

Conservancy Currents

The Sacramento-San Joaquin Delta Conservancy's Newsletter

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

Spring 2014 Volume 3, Issue 1

Delta Branding: We're on Our Way!



Boats, like the one pictured above, anchored throughout the Delta is part of its charm. The Delta Branding project coordinated by the Conservancy is working to capture that charm in a marketing strategy.

Magical. Funky. One-of-a-kind. Eclectic. Unique. Time gone by. These are just some of the adjectives used to describe the Delta during the recent Brand Discovery Meetings hosted by the Conservancy and the Delta Protection Commission (Commission). More than thirty business owners, museum directors, farmers, and concerned citizens attended January meetings in Oakley and Walnut Grove. Participants were asked to respond to the following questions:

- List 5 words you feel best describe the Delta.
- What is the Delta's personality?
- What are the top 3 challenges the Delta currently faces?
- List 5 brands you feel have a successful identity that align with the Delta brand in some way?

- If branding the Delta could do one thing for you or your business, what would it be?
- Are there any visual symbols or images that you would like associated with the Delta's brand?

In coordination with the Conservancy and the Commission, the branding consultant is using information gathered via the Discovery Meetings, one-on-one and small group meetings, and familiarization tours throughout the region to develop the brand and accompanying logo. Based on this input, brand alternatives are currently being developed. Three alternatives will be presented to the community and the Conservancy and Commission boards in May. After presenting the three alternatives, feedback will be collected and the designs refined to develop a final Delta brand and logo. The two agencies anticipate posting the alternatives on their respective web sites and at a few key locations throughout the Delta to collect comments from the community.

Phase 2: Delta Marketing

Work has begun on phase 2 of the Delta Branding and Marketing Project. The Conservancy—in partnership with the Commission—is currently soliciting bids for the mar-

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SACRAMENTO - SAN JOAQUIN

DELTA CONSERVANCY

A California State Agency

Chair's Corner

Joint Meeting Sets Stage for Sierra to the Sea Partnership



On March 12, 2014, the Boards of the Conservancy and the Sierra Nevada Conservancy came together for a special joint board workshop

focused on water and climate issues from the Sierra to the Sea.

The boards explored the benefits of working collaboratively to build understanding of the interconnectedness of the two regions and resulting need for integrated approaches for addressing water and climate issues.

Speakers included welcoming remarks from Secretary John Laird of the California Natural Resources Agency, with presentations by Assemblyman Brian Dahle, Senator Lois Wolk, and Senator Fran Pavley.

A panel entitled Threats and Opportunities – a System Wide Approach, included a climate change presentation by Dr. Daniel Cayan of the Scripps Institute, a water management presentation by Felicia Marcus of the State Water Resource Control Board, and an ecosystem services presentation by David Edelson of The Nature Conservancy.

The boards adopted a resolution stating the intention of the two organizations to continue to spotlight the necessity for better coordination and integration from top to bottom of the California Water System.

The joint meeting started an important dialogue regarding the critical linkages between these regions and how better coordination and integrated management will benefit all Californians.

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Delta Branding

Continued from page 1

keting components of the Delta Branding and Marketing project. The first step is coordination with the newly formed Delta Marketing Team who will assist the state agencies in in developing and strengthening a tourism infrastructure and creating a Delta marketing plan. Market plan implementation will begin after the marketing plan is finalized. Anticipated marketing tools include a web site, media campaign, and tourism app.

Tourism Resources

- California Delta Chambers: californiadelta.org
- Delta Heartbeat Tours: www.deltaheartbeattours.com
- Discover the Delta Foundation: www.discoverthedelta.org

Delta Habitat Restoration and Landowner Protections Focus of Workshops, White Paper

Finding ways to restore Delta habitat and protect private property owners was the focus of two half-day workshops in January 2014, offered by the Conservancy and the Water Education Foundation (WEF).

These workshops provided landowners, as well as federal and State agency representatives, with an understanding of how major restoration projects impact private landowners, and what protections are available for the private landowner.

When restoration projects are successful in expanding populations of endangered and threatened species, these species may start appearing on nearby private land. With them, they bring the regulatory weight of two powerful laws—the federal Endangered Species Act (ESA) and California Endangered Species Act (CESA).

Under these laws, when an endangered or threatened species appears on public or private land, restrictions may be triggered on otherwise-lawful land use activities, including agricultural activities, if these actions are potentially harmful to the species.

Landowner protections from land use restrictions resulting from restoration projects near their property will become increasingly important as Delta restoration projects increase in the coming decades. Major drivers of restoration include the Delta Plan, the Biological Opinions related to State and Federal water project operations, Bay Delta Conservation Plan, Suisun Marsh Plan, and the Central Valley Flood Protection Plan as well as regional Habitat Conservation Plans and Natural Community Conservation Plans.

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Workshop bridges science, human elements regarding impacts in the Delta from climate change

Often debated and misunderstood, climate change science was the focus of a one-day workshop hosted by the Conservancy and the Water Education Foundation (WEF) in February 2014. "A Practical Workshop: The Science Behind Climate Change Impacts in the Delta" featured presentations by scientists and technical experts of potential climate change impacts to the Delta based on current scientific knowledge.

This workshop provided a bridge between the science and the human element regarding the impacts on day-to-day life and livelihood. Topics included the work being done to understand ecological impacts, changing risks associated with floods, levees and subsidence, agricultural impacts, the impacts on commercial fish species, and roadway infrastructure impacts in the Delta.

A panel of U.S. Geological Survey (USGS) scientists presented their work on the CASCaDE project through Phase II. CASCaDE is a linked modeling system that examines how multiple drivers of change may interact to impact the Bay-Delta ecosystem. In Phase II, different scenarios of changing infrastructure also are considered. The panel discussed Delta hydrology, phytoplankton, invasive clams, native fish, and wetlands.

An overview of potential impacts to the Delta were outlined which include, increased heat wave frequency and intensity; increased potential for historic events (100 or 200 year floods); loss of snowpack, decreased length of the snow season; and an increase in the amount of land susceptible to flooding. Other key issues discussed included the importance of on-the-ground data collection; planning in the face of uncertainty; potential for adaptation in Delta agriculture; managing for salmon runs; the components and benefits of sustainable communities; and government perspectives and resources.

The Conservancy has a climate change policy that will assist the agency in determining how to implement or fund future restoration projects. For more information about climate change, please visit the [California Climate Change Portal](http://www.deltacconservancy.ca.gov/CaliforniaClimateChangePortal). Presentations from the workshop can be found at the Conservancy's web site: www.deltacconservancy.ca.gov.

Campbell's Corner

Central Valley Habitat Exchange gives landowners choices

The Conservancy has recently been involved in a partnership that is developing the Central Valley Habitat Exchange. The purpose of the Exchange is to give land owners choices and incentives to help improve habitat conditions on their lands. The effort is focused on floodplain habitat throughout the Central Valley.



The Exchange will allow habitat to be traded as a commodity by creating habitat credits that willing landowners can sell to private and public investors. Investors include state agencies seeking credits for mitigation requirements or restoration mandates.

Through the Exchange, farmers will be paid to "grow" habitat such as flooded fields for salmon and migratory birds, riparian forest for Swainson's hawks and wetlands for giant garter snakes. The result will be a new funding stream that will enable landowners to earn revenue by implementing innovative strategies to restore functional habitat.

The project is being funded through a USDA Conservation Innovation Grant. The schedule is to complete the design phase and begin to pilot test the effort in the summer of 2015. If you would like to learn more, please follow the [link](#) or visit our website. I hope you will follow this interesting and innovative approach to conservation.

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Marketing Workshop Helps Shape Delta Stories to “Take on the Competition”

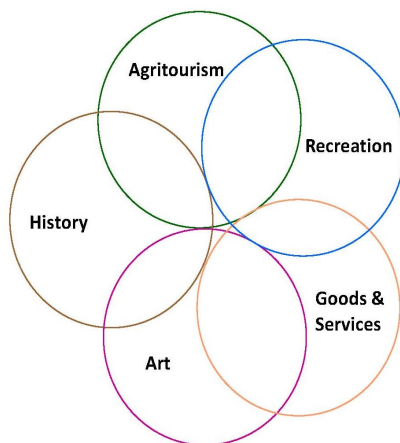
Mark Simon says, “Storytelling is the most longstanding cross-cultural technology ever used by humans – across the world and in every language.” On February 12, 2014, 10 Delta business leaders heard ways of harnessing that ancient technology to help market their businesses or organizations.

“Marketing Your Delta Business Using Delta Stories,”—a free community workshop hosted by the Conservancy and the Delta Protection Commission—focused on helping Delta small businesses and organizations explore their “Delta Story” and discuss how they could collaborate through cross-promotions.

Mark Simon, from StoryWalkers Consulting Group, led the workshop. Using 75 photos of the Delta, he asked everyone to select a photo that represented ‘their personal experience of the Delta’ and a photo that represented ‘what would attract a customer to the Delta’. As participants shared what the photos meant to them, stories began to emerge.

“For a decade, we used to come here every weekend and go boating out of Discovery Bay,” said Mina Robertson, from Augustineldeas. “The Delta meant fun! Those experiences I had on the Delta are a big part of my life story.” Others who are second or third generation residents, recalled historical sites that are now gone.

Chris Lauritzen, of Lauritzen Yacht Harbor, spoke of the ferry his grandfather operated where the Antioch Bridge now stands. “The bridge put him out of business!” he chuckled. Everyone enjoyed reminiscing and were eager to learn how to market their stories to “take on the competition”.



Where Delta Messages “Meet” Customer Needs

To shape stories to attract customers, Simon discussed “Components of a Story Told Well.” The components clustered around three qualities: (1) the *Marketing Executive* that provides a clear focus on key messages; (2) the ‘Artist’ that describes values and the emotional connection to the

“We used to come here every weekend and go boating out of Discovery Bay. The Delta meant fun! Those experiences I had on the Delta are a big part of my life story.”

—Mina Robertson

audience; and, (3) the ‘Scientist’ that gives the details, statistics and concrete objectives. The ‘storyteller’ who integrates the above components, giving a clear beginning, middle, and end, are the most successful. Fortunately, storytelling is a craft that can be learned, whether the story is verbal, written, or conveyed through art or some other medium.

Identifying a target audience is key to shaping stories for marketing purposes. When asked to identify their

targeted customer during the “Audience Inventory” section, Ken Scheidegger of the Discover the Delta Foundation replied, “Everyone!” Based on the other participants’ reaction, it did seem that maybe the Delta customer is ‘everyone’! Identifying ‘one audience’ is one of the Delta’s many marketing challenges.

“It used to be regular ads in Sunset Magazine could attract enough customers to keep a business busy,” said Lauritzen. “Today, ads rarely result in customers.” To attract the younger audiences, workshop participants discussed the necessity of social media.

Chris Davis, of Reliable Home Solutions, shared how his business is constantly reinventing itself to find how to use existing resources in new ways to bring in new customers. Others supported the need for re-invention in the wake of the recent recession.

Kayla Koroush, from Heringer Estates, summarized the class by identifying five core Delta messages: Agritourism, Recreation, History, Art, and Goods and Services. Many diverse businesses have mutual needs and similar goals. Bringing together a room of diverse interests brought different perspectives together. Several left poised to write a plan and implement ideas discovered and vetted in the class.

The Conservancy and Commission have scheduled two more Marketing Your Delta Business workshops: May 6th and June 5th. Visit the Conservancy’s web site to join the listserv and receive announcements for upcoming workshops.

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Delta WIN

Conservancy Active in Water Quality and Environmental Education Efforts

Conservancy Hosts Environmental Education Visits at Rio Vista High

Rio Vista High School students were visited by Hawks, Honkers and Hoots (HHH) volunteers in April as part of the Conservancy's watershed stewardship education program. HHH brought five live birds into the classroom and shared the birds' stories with the students. For example, one of the birds was injured from trash in a waterway. This visit helped teach students about the impacts of water stewardship practices on birds and wildlife.

Clarksburg Middle School students also received a visit from Conservancy staff and received training on Citizen Water Quality Monitoring. Students were invited to participate in a Citizen Water Quality Monitoring Project at Freeport and the Delta Waterway Cleanup held April 12th.

The Conservancy, with its partner the Sacramento Area Creeks Council, received a grant from the Rose Foundation to provide water stewardship education in the classroom.

Spring Delta Waterway Cleanup

As of press time, over 150 residents and visitors are expected to participate in the Delta Waterway Cleanup on Saturday, April 12, 2014, 9 a.m. to noon. The Conservancy will host three sites: two on Lower Morrison Creek near Freeport and one at Sherman Island. In partnership with Bridgestone's One Team One Planet program, the Conservancy also will host a Tire Recycling Point at Sherman Island; Delta landowners can bring illegally dumped tires to the site for recycling. Bridgestone will cover the recycling fees.

Freeport Bridge Fishermen Coordinated Cleanup

A local fisherman called the Conservancy in fall 2013 wanting to know how to coordinate a waterway cleanup. He and another fisherman decided they could invite a few friends and make a difference at their fishing site. On January 25, 2014, 20 volunteers equipped with bags, gloves, and community spirit cleaned the Freeport Bridge fishing site. The Conservancy extends a big thank you to Greg Williams, Edgar Bropas, and volunteers from Alpha Phi Omega Central Valley of California Alumni Association. The group plans to make the cleanup an annual event. The Conservancy also thanks the City of Sacramento and the Sacramento Area Creeks Council for supporting the event.

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Members of the Alpha Phi Omega Central Valley of California Alumni Association show how much trash they collected at their recent waterway cleanup at Freeport Bridge. The next Conservancy sponsored waterway cleanup is set for April 12, 2014. Please read story, above.



A dipper of water is offered to a guest as resident physician and son of the proprietor, Dr. Louis D. Mead, MD, looks on.

Delta History

Byron Hot Springs Was a Hot Destination in 1860s, Could Be Again

Tucked away in far eastern Contra Costa County near Byron is California's original eco-resort and medi-spa, the Byron Hot Springs. Established in 1864, the historic resort was self-sustaining and provided one of the first large, non-agricultural employment opportunities in Contra Costa County.

Mead's Salt Springs, later renamed the Byron Hot Springs, was originally developed by the Risdon Iron Works of San Francisco for its salt resources. The 160-acre parcel located on the edge of the Sacramento-San Joaquin Delta and the Central Valley is geologically unique, with over 50 springs containing sulfur, magnesium, lithium, sweetwater, and saline water. From Roman times to the 1920s, Europeans and Americans relied on health sanitariums and spas where the rich and poor "took the waters" to treat internal ailments. Gout, dyspepsia, lethargy, "female troubles," liver and kidney disease, alcoholism, and other internal illnesses were said to be relieved by drinking mineral-laced waters instead of ingesting compounded pharmaceuticals. All waters were liberally laced with lithium salts, which acted as mood stabilizers, guaranteeing no pain after a week-long water cure.

The Byron Hot Springs property boasted architecturally striking buildings sited to take advantage of cooling breezes and built with exterior facing rooms, wide verandas, and passive solar heating. Lighting and heating were derived from methane gas wells located on the property.

These same gas wells later were used to generate electricity. Sweetwater for washing, gardening, and drinking came from onsite water wells. Dairy cows grazed and bio-waste was processed on the acreage. The resort, its supporting hamlet of residents, and numerous guests were self-contained from the 1860s until the resort was closed to the public in the 1960s.

The Byron Hot Springs had a substantial impact on the local economy. A village of over 100 employees lived onsite and filled all the occupations required to run a self-contained five-star resort. Its proprietors, Lewis and Mae Mead purchased all locally grown eggs, grain, meat, and vegetables.

During the 1920s, the resort's popularity merited construction of additional lodging in the town of Byron just to handle the over-flow demand. The dollars had a multiplier effect, providing jobs and injecting much-needed cash into the San Joaquin Delta economy.

Today, Byron Hot Springs is for sale with hopes to reopen as a destination resort. The property is centrally located for over 8.5 million potential visitors living within a 60-mile radius in San Francisco, Sacramento, Stockton, the East Bay, and Silicon Valley.

For more information, visit www.byronhotsprings.com.

Special to Conservancy Currents by Carol A. Jensen, Brentwood, CA,

The Byron Hot Springs Hotel (1902-1912), right, was designed by the Reid Brothers, Architects, San Francisco. Their other commissions include: the Hotel Del Coronado and the Fairmont Hotel. The Moorish/Craftsman style building incorporates the latest in design and amenities for the health spa guest.



Implementation Plan Outlines Conservancy's Path Forward

The Conservancy's Three Year Work Plan and 2013-14 Implementation Plan was approved at the March 12th Conservancy Board meeting. The 32-page document provides background and projected cost information for a variety of projects conducted by the Economic Development, Ecosystem Restoration, and Education and Outreach programs.

The document provides a snapshot of the efforts that the Conservancy plans to pursue over the next three years. The primary challenge for the Conservancy continues to be developing stable and sufficient funding. Current program funding comes primarily through State and Federal government or private foundation grants. Approximately \$1.6 million in grants have been secured to work on projects over the next three years. The Conservancy identified about \$8 million in needed funding to conduct the projects listed in this report for the same timeframe.

Highlights include:

- \$197,500 Federal grant secured for Delta Branding and Marketing efforts
- \$1 million State grant secured for Phase 1 of Delta Arundo control and habitat restoration (Arundo donax is an invasive species of water plant).
- \$250,000 in private foundation and State grants secured for Phase II of the Delta Dialogues project

The plan is available at the Conservancy's website.

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Delta Fairs, Festivals and Events

[Stockton Asparagus Festival](#)
April 25-27

[Zinfest in Lodi](#)
May 17

[Sacramento County Fair](#)
May 22-26

[Courtland Pear Fair](#)
July 26-27



Photo courtesy of ZoArt.

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Michael Villines
Central Valley Flood Protection Board

Mark Wilson
Delta Protection Commission

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.

Delta Habitat Restoration.....from page 2

Topics covered at the workshops included protections for landowners participating in conservation on their lands and landowners of adjacent lands. Protections discussed included Safe Harbor Agreements, Voluntary Local Programs, and "Good Neighbor" Agreements found in regional conservation plans. Workshop attendees also learned about the requirement for a base-line study to participate in a "Good Neighbor Agreement," the potential for agreements involving aquatic species, and case studies.

You can read more about these topics in the white paper released prior to the workshops entitled "[Finding Ways to Restore Delta Habitat and Protect Property Owners](#)." The document can be found at the WEF (www.watereducation.org) and Conservancy web sites.

In a draft issue paper "[Restoring Habitat with Science and Society in Mind](#)", the Delta Stewardship Council calls on the Delta Conservancy, Delta Protection Council and California Department of Water Resources (DWR) to develop guidelines minimizing the impacts of restoration on farmland and build upon the work of DWR's [Agricultural Land Stewardship Workgroup](#).

If you are interested in contributing to developing agricultural land stewardship guidelines, please contact Amanda Bohl at amanda.bohl@deltacconservancy.ca.gov.



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