more Delta planning efforts are completed, the role for the Conservancy will expand. The Conservancy anticipates adding one employee and needing approximately \$20.5 million to achieve the program goals over the next three years. The Conservancy’s ecosystem restoration initiatives and projects are based on the Strategic Plan’s goals and objectives. Table B lists the Conservancy Strategic Plan goals and objectives and Delta Plan policies or recommendations that are met by current Ecosystem Restoration projects. A list of Conservancy Strategic Plan goals and objectives and Delta Plan policies and recommendations addressed in this work plan are in Appendix A and Appendix B, respectively.

Table B: Applicability to the Conservancy’s Strategic Plan and the Delta Plan of Current Ecosystem Restoration Projects																				
Project	Conservancy Strategic Plan Objectives										Delta Plan Policies or Recommendations									
	1.3	1.4	1.5	3.1	3.2	3.6	3.7	4.2	5.3		ER P2	ER P3	ER P4	ER P5	ER R2	ER R3	ER R7	DP R7	DP R10	WQ R1
Climate Change		X	X								X	X	X	X				X		
Delta Restoration Network—Restoration Hub				X										X	X					
Enhancing EcoAtlas, Project I								X						X						
Visualizing Data EcoAtlas Project II								X						X						
Arundo Control and Restoration Program					X						X			X	X	X				
Channel Margin Habitat					X						X			X						
Habitat Enhancement of Working Landscapes						X	X								X			X	X	
Delta WIN	X							X						X						X
Delta Waterway Cleanups	X													X						X

Projects and Activities

The Conservancy’s Ecosystem Restoration program builds upon existing efforts; some of these projects will be pursued using current staffing levels and other projects may require additional staff. Each project includes a brief introduction and information about project elements, implementation actions and funding needs, as well as relevancy to the Conservancy’s Strategic Plan, the Delta Plan, and other applicable planning efforts.

Climate Change

Project Description: The Conservancy Board adopted a climate change policy in 2012 which guides the Conservancy in developing, establishing, and supporting projects that mitigate for climate change by reducing greenhouse gas emissions or have the capacity, or can increase the system’s capacity, to adapt to the effects of climate change. In support of the policy, the Conservancy participates in the Coastal and Ocean Working Group of the Climate Action Team (CO-CAT).

The magnitude of ongoing carbon emissions and subsidence that result from agricultural practices on the peat soils of the Delta present significant opportunities to reduce those emissions and sequester carbon on Delta lands through a variety of practices. The Conservancy is working with a large partnership to develop pilot projects and inform policies that recognizes the Delta as a significant carbon opportunity area. Partners in this effort include DWR, DFW, UC Berkeley, the American Carbon Registry, The Nature Conservancy, and Hydrofocus, Inc. Additionally, the group is working with the American Carbon Registry (ACR) and funding partners to develop a California Wetland Protocol for adoption under ACR, and potential submittal to the Air Resources Board for use under the Cap-and-Trade compliance market. The Conservancy submitted a concept proposal to the Natural Resource Conservation Service for \$3 million to fund a project that would create managed wetlands on private land, thereby sequestering carbon and reversing subsidence. The California Department of Fish and Wildlife provided \$3 million in matching funds for the NRCS grant if the grant is successful.

Connection to Conservancy Strategic Plan: This project supports Objective 1.4 to implement plans and projects to provide flood resilience from subsidence and catastrophic events and Objective 1.5 to promote integration of Delta agriculture with other elements of the Conservancy’s mission.

Connection to Delta Plan: Climate change is recognized as a major stressor to the Delta ecosystem in the Delta Plan. The Conservancy’s Climate Change Policy is consistent with ER P2: Restore Habitats at Appropriate Elevations; ER P3: Protect Opportunities to Restore Habitat; ER P4: Expand Floodplains and Riparian Habitats in Levee Projects; ER P5: Avoid Introductions of and Habitat Improvements for Invasive Nonnative Species; and DP R7: Subsidence Reduction and Reversal.

Connection to Other Plans: The Conservancy’s Climate Change Policy will assist the Conservancy in meeting certain state directives. Executive Order S-13-08 directed state agencies to consider a range of sea level rise scenarios for 2050 and 2100 to assess project vulnerability, reduce expected risks, and increase resiliency to sea level rise. The 2009 California Climate Adaptation Strategy called for all state agencies that are responsible for managing and regulating public health, infrastructure, or habitat that is subject to significant climate change to prepare agency-specific adaptation plans, guidance, or criteria.

Carbon sequestration wetlands are consistent with the Department of Fish and Wildlife’s (DFW) Ecosystem Restoration Program Conservation Strategy Stage 2 Actions for Subsidized Lands/Deep Open Water Areas and the DPC’s Land Use and Resource Management Plan for the Primary Zone of the Delta, Land Use Policy P-6. The Conservancy’s Climate Change Policy also is consistent with California Natural Resources Agency Policy P-9.

2013-14 Performance Measures: Together with the Water Education Foundation, the Conservancy held “A Practical Workshop: The Science behind Climate Change Impacts in the Delta” in 2014. This event was free to the public. The Conservancy attended the one CO-CAT meeting held in FY 2013-14. The Conservancy created a page on its website that contains climate change resources. A California Wetland Protocol was initiated.

ER-Table 1: Climate Change

Project Objectives	Timeline
Attend CO-CAT meetings	FY 14-15 and beyond
Seek and apply for funding	FY 14-15 and beyond
Develop farm-scale carbon sequestration wetland pilot projects	FY 14-15 and beyond
Complete a California Carbon Protocol for wetlands and rice farming	FY 14-15 and beyond
Develop guidance on addressing climate change in Conservancy projects	FY 14-15

Funding needs: \$6,000,000

FY 14-15 Implementation: continue to attend CO-CAT meetings and share updates on the Conservancy's actions related to sea-level rise; continue to seek funding through grants, Cap-and-Trade auction revenue, and the budget change proposal process for farm-scale carbon sequestration wetland pilot projects; continue to work in partnership toward a carbon credit protocol for carbon sequestration wetlands and rice farming that meets ACR standards for adoption; develop guidance for addressing climate change in Conservancy projects; secure funding. Performance Measures: attend scheduled CO-CAT meetings; if funded, begin implementing pilot projects; submit carbon protocol to ACR; complete guidance on addressing climate change in Conservancy projects; seek and apply for funding.

Delta Restoration Network (DRN)—Restoration Hub

The Conservancy established the Delta Restoration Network (DRN) in response to the need for high levels of coordination and integration for Delta restoration efforts to be ecologically successful and broadly acceptable. A consensus of shared concerns among leaders of the Delta stakeholder and management community indicated the need to bring people together to resolve issues around ecosystem restoration and its linkages to the Delta community, agriculture, and flood protection. Currently, the following interests are represented in the DRN: 12 Agencies (Department of Water Resources, State and Federal Contractors Water Agency, Department of Fish and Wildlife, National Marine Fisheries Service, US Fish and Wildlife Service, US Army Corps of Engineers, Suisun Marsh Resource Conservation District, Delta Stewardship Council, Delta Science Program DPC, San Francisco Estuary Institute, Delta Conservancy), 3 NGO's (The Nature Conservancy, Audubon, American Rivers), 4 Consultants (ESA, MWH, NewFields, Wetlands and Water Resources) and the Delta community (5 County Coalition, with recent participation from Solano County and the Local Agencies of the North Delta).

The primary focus for the DRN in 2014-15 is the development of a Restoration Hub (Hub). The Hub is intended to be a place where the best available technology and tools can be used to integrate data and models and work with subject experts and community members to inform restoration planning. This should result in projects with high ecological value, with the least possible impact to current land uses, and within the confines of the flood protection system. The Hub proposal was developed to address the following problem statement that was prepared by the DRN. Delta restoration planning currently lacks:

1. A broadly accepted landscape-scale restoration vision for the six recognized restoration opportunity areas supported by conceptual and mechanistic models.
2. Sufficient early engagement of the Delta community.
3. Sufficient modeling, data inventory, and synthesis tools to support analyses, information sharing, and adaptive management.
4. A standing expert restoration design team to
 - a. Support timely property-scale restoration project planning
 - b. Develop long-term restoration visions for restoration opportunity areas
 - c. Consider the Delta-wide effects and cumulative impacts of restoration projects

The Restoration Hub is expected to be the place where best available tools and a workflow process are brought together to ensure community input, best available science, and adaptive management that are the cornerstones of an effective restoration program for the Delta. Table ER-2 lists the project elements; \$10 million is needed to fund this project, and the Conservancy may receive \$590,000 for five years under a new contract with the U.S. Bureau of Reclamation (Bureau).

Connection to Conservancy Strategic Plan: DRN supports Objective 3.1 to identify restoration priorities in collaboration with existing federal, state, regional, and local governmental and non-governmental entities engaged in Delta restoration.

Connection to Delta Plan: Efforts of the DRN implements ER R2: Prioritize and Implement Projects and Restore Delta Habitat and ER R3: Complete and Implement Delta Conservancy Strategic Plan. Additionally, efforts of the DRN may specifically address five of the six recommendations for the Conservancy in the Delta Plan: (1) develop and adopt criteria to prioritize and integrate large-scale ecosystem restoration in the Delta and Suisun Marsh; (2) develop and adopt processes for land ownership and long-term operations and management in the Delta and Suisun Marsh acquired for conservation or restoration; (3) develop and adopt a formal mutual agreement with DWR, DFW, federal interests, and other State and local agencies about ecosystem restoration in the Delta and Suisun Marsh;

(4) develop, with specified other agencies a plan and protocol for acquiring the land necessary to achieve ecosystem restoration consistent with the coequal goals and the Ecosystem Restoration Program Conservation Strategy; and (5) lead an effort to investigate how to better use habitat credit agreements to provide credit for restoration projects.

Connection to Other Plans: The Delta Science Plan (December 2013) calls for developing a Restoration Framework by the DRN participants. The Delta Science Plan also describes the need for data synthesis for system-wide perspectives.

2013-14 Performance Measures: completed draft DRN framework in November 2013; at least three DRN meetings were held during this time frame.

ER-Table 2: Delta Restoration Network—Restoration Hub

Project Objectives	Timeline
Continue to convene DRN meetings	FY 14-15 and beyond
Seek and apply for funding	FY 14-15 through FY 17-18
Initiate Restoration Hub Pilot Project	FY 14-15 through FY 17-18
Funding needs: \$10 million for 3 years; a five year total \$590,000 grant from proposed new Bureau contract is in contracting	
<i>FY 14-15 Implementation Plan: convene at least four DRN meetings; secure funding for and facilitate the development of a Restoration Hub Pilot Project; Performance Measures: convene four DRN meetings; initiate three-year Restoration Hub Pilot Project; seek and apply for funding.</i>	

Enhancing EcoAtlas for Habitat Project Tracking, Assessment, and Reporting, Project I

Project Description: This project is expanding the current capabilities of the wetland project tracking system for the monitoring and assessment of California’s aquatic resources to meet the project tracking, assessment, and reporting needs for current and planned habitat restoration in the San Francisco Bay-Delta and Central Valley. The main tasks include identifying additional data fields and functionality needed; incorporating identified needs into EcoAtlas and modifying existing tools; and incorporating regional databases into EcoAtlas. The final product will be an expanded system that meets current and projected needs for tracking and analysis of landscape change and measurements of success of these efforts within the regional context. The Conservancy received an EPA Wetland Program Development Grant of \$254,119 for this project. Partners on this project include San Francisco Estuary Institute/Aquatic Science Center, San Francisco Bay Joint Venture, Central Valley Joint Venture, State Water Resources Control Board, Department of Water Resources, and Department of Fish and Wildlife.

As a component of this project, the Conservancy is updating Delta the habitat restoration project database, originally housed in DWR’s FloodSAFE Environmental Stewardship and Statewide Resources Office (FESSRO). This is a GIS database of current and planned restoration to facilitate agency and stakeholder coordination and enhance understanding of existing projects and planning efforts. The Conservancy is working with agencies and stakeholders to update and maintain the database to track ecosystem restoration projects in the Delta.

The Conservancy will maintain and update the habitat restoration project database until it is incorporated into EcoAtlas and becomes publicly available through the My Water Quality Portal. The Conservancy continues to collaborate with the Water Quality Monitoring Council to encourage the use of EcoAtlas by all restoration practitioners in the Delta and ensure adequate funding is available to maintain the information in this database. Table ER-3 lists the project elements and proposed funding for this project.

Connection to Conservancy Strategic Plan: This project meets Objective 4.2 to create an open repository for information and analysis pertinent to the Conservancy’s mission.

Connection to Delta Plan: EcoAtlas and the habitat restoration project database implements ER R2: Prioritize and Implement Projects that Restore Delta Habitat. They are important tools for restoration planning.

Connection to Other Plans: The Delta Science Plan (December 2013) describes the need for data synthesis for system-wide perspectives. EcoAtlas and My Water Quality Portal are identified as efforts to build upon that will support this synthesis.

2013-14 Performance Measures: Progress was made on updating the habitat restoration project database. The EcoAtlas project was initiated.

ER-Table 3: Enhancing EcoAtlas for Habitat Project Tracking, Assessment, and Reporting, Project I

Project Objectives	Timeline
Update Habitat Restoration Project Database	FY 14-15
Incorporate database into EcoAtlas	FY 14-15
Complete EcoAtlas project	FY 14-15
Secure funding	
Funding needs: \$254,119, of which \$242,430 is available in FY 14-15	
<i>FY 14-15 Implementation: update information in database; ensure database is incorporated into EcoAtlas; secure funding to maintain current information in EcoAtlas; complete EcoAtlas project per grant agreement with the EPA. Performance Measures: information in database verified and new information added; Delta restoration projects accessible in EcoAtlas; provide final report of project; seek and apply for funding.</i>	

Visualizing and Sharing Data Assessments, EcoAtlas: Project II

Project Description: This is a new project for the Conservancy. The Conservancy, in partnership with the San Francisco Estuary Institute/Aquatic Science Center (SFEI/ASC) is working with federal and State agency partners to (a) collect high-priority datasets with strategic value for the region, (b) visualize those datasets geospatially, (c) share those datasets via web services, (d) implement the best available measures of planning effectiveness, including landscape-scale habitat metrics and (e) develop training material and engage in outreach to ensure usability and encourage well-informed decision-making. Although this project also supports the EcoAtlas, it is a separate project from the habitat restoration project database. The Conservancy received an EPA Wetland Program Development Grant of \$250,000 for this project. Table ER-4 lists the project elements and funding for this project.

Connection to Conservancy Strategic Plan: This project meets Objective 4.2 to create an open repository for information and analysis pertinent to the Conservancy’s mission.

Connection to Delta Plan: The habitat restoration project database implements ER R2: Prioritize and Implement Projects that Restore Delta Habitat. This database is an important tool for restoration planning.

Connection to Other Plans: The Delta Science Plan (December 2013) describes the need for data synthesis for system-wide perspectives. EcoAtlas is identified as an effort to build upon that will support this synthesis.

ER-Table 4: Visualizing and Sharing Intensive Data Assessments, EcoAtlas: Phase II

Project Objectives	Timeline
Grant administration	FY 14-15
Coordinate with the SFEI/ASC and other agencies to prioritize data	FY 14-15
Engage in outreach	FY 14-15
Seek and apply for funding	FY 14-15 and beyond
Funding needs: TBD: \$250,000 received from a US EPA grant of which \$137,500 is available in FY 14-15.	
<i>FY 14-15 Implementation Plan: the Conservancy will coordinate with the SFEI/ASC and other agencies to: develop a list of prioritize data, develop documentation for data standardization, and; design a plan for incorporating datasets; meet with user groups and establish priorities, and create and document reporting infrastructure; and provide demos of the existing EcoAtlas tools and features. Performance Measures: Develop a list of prioritized data; developed documentation of standardization processes; design a plan for incorporating datasets; meet with user groups and establish priorities; create and document reporting infrastructure; provide demonstrations of the existing EcoAtlas tools and features; seek and apply for funding.</i>	

Arundo Control and Restoration

Project Description: The Conservancy developed a Delta Arundo Control and Restoration Project, which will encompass the entire legal Delta. Arundo donax is an invasive terrestrial plant. This project will be implemented in phases over the long-term. The first phase of the program includes mapping and prioritizing Arundo eradication sites, coordinating with other Arundo control efforts in the Delta, and implementing the Cache Slough Complex Pilot Project. The Pilot Project seeks to control Arundo on approximately 50 acres in the Cache Slough Complex and restore an equivalent 50 acres of native, riparian habitat where feasible within Arundo eradication sites or in identified priority restoration opportunity areas. Funding needs for this project is \$3 million for Phase 1; the Conservancy received a grant from DWR of \$1 million for the first three years of Phase 1. The Conservancy submitted a concept proposal to the Natural Resource Conservation Service for \$1.1 million. Table ER-5 lists the project elements and funding for this project.

Connection to Conservancy Strategic Plan: This project meets Objective 3.2 to lead Delta ecosystem restoration activities consistent with Conservancy authorities, the Delta Plan, and other regional plans and guidance through a voluntary Delta Restoration Network, and based on adaptive management.

Connection to Delta Plan: This project implements ER P2: Restore Habitat at Appropriate Elevations; ER R2: Prioritize and Implement Projects that Restore Delta Habitat; and ER R7: Prioritize and Implement Actions to Control Nonnative Invasive Species.

Connection to Other Plans: This project is consistent with the DFW’s Ecosystem Restoration Program Conservation Strategy Stage 2 Actions for Nonnative Invasive Species and Stage 2 Actions for Upland Areas. This program is consistent with the DPC’s Land Use and Resource Management Plan for the Primary Zone of the Delta, Natural Resources Policy P-4 and Recreation & Access Policy P-10.

2013-14 Performance Measures: Agreement with DWR, the funding agency, was completed and executed.

ER-Table 5: Arundo Control and Restoration Program

Project Objectives	Timeline
Complete environmental documentation for permits	FY 14-15
Secure environmental permits	FY 14-15
Coordinate with other entities working on Arundo control	FY 14-15 and beyond
Secure additional funding	FY 14-15 and beyond
Implement Phase I of Program	FY 14-15
Funding needs: \$2 million; \$279,000 is available for FY 14-15	
<i>FY 14-15 Implementation Plan: implement the Arundo Control and Restoration Program; coordinate with other Arundo control efforts in the Delta; secure environmental permits for eradication and restoration tasks; seek additional funding for Arundo control; secure additional funding. Performance Measures: Phase 1 of program completed per scope of work with DWR (CEQA documents circulated; consult with permitting agencies and receive permit; eradication sites identified); seek and apply for funding to continue program.</i>	

Channel Margin Habitat Enhancement

Project Description: The Conservancy is collaborating with the DWR, DFW, Wildlife Conservation Board, U.S. Fish and Wildlife Service, and National Marine Fisheries Service to explore opportunities for channel margin habitat enhancement in the Delta. Table ER-6 lists the project elements and funding needs for this project.

Connection to Conservancy Strategic Plan: This project meets Objective 3.2 to lead Delta ecosystem restoration activities consistent with Conservancy mandates, the Delta Plan, and other regional plans and guidance through a voluntary Delta Restoration Network, and based on adaptive management.

Connection to Delta Plan: This project implements ER P2: Restore Habitat at Appropriate Elevations and ER R2: Prioritize and Implement Projects that Restore Delta Habitat.

Connection to Other Plans: This project is consistent with the Department of Fish and Wildlife’s Ecosystem Restoration Program Conservation Strategy Stage 2 Actions for Upland Areas.

2013-14 Performance Measures: A draft framework was developed. Funding for projects was pursued.

ER-Table 6: Channel Margin Habitat Enhancement Program

Project Objectives	Timeline
Seek and apply for funding	FY 14-15
Identify a channel margin habitat restoration project	FY 14-15
Implement channel margin habitat projects in the Delta	FY 15-16 and beyond
Funding needs: 0.25 PY and \$1 million	
<i>FY 14-15 Implementation: find opportunities to enhance channel margin habitat in the Delta and develop project proposals; secure funding for channel margin habitat restoration projects and implement projects if funded. Performance Measures: develop project proposal; seek and apply for funding.</i>	

Habitat Enhancement of Working Landscapes

Project Description: Provide opportunities to enhance the habitat value of working landscapes and benefit agriculture in the Sacramento-San Joaquin Delta. The Conservancy anticipates using a suite of innovative management practices and project activities that focus on addressing agricultural needs and providing benefits to terrestrial species, waterfowl and other avian species, aquatic species and water quality. To achieve this goal the Conservancy formed the Habitat Enhancement of Working Landscapes coalition which consists of the Conservancy, the DPC, the Natural Resources Conservation Service, the 5 Delta county Resources Conservation Districts, Point Blue Science Center (previously PRBO), The Nature Conservancy, Audubon California, and Ducks Unlimited (DU). This coalition meets quarterly to exchange information and look for areas to collaborate. Table ER-7 lists the project elements and funding needs for this project.

Connection to Conservancy Strategic Plan: This project meets Objective 3.6 and Objective 3.7, to provide incentives and acknowledgement to private landowners who maintain and create wildlife habitat on private land and implement restoration projects that provide compatible economic use for landowners or adjacent businesses, respectively.

Connection to Delta Plan: The work of this coalition implements ER R2: Prioritize and Implement Projects that Restore Delta Habitat and DP R10: Encourage Wildlife-friendly Farming.

Connection to Other Plans: The work of this coalition is consistent with the DPC’s Land Use and Resource Management Plan for the Primary Zone of the Delta, Agriculture Policy P-4, Agriculture Policy P-7, Natural Resources Policy P-1, Natural Resources Policy P-2, and Recreation & Access Policy P-6. It is also consistent with the Ecosystem Restoration Program Plan Vision for Agricultural Lands.

2013-14 Performance Measures: Framework completed; three meetings were held; and one fieldtrip conducted.

ER-Table 7: Habitat Enhancement of Working Landscapes

Project Objectives	Timeline
Continue Habitat Enhancement of Working Landscapes coalition coordination	FY 14-15 and beyond
Seek and apply for funding	FY 14-15 and beyond
Conduct outreach to farmers and organizations to implement habitat enhancement projects	FY 14-15 and beyond
Funding needs: 0.25 PY and \$1 million	
<i>FY 14-15 Implementation Plan: continue to facilitate quarterly meetings to share information and coordinate activities where appropriate; conduct outreach to farmers and organizations to find opportunities to implement habitat enhancement projects on working landscapes; secure funding. Performance Measures: convene four meetings; seek and apply for funding; if funding secured, being implementing habitat enhancement projects.</i>	

Delta Watershed Initiative Network (Delta WIN)

Project Description. This was an emerging project in last year’s Implementation Plan. The Delta WIN is an information platform that connects projects and expertise to maximize the ecological benefits of healthy watersheds and put ideas into actions through facilitating a regional network of locally

initiated projects. The Delta WIN will promote and support local watershed projects and increase the communication between multiple efforts to help address water quality and ecosystem health at a local level and provide regional benefits.

The Delta WIN is committed to playing a leadership role in protecting and improving the health of the watersheds in the Delta and their relationships to the ecosystems of which they are an integral part. The Delta WIN will achieve this commitment through monitoring water quality, environmental education, cooperative endeavors, implementation of best management practices and connecting existing programs to leverage the resources based on sound science, innovative thinking, and engaging the community.

The Conservancy received a \$300,000 in grant funding from the U.S. Environmental Protection Agency for a Delta WIN project that will make important data--which now exists in programmatic silos--accessible for decision-makers, scientists, and the public through an estuary-wide data center. This project is being implemented in partnership with the San Francisco Estuary Institute/Aquatic Science Center (SFEI/ASC). Table ER-8 lists the project elements and funding needs for this project.

Connection to the Conservancy Strategic Plan: This project meets Objective 1.3 to aid in protecting and improving water quality to protect the Delta ecosystem and economy and Strategy 5.3 to establish through actions a “Delta Conservancy” way of doing business.

This project also meets Objective 4.2 to create an open repository for information and analysis pertinent to the Conservancy’s mission.

Connection to Delta Plan: Delta WIN implements ER R2: Prioritize and Implement Projects that Restore Delta Habitat and WQ R1: Protect Beneficial Uses. This project accomplishes this by collaboratively identifying and implementing best management measures which improve the ecological health and water quality in the Delta watershed and by providing education and outreach.

2013-14 Performance Measures: The Conservancy compiled water quality data, in coordination with local watershed groups, from multiple monitoring projects for the Delta WIN 2013 projects. The Conservancy has also conducted two water quality monitoring training events.

ER-Table 8: Delta Watershed Initiative Network

Project Objectives	Timeline
Continue to coordinate with local watershed organizations to conduct water quality monitoring at new locations	FY 14-15 and beyond
Develop monitoring plans for watersheds to increase consistency in data collection and reporting	FY 14-15 and beyond
Work with local watershed organizations to develop watershed management measures	FY 14-15 and beyond
Complete the development of estuary-wide data repository to house existing priority data	FY 14-15
Delta Waterway Cleanups	FY 14-15 and beyond
Seek and apply for funding	FY 14-15 and beyond
Funding Needs: TBD; a five year total \$100,374 grant from proposed new Bureau contract is in contracting.	

FY 14-15 Implementation: the Conservancy will continue to coordinate with local watershed organizations to conduct water quality monitoring; expand the project locations through partnerships; convene a stakeholder group meeting; identify and prioritize datasets and begin gathering data to be made available through the estuary-wide data repository; secure funding. Performance Measures: Coordinate with local watershed organizations to conduct water quality monitoring; invite new watershed groups to participate; hold meetings with data providers; develop management questions to prioritize data; gather data for the estuary-wide repository; conduct Delta Waterway Cleanups; and seek and apply for funding.

Delta Waterway Cleanups

Project Description. The Conservancy, in partnership with the DPC, State Parks Department, Sacramento Area Creeks Council, and California Coastal Commission, co-sponsors two Delta waterway cleanups during the year. The first is in April and the second is in September. The project goals are: (1) to protect and improve water quality of the Delta ecosystem, (3) to raise awareness and understanding of good stewardship practices, (3) and to provide the community opportunities to implement stewardship practices in the Delta. ER-Table 9 lists the planning steps for this project; funding needs

are \$6,000 annually for the cleanups, and \$60,000 to initiate an illegally dumped trash project. Existing staffing resources and help from student interns are sufficient for this project.

The Delta Waterway Cleanup project is a component of the larger Delta Watershed Initiative Network (Delta WIN). The cleanup begins to address the Delta Community’s growing concern of illegally dumped trash which has negative impacts on the ecosystem and economy. Currently, landowners are responsible for removing and recycling illegally dumped trash which can create undue burden. More resources are needed to identify how trash impacts individual landowners and how to create, review, and implement alternatives to address those impacts. The Conservancy can engage in an exploratory effort with the communities and counties to better define issues and opportunities to address illegal dumping at a larger scale. Estimated costs are \$60,000 to explore and fund initial efforts. Managing illegally dumped trash is also one of the issues identified in the Delta Branding and Marketing Project.

ER-Table 9 lists the planning steps for this project; funding needs for the cleanup are \$6,000 annually. Existing staffing resources and help from student interns is sufficient for that project. To address the larger issues of illegally dumped trash would require initial funding of \$60,000.

Connection to the Conservancy Strategic Plan: This project meets Objective 1.3 to aid in protecting and improving water quality to protect the Delta ecosystem and economy. **Connection to Delta Plan:** This project implements ER R2: Prioritize and Implement Projects that Restore Delta Habitat and WQ R1: Protect Beneficial Uses This project accomplishes this by removing trash that negatively effects wildlife habitat and increasing awareness of water quality and preventing water quality contamination.

Connection to the Delta Plan: The Delta Plan does not have specific recommendations regarding public education and outreach efforts.

2013-14 Performance Measures: The Delta Waterway Cleanup met and surpassed its 2013/2014 performance measures. The Conservancy held a fall 2013 and a spring 2014 cleanup, coordinating more than 200 volunteers that removed five tons of trash from Delta waterways. In fall 2013, the Conservancy initiated a tire recycling effort, removing 130 illegally dumped tires; continued spring 2014, the Conservancy removed an additional 336 tires, or a total of 466 illegally dumped tires. The Conservancy also joined with the DPC to co-sponsor the cleanup, offering eight cleanup sites across the Delta. In the spring 2014 cleanup, in partnership with Sacramento Area Creeks Council, the Conservancy received a grant to fund school visits at Rio Vista High and Clarksburg Middle Schools. The Clarksburg Middle School visit included a field trip where students participated in water quality monitoring.

ER-Table 9: Delta Waterways Cleanups

Project Objectives	Timeline
Expand the Delta Waterway Cleanups, including environmental education outreach to Delta schools	FY 14-15
Work with communities and counties to define issues and opportunities to reduce impacts of illegal dumping	FY 14-15
Seek and apply for funding	FY 14-15 and beyond
Funding Needs: \$6,000 annually for Waterway Cleanups; \$60,000 annually for Illegally dumped trash project.	
<i>FY 14-15 Implementation: the Conservancy will continue to work with its partners in carrying out the bi-annual Delta waterway cleanups, including environmental education outreach to Delta schools; work will begin regarding removal of illegally dumped trash; and funding for an illegal dumped trash project will be sought; secure funding. Performance Measures: number of registered participants and a list of sites selected for cleanup and of environmental education outreach efforts; copies of outreach materials; a list of resources for Delta communities regarding illegally dumped trash posted on the Conservancy’s website; seek and apply for funding; if funding secured, begin illegally dumped trash removal project.</i>	

EDUCATION AND OUTREACH PROGRAM

Background. The Education and Outreach Program (EOP) is not a separate designated program or goal within the Conservancy’s Strategic Plan (2012); rather this program permeates throughout all of the Conservancy’s program goals. Almost every major project has an education and outreach component. By establishing a separate program, the Conservancy is better able to manage the integrity and consistency of its communications across all programs and through the various media at its disposal. In addition to the following listed projects, the Conservancy will continue to publish a newsletter three times a year; maintain its website and social media for electronic information distribution; and publish brochures, flyers, and other relevant documents.

Purpose. This three-year plan lists the Conservancy’s EOP projects currently underway and those activities that the Conservancy anticipates providing, in light of its own Strategic Plan and its participation in Delta Plan implementation. There is no one staff person dedicated to Education and Outreach, rather it is a function—at varying levels—of all Conservancy staff. As such, EOP activities often are difficult to categorize, since many specific projects, such as Delta Branding or the Delta Restoration Network, have strong education and outreach components in addition to their primary focus.

Strategic Direction. The strategic direction for the EOP is to continue to act as a facilitator and liaison between and among governmental and non-governmental organizations in the Delta for economic development and ecosystem restoration efforts. The program will assist and promote information about the Conservancy as well as about the Delta, and will engage in partnerships with public and private entities, as appropriate.

Table C lists the Conservancy’s Strategic Plan goals and objectives and Delta plan policies or recommendations that are met by current Education and Outreach Program projects. Key projects are also listed to illustrate how those objectives are being met.

<i>Project</i>	<i>Conservancy Strategic Plan Objectives</i>								<i>Delta Plan Policies and Recommendations</i>			
	1.3	2.1	3.1	4.1	4.2	4.4	5.3	5.4	DP P2	WR P1	WR R12	
Delta Dialogues				X		X				X	X	X
Water Education Grant	X		X		X							
Mercury Exposure Reduction Program	X											
Community Training		X										X
Community Events							X					

Projects and Activities

Delta Dialogues

Project Description. The Delta Dialogues is entering Phase 3 with significant changes in funding status. Currently, there are limited funds available for this task through the federal public outreach grant (please see below); most of the other funding for this project is from in-kind contributions from participants and their agencies. Conservancy staff is serving as lead meeting planners, facilitator, and dialogue mapper; other participants also are assisting with meeting planning. This project is designed to increase the shared understanding of the interests held by the various stakeholders in the Delta, and to provide a place for in-Delta interests to participate in statewide water policy discussions. There are five goals for this project: (1) fostering greater shared understanding around the different interests in the Delta; (2) strengthening the relationships among a core set of leaders in the Delta; (3) developing these leaders’ abilities to convene, collaborate, and communicate with others; (4) informing current planning processes, giving them a better chance at success; and (5) expanding the conversation to a broader set of stakeholders. In Phase 3 the Dialogues will return to half-day meetings without field trips

and will incorporate special sessions about topics of concern to Delta residents that may include additional invited participants.

The fiscal constraints will limit what the Dialogues might be able to achieve. Despite these constraints, the participants are committed to continuing the conversations. The federal funding from the Bureau of Reclamation will pay for limited facilitation services and some meeting materials. EO-Table 1 outlines the planning steps for this project; the Conservancy is contracting with the Bureau for \$65,000 annually for five years. Existing staffing are sufficient for this constrained version of this project, but there will be significant changes regarding consultant resources unless additional funding is secured.

Connection to the Conservancy Strategic Plan: This project meets Objective 4.1 to gather and communicate additional technical expertise on matters relevant to the Conservancy. It also supports Objective 4.4 to promote shared understanding of key issues related to agriculture, the Delta economy, and restoration based on accurate information.

Connection to the Delta Plan: The Dialogues can help develop better understanding around the Delta Plan’s WR P1, which discusses ways to reduce reliance on the Delta. Other Delta Plan connections include WR R12, about completing the Bay-Delta Conservation Plan, and assists with DP P2, regarding working with Delta residents in discussing where restoration is best suited.

2013-14 Performance Measures: The Conservancy was unable to raise additional money for the professional facilitation contract, which ended in February 2014. The group added two new members, one from the State Water Resources Control Board and another from the Northern California Water Coalition. A Phase II report was completed.

EO-Table 1: Delta Dialogues

Project Objectives	Timeline
Convene at least six Delta Dialogues sessions	FY 14-15 and beyond
Complete annual reporting	FY 14-15 and beyond
Seek and apply for funding	FY 14-15 and beyond
Funding Needs: \$250,000annually; a five year total of \$323,296 grant from proposed new Bureau contract is in contracting	
<i>FY 14-15 Implementation: convene at least six Dialogue sessions; develop an annual report; secure funding. Performance Measures: convene at least six sessions annually; complete report; seek and apply for funding.</i>	

Mercury Exposure Reduction Program (MERP)

Project Description. The Mercury Exposure Reduction Program (MERP) is a collaborative effort among federal and State agencies and local community groups, and others to conduct activities to address the health risks to consumers of Delta fish. Low-income and minority populations in the Delta are disproportionately affected because they rely more heavily on subsistence fishing and are less aware of the health risks associated with consuming contaminated fish. The Conservancy’s role in this project is to assist with project management and project implementation in the Delta. A small grants program, administered by the California Department of Public Health (CDPH) is also a component of this project. Table E0-2 shows the project elements, additional staffing, and funding needed for this project.

Connection to the Conservancy Strategic Plan: This project meets Strategy 5.3 to establish through actions a “Delta Conservancy” way of doing business, including the use of performance measures.

Connection to the Delta Plan: The Delta Plan does not have specific recommendations regarding public education and outreach efforts, however, the Delta Plan’s recommendations related to water quality will be indirectly served by this program. WQ R8 emphasizes monitoring for water quality improvements and specifically Total Maximum Daily Load for methylmercury.

2013-14 Performance Measures: The Conservancy applied for grant funding for this project, but did not receive any funds.

EO-Table 2: Mercury Exposure Reduction Program

Project Objectives	Timeline
Hire a MERP health educator	FY 14-15
Create and convene quarterly stakeholder meetings	FY 14-15
Develop and distribute outreach materials	FY 14-15 and beyond
Funding Needs: \$370,000 in grant funding is secured; IPY for a MERP health coordinator is approved	
<i>FY 14-15 Implementation: the Conservancy will hire a MERP health educator create and convene Stakeholder Committee and meet regularly; and develop outreach materials. Performance Measures: MERP health educator hired; copies of agendas and meeting materials for quarterly stakeholder meetings; copies of outreach materials developed and list of where these were distributed.</i>	

Water Education through Public Outreach Grant

Project Description. The Conservancy received a grant from the Bureau to conduct public outreach related to water supply reliability, water quality, and ecological restoration efforts in the Delta for FY 2012-14. The Conservancy, in partnership with the Water Education Foundation (WEF), provided public outreach programs, such as water tours and briefings, that presented information about: (1) large-scale Delta planning efforts; (2) climate change impacts specific to the Delta; (3) Safe Harbor Agreements; and, (5) reduction of flood event impacts related to contaminants in the Delta through pre-flood event preparedness. FY 14-15 is the final year of this contract. The Conservancy is applying for this grant again in FY 14-15 for approximately \$2,500,000 for five years (from January 2015 through December 2019), of which approximately \$202,000 in direct costs would come to the Conservancy during FY 14-15.

Under the new grant proposal, the Conservancy will receive funding to: conduct three Delta specific workshops and white papers, produce a new Delta perspective television documentary for public television, and fund Conservancy outreach efforts with Delta WIN, DRN and Restoration Hub, and Delta Dialogues. The Conservancy will receive approximately \$2.01 million to complete these projects over the five year period; WEF will receive the balance of the funding.. Table EO-3 shows the proposed work elements and budget that would be funded by this grant.

Connection to the Conservancy Strategic Plan: This project meets Objective 1.3 to aid in protecting and improving water quality to protect the Delta ecosystem and economy; Objective 3.1 to identify restoration priorities in collaboration with existing federal, state, regional and local governmental and nongovernmental entities engaged in Delta restoration; and Objective 4.2 to create an open repository for information and analysis pertinent to the Conservancy’s mission.

Connection to the Delta Plan: The Delta Plan does not have a specific recommendation regarding public education and outreach; however, as the Conservancy workshops are developed, those specific topics may have a connection to one or more Delta Plan recommendations.

2013-14 Performance Measures: Safe Harbor Agreements workshop and Climate Change symposium conducted and white papers about each were completed. The brochure about reducing impacts from flood events will be distributed by September 2014; the final report for the first contract will be completed in December 2014.

EO-Table 3: Water Education through Public Outreach Grant

Project Objectives	Timeline
Develop grant for 2015-2018 and execute new contract	FY 14-15
Conduct water quality monitoring outreach program including environmental education to elementary and secondary school students	FY 14-15 through FY 18-19
Develop Delta WIN outreach materials	FY 14-15 through FY 18-19
Provide facilitation services for the Delta Dialogues	FY 14-15 through FY 18-19
Funding Needs: Proposed grant funding for Conservancy projects for FY 14-15 is \$202,074 for direct costs; total grand proposal is for approximately \$2,500,000 for 2015-2018 of which \$2,011,176 is for direct and indirect costs of Conservancy projects over the five years.	
<i>FY 14-15 Implementation: complete 2014-19 grant document and execute new contract; complete final report for 2012-14 contract; Performance Measures: completed final report; finalized grant agreement and contract for 2015-2018; lists of visits to classrooms; provide water quality monitoring through Delta WIN; hire Delta Dialogues facilitator; initiate DRN Restoration Hub three-year pilot project</i>	

COMMUNITY OUTREACH

The Conservancy participates in various community outreach efforts. Below highlights the agency’s major focus.

Community Training

Project Description. The Conservancy extended its contract with the Nonprofit Resource Center (NRC) through FY 14-15 to provide training to staff and community members in Marketing Your Delta Business. EO-Table 4 shows the planning steps; funding needs are \$12,000 annually. Existing staffing resources are sufficient for this project.

Connection to the Conservancy Strategic Plan: This project meets Objective 2.1 to develop economic enhancement proposals and projects in collaboration with existing governmental and nongovernmental entities, residents, and private enterprises.

Connection to the Delta Plan: These workshops can assist in the Delta Plan’s DP R12, which describes partnerships for increased recreation and tourism in the Delta.

2013-14 Performance Measures: The Community Training surpassed its workshop goal, holding seven workshops: four grant development and three business marketing workshops.

EO-Table 4: Community Training Program

Project Objective	Timeline
Provide six capacity building workshops	FY 14-15
Funding Needs: \$12,000 annually for capacity building workshops; of which \$1,000 for FY 14-15 has been secured.	
<i>FY 14-15 Implementation: the Conservancy and its partner, NRC, will develop six capacity building workshops. Performance Measures: provide six capacity building workshops.</i>	

Community Events

Project Description: There are several community events within the Delta at which the Conservancy will staff an information booth. Given limited staff and the number of community events from which to select, Conservancy staff identified five priority events. The Conservancy is working with volunteers at the following events: Yolo Basin Duck Days (West Sacramento), Walk on the Wild Side (Freeport), Pear Fair (Courtland), Sandhill Crane Festival (Lodi), and Grape Day (Clarksburg). The objective of the Conservancy’s participation is to educate and inform community members about Conservancy activities. Outreach materials may include a Conservancy brochure, workshop and activity fliers, a tri-annual newsletter, and Federal and State resources available to the public. Table EO-5 lists the planning steps; initial funding is estimated at \$2,500. Existing staffing resources are sufficient to recruit volunteers to assist with this task.

Connection to the Conservancy Strategic Plan: This project meets Objective 5.3 to establish through actions a “Delta Conservancy” way of doing business, including the use of performance measures.

Connection to Delta Plan: The Delta Plan does not have specific recommendations regarding public education and outreach efforts.

Connection to Other Plans: Public education and outreach is also consistent with Bay Delta Conservation Plan, Chapter 7.5.

2013-14 Performance Measures: Conservancy staff attended three community outreach events, developed two outreach displays, and prepared outreach materials.

EO-Table 5: Participation in Community Events

Project Objectives	Timeline
Staff a booth at five Delta community events	FY 14-15 and beyond
Develop strategies to expand community event participation	FY 14-15 and beyond
Keep public educated and involved in Conservancy activities that can assist them in their private and business goals.	FY 14-15 and beyond
Funding Needs: \$2,500 in FY 14-15; costs may increase over time as the Conservancy participates in additional events.	
<i>FY 14-15 Implementation: continue to participate in listed community events; develop an outreach strategy; continue producing outreach materials such as the newsletter, the Conservancy brochure, fliers, and maintain the Conservancy's web presence. Performance Measures: list of community events; conduct assessment survey of this effort; develop options to staffing the booth; develop and distribute an up-to-date Conservancy brochure; develop and distribute three newsletters; develop and distribute fliers/brochures for Delta activities; provide up-to-date information through accessible website and social media venues.</i>	

Appendix A: Conservancy Implementation Plan Goals and Objectives

The Appendix A and Table A-1 list the Conservancy’s Strategic Plan goals and objectives mentioned in this report. Not all of the Strategic Plan goals and objectives are mentioned; therefore, not all are listed in these tables. For a complete list of the Strategic Plan goals and objectives, please see the Conservancy’s website at http://www.deltaconservancy.ca.gov/docs/meeting_materials/june_2012/Delta_Conservancy_Strategic_Plan_Designed_20June2012.pdf

Conservancy Strategic Plan Goal, Objective
Establish the Conservancy as a valuable partner with Delta growers, agriculture-related businesses, and residents in protecting and enhancing the Delta’s agricultural and working landscapes and sense of place
Objective 1.1: Collaborate with others to develop educational materials, promotional materials and visual representations of the Delta that enhance and communicate a sense of place and promote Delta products
Objective 1.2: Assist in enhancing Delta agriculture
Objective 1.3: Aid in protecting and improving water quality to protect the Delta ecosystem and economy
Objective 1.4: Support implementation of plans and programs of federal, state, and local agencies to provide flood resilience from subsidence and catastrophic events in coordination with the Delta Protection Commission and the Department of Water Resources
Objective 1.5: Promote integration of Delta agriculture with other elements of the Conservancy’s mission
Lead economic enhancement activities that support the Delta ecosystem and economy
Objective 2.1: Develop economic enhancement proposals and projects in collaboration with existing governmental and non-governmental entities, residents and private enterprises
Objective 2.2: Investigate mechanisms for mitigating impacts to agriculture from projects that enhance recreation and tourism or habitat restoration
Lead efforts in protecting, enhancing, and restoring the Delta ecosystem in coordination with other governmental and non-governmental entities and citizens in the Delta
Objective 3.1: Identify restoration priorities in collaboration with existing federal, state, regional and local governmental and non-governmental entities engaged in Delta restoration
Objective 3.2: Lead Delta ecosystem restoration activities consistent with Conservancy authorities, the Delta Plan, and other regional plans and guidance, through a voluntary Delta Restoration Network, and based on adaptive management
Objective 3.5: Assessed the potential for Conservancy-led habitat restoration and compatible recreational and tourism development of publically owned land, and implement feasible projects as funding is available.
Objective 3.6: Provide incentives and acknowledgement to private landowners who maintain and create wildlife habitat on private lands
Objective 3.7: Implement restoration projects that provide compatible economic use for landowners or adjacent businesses
Establish the Conservancy as a leader in gathering and communicating scientific and practical information about the Delta ecosystem and economy
Objective 4.1: Gather and communicate additional technical expertise on matters relevant to the Conservancy’s mission
Objective 4.2: Create an open repository for information and analysis pertinent to the Conservancy’s mission
Objective 4.4: Promote shared understanding of key issues related to agriculture, the Delta economy, and restoration based on accurate information
Create an effective organization based on principles of community service, collaboration, coordination, appropriate transparency, and efficient use of resources to fulfill the Conservancy’s mission and deliver its programs
Objective 5.3: Establish through actions a “Delta Conservancy” way of doing business, including the use of performance measures

Table A-1. Conservancy Goals and Objectives by Program and Project

Program/Project	Conservancy Goals and Objectives																	
	1.1	1.2	1.3	1.4	1.5	2.1	2.2	3.1	3.2	3.5	3.6	3.7	4.1	4.2	4.4	5.3	6.1	
Economic Development Program																		
Economic Indicators	x																	
Delta Branding and Marketing	X					X												
Mokelumne River Corridor						X				X		X						
Agriculture Research and Infrastructure		X																
Wildlife Friendly Agriculture							X				X	X						
Delta Trails	X					X												
Recreation Survey						X												
National Heritage Area	X																	
Ecosystem Restoration Program																		
Climate Change				X	X													
DRN—Hub								X										
EcoAtlas, Project I														X				
EcoAtlas, Project II														X				
Arundo Control									X									
Channel Margin Habitat									X									
Habitat Enhancement/Working Landscapes											X	X						
Delta WIN	X																	
Delta Waterways Cleanups			X															
Education and Outreach Program																		
Delta Dialogues													X		X			
Water Education Grant			X					X						X				
MERP	X		X														X	
Community Training						X												
Community Events																	X	

Appendix B: Delta Plan Policies and Recommendations in the Implementation Plan

The Appendix B and Table B-1 list the Delta Plan’s policies and recommendations that are mentioned in this report. Not all of the Delta Plan policies and recommendations are referenced; therefore, not all are listed in this table. For a complete list of the Delta Plan policies and recommendations, please see the Delta Stewardship Council’s webpage: http://deltacouncil.ca.gov/sites/default/files/documents/files/DeltaPlan_2013_CHAPTER_S_COMBINED.pdf

Delta Plan Policy, Recommendation
Designate the Delta as a Special Place and Maintain Delta Agriculture
DP P2: Respect Local Land Use When Siting Water or Flood Facilities or Restoring Habitats
DP R1: Designate the Delta as a National Heritage Area
DP R3: Plan for the Vitality and Preservation of Legacy Communities
DP R5: Provide Adequate Infrastructure
DP R 7: Subsidence Reduction and Reversal
DP R8: Promote Value-added Crop Processing
DP R9: Encourage Agri-tourism
DP R10: Encourage Wildlife-friendly Agriculture
DP R11: Provide New and Protect Existing Recreation Opportunities
DP R12: Encourage Partnerships to Support Recreation and Tourism
DP R13: Expand State Recreation Areas
DP R14: Enhance Nature-based Recreation
DP R16: Encourage Recreation on Public Lands
DP R17: Enhance Opportunities for Visitor-serving Businesses
ER P2: Restore Habitats at Appropriate Elevations
ER P3: Protect Opportunities to Restore Habitat
ER P4: Expand Floodplains and Riparian Habitats in Levee Projects
ER P5: Avoid Introductions of and Habitat Improvements for Invasive Nonnative Species
ER R2: Prioritize and Implement Projects that Restore Delta Habitat
ER R3: Complete and Implement Delta Conservancy Strategic Plan regarding ecosystem restoration efforts
ER R7: Prioritize and Implement Actions to Control Nonnative Invasive Species
WR P1: Reduce Reliance on the Delta through Improved Regional Water Self-Reliance
WR R12: Complete Bay Delta Conservation Plan
WQ R1: Protect Beneficial Uses

Table B-1: Delta Plan Policy and Recommendations by Program and Project, Part I

Program/ Project	Delta Plan Policies and Recommendations													
	DP P2	DP R1	DP R3	DP R5	DP R7	DP R8	DP R9	DP R10	DP R11	DP R12	DP R13	DP R14	DP R16	
Economic Development Program														
Economic Indicators Report		x	x											
Delta Branding and Marketing		X				X								
MRC									X	X	X	X	X	
Agriculture R&I				X		X								
Wildlife Friendly Ag.								X						
Delta Trails									X	X	X	X	X	
Recreation Inventory									X	X	X	X	X	
NHA		x												
Ecosystem Restoration Program														
Climate Change					X									
DRN-Hub														
EcoAtlas I														
EcoAtlas II														
Arundo Control and Restoration					X									
Channel Margin Habitat														
Habitat Enhancement/ Working Landscapes					X									
Delta WIN														
Delta Waterways Cleanups														
Education and Outreach Program														
Delta Dialogues	X													
MERP														
Water Education Grant														
Community Training										X				
Community Events														

Table B-1: Delta Plan Policy and Recommendations by Program and Project, Part II

Program/ Project	Delta Plan Policies and Recommendations											
	DP R16	DP R17	ER P2	ER R2	ER R3	ER P3	ER R7	ER P4	ER P5	WR P1	WR R12	WQ R2
Economic Development Program												
Economic Indicators Report				X								
Delta Branding and Marketing		X										
MRC	X											
Agriculture R&I												
Wildlife Friendly Ag.				X								
Delta Trails	X											
Recreation Inventory	X											
NHA												
Ecosystem Restoration Program												
Climate Change			X			X		X	X			
DRN-Hub				X	X							
EcoAtlas I				X								
EcoAtlas II				X								
Arundo Control and Restoration			X	X	X		X					
Channel Margin Habitat			X	X								
Habitat Enhancement/ Working Landscapes				X								
Delta WIN				X								X
Delta Waterways Cleanups				X								X
Education and Outreach Program												
Delta Dialogues										X	X	
MERP												
Water Education Grant												
Community Training												
Community Events												

Appendix C: Performance Measures Summary

The following table provides a summary of the FY 2014-15 Implementation Plan projects, the percentage complete of FY 2013-14 project goals, and information about FY 2014-15 performance measures.

Guide to reading the Performance Measures Summary table

Headings and First Column: the headings list, in applicable order, the Conservancy program element, a subheading, and then an icon to depict the project (e.g., Economic Development Projects, Delta as Place, then a photo of the Economic Indicators Report).

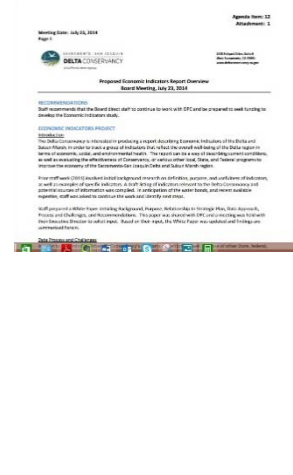

Second Column – Project Goal: This column contains the project name and a brief description of the project’s goal or summary of the project description found in the full Implementation Plan.

Third Column – Progress: This column refers to program only for FY 2013-14 (previous fiscal year); since most projects are multi-year, this gives a fair indication of the work done to achieve the FY 2013-14 performance measures.

Fourth Column – Performance Measures: This column has three parts: the first part is the 2014-17 project section which outlines the planning steps to get the project done; the second part is the 2014-15 expected outcomes which summarizes the performance measures listed for this fiscal year’s Implementation Plan; and the third part is a summary of how the project met last year’s (FY 2013-14) performance measures.

Because the Implementation Plan is considered a “living” document, some of the projects added to this year’s Implementation Plan actually began at the end of FY 2013-14.

Conservancy Implementation Plan Performance Measures Summary Table

	Project Goal	Progress	Performance Measures		
<p>Economic Development Projects</p>					
<p>DELTA AS PLACE</p>					
	<p>Delta Economic Indicators Report Identify a suite of indicators to track the environmental health of the Delta region to help determine effectiveness of projects and policies.</p>	<p>100% of FY 13-14 project goal</p>	<p>2014-17 Project Objectives</p> <ul style="list-style-type: none"> • If needed, continue to seek funding • Finalize scope of work • If funding secured, begin to research and write report 	<p>2014-15 Expected Outcomes</p> <ul style="list-style-type: none"> • Seek and apply for funding • Complete list of economic, social, and environmental indicators, in coordination with DPC • If funds are secured, begin implementation of project 	<p>2013-14 Performance</p> <ul style="list-style-type: none"> • White paper developed and vetted with DPC and Subcommittee
<p>RECREATION AND TOURISM</p> 	<p>Delta Branding and Marketing</p>	<p>100%</p>	<p>2014-17 Project Objectives</p>	<p>2014-15 Expected Outcomes</p>	<p>2013-14 Performance</p>

Conservancy Implementation Plan Performance Measures Summary Table

Project Goal	Progress	Performance Measures		
<p>Improve visibility of the Delta as a place and Delta products by developing a Delta brand, Delta logo, and a marketing plan. Developed in collaboration with Delta residents, business leaders, the agricultural community, and the Delta Protection Commission.</p>	<p>of FY 13-14 project goal</p>	<ul style="list-style-type: none"> • Develop Marketing Plan • Develop and support infrastructure for long term marketing management • Implement marketing plan 	<ul style="list-style-type: none"> • Hire marketing consultant • Create a Delta Marketing Team with Delta residents and business representatives • Produce Delta Brand standards handbook • Complete marketing plan 	<ul style="list-style-type: none"> • Developed Delta logo (see left) • Developed Delta tag line: <i>The Heart of California</i> • Two community meetings, two focus groups, and three surveys to determine the logo and tag line






Mokelumne River Corridor
 Develop a recreation plan for the McCormack-Williamson tract and a strategy for long-term implementation of the plan.

100%
 of FY 13-14 project goal

<p>2014-17 Project Objectives</p> <ul style="list-style-type: none"> • If needed, continue to seek funding • Develop recreation plan • If funding is secured, implement project 	<p>2014-15 Expected Outcomes</p> <ul style="list-style-type: none"> • Seek and apply for funding • Continue working with UCD's Landscape Architecture Department • Build capacity for project implementation 	<p>2013-14 Performance</p> <ul style="list-style-type: none"> • Coordinated with UCD's Landscape Architecture Department to develop ideas for recreation features on the tract
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Conservancy Implementation Plan Performance Measures Summary Table

Project Goal	Progress	Performance Measures			
SUSTAINABLE AGRICULTURE ENHANCEMENT					
	<p>Agriculture Sustainability Research Complete an infrastructure analysis of the Delta to understand long-term agricultural needs and impacts of BDCP on agricultural infrastructure and challenges to production.</p>	<p>100% of FY 13-14 project goal</p>	<p>2014-17 Project Objectives</p> <ul style="list-style-type: none"> • If needed, continue to seek funding • Complete infrastructure analysis • Explore development of agricultural economic development fund studies for counties 	<p>2014-15 Expected Outcomes</p> <ul style="list-style-type: none"> • Seek and apply for funding • If funding secured, complete analysis 	<p>2013-14 Performance</p> <ul style="list-style-type: none"> • Worked with SACOG and Delta counties to explore submitting a grant to the Strategic Growth Council to fund the study • Continued to work with project partners
	<p>Wildlife Friendly Farming Provide opportunities to enhance the habitat value of working landscapes and benefit agriculture in the Delta through a suite of innovative management practices and project activities that focus on addressing agricultural needs and providing benefits to terrestrial species, waterfowl and other avian species, aquatic species, and water quality.</p>	<p>100% of FY 13-14 project goal</p>	<p>2014-17 Project Objectives</p> <ul style="list-style-type: none"> • Continue coordinating with Habitat Enhancement of Working Landscapes coalition • Conduct outreach to farmers and organizations to implement habitat enhancement projects 	<p>2014-15 Expected Outcomes</p> <ul style="list-style-type: none"> • Seek and apply for funding • Convene four outreach meetings • Identify projects and funding • Work with landowners to develop projects • If funding secured, begin project implementation 	<p>2013-14 Performance</p> <ul style="list-style-type: none"> • Framework completed • Three meetings convened • One field trip conducted
Ecosystem Restoration Projects					
	<p>Climate Change</p>	<p>100%</p>	<p>2014-17 Project Objectives</p>	<p>2014-15 Expected Outcomes</p>	<p>2013-14 Performance</p>

Conservancy Implementation Plan Performance Measures Summary Table

Project Goal	Progress	Performance Measures		
Identify and secure funding for projects in the Delta that can contribute to reducing greenhouse gas emissions.	of FY 13-14 project goal	<ul style="list-style-type: none"> Attend Co-CAT meetings Secure funding Develop farm-scale carbon sequestration wetland pilot projects Complete a California Carbon Protocol for wetlands and rice farming Develop guidance on addressing climate change in Conservancy projects 	<ul style="list-style-type: none"> Attend scheduled Co-CAT meetings Seek and apply for funding If funding is secured, implement pilot projects Submit California Carbon Protocol to the American Carbon Registry Complete guidance document 	<ul style="list-style-type: none"> Attended all Co-CAT meetings Developed a Delta-centric climate change workshop Created webpage with climate change resources Initiated protocol development



Delta Restoration Network
Development of a Restoration Hub, which is intended to use tools and technology to integrate data and models and inform restoration planning.

100%
of FY 13-14 project goal

2014-17 Project Objectives	2014-15 Expected Outcomes	2013-14 Performance
<ul style="list-style-type: none"> Continue to convene DRN meetings Secure funding Initiate Restoration Hub Pilot Project 	<ul style="list-style-type: none"> Convene meetings (4) Seek and apply for funding If funding is secured, initiate three-year Restoration Hub Pilot Project 	<ul style="list-style-type: none"> Draft Restoration Framework completed Three DRN meetings held The Restoration Hub concept developed





Enhancing EcoAtlas, Project 1

100%

2014-17 Project Objectives	2014-15 Expected Outcomes	2013-14 Performance

Conservancy Implementation Plan Performance Measures Summary Table

Project Goal	Progress	Performance Measures			
Expand the current capabilities of EcoAtlas to meet the project tracking, assessment, and reporting needs for current and planned habitat restoration.	of FY 13-14 project goal	<ul style="list-style-type: none"> Update Habitat Restoration Project Database Incorporate database into EcoAtlas Complete EcoAtlas project If needed, continue to seek funding 	<ul style="list-style-type: none"> Information in database verified and new information added Delta restoration projects accessible in EcoAtlas Provide final report of project Seek and apply for funding 	<ul style="list-style-type: none"> Progress made on updating the Habitat Restoration Project Database Initiated EcoAtlas project 	
	<p>Visualizing Data, EcoAtlas, Project 2</p> <p>To collect high-priority datasets with strategic regional value, visualize those datasets geospatially, share through web services, develop landscape scale metrics, and develop training materials, and engage in outreach to ensure usability.</p>	0% new project	<p>2014-17 Project Objectives</p> <ul style="list-style-type: none"> Grant administration Coordinate with other agencies to prioritize data Integrate visualization data in EcoAtlas Conduct trainings If needed, continue to seek funding 	<p>2014-15 Expected Outcomes</p> <ul style="list-style-type: none"> Complete grant management tasks such as reviewing invoices and writing reports Participate in discussions regarding data standardization processes; plans for incorporating datasets, and in reporting infrastructure Meet with user groups to establish priorities Develop a list of prioritized data Participate in outreach through demos of the existing EcoAtlas tools and features 	<p>2013-14 Performance</p> <ul style="list-style-type: none"> This is a new project and was not in the previous Implementation Plan
	Arundo Control and Restoration	100%	2014-17 Project Objectives	2014-15 Expected Outcomes	2013-14 Performance

Conservancy Implementation Plan Performance Measures Summary Table

Project Goal

Program

Phase 1 of the program will map and prioritize Arundo eradication sites and implement the Cache Slough Complex Pilot Project. The Cache Slough project ultimately will control Arundo on approximately 50 acres and restore an equivalent 50 acres of native, riparian habitat.

Progress

of FY 13-14 project goal

Performance Measures

- Complete environmental documentation for permits
- Secure environmental permits
- Coordinate with other entities working on Arundo control
- Implement Phase I of program
- Secure additional funding
- Implement Phase 1 of project
- Circulate CEQA documents
- Consult with permitting agencies
- Receive permits
- Eradication sites identified
- Seek and apply for funding
- The agreement with DWR, the funding agency, was completed and executed
- Initiated exploration of obtaining programmatic permits



Channel Margin Habitat Enhancement

Enhance channel margin habitat in the Delta in partnership with DWR, DFW, Wildlife Conservation Board, US Fish and Wildlife Service, and National Marine Fisheries Service.

100%
of FY 13-14 project goal

2014-17 Project Objectives

- Seek and apply for funding
- Identify a channel margin habitat restoration project
- Implement channel margin habitat projects in the Delta

2014-15 Expected Outcomes

- Develop project proposal
- Seek and apply for funding
- If funding is secured, begin project implementation

2013-14 Performance

- Draft framework was developed
- Funding for projects was pursued

Conservancy Implementation Plan Performance Measures Summary Table

Project Goal

Progress

Performance Measures



Habitat Enhancement of Working Landscapes

Provide opportunities to enhance the habitat value of working landscapes and benefit agriculture in the Delta through a suite of innovative management practices and project activities that focus on addressing agricultural needs and providing benefits to terrestrial species, waterfowl and other avian species, aquatic species and water quality.

100%
of FY 13-14
project
goal

2014-17 Project

- Continue Habitat Enhancement of Working Landscapes coalition coordination
- Conduct outreach to farmers and organizations to implement habitat enhancement projects
- If needed, continue to seek funding

2014-15 Expected Outcomes

- Convene four meetings
- Seek and apply for funding
- If funding is secured, implement habitat enhancement projects

2013-14 Performance

- Framework completed
- Three meetings convened
- One field trip conducted

DELTA WATERSHED INITIATIVE NETWORK (DELTA WIN)



Delta WIN

100%

2014-17 Project Objectives

2014-15 Expected Outcomes

2013-14 Performance

Conservancy Implementation Plan Performance Measures Summary Table

Project Goal	Progress	Performance Measures	
<p>Coordinate the Delta WIN, connecting projects and expertise to maximize the ecological benefits of healthy watersheds and facilitate a regional network of locally initiated projects.</p>	<p>FY 13-14 project goal</p>	<ul style="list-style-type: none"> • Continue to coordinate with local watershed organizations for water quality monitoring • Continue to assist in developing monitoring plans for watersheds to increase consistency in data collection and reporting • Work with local watershed organizations to develop watershed management measures • Complete the development of estuary-wide data repository to house existing priority data • Develop indicators and metrics for collecting stewardship data 	<ul style="list-style-type: none"> • Expand regional network and develop monitoring plans for watersheds to increase consistency in data collection and reporting • Expand project locations through partnerships • Develop watershed management questions to prioritize data and gather data for the estuary-wide repository • Hold meetings with data providers to gather input • Partner with watershed groups to seek and apply for funding <ul style="list-style-type: none"> • Developed list of potential partners • Applied and received grant funding • Developed and implemented two WQ environmental education events including citizen WQ monitoring

Conservancy Implementation Plan Performance Measures Summary Table

Project Goal

Progress

Performance Measures



Delta Waterway Cleanup

Provide bi-annual Delta waterway cleanups to protect and improve water quality in the Delta ecosystem, raise awareness of good stewardship practices, and provide community opportunities to carry out stewardship practices.

100%
of FY 13-14
project
goal

2014-17 Project Objectives

- Expand the Delta Waterway Cleanups, including environmental education on waterway cleanups to Delta schools
- Work with communities for opportunities to reduce impacts of illegal dumping
- Seek and apply for funding

2014-15 Expected Outcomes




- Increase the number of site volunteers from 200 to 250
- Increase tire recycling sites from one to two; maintain eight cleanup sites
- Collect over 500 recycled tires
- Recruit community members for removing illegally dumped trash
- Explore trash removal resources for the community

2013-14 Performance

- Two Delta waterway cleanups completed
- Initiated Tire Recycling event and collected 466 illegally dumped tires
- Increased cleanup sites from three to eight
- Directed a volunteer group to conduct a cleanup at Freeport Bridge

Education and Outreach Projects

Conservancy Implementation Plan Performance Measures Summary Table

	Project Goal	Progress	Performance Measures		
	<p>Delta Dialogues Provide a forum where in-Delta interests can participate in statewide water policy discussions to foster greater shared understanding, strengthen relationships, and inform planning processes.</p>	<p>100% of FY 13-14 project goal</p>	<p>2014-17 Project Objectives</p> <ul style="list-style-type: none"> • Convene Delta Dialogues sessions • Complete annual report • Seek and apply for funding 	<p>2014-15 Expected Outcomes</p> <ul style="list-style-type: none"> • Convene at least six Delta Dialogue sessions • Annual report published • Seek and apply for funding 	<p>2013-14 Performance</p> <ul style="list-style-type: none"> • More than \$250,000 in grants funded this effort • Eight sessions were held during 2013-14 • Final Phase II report was completed
	<p>Mercury Exposure Reduction Program (MERP) Provide information about the health risks to consumers of Delta fish contaminated with high levels of mercury, particularly those in disadvantaged communities.</p>	<p>100% of FY 13-14 project goal</p>	<p>2014-17 Project Objectives</p> <ul style="list-style-type: none"> • Create and convene quarterly stakeholder meetings • Conduct community trainings 	<p>2014-15 Expected Outcomes</p> <ul style="list-style-type: none"> • Hire a MERP health educator • Hold four stakeholder meetings • Copies of outreach materials • Create website 	<p>2013-14 Performance</p> <ul style="list-style-type: none"> • Funding secured. • This is a new project for the Conservancy.
	<p>Water Education through Public</p>	<p>95%</p>	<p>2014-17 Project Objectives</p>	<p>2014-15 Expected Outcomes</p>	<p>2013-14 Performance</p>

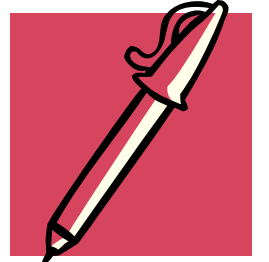

Conservancy Implementation Plan Performance Measures Summary Table

Project Goal	Progress	Performance Measures	
<p>Outreach Grants Provide public outreach regarding water supply reliability, water quality, and ecological restoration efforts in the Delta, in partnership with the Water Education Foundation.</p>	<p>FY 13-14 project goal</p>	<ul style="list-style-type: none"> • Develop grant proposal for 2015-18 • Conduct water quality environmental education for elementary and secondary school students • Develop Delta WIN outreach materials • Provide Delta Dialogues facilitation • Develop Restoration Hub pilot project 	<ul style="list-style-type: none"> • Complete proposal • Sign contract • List of visits to classrooms • Provide water quality monitoring through Delta WIN • Copies of Delta WIN outreach materials • Hire facilitator for Delta Dialogues • Initiate three-year DRN Restoration Hub pilot project • Conducted two Safe Harbor Agreements workshops • Completed Climate Change symposium and whitepaper • Completed draft brochure on reducing the impacts from flood events

COMMUNITY OUTREACH

2014-17 Project Objectives	2014-15 Expected Outcomes	2013-14 Performance
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Conservancy Implementation Plan Performance Measures Summary Table

	Project Goal	Progress	Performance Measures					
	<p>Community Training Program Provide training to staff and Delta community members in grant writing and capacity building workshops.</p>	<p>100% of FY 13-14 project goal</p>	<ul style="list-style-type: none"> • Provide six capacity building workshops for nonprofit, government, non-governmental organizations, and business community staff working in the Delta • Provide six capacity building workshops • Provided seven capacity building workshops 					
	<p>Community Events Provide an information booth at various Delta community events such as the Courtland Pear Fair, Yolo Basin Duck Days, and Lodi's Sandhill Crane Festival.</p>	<p>90% of FY 13-14 project goal</p>	<table border="0"> <tr> <td data-bbox="1045 722 1402 1211"> <p>2014-17 Project Objectives</p> <ul style="list-style-type: none"> • Staff a booth at five Delta community events per year • Develop strategies to expand community event participation • Keep public educated and involved in Conservancy activities that can assist them in their private and business goals. </td> <td data-bbox="1423 722 1780 1211"> <p>2014-15 Expected Outcomes</p> <ul style="list-style-type: none"> • List of community events at which the Conservancy had a booth • Conduct an assessment survey of effectiveness of this effort • Develop options to staffing booth • Develop and distribute an up-to-date Conservancy brochure • Develop and distribute three newsletters • Develop and distribute fliers/brochures for Delta activities • Provide up-to-date information through accessible website and </td> <td data-bbox="1801 722 2062 1211"> <p>2013-14 Performance</p> <ul style="list-style-type: none"> • Attended three community events • Developed two outreach displays • Updated outreach materials • Published three newsletters • Published and distributed numerous fliers on programs and activities • Updated website • Used Campaign Monitor and Facebook to keep </td> </tr> </table>			<p>2014-17 Project Objectives</p> <ul style="list-style-type: none"> • Staff a booth at five Delta community events per year • Develop strategies to expand community event participation • Keep public educated and involved in Conservancy activities that can assist them in their private and business goals. 	<p>2014-15 Expected Outcomes</p> <ul style="list-style-type: none"> • List of community events at which the Conservancy had a booth • Conduct an assessment survey of effectiveness of this effort • Develop options to staffing booth • Develop and distribute an up-to-date Conservancy brochure • Develop and distribute three newsletters • Develop and distribute fliers/brochures for Delta activities • Provide up-to-date information through accessible website and 	<p>2013-14 Performance</p> <ul style="list-style-type: none"> • Attended three community events • Developed two outreach displays • Updated outreach materials • Published three newsletters • Published and distributed numerous fliers on programs and activities • Updated website • Used Campaign Monitor and Facebook to keep
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Conservancy Implementation Plan Performance Measures Summary Table

Project Goal

Progress

Performance Measures

		social media venues	public informed
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