



ESP Recreation & Tourism Update

Draft Findings and Recommendations

November 19, 2020



Update Objectives

- Legislative directive to prepare and update ESP.
- Assemble best available current data and analyses of visitation, economic activity, facility and access issues, and emerging trends of recreation and tourism.
- Provide data-based recommendations for effective responses to key issues and trends.

Desired Outcome

A sustainable, thriving Delta recreation and tourism economy.





Milestones Since 2012

- National Heritage Area designation – 2019
- Delta Marketing Task Force - VisitCADelta.com website, signage, branding and logo
- Great Delta Trail planning





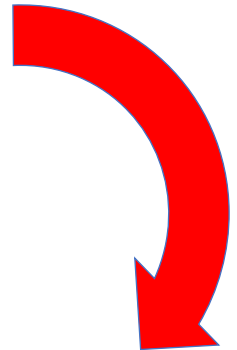
Updated Studies and Surveys:

- 2015 Inventory of Recreation Facilities,
- 2017 Recreational Boating Use,
- 2019 Delta Recreation and Tourism Survey Report,
- 2019 Socioeconomic Indicators Report.



Recreation Trends & Key Data

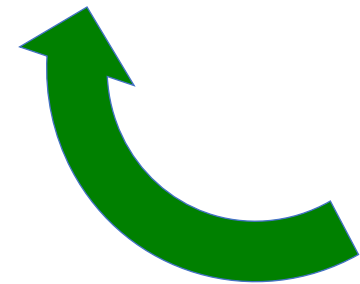
- Marinas in the Delta: decrease since 2008, from 112 to 97 in 2020.
- Recreation-related establishments located in the primary zone: decrease since 2008, from 96 to 70 in 2020.
- Boat builders in the Delta: down by 50%, along with drops in most other boating related businesses.





Recreation Trends & Key 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.





Population vs. Visitation

- Since 2012, the Delta Market Area population has increased by approximately 1,200,000.
- Recreation visitation for 2020 is estimated to be similar to 2010 estimates.





Decreases Explained

- 1) Better data!
- 2) Current recreation spending is retail-related (lower economic impact) compared to higher impact spending such as boat building.





What's Going Wrong?

Sediment accumulation, Lack of public access facilities, Traffic congestion, Invasive plants and wildlife, Waterway obstructions, Water quality, Lack of boat-in destinations, Highly sensitive habitat areas with public use restrictions, User group conflicts, Water conveyance, Trespassing, Burdensome regulations, Homelessness and crime, Aging infrastructure, Rising sea levels/climate change ...



Focus on High Impact Areas

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





Constraints

- Facilities: Increase operations and maintenance of existing areas; Expand and develop new public facilities and support existing private businesses
- Water Quality Needs, Enhancement, and Protection
- Information/Marketing
- Programming
- Boating Safety
- Crime and Homelessness





Recommendations:

- Partner with local, regional, state and federal agencies to:
 - Expand access to existing public park facilities
 - Remove water hazards and abandoned vessels, and improve local boating and water access facilities
 - Increase law enforcement funding and presence in the Delta
 - Restart the Delta Dredged Sediment Long Term Management Plan



Recommendations (2):

- Expand Delta Marketing Task Force efforts and VisitCADelta.com promotion
- National Heritage Area and Great Delta Trail planning and implementation
- Institute regular Delta recreation and tourism surveys
- Develop permit and planning assistance for Legacy Community small businesses
- Expand “Save the Waters You Love” campaign to the Delta



Proposed Strategic Action

Coordinate with public and private partners to develop and advance a priority recreation and tourism agenda by and for the Delta.





Questions for Commission:

- Support the strategic approach?
- Proposed outreach to local and state park, recreation and tourism entities, Delta Marketing Task Force, follow-up with focus group participants, DPAC, Council, Delta Conservancy
- Specific organizations or entities?





ESP Recreation and Tourism Chapter Update
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