



The Delta Conservancy

Sacramento-San Joaquin Delta Conservancy, a California State Agency

Summer 2013

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

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Delta Dialogues to Restart in May

For six months in 2012, a small group of Delta stakeholders achieved what many considered improbable: they talked openly and honestly with each other about their interests, hopes, and concerns regarding the Sacramento-San Joaquin Delta.

At times emotional and heated, the conversations stayed focused on interests, not positions, and on the goal of developing a shared understanding of the issues.

The stakeholders involved — many of them with decades in the public water policy arena — characterized these conversations as unprecedented, yet vital, for California's future.

Almost a year to the day of its first meeting, Phase 2 of the Delta Dialogues is slated to begin on May 31. The group will continue to build upon their Phase 1 success in developing shared understanding as they address such issues as the Bay-Delta Conservation Plan, trust, governance and how best to correct misinformation about the Delta and its issues.

Visit the Delta Dialogues website at <http://delta.groupaya.net> to read a comprehensive report about Phase 1, and to keep informed of the Phase 2 meetings as they take place.

Lodi Unveils Brand:

What Can the Delta Learn?

Lodi recently launched its brand and wants everyone to know what's "behind the wine." Known for its grapes and wineries—more than 200 labels, in fact—the Lodi Conference and Visitors Bureau (Visit Lodi!) recently launched a branding campaign to create a unified voice and marketing support for businesses, addressing all that Lodi has to offer.

What is "behind the wine"? Lodi's new logo—seen here—places a spotlight on the full-circle experience that Lodi has to offer. The brand promotes the nature "behind the wine," the recreation..., the wildlife..., the flavor... and more. Visit Lodi! and local businesses can use the tagline *Behind the Wine* to illustrate and explore the many cultural, natural, recreational, family-based and other opportunities that exist in and around Lodi.

A Few of Lodi's New Slogans

"There's more magic in Lodi than what's in your glass."

"Proud to be behind the wine."

"Made with love in Lodi."

Lodi's year-long market research and community engagement branding process identified three primary strategic ideas. (See box on page 2)

Through this research, a number of guiding principles were also identified to provide context as the brand platform was developed: intimacy, wine grapes, and the idea that Lodi gets you closer to the grape.

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Campbell's Corner



Conservancy and Commission Working Together on Delta Marketing Efforts

One of the ideas to come out of the Conservancy's strategic planning process was the need for a Delta brand that will differentiate the Delta as a destination, apart from all the others. The Delta is unique with many strengths and attractions. Developing a brand that will honor all aspects of the Delta may be challenging, but it will provide Delta business owners with a marketing tool for promoting their service and/or attraction.

For the past several years, the Delta Protection Commission (Commission) has been working on a related process through their National Heritage Area (NHA) program. While there are some definite differences between branding and NHA, there are a few complementary aspects that promote the cooperation of our two agencies.

The Conservancy and the Commission are excited to be working together to hire a marketing consultant to begin the branding process. Once the consultant is on board, a market analysis will be conducted to identify who is coming to the Delta and the people who Delta businesses want to attract to the region. Our two agencies will also be scheduling public meetings to include community participation in the branding process.

Our intent for the branding process is to work inclusively and collaboratively with the community to build on the marketing efforts already underway in the Delta. The Conservancy hopes that this cross-agency and community collaboration will provide the Delta with a well-thought out brand that businesses, cities, and others can use to promote themselves and the Delta as a destination.

Lodi Brand: What Can the Delta Learn?

(Continued from page 1)

"The new brand doesn't deny or ignore we are wine country, it shouts it," said Nancy Beckman, CEO of Visit Lodi!, "But it's flexible about other activities behind the wine." Diane Niggli, Board President of Visit Lodi!, said at the recent brand unveiling, "We're all about stories."

So is the Delta. Lodi's recent efforts and identification of an inclusive and unifying brand provide the Delta with a great example of why and how a branding process can work.



Brand Based on Three Strategic Ideas

- 1) **There is a competitive and crowded landscape for wine country designations;**
- 2) **Lodi's wine grape acreage is greater than any other region and the history, terroir, and attitude of the region sets Lodi apart from other wine areas; and**
- 3) **Lodi simply offers a closer and more intimate connection to the land, the vine and the wine.**

Nancy Beckman will be speaking at a panel discussion at the next Delta Branding Community Meeting on

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Delta Waterway Cleanup a Success

On Saturday, April 13, Conservancy staff and nearly 130 volunteers picked up more than 6,800 lbs of trash at four sites in the Delta. The Conservancy partnered with 14 organizations to make the event a success. The primary partners included: Sacramento Area Creeks Council, Sacramento County Regional Parks, Rio Vista Windsurfers Association (RVWA), Sherman Island Kiteboarding Organization (SIKO), California Striped Bass Association-Isleton, Snodgrass-Solutions.com, Delta Windsurf & Watersports and Friends of Marsh Creek Watershed.

The Conservancy also enjoyed the “fame” of four media spots. Thanks to the Rio Vista Chamber, Campbell was featured on KUIC



“Bucket Brigade” used on steep levee banks

radio, 93.5; and thanks to Conservancy volunteer Natalie Thurn, RVWA and Campbell were interviewed for FOX40 morning and evening news

Lodi Brand: What Can the Delta Learn?

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May 29th from 11:30am-1:00pm in Isleton. Joining her will be Sonny Mayugba from Augustine Ideas—the creative force behind the City of Napa’s brand. The Delta Conservancy and Delta Protection Commission are co-sponsoring this event.

Volunteers at Freeport turned this...



into this...



Freeport photos by volunteer Rodney Jones

spots prior to the event. News reporter Sabrina Rodriguez was given a private lesson in windsurfing. The windsurfing locals were so impressed she could ride the board AND carry on a newscast that they wanted to recruit her!

The Rio Vista Herald and Isleton Journal attended the Sherman Island event and published an article highlighting the Conservancy’s cleanup as well as RVWA and SIKO’s 20-year commitment to keeping Sherman Island clean.

A special thanks to the Rose Foundation for the \$3,000 grant that allowed the conservancy to expand the Sacramento Area Creek Council’s Creek Week Cleanup into the Delta.

The Conservancy and Commission also will share how they have joined forces to organize a branding initiative for the Sacramento-San Joaquin Delta. The agencies are actively seeking a marketing consultant to assist the Delta community with this process. Community meetings will be scheduled to fully engage individuals, businesses, cities, and counties in the Delta branding initiative.



Sacramento-San Joaquin

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Big Break: An Entryway in the California Delta

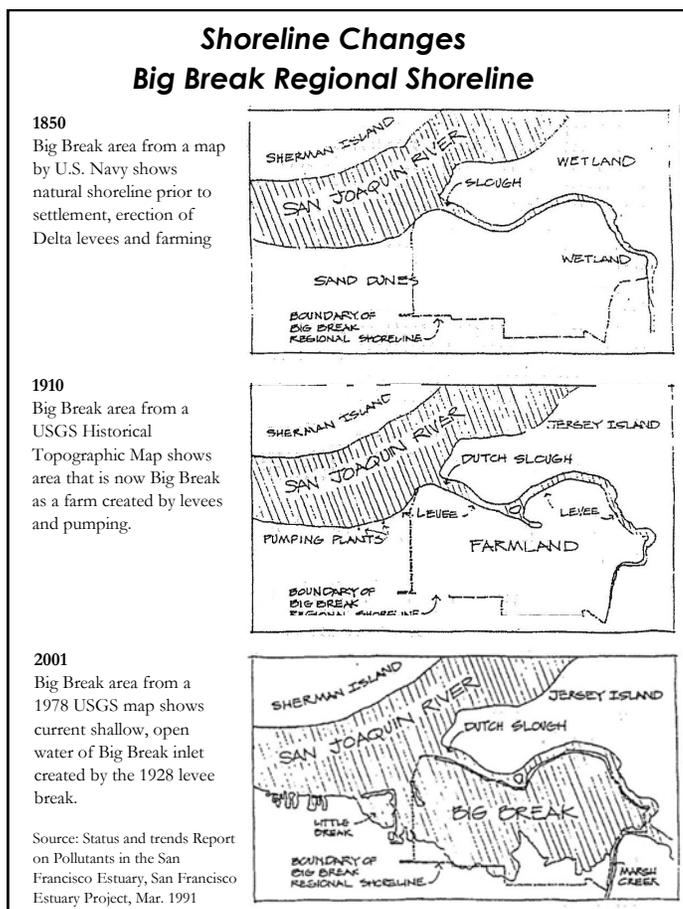
The Big Break Visitors Center in Oakley is one of the entryways into the California Delta. It provides historical and ecological exhibits, a shoreline teeming with wildlife, an interpretive staff, as well as a 1,200 square foot interactive map of the Delta. Accurately engineered, the map allows visitors to see how water flows through the region. Big Break provides a glimpse into the diverse views and perspectives of this watery landscape and its profound impact on the region and California.

The history of the Big Break area is a common one for the Delta: Miwok tribes, early Spanish explorers in 1772, and the California Gold

the 1870s the clamshell dredge enabled farmers to erect more stable levees. By 1930, farmers and investors had carved out 57



Photo: East Bay Regional Park District



manmade islands. Today, the Delta's fertile peat soils and moderating marine influence provides farmers per acre yields almost 50 percent higher than the state's average.

The shoreline of the Big Break estuary was radically transformed sometime between the late 1800s and 1910 with the erection of levees along Dutch Slough and the river's edge and the dewatering of the marshland. In 1928 a heavy storm broke through one of the levees and inundated the land, claiming 2.5 square miles of asparagus farmland. Reportedly, by the time the farmer could finance levee repair for the area, it had been declared a part of the state's waterway system and remains so to this day. The 1928 levee break gave the shoreline its name: Big Break.

Today, Big Break is a small bay at the edge of the San Joaquin River, and lies in the zone where salty seawater meets snowmelt and runoff from the Sierra Nevada mountains. The mixing of salty and fresh water produces an "edge effect," increasing habitat and species diversity. It makes Big Break a fine home or stopover spot for a wide variety of species, particularly birds and fish. This area is also referred to as the "Inland Coast."

Rush's impact starting in 1848. Across the Delta, early settlers erected crude, hand-built levees and drained the nutrient-rich soil. They reclaimed tidelands, submerged lands, and swamps, and overflowed lands, burning off the tules to make room for agriculture. In

Completed in 2012, the 5,500 square foot Big Break Visitors Center is open on weekends from 10 a.m. – 4 p.m.
(http://www.ebparks.org/parks/big_break)



Three Sacramento-San Joaquin Delta Watershed Models for Water Supply and Water Quality

To better evaluate water quality concerns, the Drinking Water Policy Workgroup undertook a numerical modeling effort using a combination of three models:

- 1) Watershed Analysis Risk Management Framework (WARMF) flow and water quality model of the Sacramento and San Joaquin watersheds,
- 2) Delta Simulation Model-2 (DSM2) flow and water quality model of the Sacramento-San Joaquin Delta, and
- 3) California state water supply system (CALSIM II).

These are highly technical models that incorporate a myriad of factors.

CALSIM II simulates the interconnected physical and regulatory constraints that dictate water supply in California's State and Federal system of reservoirs and water conveyance systems. CALSIM II output supplies information to run the WARMF model as it simulates land use, evapotranspiration, runoff, sediment transport, nutrient cycling, chemical reactions, and other processes in the watersheds.

WARMF model output supplies information to run DSM2 which then simulates the tidal dynamics in the Delta, using agricultural land use factors, and nutrient dynamics in the complex physical and chemical systems in the Delta.

The initial project effort successfully linked these models, developing a comprehensive set of flow and water quality modeling tools. These tools represent the flows and nutrient dynamics from the upstream watersheds all the way to the drinking water intake locations in the south Delta and to the tidal boundary at Martinez.

The models evaluate flows, constituent concentrations, and loads for salinity,

nutrients (nitrogen and phosphorus species), and organic carbon. The sources of water quality constituents evaluated in the models include urban runoff, agriculture, and wastewater sources for the watersheds, the Sacramento-San Joaquin Delta, and its tributaries.

Model simulations using this suite of models evaluated various water quality scenarios including historical, present, and future scenarios through the year 2030. The resulting water quality scenarios are based on predictions of growth, land use, various treatment technologies and management practices, and regulatory requirements.

The initial modeling effort was highly successful and can currently be used for qualitative assessments of water quality dynamics. However, a final phase of modeling work is required to complete the models to allow their use for reliable quantitative modeling. This work includes a calibration/validation process for the WARMF model, addition of inputs at several locations, and corrections for boundary conditions.

The workgroup is requesting funding for completion of the modeling including boundary condition development and final calibration and refinement of the WARMF/DSM2 model combination.

When the final phase of this modeling effort is completed, the model output will be a powerful tool for scientists in several uses, including:

- identification of water quality data gaps;

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Source: California Coastal Commission Cleanup Day Coordinators Guide

Watershed Models

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guidance for coordinated or regional water monitoring programs;

- as a source of information for efforts such as CV-Salts or Nutrient Numeric Endpoint (NNE) workgroups; and
- expansion of the model to include additional

water quality parameters for use in evaluating TMDLs (Total Maximum Daily Loads), impacts of best management practices, contaminant load evaluations, or for validation / comparison purposes with other water quality models.

Conservancy Presents Session at SETAC

Delta Conservancy staff participated at the 23rd annual meeting of the Northern California Regional Chapter of the Society of Environmental Toxicology and Chemistry (SETAC) on May 8th and 9th. The Conservancy organized a session entitled “Communicating Science to the Public,” focusing on key factors in how to convey and deliver scientific information to public audiences. Andy McGuirk presented the

Conservancy’s recent project in Brannan Island State Park, focusing on the impact of trash on wildlife. SETAC is a not-for-profit, worldwide professional organization comprised of individuals and institutions dedicated to the study, analysis and solution of environmental problems, the management and regulation of natural resources, research, and development and environmental education.

Delta Fairs, Festivals & Events

San Joaquin County Fair
June 12-16
sanjoaquinfair.com

Courtland Pear Fair
July 28
pearfair.org

Solano County Fair
July 31-August 4
scfair.com

Yolo County Fair
August 14-18
yolocountyfair.com

Passport Weekend Sacramento River Delta Grown
August 17 & 18
sacriverdeltagrown.org

Lodi Grape Festival and Harvest
September 12-15
grapefestival.com

Delta Waterway Cleanup
September 21
deltaconservancy.ca.gov



Volunteer photographer Brian Phillips caught these shots at Sherman Island



SAVE THE DATE
September 21
for the next Delta Waterway Cleanup!



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