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Delta Awareness Sign Plan Update

Staff Report

DESCRIPTION

The Delta Marketing Task Force, in order to establish the Delta as Place, outlined the need for improved signage in the Delta Tourism Awareness 5-year Marketing Plan. To accomplish this goal, with funding from the Delta Stewardship Council, the Delta Conservancy has initiated a planning effort to develop a Delta Sign Plan and collaboratively design various types of signs for the Delta. The development of the sign plan and designs consists of a robust public outreach effort of five public meetings and direct outreach to Delta organizations. The Delta Protection Commission is a partner in this effort.

The Sign Plan is focusing on three types of signs: "Welcome", wayfinding, and interpretive panels. The Sign Plan will serve as a guide for sign placement in the Delta, outlining suggested locations, designs for consistent look, and steps required for working with the various Counties and the California Department of Transportation.

The first three public meetings occurred between November 2017 and January 2018. The first two public meetings focused on sign locations and needs, while the meeting in January focused on the design of the signs. There has been attendance of 8-10 members of the public at each meeting. Staff has undertaken direct outreach with Delta organizations such as the Delta Chambers and Visitors Bureau and the Sacramento County Delta Citizens Municipal Advisory Committee, and anticipates more direct outreach in the future.

After the contractor has developed the draft Sign Plan and designs, there will be a public comment period and the final two public meetings will take place in April (see attached flyer for dates and times). Additional outreach will also occur to encourage use of the Sign Plan and designs once finalized.

BUDGET

The Delta Stewardship Council has provided \$68,100 in planning funds to the Delta Conservancy for the implementation of the planning process through June 2018. The funding provides for a contract to develop the Sign Plan and designs, a facilitator for the public meetings, and for Delta Conservancy staff time. The Delta Conservancy has provided \$25,000 to the Delta Protection Commission to support the manufacture and placement of a small number of signs once the planning process is completed.

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