



# ESP Recreation Update

Focus Groups Report Highlights  
July 16, 2020



# Objectives

- Evaluate and assess state of Delta recreation and tourism.
- Gain insights on how to protect and support businesses and expand current visitor base.
- Evaluate awareness of state and Delta programs.



# Methods

- Five focus groups conducted online February - April 2020
- Each focus group lasted two hours and included 5 to 8 participants
- Transcripts were prepared from each group discussion.



# Recruitment

Data provided by DPC and expanded by The Henne Group through:

- Direct contact by phone or email
- Social Media posting and advertisements, flyers.
- Referrals





# Screening

- All participants completed an online questionnaire to obtain a representative sample.
- Sample to include marina owners, tourism providers, recreation consumers, underserved/disadvantaged community





# Five Focus Groups

- Marina and Business Owners – 3 Groups
- Delta recreation consumers – 2 Groups
  - Current = Activity Participants
  - Potential = younger, non-Caucasian, and lower-income participants





# Feedback: Facilities and Maintenance

The Delta is a hidden gem, convenient to large metropolitan areas, but –

- Derelict vessels, abandoned marinas and vacant storefronts deter visitors
- Essential facilities and businesses are difficult to find or missing





# Feedback: Attracting Visitors

- Promote the Delta as a place to unplug and connect with nature
- Create day tours that include multiple activities showcasing Delta character







# Feedback: Attracting Visitors

- Increase annual events within the Delta
- Promote family-friendly activities like simple contests, marathons, family hikes, picnics





# Feedback:

## Delta Protection Commission Role

- Facilitate networking between local businesses to improve cross-promotion
- Promote Master Classes: how prepare a special meal, bottle your own wine, cider or beer, or maintain a boat





# Feedback: Delta Protection Commission Role

- Create a Delta Young Ambassador Program, trained by local experts to highlight locations, businesses, and events in social media.
- Promote BOGO events, services and activities (e.g. rent a kayak, receive half-priced lunch)





Focus Groups conducted by  
The Henne Group and Dangermond Group  
for  
Delta Protection Commission

**For More Information:**

Virginia Gardiner

[virginia.gardiner@delta.ca.gov](mailto:virginia.gardiner@delta.ca.gov)

