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1450 Halyard Drive, Suite 6
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Request for Approval of Funding not to Exceed \$50,000 to Augment the Existing Agreement with the Delta Protection Commission for Sign Placement in the Delta

Staff Report

RECOMMENDATION

Staff recommends the Board approve funding not to exceed \$50,000 to augment the Delta Conservancy's existing agreement with the Delta Protection Commission to place signs in the Delta consistent with the Delta Awareness Sign Plan.

DESCRIPTION

The Delta Awareness Sign Plan is a Delta-community driven effort to design consistent sign templates for the Delta and determine the best location for signs. The type of signs covered by the plan include "Welcome", wayfinding, place marker, and interpretive signs.

The Delta Conservancy currently has an agreement with the Delta Protection Commission for the development and production of a Delta recreation map and for the manufacture and placement of signs in the Delta consistent with the Delta Awareness Sign Plan (currently under development). This request would augment the existing agreement with additional funding to produce and place more signs in the Delta.

BUDGET

The total amount of the existing contract with the Delta Protection Commission is \$45,000. Of this amount, \$20,000 is set aside for the Delta recreation map, \$24,000 for the manufacturing and placement of signs in the Delta, and up to \$1,000 for reporting costs by the Delta Protection Commission. Funding for this current agreement comes from the Conservancy's 2016/2017 General Fund budget.

This request would add an additional \$50,000, for a total of \$74,000, for the manufacturing and placement of signs. The total contract would be \$95,000. Conservancy funding to support this augmentation would come from the 2017/2018 General Fund budget.

BACKGROUND

The Delta Reform Act of 2009 established the Conservancy and includes two relevant authority areas: (3) Provide increased opportunities for tourism and recreation in the Delta, and (4) Promote Delta

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legacy communities and economic vitality in the Delta, in coordination with the Delta Protection Commission.

This project is consistent with the following objectives as outlined in the Delta Conservancy's 2017-2022 Strategic Plan; Goal 1, Delta Economic and Agricultural Enhancement.

- Objective 3: Support the Delta Marketing Task Force and Delta Protection Commission in identifying and securing funding to implement priority objectives in the Five-Year Delta Marketing Plan in cooperation with local business stakeholders.
- Objective 8: Identify, track, and pursue funding to support implementation of priority objectives in the Five-Year Delta Marketing Plan, recreation and tourism projects, and historical preservation projects.

"Improving the Delta's location strategy by improving road signage" is an identified strategy in the Delta 5-Year Marketing Plan.

Contact

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