

Aug 2021

# Economic Sustainability Plan Recreation and Tourism Update



**Delta  
Stewardship  
Council**

A CALIFORNIA STATE AGENCY

01.

# WHY THIS MATTERS

# Delta as Place: Recreation and Tourism

- **The ESP supports investment** in recreation, agriculture, tourism and other land uses
- The ESP Update includes an **analysis of recreation and tourism trends** and recommendations for how to address them
- To **protect the unique values of the Delta**, Council staff analyzed the ESP's consistency with Delta Plan policies



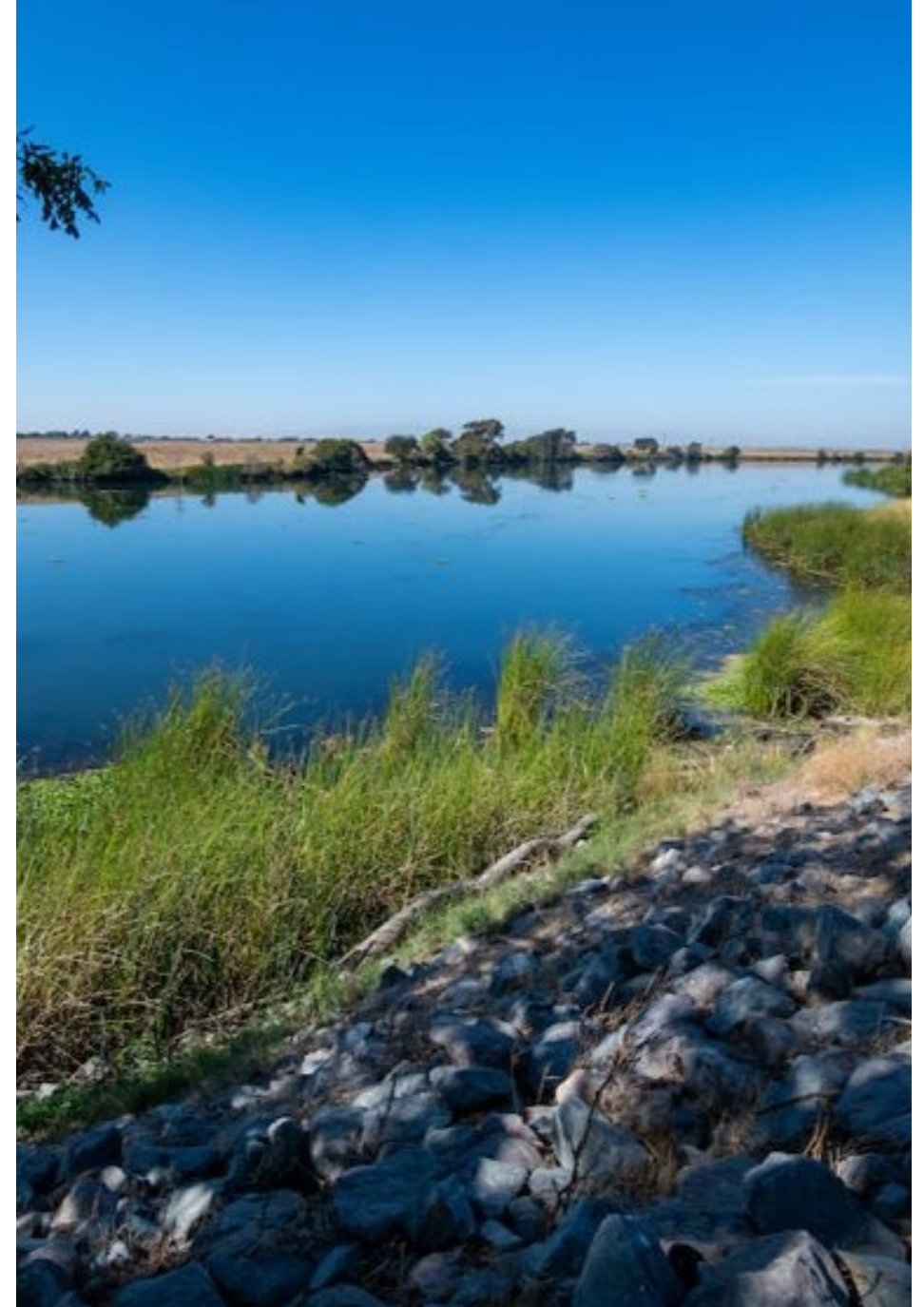
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# **STATUTORY REQUIREMENTS**



# Statutory Requirements and Process

- The **Delta Protection Act** requires the Delta Protection Commission (Commission) to prepare an Economic Sustainability Plan (ESP) for the Delta region (Pub. Res. Code, § 29761 and 29761.5)
- The **Delta Reform Act** requires the Delta Stewardship Council to review an adopted or amended ESP for Delta Plan consistency (Public Resources Code § 29761.5(b))
- Council staff engaged with Commission staff throughout the ESP Update process
- Commission approved the ESP Update by unanimous vote on March 18, 2021
- Council staff is seeking approval to submit draft comment letter to the Commission with findings related to Delta Plan consistency



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# DELTA PROTECTION COMMISSION PRESENTATION



# **Economic Sustainability Plan (ESP) Recreation & Tourism Update**

Delta Stewardship Council

August 26, 2021



# Economic Models

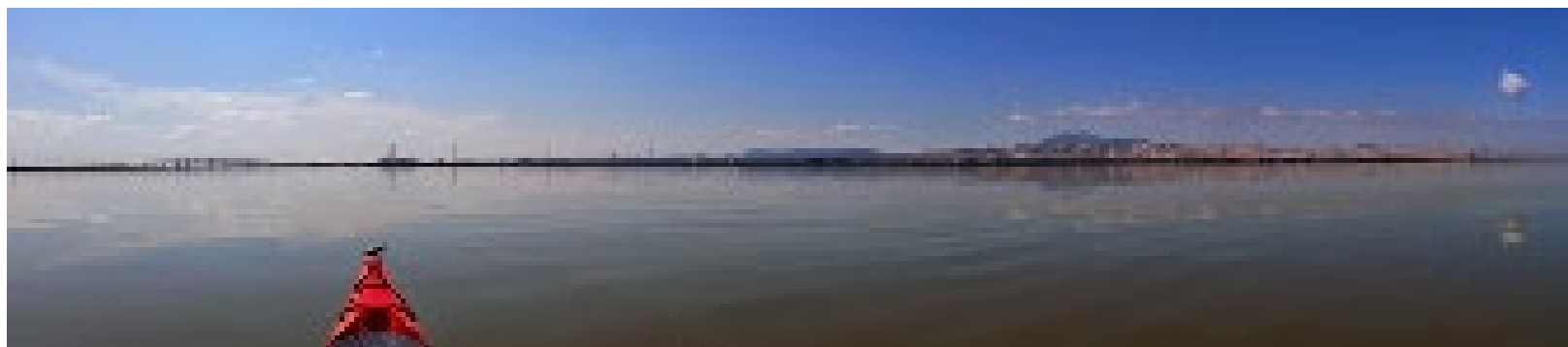
- Direct spending in the Delta is down, from about \$312 million in 2012 to roughly \$250 million (in 2020 dollars), a decline of almost 20%.
- Delta recreation and tourism now supports fewer jobs in the five Delta counties, from about 3,000 jobs in 2012 to almost 2,300 in 2020 (26% decrease).
- Most spending occurs in Legacy Communities and at marinas.





# Population vs. Visitation

- Delta Market Area population up by approximately 1,200,000 since 2012.
- Recreation visitation for 2020 flat - similar to 2010 estimates, about 12 million per year.
- Reported pandemic-related boating increases in 2020 – lasting?



# Focus on High Economic Impact

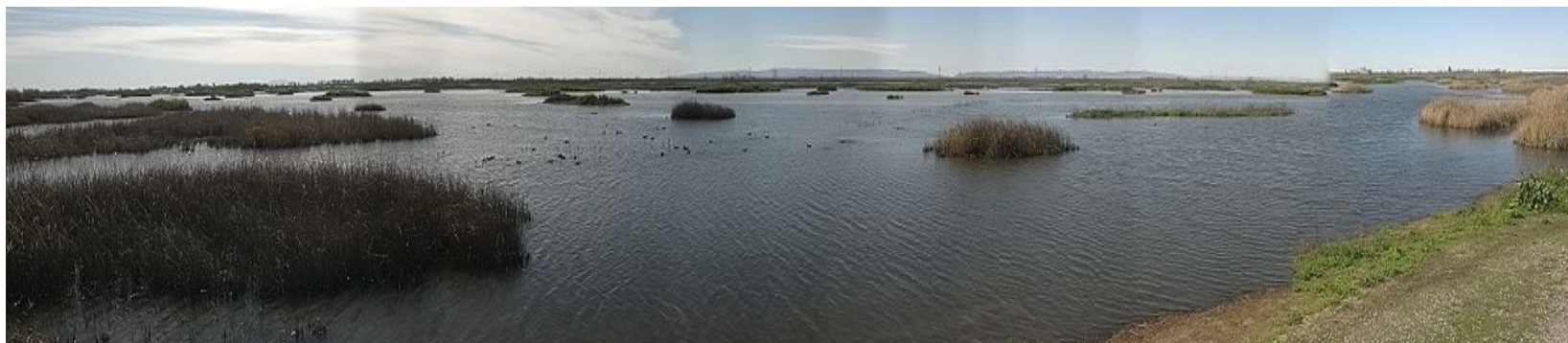
- Recommendations are focused to address:
  - Marinas
  - Boating
  - Legacy Community-related recreation and tourism businesses.





# Recommended Actions/Focus

- Partnerships to:
  - Expand access to existing public facilities,
  - Restart the Delta Dredged Sediment Long Term Management Plan
  - Develop permit and planning assistance for Legacy Community small businesses





## Recommended Actions/Focus (2)

- Expand funding to remove water hazards and abandoned vessels, and improve local boating and water access facilities
- Bring “Save the Waters You Love” campaign into the Delta
- Increase law enforcement funding and presence in the Delta



## Recommended Actions/Focus (3)

- Expand Delta Marketing Task Force efforts and VisitCADelta.com promotion
- Prioritize National Heritage Area and Great Delta Trail planning and implementation
- Institute regular Delta recreation and tourism surveys







## Next Steps – Potential Participants

- Sacramento-San Joaquin Delta Conservancy
- Delta Stewardship Council
- CA State Parks and Division of Boating and Waterways
- California Department of Fish and Wildlife
- State Lands Commission
- Representatives of Delta county government agencies, as well as legacy communities, Chambers of Commerce, non-governmental organizations, and recreation and tourism interests



## Next Steps – Consensus Points

- Define and prioritize major recreation, tourism, and economic development constraints and obstacles
- Identify actions to address high priorities
- Identify resources needed and responsible parties
- Develop timeframes and success measures
- Obtain commitments, consider need for facilitator entity





# ESP Recreation and Tourism Chapter Update

Prepared by Dangermond Group



for  
Delta Protection Commission

**For More Information:**

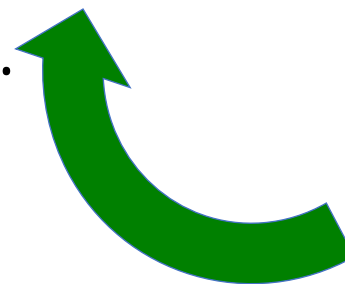
Virginia Gardiner

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# Key Recreation Data

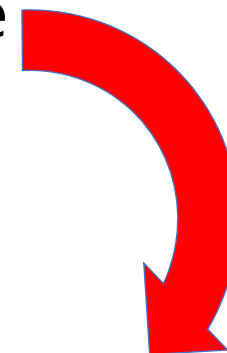
- Farms with direct sale operations, such as farm stands, you-pick operations, agritourism or recreation sales, have increased in the six Delta Counties since 2002.
- Associated increases in income per farm.
- In addition, many wineries and wine tasting establishments have opened.
- Hunting licenses increasing statewide.





# Key Recreation Data

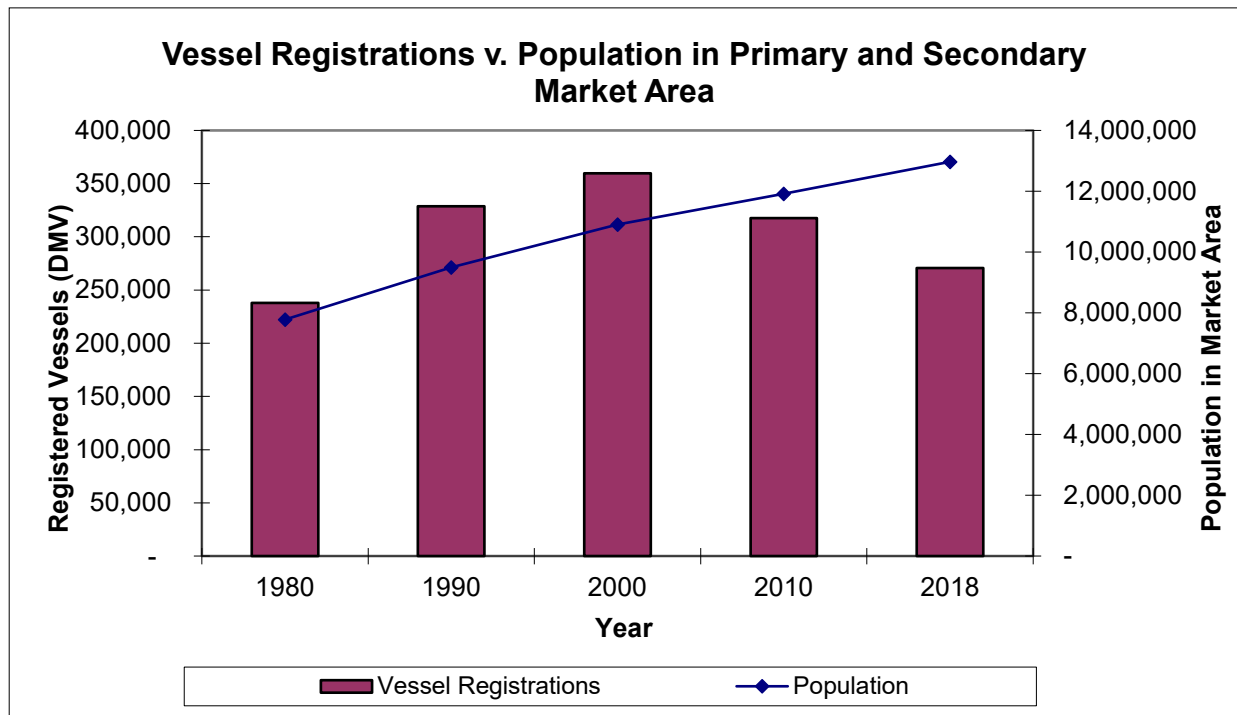
- Marinas in the Delta: decrease from 112 in 2008 to 97 in 2020.
- Recreation-related establishments located in the primary zone: decrease from 96 in 2008 to 70 in 2020.
- Boat builders in the Delta: down by 50% since 2008, along with drops in most other recreation related businesses, including camping, restaurants, and boat repair.





# Recreation Trends

- Declining boat ownership in the market area



Source: State of California Department of Motor Vehicles 2019

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# **DRAFT FINDINGS**

# Summary of Findings

## Consistency with the Delta Plan: *Land Use*

- **DP P1:** Locate New Urban Development Wisely
  - Potential application to recreation or agritourism sites
- **DP P2:** Respect Local Land Use when Siting Water or Flood Facilities or Restoring Habitats
  - Future projects associated with the Update's "recreation enhancement"

*Staff recommends that the Council find that the ESP Update is not inconsistent with Delta Plan Policies DP P1 and DP P2.*



# Summary of Findings

## Consistency with the Delta Plan: *Ecosystem Restoration*

- **ER P3:** Protect Opportunities to Restore Habitat
- **ER P5:** Avoid Introductions of and Habitat Improvements for Invasive Nonnative Species

*Staff recommends that the Council find that the ESP Update is not inconsistent with Delta Plan Policies ER P3 and ER P5.*





# Other Considerations

Joint Powers Authority

Multi-Benefit Projects

Climate Change

Environmental Justice





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# **STAFF RECOMMENDATION**

# Staff Recommendation for Council Action

- Staff recommends that the Council approve submittal of a comment letter containing findings on the consistency of the ESP Update with the Delta Plan (provided as Attachment 1 to the staff report)
- If approved, staff will submit the letter to the Commission inclusive of any comments received from the Council at today's meeting.

A large concrete bridge with multiple pillars spans across a wide river. The sky is filled with heavy, grey clouds, and the water reflects the overcast light. In the foreground, there is a patch of dry, brown grass. The bridge structure is prominent on the right side of the frame, curving into the distance.

**THANK YOU**