

Conservancy Currents

The Sacramento-San Joaquin Delta Conservancy's Newsletter

A partner for balanced ecosystem restoration and economic development in the Delta

Winter 2013 Volume 2, Issue 4

Community Outreach for Delta Branding and Marketing Project Set to Begin in 2014

Napa Valley has its grapes and Gilroy has its garlic that help define those areas as destinations for tourists, special events, and recreation. An effort is underway to help Delta residents and businesses develop an image that can bring the charm and character of the Delta to visitors.

The Conservancy and the Delta Protection Commission (DPC) are partners in the Delta Branding and Marketing project.

With funding from the DPC, Augustine Ideas—a marketing firm—has been hired to work with the Delta community to design a Delta brand. The finished brand will represent the Delta and can also be used if the Delta is designated as a National Heritage Area.

Community outreach meetings will start in early 2014. Delta residents and businesses are asked to bring their ideas to these meetings to ensure that the brand accurately reflects the character of the Delta. The success of this project relies on community participation. Initial outreach efforts will be categorized around three broad areas:

- Heritage/Interpretive (historical sites, museums, wetland sites, bridges, etc.) and Agriculture (farms, agri-tourism associations, farm bureaus, etc.)
- Recreation (marinas, trails, fishing, boating, birding, etc.)
- Tourism Support (chambers, restaurants, hotels, etc.)

Once these meetings are completed, Augustine will create three design options for review by the Delta community. As part of the branding process, Augustine will also develop a tagline as well as guidelines about how Delta businesses, community organizations, and local governments can use the brand most effectively in their marketing plans.

Generally, in branding efforts of large, geographic areas the idea is to capture the character or essence of a region. This means that not all specific interests can be illustrated in the logo. The brand logo and tagline will be over-arching and symbolic of the Delta and its many, diversified interests. In other words, the logo may or may

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A tree stands in the Delta, silhouetted by the sunrise. The Delta Branding Project will help develop a logo that captures the character and charm of the Delta.

Delta Dialogues Takes on Governance Issues, Conveyance Alternatives

Few topics are as hotly contested in the Delta than the concept of the twin tunnels as outlined in the Bay-Delta Conservation Plan (BDCP).

Since May 2013, the Delta Dialogues' participants have discussed the proposed BDCP governance and the studies and information used to develop the BDCP and Conservation Measure 1 (twin tunnels).

The last three meetings have focused on the ideas involved in developing a "Plan B" multi-intake conveyance alternative in the event that the BDCP does not get certified.

In one meeting, the group listened to a presentation by Gwen Buchholz about the various criteria used to review and select the BDCP alternatives.



Delta Dialogues participants at Rush Ranch in October (left to right): Gilbert Cosio, Jason Peltier, Steve Chappell, Nancy Ullrey, Les Grober, Russell van Loben Sels, Carl Wilcox, Dana Reynolds, and Dick Pool.

In his blog post about the October meeting, Joe Mathews observed that one takeaway from the presentation and conversation was that two tests were crucial to screening alternatives: did it protect fish and would it work economically? If the answer

was no to either, the alternative did not move forward.

For more information about the Delta Dialogues, please see the website: www.delta.groupaya.net.

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Delta Branding and Marketing Project Set to Begin



Sandhill cranes are frequent visitors in the Delta along the Pacific Flyway.

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not include illustrations of specific farm products or depict a specific recreational activity, but it should answer the question: Why come visit the Delta?

Once a logo and tagline are selected, the community-based Delta Marketing Team will develop a Marketing Plan. The Conservancy received a \$197,500 grant from the federal Economic De-

velopment Administration (EDA) to complete the marketing portion of this effort.

The plan will include a 5-10 year vision of how the Delta will be seen by

"The Delta brand logo and tagline ... Should answer the question: Why come visit the Delta?"

local, state, and national markets. It will include strategies to make that vision a reality and include marketing materials.

To get involved, or to keep updated on community meetings and progress, contact Amanda Bohl at amanda.bohl@deltaconservancy.ca.gov or (916) 376-4022 or Alex Westhoff at alex.westhoff@delta.ca.gov or (916) 375-4237.

To keep up-to-date, join the Conservancy's list serve at www.deltaconservancy.ca.gov or on DPC's webpage at www.delta.ca.gov.

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Campbell's Corner

Seeds Planted by Conservancy Starting to Bear Fruit

Pardon the seasonal analogy but fall is harvest time and I believe that many of the seeds we have planted as a new State Conservancy are starting to bear fruit. You will read in this issue about significant projects continuing or just getting underway, and grants received to support those efforts. This represents a tremendous amount of hard work on the part of the Conservancy staff and a host of volunteers.

Each effort requires a large number of meetings, grant applications and processes that take months to complete and contracting processes that are at times overwhelming. We hear from agricultural interests in the Delta that regulatory compliance is maddening and from Delta business owners that flood insurance

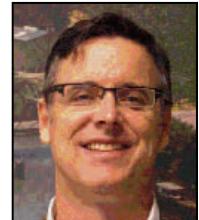
rates will soon be going up. The sad reality is that it is really hard to get anything done these days and it's really hard to thrive in the Delta. And yet we do.

Despite the challenges, we find that there is something gratifying and valuable about bringing people together to think strategically and to try to solve complex problems. So we keep at it as do those who live and work in the Delta or work on Delta issues. It's an amazing place and worth all of the hard work.

I'm very encouraged by our recent success in realizing funding in partnership with the Delta Protection Commission to complete a Delta Branding and Marketing effort. This project will allow us to work with the Delta community to iden-

tify and effectively market all of the great opportunities in the Delta.

Branding and marketing campaigns for cities and regions have been done all over the country and generally result in significantly increased economic activity. It's time the Delta had the benefit of this type of effort, an effort that grows deeper roots each year of harvest. In the coming months, we will be reaching out to get community input on the Branding and Marketing effort. Please let us know if you are interested in participating.



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Conservancy Receives Grant to Improve Understanding of the Health of the Delta Ecosystem

The Conservancy received a \$254,000 Wetland Program Development grant from the U.S. Environmental Protection Agency (U.S. EPA) to help expand the current capabilities of a wetland tracking system called EcoAtlas.

EcoAtlas, developed by the San Francisco Estuary Institute (SFEI) in partnership with the State Water Resources Control Board (SWRCB) and U.S. EPA, is a tool that aids scientists and the public in better understanding the health of the Delta ecosystem.

Data stored in this web-based tool are used by MyWaterQuality.ca.gov, an innovative website that allows the public to access up-to-date water quality and ecosystem data.

The Conservancy partnered with the SWRCB, San Francisco Bay Joint Ven-

ture, Central Valley Joint Venture, and SFEI for the grant. The expanded capabilities of EcoAtlas will meet project tracking, assessment, and reporting needs for current and planned habitat restoration in the San Francisco Bay-Delta and the Central Valley.

My Water Quality Website

The My Water Quality website, www.MyWaterQuality.ca.gov, brings together information from a variety of organizations with expertise and data relating to specific ecological

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The screenshot shows the homepage of the My Water Quality website. At the top, there is a navigation bar with links to Home, Safe to Drink, Safe to Swim, Safe to Eat Fish, Ecosystem Health, Stressors & Processes, and Contact Us. Below the navigation bar, a banner features a portrait of Edmund G. Brown Jr. and the text "Welcome to My Water Quality". The main content area is divided into several sections: "IS OUR WATER SAFE TO DRINK?", "IS IT SAFE TO SWIM IN OUR WATERS?", and "IS IT SAFE TO EAT FISH AND SHELLFISH FROM OUR WATERS?". Each section includes a small image, a question, and a brief description. The footer of the website includes the California Water Quality Monitoring Council logo and links to various state and federal agencies.

This is a screen shot of the My Water Quality website, that has portals to water quality information.



The wetlands in Yolo Basin provide habitat for many species as well as key ecological services to the Delta. *Photo by Dave Feliz*

Wetlands website provides up-to-date information

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circumstances. Much of the information is found through portals—meaning gateways to other websites containing the specific information—and the website houses the widest collection of water quality and ecosystem health data ever available about our State's water resources.

The **California Wetlands** portal can be accessed through this website. This portal is designed to help the general public get answers to fundamental questions about wetlands in their communities and across the State.

This portal uses data stored in a tool called EcoAtlas. It provides an online

The California Estuaries portal contains information about the health of California's estuaries, with an initial emphasis on the San Francisco-Bay Delta Estuary. It also includes interactive maps and monitoring data.

resource for compiling maps and data about wetlands that are produced by numerous local, State, and federal agencies and non-governmental organizations. The website is www.ecoatlas.org.

The latest portal to be launched, **California Estuaries** portal, presents information about the health of California's estuaries—with an initial emphasis on the San Francisco Bay-Delta Estuary. The portal includes interactive maps and monitoring data that focus on key ecological attributes (or “living resources”) such as phytoplankton, zooplankton, benthic organisms, fish, and birds. You can enter the California Estuaries portal from the My Water Quality website by clicking “*Are Our Aquatic Ecosystems Healthy?*”

“We are excited about the release of the Estuaries portal as it serves an important role in identifying and communicating information for the

Delta community on the ecological health of the Delta,” said Campbell Ingram, executive office of the Conservancy.

The website and portals were developed as a result of 2006 legislation mandating coordination of water quality monitoring and assessment activities among organizations both inside and outside of State government.

The website is a collaborative effort by the California Environmental Protection Agency and the Natural Resources Agency. The State Water Resources Control Board hosts the website.

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Delta Waterway Cleanup 2013

110 Volunteers Remove More than 5 Tons of Trash, Hot Tub

Under rain clouds waiting to burst, 110 volunteers participated in the Conservancy's Delta Waterway Cleanup on Saturday, September 21, 2013.

The volunteers collected more than 10,300 pounds of trash from the shoreline near Freeport (also called the "Bufferlands"), Brannan Island (north of Brannan Island State Park), Elkhorn Slough in Clarksburg, and Owl River Marina on the Delta Loop.

Large trash items of note included 130 tires, a plastic slide, a decomposed couch, and a hot tub. The hot tub, hauled out at the Brannan Island site, was a shocking sight to see, especially for Assembly member Jim Frazier.

"It amazes me, the lack of respect," said Frazier, as he rolled up his sleeves to gather trash with the other volunteers.

To get the decaying hot tub out of the water, Snodgrass Solutions' members jumped into the water and used a truck wench to pull it from its watery grave.

"(Conservancy staff) notified us about the hot tub in advance, so we had some time to plan [how to take] it out," said Jim Fenton, co-founder of

the firm. Snodgrass Solutions is a non-profit organization dedicated to keeping the Delta waterways clean.

Some volunteers enjoyed wrestling the large items from the waterways, while others preferred to grab smaller items which can be dangerous to wildlife. All volunteers enjoyed making a difference in their community.

Partnering with the California Coastal Commission and the Delta Protection Commission, this fall's cleanup attracted teams from the North Delta Conservancy, Boy Scout Troop 85, Golden One Credit Union, Wells Fargo Bank, Bank of America, and

students from C.K. McClatchy's Humanities and International Studies Group.

As part of its fall Delta Waterway Cleanup, the Conservancy arranged for staff from Hawks, Honkers, and Hoots—another local non-profit organization—to educate the Clarksburg Boy Scout troop about how important it is to keep the waterways clean. The scouts were introduced to five rescued birds, one of which had been tangled in fishing line.

If you or your organization are interested in the April 12, 2014, waterway cleanup, please contact Susan Roberts at (916) 375-2088.

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Members from Snodgrass Solutions attach a wench line to remove a submerged hot tub near Brannan Island State Park. Snodgrass Solutions was part of the Conservancy's fall Delta waterway cleanup.

More photos on page 7.

Framework for How Restoration Occurs in the Delta

In response to the need to coordinate the scale of restoration that is occurring and planned for the Delta, the Conservancy is working collaboratively with the participants of the Delta Restoration Network to develop a restoration framework. This framework will provide principles

and guidelines for science-based adaptive management of Delta ecosystem restoration. Some of the major topics this framework proposes to address include expectations for ecosystem responses to restoration; currently available guidance on restoration and the need for regional con-

servation strategies; how system-level evaluation of restoration could occur; community engagement and outreach; and interim and long-term land management. To view the latest draft of the Delta Restoration Framework visit

www.deltaconservancy.ca.gov

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Workshop on Providing Protections for Private Landowners While Enhancing Habitat

The Conservancy and the Water Education Foundation will be hosting two workshops on incidental take coverage for landowners adjacent to habitat conservation projects and the development of Safe Harbor agreements. These workshops will be held in January, with dates and locations to be determined. The workshops will be designed to educate local communities about good neighbor policies associated with regional habitat conservation plans and Safe Harbor agreements. A white paper on the subject will be released prior to the workshops.

These workshop will include presentations on Habitat Conservation Plans (HCPs)/Natural Community Conservation Plans (NCCPs) in the Delta that have already been developed or are in the process of being developed and will specifically address good neighbor policies with incidental take coverage and ways to minimize impacts from conservation on neighboring properties.

Delta community members are invited to discuss their concerns over private landowner liability under species protection laws.

Additionally, U.S. Fish and Wildlife Service and California Department of Fish and Wildlife representatives will discuss Safe Harbor agreements. These voluntary agreements provide assurance that future incidental take of protected species will be permitted when conservation or habitat restora-



Agricultural practices like this could benefit from Safe Harbor Agreements. Find out how in an upcoming 2014 Conservancy workshop.

tion attracts threatened or endangered species onto their private property. This ensures that the private land owners can continue with their existing land use while conservation or restoration occurs.

For more information about the upcoming workshops, please contact Kristal Davis Fadtk at 916-375-4994 or kmdavis@deltaconservancy.ca.gov.

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The Board meets on the fourth Wednesday of every other month, beginning with January. For Board materials, please see the Conservancy website at: www.deltaconservancy.ca.gov.

Thank you, Volunteers!

Photos from the Fall 2013 Delta Waterway Cleanup Activities



Delta History

Enjoy Jazz Age Dining at the Grand Mansion in Walnut Grove

You can get a peek at F. Scott Fitzgerald's 1920s jazz era world by visiting the **Grand Island Mansion in Walnut Grove**. The newly-restored mansion offers a smaller-scale and significantly more tame Gatsby experience right in the heart of the Delta.

Architect J.W. Dolliver originally designed the 24,000-square-foot Grand Island Mansion in 1917 as a home and entertainment establishment for San Franciscan orchard magnate Louis Meyers and his family.

A handful of famous guests have graced the mansion's halls over the past century, including Ronald Reagan and author Erle Stanley Gardiner. While the mansion still retains its sense of historical charm, it undergoes continuous renovation which is

directed by Dolliver's great-nephew, Terrence Black.

Now primarily used as a wedding and Sunday brunch venue, members of the public can visit Grand Island Mansion for a variety of reasons. One highlight is the Sunday Champagne Brunch.

On Sundays, the mansion hosts a buffet brunch complete with classical music and mimosas. Guests are offered 11 food items on the splendid buffet table, as well as a dozen or so desserts.

After brunch, visitors can explore the mansion which includes a bowling alley, a movie theater and 11 guest rooms named after famous writers and composers.



The Grand Island Mansion, built in 1917, is in the classic Italian Renaissance style.

The mansion also sponsors Easter and Mother's Day events, featuring carriage rides and family photos. With a little imagination, guests to the Grand Island Mansion can pretend they are characters set in a Fitzgerald novel, all while being only a 30-minute drive from Sacramento.

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