

Delta Protection Commission

## Recreation & Tourism in the Delta

*A Study of Preferences for Activities and Facilities, Information Sources, and Economic Contributions of Delta Events*

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## Table of Contents

EXECUTIVE SUMMARY .....	7
Study Objectives .....	7
Study Findings .....	8
Study Participant Characteristics .....	8
Recreational Activities .....	8
Spending Patterns .....	9
Overnight Stays and Lodging .....	10
Information Sources .....	10
Participants' Suggestions for Recreational Activities and Facilities/services .....	11
Additional Event Information .....	12
Economic Activity Studies: Two Events .....	13
I. STUDY INTRODUCTION & BACKGROUND .....	14
Statutory and Management Setting .....	14
Current Recreation Use and Opportunities in the Delta .....	16
Study Objectives .....	17
II. STUDY METHODS .....	18
Data Collection .....	18
Survey Development .....	18
Survey Distribution .....	18
Surveys Collected .....	19
Data Analyses .....	20
III. SURVEY FINDINGS .....	21
Study Participant Characteristics .....	21
Reported Recreational Activities .....	24
Information Sources .....	26
Open-ended Responses to Visit CA Delta Website: Likes and Dislikes .....	28
Spending Patterns .....	28
Overnight Visitors and Lodging .....	31
Regions Visited for Recreation .....	31
Event-Specific Data .....	33
Locke Asian Pacific Spring Festival .....	33
Courtland Pear Fair .....	33

Heart of Oakley Festival .....	33
Rio Vista Bass Derby & Festival .....	34
Participants' Suggestions for Recreational Activities and Facilities/Services .....	34
Desired Recreational Activities .....	34
Desired Facilities or Services .....	35
Improvements in the Overall Delta Region Experience .....	35
IV. ANALYSES OF ECONOMIC ACTIVITY FOR TWO EVENTS .....	37
Background and Methods .....	37
Types of Economic Impacts .....	38
Sources of Economic Impacts .....	38
Methodology .....	39
Courtland Pear Fair (July, 2018) .....	40
Economic Activity .....	41
Labor Income Impact and Employment .....	41
Rio Vista Bass Derby & Festival (October, 2018) .....	42
Economic Activity .....	43
Labor Income Impact and Employment .....	43
References .....	44
Appendix A: General Online Survey .....	45
Appendix B: Event Survey .....	60
Appendix C: Event Spending Survey .....	67
Appendix D: Flyer .....	72
Appendix E: Business Card .....	73
Appendix F: All Responses from Qualitative/Open-ended Survey Questions .....	74

## List of Tables

Table ES-1. Recreational Activities.....	8
Table ES-2. Main Information Sources Consulted for Delta Events & Activities .....	10
Table ES-3. Recreational Activity Areas of Interest.....	11
Table ES-4. Facility/Service Areas of Interest .....	12
Table ES-5. Areas of Overall Improvement .....	12
Table ES-6. Courtland Pear Fair: Summary of Economic Activity Values.....	13
Table ES-7. Rio Vista Bass Derby & Festival: Summary of Economic Activity Values .....	13
Table ES-8. Courtland Pear Fair: Labor Income and Employment Impacts .....	13
Table ES-9. Rio Vista Bass Derby & Festival: Labor Income and Employment Impacts .....	13
 Table 1. Surveys Collected Online and Onsite .....	 19
Table 2. Participants Identifying as Locals or Visitors.....	21
Table 3. Counties Where Respondents Reside .....	21
Table 4. Gender of Survey Respondents.....	22
Table 5. Age of Survey Respondents.....	22
Table 6. Total Household Income (Before Taxes) .....	22
Table 7. Participants' Highest Education Level Completed .....	23
Table 8. Ethnicity of Survey Respondents.....	23
Table 9. Employment Status of Survey Respondents .....	23
Table 10. Recreational Activities (ranked from most frequently reported to least) .....	24
Table 11. Number of Days Recreating in the Delta.....	25
Table 12. Who Accompanies Respondents When Recreating in Delta .....	25
Table 13. Number of Adults Recreating.....	25
Table 14. Number of Children Recreating .....	26
Table 15. Seasons When Respondents Recreate in the Delta .....	26
Table 16. Information Sources Consulted for Delta Events & Activities.....	26
Table 17. Social Media Sites Consulted for Delta Events & Activities .....	27
Table 18. Internet Sites Consulted for Delta Events & Activities.....	27
Table 19. Ways Respondents Learn about Visit CA Delta .....	28
Table 20. Amount Spent on a Typical Recreational Day Trip (per person/per day) .....	29
Table 21. Amount Spent on a Multi-day Trip (per person/per day) .....	30

Table 22. Typical Types of Trips to Delta .....	31
Table 23. Typical Types of Accommodations.....	31
Table 24. Delta Regions Where Respondents Recreate .....	31
Table 25. Locke Asian Festival: Locals/Visitors, Miles Traveled.....	33
Table 26. Courtland Pear Fair: Locals/Visitors, Miles Traveled .....	33
Table 27. Heart of Oakley Festival: Locals/Visitors, Miles Traveled .....	33
Table 28. Rio Vista Bass Derby & Festival: Locals/Visitors, Miles Traveled .....	34
Table 29. Categories of Interest in Activities .....	34
Table 30. Categories of Interest in Additional Facilities & Services.....	35
Table 31. Categories of Desired Overall Improvements in the Delta .....	36
Table 32. Impact Analyses: Courtland Pear Fair .....	40
Table 33. Significance Analyses: Courtland Pear Fair .....	40
Table 34. Summary of Overall Economic Activity Values: Courtland Pear Fair .....	41
Table 35. Summary of Labor Income and Employment Impacts Courtland Pear Fair.....	42
Table 36. Impact Analyses: Rio Vista Bass Derby & Festival .....	42
Table 37. Significance Analyses: Rio Vista Bass Derby & Festival .....	42
Table 38. Summary of Overall Economic Activity Values: Rio Vista Bass Derby & Festival.....	43
Table 39. Summary of Labor Income and Employment Impacts: Rio Vista Bass Derby & Festival .....	43

## List of Figures

Figure ES-1. Expenditure Categories for Recreational Day Trips .....	9
Figure ES-2. Expenditure Categories for Recreational Multi-day Trips.....	10
Figure 1. Expenditure Categories for Recreational Day Trips .....	29
Figure 2. Expenditure Categories for Recreational Multi-day Trips .....	30
Figure 3. Map of Delta Divided into the Four Regions.....	32

## EXECUTIVE SUMMARY

This study represents the findings of a research effort conducted by California State University, Sacramento and funded by the Delta Protection Commission (DPC). The Sacramento-San Joaquin Delta is a dynamic system of human communities and the natural environment. Up-to-date understandings of the social dimensions of recreation and tourism in the area should be considered when adapting approaches to managing the Delta region. The work performed in this research effort aims to provide information on visitor and local resident recreation preferences and information sources they utilize when choosing recreation opportunities. Additionally, this report includes economic impact and significance analyses of two annual events.

### Study Objectives

This study utilized in-person interviews at four Delta events: the Locke Asian Pacific Spring Festival, the Courtland Pear Fair, the Heart of Oakley Festival, and the Rio Vista Bass Derby & Festival, all occurring in 2018. The four events were chosen to represent the types of community leisure events in the Delta. For example, one event focused on ethnicity and culture, a second one was agricultural, a third event was civic, and a fourth was focused on recreation (fishing). As well, an online survey was more broadly used to capture data through a link on *Visit CA Delta's* website (*VisitCADelta.com*).

The specific objectives of the study are as follows:

- Study recreation preferences of visitors and local residents: Identify preferences by asking questions around types of recreational activities, seasons when engaging in these activities, and number of days a year.
- Study visitors' and locals' information sources: Identify primary information sources used for learning about upcoming events, news, and recreational opportunities in the Delta.
- Characterize overnight stays: Identify types of lodging used by Delta visitors for overnights stays and length of stay for visits.
- Outline spending patterns when recreating: Calculate spending patterns of visitor and locals when recreating.
- Categorize suggestions for recreation and facilities: Identify study participants' desires and interests related to recreational activities and facilities/services.
- Characterize economic activity of events/festivals: estimate the economic significance and impact of two particular events/festivals in the Delta.

## Study Findings

Highlights from the study findings are summarized here and have been organized around the research objectives described above. The study methodology and additional findings are presented in the main body of the report. It should be noted that a *median* is used to represent the “typical” person in this study because medians are not sensitive to outliers. Therefore, the median is the preferred statistic over a *mean* (average) because a mean gives disproportionate weight to outliers.

### ***Study Participant Characteristics***

A total of 527 individuals participated in this study. These study participants include those who completed the survey online or at one of the four events.

- Of the 527 survey participants, 42.1% self-identified as being a “*visitor*” to the Delta and the other 57.9% indicating being a “*local*.”
- 82% of the study participants reside in Sacramento, Contra Costa, San Joaquin, Solano, and Yolo counties.
- 60% of the participants were female and 40% were males, with the average age at 52 years.
- The majority of the study sample reported some level of higher education, and were just over 64% white and over 10% Asian in ancestry.
- Slightly less than 45% are employed full-time and about one-third of participants were retired.
- Just over 60% reported household incomes of at or below \$75,000 annually, while just under 40% reported incomes exceeding \$75,000.

### ***Recreational Activities***

- Study participants engage in a wide range of recreational activities, with the following eight activities being most frequently (Table ES-1). The categories are presented in ranked order, with the most commonly cited category listed first (i.e., *hiking/walking*).

**Table ES-1. Recreational Activities**

Recreational Activities Most Frequently Mentioned	
Hiking/walking	Historical sightseeing
Attending festivals/ events	Boating (motorized)
Scenery/wildlife viewing	Driving for pleasure
Dining	Wine tasting

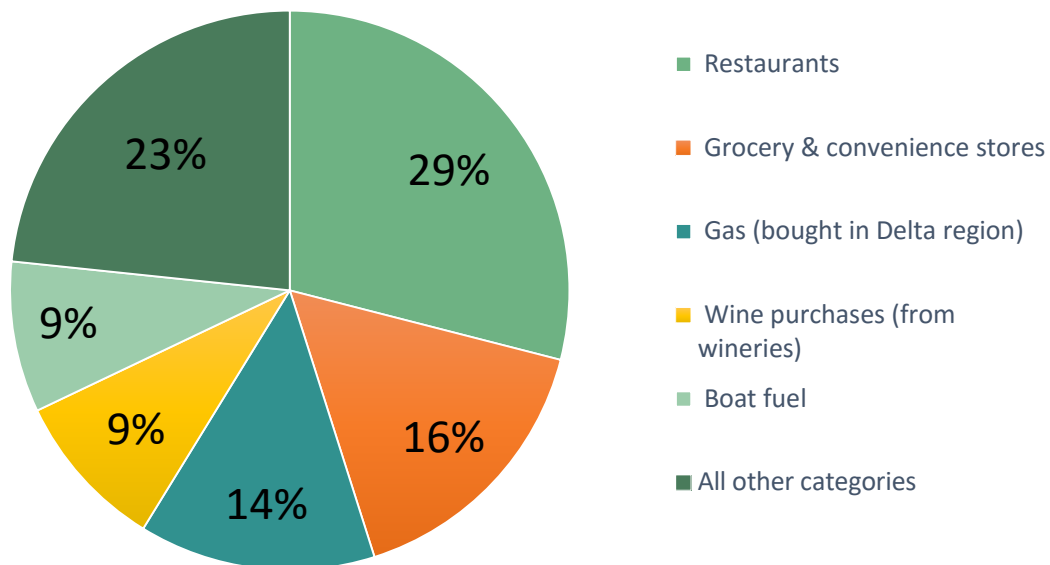


- The typical visitor to the Delta engages in recreational activities 14 days a year, with the typical local recreating 30 days a year.
- Respondents recreate in the Delta all year round with winter (December, January, and February) being the least busy season.

### ***Spending Patterns***

- On a typical recreational day trip in the Delta, typical local residents reported spending \$45.83 per person per day, while visitors from outside the Delta area reported \$30.00 per person per day for day trips.
- The primary spending categories for day visitors include *restaurants, grocery/convenience stores, and gas* (Figure ES-1).<sup>1</sup>

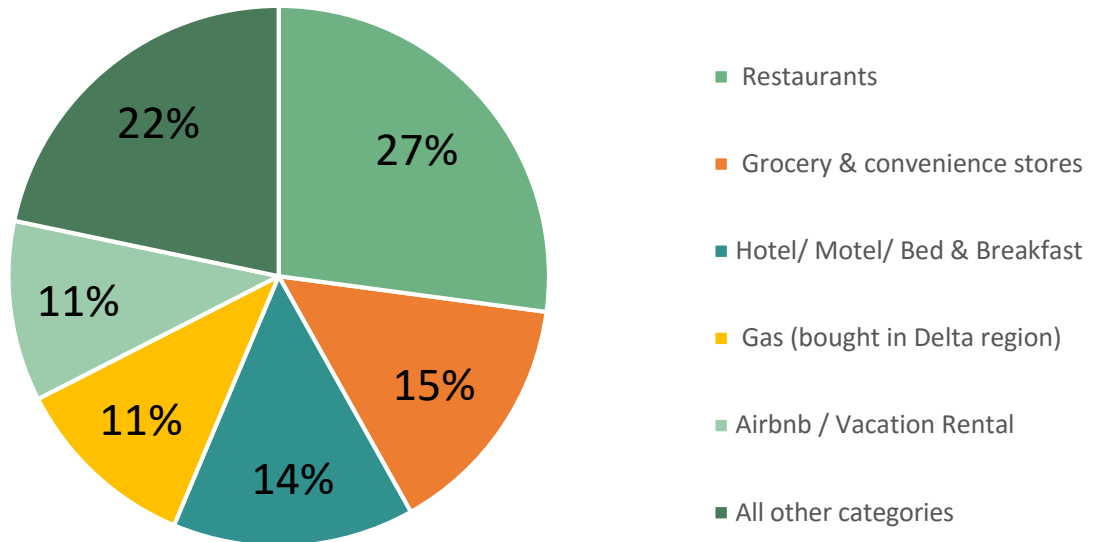
**Figure ES-1. Expenditure Categories for Recreational Day Trips**



<sup>1</sup> Categories with less than 9% were grouped into *All other categories* and are detailed in the Appendices.

- Typical visitors on multi-day trips reported spending \$47.17 per person per day. Visitors who indicated going on multi-day trips to the Delta pointed to *restaurants, grocery and convenience stores, and hotels/motels* as the top three expenditure categories (Figure ES-2).

**Figure ES-2. Expenditure Categories for Recreational Multi-day Trips**



### ***Overnight Stays and Lodging***

- Of the visitors to the Delta, 32% indicated that a typical trip to the Delta was a multi-day/overnight trip that usually spanned 2-4 days.
- *Houseboats, hotel/motel, and tent camping* were listed as the most frequently mentioned types of accommodation.

### ***Information Sources***

- 69% of the reported information sources fell into four categories (Table ES-2) and listed in order of most frequently mentioned. The categories are presented in ranked order, with the most commonly cited category listed first.

**Table ES-2. Main Information Sources Consulted for Delta Events & Activities**

Information Sources Most Frequently Mentioned	
Word of mouth (family & friends)	Word of mouth (local businesses)
Social media	Local publications (e.g. River News Herald)

- Of those who indicated social media outlets as one of their information sources, the majority (65%) cited *Facebook* as their social media source, followed by *Instagram* (17%).
- *Visit CA Delta* (Delta agencies' awareness and branding website) represents 7% of the reported information sources. Family/friends, social media, and Delta businesses were reported as the main ways people learned about *Visit CA Delta* website.
- Of those who indicating using other internet sites one of their information sources, 81% included *California Delta Chambers & Visitor's Bureau (californiadelta.org)*, *Rio Vista Chamber of Commerce*, *Delta Boating (deltaboating.com)*, and *Isleton Chamber of Commerce*.

### ***Participants' Suggestions for Recreational Activities and Facilities/services***

The next set of tables present the results of open-ended questions allowing space for comments about what study participants would like to see in the Delta.

- Participant comments revealed seven recreational activity areas of interest (Table ES-3), nine facility/service areas of interest (Table ES-4), and eight overall areas of desired improvement (Table ES-5).

The response categories in the tables are presented in ranked order, with the most commonly cited category listed first.

**Table ES-3. Recreational Activity Areas of Interest**

Categories of Recreational Activity Interests	
Food/wine	Nature/wildlife
Boating	Agri-tourism (generally)
Fishing	Activity tours
Music	(hiking/biking/history/architecture)



**Table ES-4. Facility/Service Areas of Interest**

Categories of Facility/service Interests
Restaurants, lodging, stores, gas stations
Improved recreation access (for hunting, fishing, attractions on land, camping and RV sites, rental programs, non-motorized boater access)
Improved travel transportation and infrastructure (boat taxis, tour bus programs, organized cruises, improved roads, mooring buoys, pump-out facilities)
Waterfront access
Cleanup and restoration efforts, derelict boat/indigent resident management
Tourist visitor information (maps, visitor centers)
Walking trails
Restrooms
Medical services

**Table ES-5. Areas of Overall Improvement**

Categories of Overall Improvements
Information (community bulletin boards, Delta news website, improve internet and cell signals, create a Delta app, maps)
Policing, crime issues, derelict boat removal, indigent resident issues
Improved roads, safety
Improved environmental quality
Easier access to waterfront/boating facilities
Events (music, organized clean-up days)
Improved amenities (grocery stores, restaurants, shopping, gas stations)
Keep tunnels from being built

### ***Additional Event Information***

The four events included in this study were chosen to represent the types of community leisure events in the Delta. For example, one event focused on ethnicity and culture, a second one was agricultural, a third event was civic, and a fourth was focused on recreation (fishing). Events in this study also had contrasting histories: the Oakley Harvest Festival started in 2018, the Locke Asian Pacific Spring Festival has existed for a decade, while the Courtland Pear Fair event is 46 years old and the Rio Vista Bass Derby & Festival has been held over 71 years.

- The ratio of *visitors* to *locals* completing the survey differed for the four events. For example, 75% of the surveys were completed by visitors at the Locke Asian Spring Festival, whereas 14% of the surveys were completed by visitors at the Oakley Harvest Festival.

### ***Economic Activity Studies: Two Events***

*Economic impact* and *economic significance* studies were conducted for the Courtland Pear Fair and the Rio Vista Bass Derby & Festival.<sup>2</sup> For more information about the different types of economic impacts (*output, value added, labor income, and employment*), please see *Section IV* of the report.

- Findings demonstrate that both events contribute monetarily to the Delta’s regional economy (see Table ES-6 and Table ES-7).

**Table ES-6. Courtland Pear Fair: Summary of Economic Activity Values**

	<b>Economic Impact (Visitors)</b>	<b>Economic Significance (Visitors &amp; Locals)</b>
<b>Value Added</b>	\$ 41,849	\$ 173,820
<b>Output</b>	\$ 94,346	\$ 301,592

**Table ES-7. Rio Vista Bass Derby & Festival: Summary of Economic Activity Values**

	<b>Economic Impact (Visitors)</b>	<b>Economic Significance (Visitors &amp; Local Residents)</b>
<b>Value Added</b>	\$ 383,267	\$ 857,493
<b>Output</b>	\$ 648,144	\$ 1,440,698

- Findings show the Courtland Pear Fair (Table ES-8) and Rio Vista Bass Derby & Festival (Table ES-9) also contribute to locals’ personal income and create additional jobs to support event.

**Table ES-8. Courtland Pear Fair: Labor Income and Employment Impacts**

	<b>Economic Impact (Visitors)</b>	<b>Economic Significance (Visitors &amp; Locals)</b>
<b>Labor Income</b>	\$ 31,653	\$ 115,546
<b>Employment</b>	0.5	2.9

**Table ES-9. Rio Vista Bass Derby & Festival: Labor Income and Employment Impacts**

	<b>Economic Impact (Visitors)</b>	<b>Economic Significance (Visitors &amp; Locals)</b>
<b>Labor Income</b>	\$ 383,267	\$ 597,322
<b>Employment</b>	7.6	16.4

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<sup>2</sup> An *impact analysis* only considers spending by those residing outside of a specified region (i.e., *visitors*), while a *significance analysis* considers the effects of spending by all event attendees (i.e., those who reside within and outside the specified region—*visitors* and *locals*).

## I. STUDY INTRODUCTION & BACKGROUND

This study represents the findings of a research effort conducted by California State University, Sacramento and funded by the Delta Protection Commission (DPC). This report presents findings from a 1-year study effort intended to assist in current and future planning efforts by the DPC in understanding the perspectives of Delta visitors and local residents on their recreational activity participation, information sources they consult regarding recreational opportunities, and their suggestions for recreational activities and facilities/services. As well, an analysis of economic activities related to two Delta events is provided.

### Statutory and Management Setting

The Delta Protection Act directs the DPC to prepare and maintain a Land Use and Resource Management Plan (LURMP) for the Primary Zone of the Delta. The LURMP (Delta Protection Commission, 2010) includes policies to preserve the Delta as a unique and evolving place, with an emphasis on providing recreation opportunities and encouraging investment in recreation infrastructure.

- P-1 Ensure appropriate planning, development and funding for expansion, ongoing maintenance and supervision of existing public recreation and access areas.
- P-2 Encourage expansion of existing privately-owned, water-oriented recreation and access facilities that are consistent with local General Plans, zoning regulations and standards.
- P-3 Assess the need for new regional public and private recreation and access facilities to meet increasing public need, and ensure that any new facilities are prioritized, developed, maintained and supervised consistent with local, state, and federal laws and regulations. Ensure that adequate public services are provided for all existing, new, and improved recreation and access facilities
- P-4 Encourage new regional recreational opportunities, such as Delta-wide trails, which take into consideration environmental, agricultural, infrastructure, and law enforcement needs, and private property boundaries. Also, encourage opportunities for water, hiking, and biking trails.
- P-5 Encourage provision of publicly funded amenities such as picnic tables and boat-in destinations in or adjacent to and complimentary to private facilities, particularly if the private facility will agree to supervise and manage such amenities, thus lowering the long-term cost to the public.
- P-6 Support multiple uses of Delta agricultural lands, such as seasonal use for hunting and provision of wildlife habitat.

- P-7 Support improved access for bank fishing along State highways, county roads, and other appropriate areas where safe and adequate parking, law enforcement, waste management and sanitation facilities, and emergency response can be provided and where proper rights-of-access have been acquired.
- P-8 Ensure, for the sake of the environment and water quality, the provision of appropriate restroom, pump-out and other sanitation and waste management facilities at new and existing recreation sites, including marinas; encourage the provision of amenities including but not limited to picnic tables and boat-in destinations.

The DPC prepared the Economic Sustainability Plan (ESP) for the Sacramento-San Joaquin Delta (Business Forecasting Center, 2012) to inform the socioeconomic policies and recommendations in the Delta Plan. Based on enhancement principles and goals contained in the ESP, the DPC provided the following recommendations for economic sustainability of recreation and tourism in the Delta:

1) Protect and enhance private enterprise-based recreation with support from state and local public agencies;

2) Focus recreation development in five location-based concepts:

- Enhance Delta waterways
- Develop dispersed points of interest and activity areas
- Create focal point destination complexes with natural areas, parks, Legacy Communities, marinas, historic features and trails
- Expand public access to natural habitat areas
- Create recreation-oriented buffers at Delta urban edges;

3) Implement economic sustainability plan through specific strategies such as consistency planning and regulation refinement, coordination among state and local agencies, obtaining strategic levee protection for Legacy Communities and key recreation areas, designating a marketing and economic development facilitator, and providing key funding for catalyst projects and agencies.

The Delta Reform Act obligated the Delta Stewardship Council to develop and implement the Delta Plan. Adopted in 2013, the Delta Plan (Delta Stewardship Council, 2013) contains policies and recommendations to protect and enhance the unique cultural and recreational resources that define the “Delta as an Evolving Place” including:

- DP R1 Designate the Delta as a National Heritage Area
- DP R2 Designate State Route 160 as a National Scenic Byway
- DP R3 Plan for the vitality and preservation of Legacy Communities

- DP R9 Encourage agri-tourism
- DP R11 Provide new and protect existing recreation opportunities
- DP R12 Encourage partnerships to support recreation and tourism
- DP R13 Expand State Recreation Areas
- DP R14 Enhance nature-based Recreation
- DP R15 Promote boating safety
- DP R16 Encourage recreation on Public Lands
- DP R17 Enhance opportunities for visitor-serving businesses

As previously mentioned, the Delta is a dynamic system of human communities and the natural environment, and adaptive approaches to management must include up-to-date understandings of the social dimensions of recreation and tourism in the area.

### Current Recreation Use and Opportunities in the Delta

The 2012 ESP noted that recreation activity is integral to the economy of the Delta, bringing 12 million visitor days of use each year, with direct economic impacts estimated at approximately \$312 million. This visitor base originates fairly locally: the large majority of people who come to the Delta are primarily from northern California. The ESP also indicated that recreation and tourism activity support 3,000 jobs in the five Delta counties.

The Delta offers a variety of leisure options for visitors. Three categories characterize the recreation and tourism dynamic of this watery region: nature-oriented recreation, tourism related to culture, heritage and agriculture, and “right of way” recreation related to travel and driving/riding for leisure.

While urban-proximate in location, the Delta has a unique rural character dominated by open space, sweeping valley vistas, a pastoral river setting with unique bridge crossings, and historic small towns. A 2015 branding study supports the value of Delta offerings as a destination day trip for a growing urbanized population of the northern and central California market (Augustineldeas, 2015). The Delta offers opportunities for solitude as well as socializing. The branding study also suggested that when people think of the Delta as a recreation destination, they think of it as an escape, a place to wander, but also a place to socialize with family and friends.

A recent joint effort between the Commission, Delta Conservancy, and the Delta Marketing Taskforce (a group of Delta organizations, businesses, and residents) developed a 5-year-marketing strategy and implementation plan tiered from the branding study, and a website to promote the Delta region as a tourism destination ([www.VisitCADelta.com](http://www.VisitCADelta.com)).



## Study Objectives

The DPC's Economic Sustainability Plan (ESP, 2012) identifies tourism and recreation as important growth sectors for the Delta. The 2015 Delta Marketing Research Study identified several national tourism trends related to cultural and heritage tourism, agri-tourism, ecotourism, and international tourism, which in turn are accessed by visitors through festivals, wineries, museums, farms and historic buildings and districts (AugustineIdeas, 2015).

As previously mentioned, recreation activities in the Delta are an integral part of the local economy. An up-to-date understanding of the social dimensions of recreation and tourism is needed to identify ways to encourage recreation investment in the Delta. This study will help inform the ESP update and potential concepts for the Delta Investment Fund which was established to advance regional economic sustainability and enhance Delta communities. Additionally, the study will support the DPC's policy to assess the need for new public and private recreation and access facilities and ensure adequate public services are provided for all recreation and access facilities and recommendations in the Delta Plan to encourage tourism and to plan for vitality and preservation of Legacy Communities.

The specific objectives of the study are as follows:

- Study visitors' and locals' recreation preferences: Identify preferences by asking questions around types of recreational activities, seasons when engaging in these activities, and number of days a year.
- Study visitors' and locals' information sources: Identify primary information sources used for learning about upcoming events, news, and recreational opportunities in the Delta.
- Characterize overnight stays: Identify types of lodging used by Delta visitors for overnights stays and length of stay for visits.
- Outline spending patterns when recreating: Calculate spending patterns of visitor and locals when recreating.
- Categorize suggestions for recreation and facilities: Identify study participants' desires and interests related to recreational activities and facilities/services.
- Characterize economic activity of events/festivals: estimate the economic significance and impact of two particular events/festivals in the Delta.

## II. STUDY METHODS

This study utilized two survey methods, in-person interviews using questionnaires and online surveys, as the primary social research methodology associated with the research. As well, an economic analysis was made based on the data from these surveys.

### Data Collection

The development of study instruments and the methodologies used to collect data from Delta visitors and local residents are detailed in this section.

#### *Survey Development*

In collaboration with DPC staff, researchers designed survey questions to address the study objectives (discussed above). The surveys included both quantitative and qualitative questions (see Appendix A for copy of General Online Survey, Appendix B and C for event surveys).

Two on-site surveys for the four events in the study were designed for delivery on small, handheld tablet computers for one individual to complete at a time. Questions in one of these on-site surveys (Appendix B) focused on visitors' frequency of visits to the Delta for recreation, their activities and activity preferences, as well as the length of their visits. Information sources about Delta activities were asked about in the surveys, as well as questions related to lodging and length of stay. The other event survey collected spending data; patterns of spending for different visit types were asked about (Appendix C). Surveys were provided in both Spanish and English versions, and several of the field researchers were conversationally fluent in both languages.

The online survey included very similar questions to both the two event surveys. In addition, suggestions related to recreational activities and facilities/services were also included as open-ended questions for the online survey (Appendix A).

#### *Survey Distribution*

Prior to the warm weather event season, study researchers and DPC staff met a number of times to discuss which Delta events would be most suitable for this study. Because the aim of the research was to obtain a sample from a cross-section of event and visitor types, the four events included in this study were quite different. One event focused on ethnicity and culture, a second one was agricultural, a third event was civic, and a fourth was focused on recreation (fishing). Events in this study also had contrasting histories: the Heart of Oakley Festival started in 2018, the Locke Asian Pacific Spring Festival has existed for a decade, while the event in Courtland Pear Fair is 46 years old and the Rio Vista Bass Derby & Festival has been held over 71 years. These events were included in the calendar for this study:

- Locke Asian Pacific Spring Festival, May 2018
- Courtland Pear Fair, July 2018
- The Heart of Oakley Festival, September 2018
- Rio Vista Bass Derby & Festival, October 2018

At each event, 3 to 5 study researchers were positioned at a table situated as centrally as possible within the venue to assure the majority of those attending the event would have a similar likelihood of seeing the survey opportunity and being able to participate. However, because of the decentralized nature of the event setups, it wasn't possible to track refusals for the surveys, so a response rate could not be calculated. However, the use of incentives in the form of Delta maps, laminated fish identification cards, and even children's PFDs supplied by the DPC likely made completing the survey a highly attractive goal for visitors.

Six tablet computers were available for event attendees to utilize to complete the survey. The commonly utilized software for tablet surveys, Quicktap,<sup>3</sup> was used. It was expected that some visitors would not want to complete the surveys using the tablets, so researchers were ready to ask the questions and complete the surveys verbally. However, this was a rare occurrence during data collection, with the large majority of participants completing the tablet-based survey with ease.

As previously mentioned, a separate online survey was also made available through a link on the *Visit CA Delta* website. Flyers were posted at events pointing to the internet survey, and when event attendees indicated that they didn't have time to take the survey (the most common reason identified by onsite researchers), they were handed a business card with the internet address of the online survey. The flyer and business card have been reproduced in this report in Appendices D and E.

### ***Surveys Collected***

A total of 527 surveys were collected: 60.2% from the four events and 39.8% from the general online survey (Table 1).

**Table 1. Surveys Collected Online and Onsite**

Surveys	Respondents	Percent
General Online Survey	210	39.8%
Event: Courtland Pear Fair	133	25.2%
Event: Locke Asian Pacific Spring Festival	86	16.3%
Event: Rio Vista Bass Derby & Festival	55	10.4%
Event: Heart of Oakley Festival	43	8.2%

*N* = 527

<sup>3</sup> An overview of Quicktap can be found at <https://www.quicktapsurvey.com/>

## Data Analyses

Onsite and online survey responses were downloaded into the commonly utilized analytical software SPSS<sup>4</sup> (Statistical Package for the Social Sciences). Typical statistics such as frequency distributions were produced and are reported here. As well, the economic planning software IMPLAN<sup>5</sup> was utilized for the spending data. IMPLAN is the standard for economic analysis in both industry and academic settings. Note that the discussion of the methods used for the economic-activity studies of two events are included in *Section IV. Analyses of Economic Activity for Two Events*.

For quantitative questions, basic statistical analyses were employed. For Likert Scale questions, means and standard deviations were calculated. For frequency and other type of quantitative questions, percentages and frequencies were calculated.

A number of questions in the survey were also asked in an open-ended format where study participants could respond in their own words rather than using the answer framework provided in the questions designed by the study researchers. Responses to these questions have been provided in their entirety in Appendix F, with slight editing for grammar and spelling.

For these qualitative data, researchers read through responses to discern when there were particular categories by focused on respondents' language in the analyses. Respondents' discourse were next segmented into thematic "thought" units and open coded (Strauss & Corbin, 2000). The "thought" units are main ideas contained in a phrase or sentence and may be given two or three codes if it contained more than one main idea. These "thought units" were then categorized into themes.

It is worth noting that under some of the tables presented in the subsequent sections, there is an "N = #" or "Total count= #." The N represents the number of those study participants that answered the question. For a number of questions, participants were asked to select multiple responses (if applicable). Therefore, "Total count" represents the number of responses, categories, or comments made by the participants.

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<sup>4</sup> Details relating to SPSS can be found at <https://www.ibm.com/analytics/spss-statistics-software>

<sup>5</sup> Information on IMPLAN can be found at <http://www.implan.com/software/>

### III. SURVEY FINDINGS

Survey responses are presented in this section. Sections include participant characteristics, types of recreational activities respondents engage in, and information sources consulted for activities in the Delta. Information about regions visited for recreation and event-specific data are also included.

#### Study Participant Characteristics

Of the 527 survey participants, 42.1% self-identified as being a “visitor” to the Delta and the other 57.9% indicating being a “local” (Table 2).

**Table 2. Participants Identifying as Locals or Visitors**

Local or Visitor	Respondents	Percent
Local	305	57.9%
Visitor	222	42.1%

*N* = 527

The study participants reside across a range of counties with most respondents residing in Sacramento and Contra Costa, followed by San Joaquin, Solano, and Yolo (Table 3). Those not living in California traveled from Hawaii, Idaho, Nevada, New York, Oregon, Pennsylvania, Tennessee, and Toronto.

**Table 3. Counties Where Respondents Reside**

County	Respondents	Percent	County	Respondents	Percent
Sacramento	183	35.3%	Orange	3	0.6%
Contra Costa	109	21.0%	San Mateo	3	0.6%
San Joaquin	57	11.0%	Santa Cruz	2	0.4%
Solano	44	8.5%	Butte	2	0.4%
Yolo	30	5.8%	Fresno	2	0.4%
Alameda	15	2.9%	Sonoma	2	0.4%
Does not live in CA	10	1.9%	El Dorado	2	0.4%
Placer	10	1.9%	San Diego	1	0.2%
San Francisco	7	1.4%	Imperial	1	0.2%
Stanislaus	6	1.2%	Tuolumne	1	0.2%
Napa	6	1.2%	Nevada	1	0.2%
Santa Clara	5	1.0%	Merced	1	0.2%
Los Angeles	5	1.0%	Monterey	1	0.2%
Marin	4	0.8%	Shasta	1	0.2%
Yuba	3	0.6%	Calaveras	1	0.2%

*N* = 518

Survey respondents were asked a range of demographic questions. Questions included those related to gender, age, income, education level, and ethnicity. These demographic questions were voluntary, and about 85% chose to answer these questions.

Of those who responded, approximately 60% were females and 40% were males (Table 4). The average age is 52, and the median is 55 years old (Table 5).

**Table 4. Gender of Survey Respondents**

Gender	Respondents	Percent
Female	277	59.7%
Male	182	39.2%
Other/ Do not care to disclose	5	1.1%

*N* = 464

**Table 5. Age of Survey Respondents**

Age Range	Respondents	Percent
18-29	52	11.4%
30-39	68	14.9%
40-49	57	12.5%
50-59	100	21.8%
60-69	117	25.6%
70-81	64	14.0%

*N* = 458

For those responding to the income-related question, total household income can be found in Table 6.

**Table 6. Total Household Income (Before Taxes)**

Income Range	Respondents	Percent
Under \$25,000	45	11.3%
\$25,000 - \$49,999	30	7.5%
\$50,000 - \$74,999	92	23.0%
\$75,000 - \$99,999	79	19.8%
\$100,000 - \$124,999	65	16.3%
\$125,000 - \$149,999	27	6.8%
\$150,000 - \$174,999	25	6.3%
\$175,000 - \$199,999	19	4.8%
\$200,000 or more	18	4.5%

*N* = 400

The majority of respondents (78.4%) have completed some form of higher education: a 2-year degree, 4-year degree, or graduate school (Table 7).

**Table 7. Participants' Highest Education Level Completed**

Education Level	Respondents	Percent
High school	77	17.7%
2-year college degree	108	24.8%
4-year college degree	127	29.2%
Graduate school	106	24.4%
Other	17	3.9%

*N* = 435

Ethnicity reported by survey respondents can be found in Table 8.

**Table 8. Ethnicity of Survey Respondents**

Ethnicity	Respondents	Percent
White	283	64.3%
Asian	45	10.2%
Bi-/multi-racial	35	8.0%
Hispanic/Latino	35	8.0%
Don't want to disclose	23	5.2%
Black or African American	10	2.3%
Native Hawaiian or Pacific Islander	5	1.1%
American Indian or Alaska Native	4	0.9%

*N* = 440

Employment status is included in Table 9, where 44.8% are employed full time and 31.8% are retired.

**Table 9. Employment Status of Survey Respondents**

Employment	Respondents	Percent
Employed full-time	221	44.8%
Retired	157	31.8%
Employed part-time	53	10.8%
Student	27	5.5%
Other	22	4.5%
Homemaker/Stay-at-home parent	11	2.2%
Unemployed	2	0.4%

*N* = 493

## Reported Recreational Activities

Table 10 summarizes responses to the question of “Which of these activities do you enjoy doing in the Delta?”—where respondents could check more than one activity. Illustrated below, there are a wide range of recreational activities respondents reported engaging in.

**Table 10. Recreational Activities (ranked from most frequently reported to least)**

	Counts	Percent
Hiking/walking	246	6.9%
Attending festivals/ events	235	6.6%
Scenery/wildlife viewing	221	6.2%
Dining	210	5.9%
Historical sightseeing	200	5.6%
Boating (motorized)	199	5.6%
Driving for pleasure	192	5.4%
Wine tasting	174	4.9%
Swimming	146	4.1%
Visiting museums	142	4.0%
Birdwatching	136	3.8%
Weekend getaway	128	3.6%
Kayaking/canoeing	126	3.5%
Farm visits	126	3.5%
Beach play/sunbathing	123	3.4%
Shopping	116	3.2%
Tent camping	103	2.9%
Fishing	97	2.7%
Berry picking	97	2.7%
RV Camping	76	2.1%
Waterski, wakeboard, wakesurf, or tubing	68	1.9%
Cycling (road)	62	1.7%
Jetskiing	54	1.5%
Paddleboarding	50	1.4%
Sailing	49	1.4%
Hunting	37	1.0%
Horseback riding	36	1.0%
Off-road/ mountain biking	27	0.8%
Geocaching	24	0.7%
Motorcycle touring	24	0.7%
Extended vacation	20	0.6%
Golfing	18	0.5%
Windsurfing/kitesurfing	17	0.5%
Photography	4	0.1%

Total Count = 3,583



Respondents were asked the following question: “Over the past 12 months, how many total days did you do these recreational activities in the Delta?” The median number of days for locals was 30 days and 14 for visitors (Table 11). In the following table, CI refers to *confidence interval*, a range of values where we can be 95% certain that the true mean of the population occurs between these numbers.

**Table 11. Number of Days Recreating in the Delta**

Statistic	Locals	Visitors
Mean	71.4	57.7
Upper 95% CI for Mean	88.6	76.5
Lower 95% CI for Mean	54.1	38.9
<u>Quantile</u>		
90%	224	222
75%	100	50
<b>50% (Median)</b>	30	14
25%	10	5
10%	3	2.6
	N = 123	N = 105

In response to the question of “Who typically joins you when doing these activities?” respondents reported both *family* and *friends* as joining them (Table 12).

**Table 12. Who Accompanies Respondents When Recreating in Delta**

Who Joins You	Counts	Percent
Family	255	53.1%
Friends	203	42.3%
Other	22	4.6%

Total Count= 408

In response to the question of “How many adults and children do you typically do these activities with?” majority (83.2%) recreate with at least one additional person (Table 13) and about half of the respondents recreate with children (Table 14).

**Table 13. Number of Adults Recreating**

# Adults Who Join	Respondents	Percent
1 (solo)	55	16.8%
2	166	50.6%
3	39	11.9%
4	31	9.5%
5 or more	37	11.3%

N = 328

**Table 14. Number of Children Recreating**

# Kids Who Join	Respondents	Percent
0	112	50.7%
1	32	14.5%
2	36	16.3%
3	10	4.5%
4	12	5.4%
5 or more	19	8.6%

*N* = 221

*Summer, Spring, and Fall* were reported most frequently in response to the question of “Which seasons do you do these activities? —check all that apply” (Table 15).

**Table 15. Seasons When Respondents Recreate in the Delta**

Seasons	Counts	Percent
Summer (June, July, August)	281	32.8%
Spring (March, April, May)	232	27.1%
Fall (September, October, November)	226	26.4%
Winter (December, January, February)	118	13.8%

*Total Count* = 857

## Information Sources

*Word of mouth (family/friends), social media, word of mouth (other), and local publications* were the most frequented reported responses to the question of “How do you learn about upcoming events, things to do, etc. in the Delta?—check all that apply” (Table 16).

**Table 16. Information Sources Consulted for Delta Events & Activities**

Information Sources	Counts	Percent
Word of mouth (family & friends)	175	22.3%
Social media	153	19.5%
Word of mouth (local businesses, restaurants, marinas, etc.)	116	14.8%
Local publications (e.g. River News Herald)	99	12.6%
Other internet sites	73	9.3%
Visit CA Delta (visitcadelta.com)	57	7.3%
Email list (e.g. Delta Protection Commission's Delta Happenings)	46	5.9%
Visiting a Chamber of Commerce	29	3.7%
Guide book	18	2.3%
Find on own	13	1.7%
Other	6	0.8%

*Total Count* = 785

The 153 respondents who indicated social media as an information source were also asked “Which social media sites do you visit to get information about the Delta? —check all that apply.” Facebook was the most frequently mentioned social media outlet (Table 17). Others included “LinkedIn,” “Snapchat,” and “Nextdoor.”

**Table 17. Social Media Sites Consulted for Delta Events & Activities**

Social Media	Counts	Percent
Facebook	122	63.5%
Instagram	33	17.2%
Other	18	9.4%
Blogs	11	5.7%
Twitter	8	4.2%

Total Count = 192

The 73 respondents who indicated other *internet sites* as an information resource were also asked “Which internet sites do you visit to get information about the Delta?—check all that apply.” “California Delta Chambers & Visitor's Bureau” was the most frequently mentioned internet site (Table 18). “Others” included “local news” and “Save the Delta.”

**Table 18. Internet Sites Consulted for Delta Events & Activities**

Internet Sites	Counts	Percent
California Delta Chambers & Visitor's Bureau (californiadelta.org)	36	36.7%
Rio Vista Chamber of Commerce	17	17.3%
Delta Boating (deltaboating.com)	15	15.3%
Isleton Chamber of Commerce	11	11.2%
Stockton Chamber of Commerce	8	8.2%
Other	7	7.1%
Clarksburg Chamber of Commerce	2	2.0%
Courtland Chamber of Commerce	2	2.0%

Total Count = 98

The 57 respondents who indicated *Visit CA Delta* as an information source were asked additional questions. They were asked “*Do you follow any Visit CA Delta social media profiles?*” 37% indicated “yes” and 63% indicated “no.” They were also asked “*How did you learn about Visit CA Delta? —check all that apply.*” *Family/friends*, along with *social media*, were reported most frequently (Table 19).

**Table 19. Ways Respondents Learn about Visit CA Delta**

Learn Visit CA Delta	Counts	Percent
Friends/family	26	32.5%
Social media	21	26.3%
Delta business	18	22.5%
Other website	15	18.8%

*Total Count= 80*

### Open-ended Responses to Visit CA Delta Website: Likes and Dislikes

Study participants were asked in separate open-ended questions what they liked and disliked about the Visit CA Delta website. These responses are listed in their entirety in Appendix F. Twenty-four visitors provided a typed response, and these were positive overall, with visitors pointing specifically to current and updated information presented in a simple format as positives associated with the website. When participants were asked what they did not like about the Visit CA Delta website, 6 substantive responses were provided by participants, all relatively unique in nature. For example, one comment suggested adding an interactive map because too many browser pages were opening on his/her phone, while another visitor felt that there were too many drop down options on the website and too much information repetition. Another commented that he/she struggled to see the video and another suggested adding more content.

### Spending Patterns

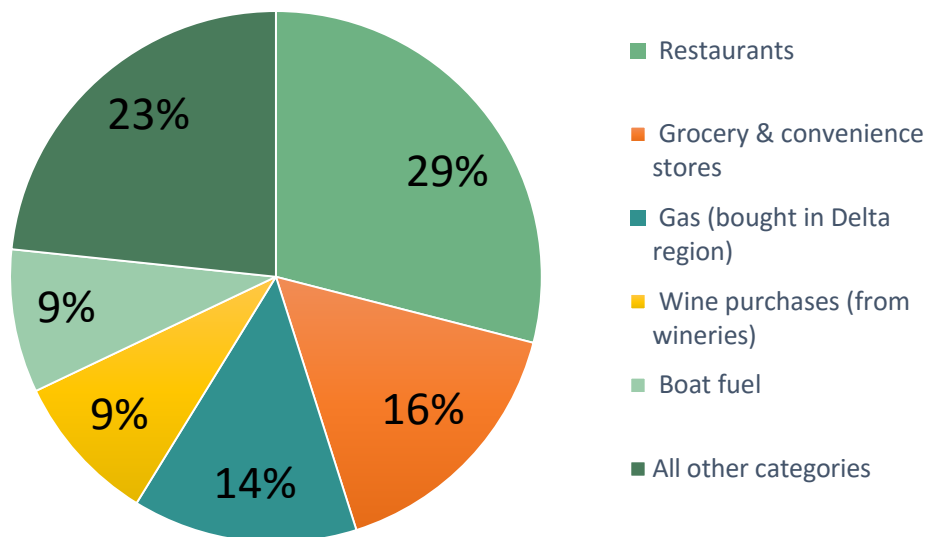
Participants in the online survey were asked questions about their spending patterns on a typical day when recreating in the Delta. The findings are represented in Table 20 for both locals and visitors who completed the online survey. Restaurants, grocery /convenience stores, and gas are the top three expenditure categories (Figure 1).

In the following tables, CI refers to *confidence interval*, a range of values where we can be 95% certain that the true mean of the population occurs between these numbers. Quantiles are also presented to illustrate the distribution of the amount spent by locals and visitors. Different quantiles represent the respective cumulative values. For example, 75% of locals reported spending \$97.50. The median (50% quantile) is the value separating the higher half from the lower half of the sample (or the “middle” value). The median is a preferred measure to represent “typical” value, since it is not sensitive to outliers.

**Table 20. Amount Spent on a Typical Recreational Day Trip (per person/per day)**

Statistic	Locals	Visitors
<b>Mean</b>	\$ 81.42	\$ 42.07
Upper 95% CI for Mean	\$ 105.05	\$ 55.74
Lower 95% CI for Mean	\$ 57.8	\$ 28.4
<u>Quantile</u>		
90%	\$ 176.5	\$ 98.25
75%	\$ 97.5	\$ 65.73
<b>50% (Median)</b>	\$ 45.83	\$ 30
25%	\$ 20	\$ 9.17
10%	\$ 0	\$ 0
	<i>N</i> = 117	<i>N</i> = 36

**Figure 1. Expenditure Categories for Recreational Day Trips**



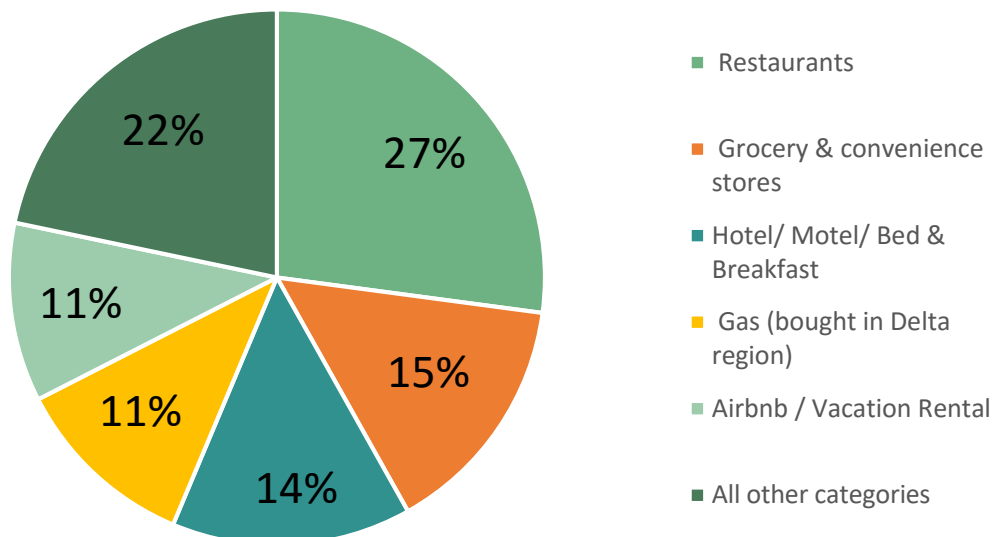
Spending patterns for the visitors who indicated going on multi-day trips to the Delta are reflected in Table 21. Restaurants, grocery/convenience stores, and hotels/motels are the top three expenditure categories for these visitors (Figure 2).

**Table 21. Amount Spent on a Multi-day Trip (per person/per day)**

Statistic	Visitors
Mean	\$ 56.24
Upper 95% CI for Mean	\$ 92.07
Lower 95% CI for Mean	\$ 20.42
<u>Quantile</u>	
90%	\$ 146.75
75%	\$ 66.67
<b>50% (Median)</b>	\$ 47.17
25%	\$ 20.94
10%	\$ 0

*N* = 16

**Figure 2. Expenditure Categories for Recreational Multi-day Trips**



## Overnight Visitors and Lodging

Event survey participants were asked if they were on an overnight trip to the Delta as visitors. Fifty-nine of the online survey participants identified themselves as “visitors” to the Delta. These individuals were asked about their typical trips (Table 22). Those that indicated going on multi-day trips were also asked about the duration of their trip and where they spend the night on their overnight trips. The typical overnight trip lasted 2-4 days. Houseboats, hotel/motel, and tent camping were listed as the top three most frequently mentioned types of accommodations (Table 23).

**Table 22. Typical Types of Trips to Delta**

Trip Type	Respondents	Percent
Day Trip	40	67.8%
Multi-day Trip	19	32.2%

*N=59*

**Table 23. Typical Types of Accommodations**

Accommodation Types	Counts	Percent
Houseboat	6	21.4%
Hotel / Motel	5	17.9%
Tent camping	4	14.3%
AirBnB / Vacation Rental by Owner	3	10.7%
Friend's house	3	10.7%
RV camping	3	10.7%
Sailboat	3	10.7%
Bed and Breakfast	1	3.6%

*Total Count = 28*

## Regions Visited for Recreation

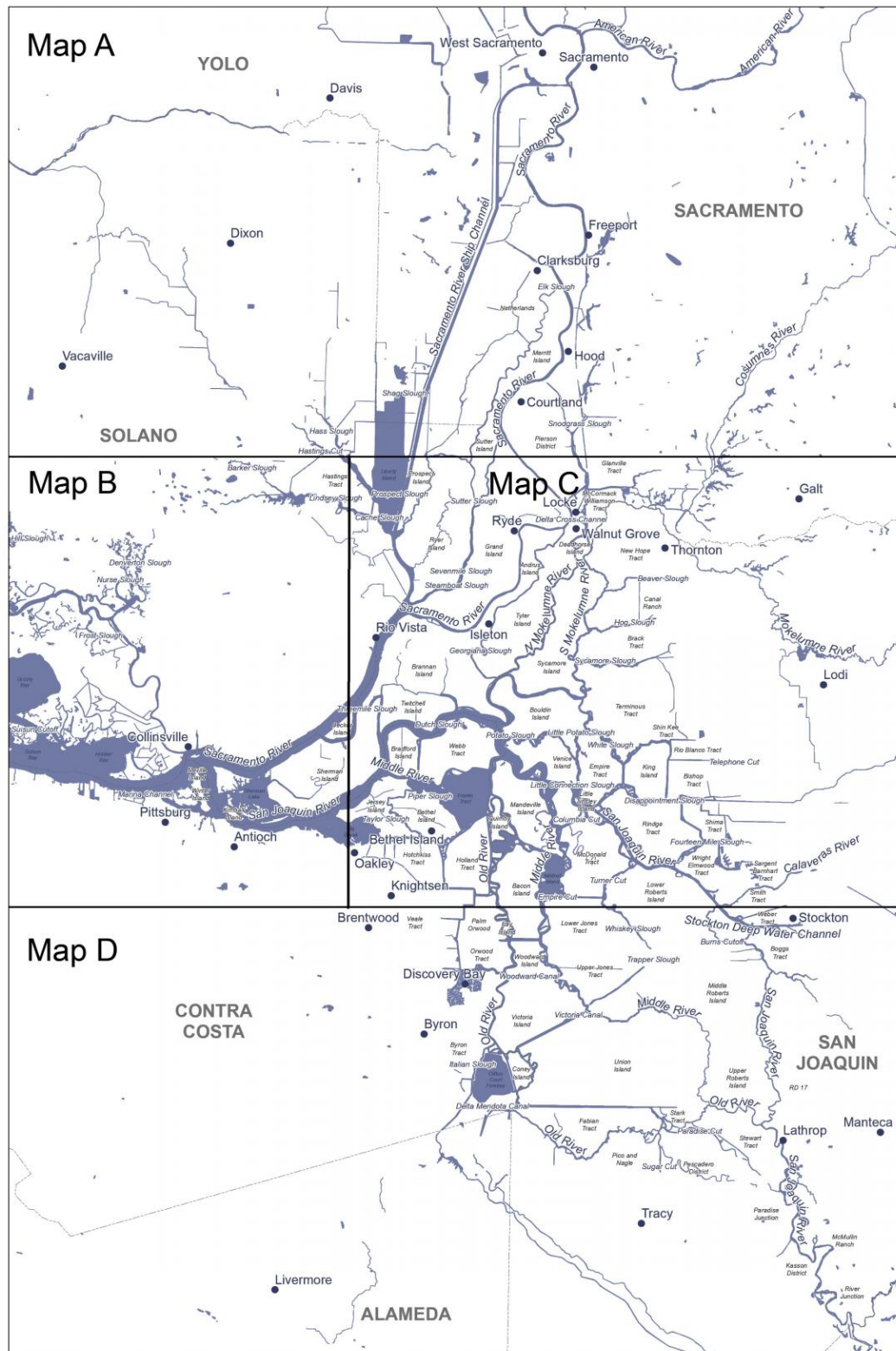
For the online study, study participants that reported recreating in the Delta within the past 2 years were asked to indicate which regions they frequented: North (Region A), Midwest (Region B), Mideast (Region C), and South (Region D) (see Figure 3, below) and how far they travel to get to that region. These findings are summarized in Table 24, below.

**Table 24. Delta Regions Where Respondents Recreate**

Regions	Respondents	Percent	Miles (Median) Traveled to Region
North Delta	62	21.4%	25
Midwest Delta	24	18.6%	40
Mideast Delta	126	43.4%	26
South Delta	48	16.6%	25

*Total Count = 290*

Figure 3. Map of Delta Divided into the Four Regions





## Event-Specific Data

In this section, data collected from the four events are presented. Specifically, how far people traveled to the event and the ratio of Delta locals to visitors are presented below.

### *Locke Asian Pacific Spring Festival*

The majority of the study participants at the Locke Asian Spring Festival identified themselves as visitors. Those identifying as local residents travelled 20 miles, on average, while those coming from outside the area travelled 35 miles (Table 25).

**Table 25. Locke Asian Festival: Locals/Visitors, Miles Traveled**

Local or Visitor	Respondents	Percent	Miles (median) to Event
Local resident	26	30%	20
Visitor	60	70%	35

*N* = 86

### *Courtland Pear Fair*

An equal number of the study participants at the Courtland Pear Fair identified themselves as visitors and locals. Local residents averaged 15 miles of travel while visitors typically travelled 26 miles (Table 26).

**Table 26. Courtland Pear Fair: Locals/Visitors, Miles Traveled**

Local or Visitor	Respondents	Percent	Miles (median) to Event
Local resident	66	50%	15
Visitor	67	50%	26

*N* = 86

### *Heart of Oakley Festival*

The large majority of the study participants at the Heart of Oakley Festival identified themselves as local residents, traveling 3 miles while visitors travelled 57.5 miles (Table 27).

**Table 27. Heart of Oakley Festival: Locals/Visitors, Miles Traveled**

Local or Visitor	Respondents	Percent	Miles (median) to Event
Local resident	37	87%	3
Visitor	6	14%	57.5

*N* = 43

### ***Rio Vista Bass Derby & Festival***

The majority of the study participants at the Rio Vista Bass Derby & Festival identified themselves as locals, traveling 5 miles, while visitors travelled 51 miles (Table 28).

**Table 28. Rio Vista Bass Derby & Festival: Locals/Visitors, Miles Traveled**

Local or Visitor	Respondents	Percent	Miles (median) to Event
Local resident	35	64%	5
Visitor	20	36%	51

*N* = 55

### **Participants' Suggestions for Recreational Activities and Facilities/Services**

Similar to the open-ended question about the Visit CA Delta website, an additional number of questions in the surveys were asked in an open-ended format for visitors to describe their interests related to recreation and recreational opportunities, as well as facilities and services in the Delta. Responses to these questions have been provided in their entirety in Appendix F, with slight editing for grammar and spelling. Researchers read through responses to discern when there were particular categories rising from the participants' words. A summary of responses is presented here.

#### ***Desired Recreational Activities***

There were 67 open-ended responses to a question related to activities that participants would like to see offered in the Delta. A categorical analysis of the comments revealed 7 activity areas of interest: food/wine, boating, fishing, music, activity tours (hiking/biking/history/architecture), nature/wildlife, and agri-tourism generally. The categories that had several responses are listed in Table 29, below. While there were other comments with suggestions, these represent those that were repeated by multiple comments.

**Table 29. Categories of Interest in Activities**

Category of Activity	Number of comments
Food/wine	14
Boating	11
Fishing	7
Music	7
Activity tours (incl. hiking, biking, history, architecture)	7
Nature/wildlife	6

### ***Desired Facilities or Services***

Study participants were also asked if there were any facilities or services that they would like to see added in the Delta, and 69 participants responded with comments, some suggesting more than one facility or service. These responses were analyzed categorically by study researchers, who identified a number of categories which have been outlined in Table 30, below. An entire listing of comments from visitors has been provided in Appendix F.

Participants had a wide diversity of suggestions for additional facilities and services in the Delta region. The desire for additional restaurants, lodging, grocery stores, gas stations, and pump-out facilities were the most commonly mentioned with 13 separate comments, followed by facilities to ease/increase recreational access to waterfront areas (with 11 comments). Improvements or increases in travel transportation and infrastructure was mentioned ten times. The remaining desired additions are provided in the list of categories in Table 30, below.

**Table 30. Categories of Interest in Additional Facilities & Services**

<b>Category of Additional Facilities &amp; Services</b>	<b>Number of comments</b>
Restaurants, lodging, stores, gas stations	13
Improved recreation access (for hunting, fishing, attractions on land, camping and RV sites, rental programs, non-motorized boater access)	11
Improved travel transportation and infrastructure (boat taxis, tour bus programs, organized cruises, improved roads, mooring buoys, pump-out facilities)	10
Waterfront access	8
Cleanup and restoration efforts, derelict boat/indigent resident management	8
Tourist visitor information (maps, visitor centers)	6
Walking trails	5
Restrooms	4
Medical services	2

### ***Improvements in the Overall Delta Region Experience***

At the end of the survey, study participants were asked in an open-ended question if there was anything else that could improve their overall experience in the Delta. Seventy-five comments were provided, and these are provided in their entirety in Appendix F. A categorical breakdown of their typed responses has been provided in Table 31, below.

The largest number of comments provided by participants at the conclusion of the survey focused on issues related to social information in the Delta, with 14 comments focusing on the idea of community

bulletin boards, a Delta news website, improved internet speeds and cell signals in the area, creation of a Delta smartphone app, as well as pleas for signage and map improvements for the area. The second most addressed category by participants were issues related to law enforcement and public safety (11). The remaining identifiable comment categories included desire for improved roads and transportation safety, improved environmental quality, easier access to waterfront/boating facilities, more events, improved/increased shopping amenities. Six comments related to participants wanting to keep the proposed water diversion tunnels from being built.

**Table 31. Categories of Desired Overall Improvements in the Delta**

Category of Desired Improvement	Number of comments
Information (community bulletin boards, Delta news website, improve internet and cell signals, create a Delta app, maps)	14
Policing, crime issues, derelict boat removal, indigent resident issues	11
Improved roads, safety	9
Improved environmental quality	8
Easier access to waterfront/boating facilities	7
Events (music, organized clean-up days)	7
Improved amenities (grocery stores, restaurants, shopping, gas stations)	7
Keep tunnels from being built	6

## IV. ANALYSES OF ECONOMIC ACTIVITY FOR TWO EVENTS

Two events— Courtland Pear Festival and Rio Vista Bass Derby & Festival—were chosen by Delta Protection Commission staff to be the focus of economic-activity studies. Background of economic analyses and methods used in these studies are described below. Specific findings related to each of the events follow.

### Background and Methods

Economic **impact**<sup>6</sup> and **significance** are measures of economic activity attributed to a particular event. More specifically, these types of analyses provide an accounting of the economic activity resulting from an event—permitting one to track the flow of money within a region’s economy and the ripple effect of expenditures on jobs, taxes, and other businesses throughout the regional economy. The main difference between an impact and significance analysis is whose spending is included in an analysis. An *impact analysis* only considers spending by those residing outside of a specified region (i.e., *visitors*), while a *significance analysis* considers the effects of spending by all event attendees (i.e., those who reside within and outside the specified region—*visitors* and *locals*). The underlying assumptions of these types of analyses are described in more detail below.

More specifically, *economic impact* studies only consider the net flow of outside or “new” dollars into the Delta economy. For these studies, those residing outside of the local region include the study participants who identified themselves as *visitors* in the survey; their spending constitutes “new” dollars to the region. An underlying assumption is that dollars spent by *locals* are not “new” dollars coming into the region. For example, it would be assumed that if Rio Vista residents had not spent their money at the Bass Derby and Festival, they would have spent that money at a local restaurant in Rio Vista instead—so no “new” dollars.

*Economic significance* studies consider the effects of spending by all event attendees which includes all survey participants (*visitors* and *locals*) for these Delta studies. *Economic significance* studies measure the total amount of economic activity associated with the event being studied (Bass Derby & Festival or Pear Fair). This type of analysis is based on the assumption that *locals* may elect to spend their dollars outside the Delta economy—if the event had not occurred. For example, if the Bass Derby & Festival had not occurred, the *locals* who did attend the event would have chosen to do something else that weekend and would have spent their dollars at a restaurant in Napa or San

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<sup>6</sup> It is worth noting that economic impact analysis is also often used to assess the level of economic activity that can be attributed to a particular recreational activity (e.g., boating), or project such as building a new conference center. Economic significance can also be used to assess the macroeconomic significance of an industry sector, by providing a static estimate of the contribution that a sector makes to the overall economy.

Francisco. So, in addition to the “new” dollars flowing into the Delta economy, the concept of retaining local dollars in the Delta economy is considered.

### *Types of Economic Impacts*

*Economic impact and significance* analyses estimate multiple types of impacts: *output*, *value added*, *labor income*, and *employment*. While these different types of impacts are all valid ways to view how an event influences the Delta economy, it can be argued that *value added impact* is a more conservative (and perhaps more realistic) measure of true economic impact.

An *output impact* measures the overall level of economic activity due to an event like the Bass Derby & Festival or Pear Fair.<sup>7</sup> It is the most comprehensive measure of impact, and it is viewed as the value of change in sales or value of increased production. It includes the *value added* (see below) and the cost of all intermediate goods<sup>8</sup> used to produce products sold at an event and related activities.

A more conservative measure of economic activity is the *value added impact*, which estimates the increase in a region’s gross regional product. Similar to the nation’s gross domestic product (GDP), the gross regional product (GRP) represents the total size of the local economy. This impact estimates the increase in local employee wages plus local business profits (i.e., value of production over the cost the costs of purchasing good and services required to make its products).

An even more conservative measure is the *labor income impact*, which represents the increase in total money paid to local employees and proprietor income (owners) in the form of salaries and wages. The increases in income may come in the form of raises and/or increased hours for existing employees, or new jobs for the unemployed. This is a measure of the economic impact on just personal incomes, not business revenues or profits.

A similar measure is the *employment impact*, which measures the increase in the number of total employees in the local region to support the increased economic activity due to an event. Instead of measuring the economic impact in terms of money, this measure presents the impact on the number of jobs in the region.

### *Sources of Economic Impacts*

In addition to the types of impacts, economic impact analyses also estimate the sources of the impacts which include: *direct effects*, *indirect effects*, and *induced effects*. Each impact can be decomposed into different components, depending on the effect that caused the impact.

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<sup>7</sup> Output reflects gross sales volume for the region’s economy, but it can overstate the net sales impact.

<sup>8</sup> An intermediate good is a product used to produce a final good or finished product. These goods are sold between industries for resale or the production of other good. For example, an intermediate good for the Delta is grapes, which may be sold to produce wine.

*Direct effects* represent the initial change in expenditures and production as the result of an event. The direct effects from the initial spending creates additional activity in the local economy.

*Indirect effects* are the results of business-to-business transactions indirectly caused by the direct effects. Businesses initially benefiting from the direct effects will subsequently increase spending at other local businesses (often to meet the change in demand due to an event). The indirect effect is a measure of this increase in business-to-business activity (not including the initial round of spending, which is included in the direct effects). This iterative process is known in economic terms as the *multiplier effect*. Indirect effects are inter-industry purchases.

*Induced effects* are the results of increased personal income caused by the direct and indirect effects. Businesses experiencing increased revenue from the direct and indirect effects will subsequently increase payroll expenditures (by hiring more employees, increasing payroll hours, raising salaries, etc.). Households will, in turn, increase spending at local businesses. The induced effect is a measure of this increase in household-to-business activity. As is the case with indirect effects, induced effects are another type of *multiplier effect*—an iterative, cyclical process that creates additional rounds of induced effects.

## **Methodology**

The methodology used in these economic-activity studies of two Delta events is known as input-output modeling. These types of models rely on inter-industry data to determine how effects in one industry will impact other sectors. Input-output models also estimate the share of each industry's purchases that are supplied by local firms (versus those outside the study area). Based on this data, multipliers are calculated and used to estimate economic impacts.

To model the economic impact and significance of the Rio Vista Bass Derby & Festival and Courtland Pear Festival, the researchers utilized the widely accepted economic input-output modeling program IMPLAN. IMPLAN models how the sources of economic impact (*direct, indirect, and induced effects*) contribute to the types of economic impact (*output, value added, labor income, and employment* impact). This is accomplished by separating the economy into various sectors, such as services, manufacturing, trade, and agriculture. The model then estimates how an initial *change* in one industry effects *output, value added, labor income, and employment* in other industries. These changes, or impacts, are expressed in terms of *direct, indirect, and induced effects*.

For these Delta studies, spending data were collected at the two events. As described in “II. Study Methods” section, event attendees were asked to complete a survey onsite. Questions about their spending at the event (such as ones related to food and non-alcoholic beverages, alcohol, entry fees, parking, lodging, gas, and souvenirs/gifts) were included (see Appendix C for survey questions). These data became the *input data* for IMPLAN.<sup>9</sup>

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<sup>9</sup> The findings are based on relatively small sample sizes. As such, the researchers advise being thoughtful in how any of these numbers are used in the future.

It is important to note that *leakages* were factored into the analyses. *Leakages* are described as money leaking out of a regional economy (as opposed to being money being injected into a regional economy). IMPLAN already factors typical leakages into its analyses such as state and federal taxes and payments for goods and services imported from outside the local area. For the Delta event studies, an additional leakage was also factored into the analyses— *outside vendors* (i.e., those vendors coming from outside the Delta region). For these studies, the Delta economy is the region identified by the Delta Protection Commission as the Sacramento-San Joaquin Delta (primary and secondary zones). This map can be found on the Delta Protection Commission’s website (<http://delta.ca.gov>). Vendors were considered *outside vendors* if they resided outside of this region.

### Courtland Pear Fair (July, 2018)

For the Courtland Pear Fair, the four different types of impacts and the interpretation of these impacts are described below. These outputs are based on the inputs using the input-output model generated by IMPLAN. The inputs were based on spending data collected onsite, in addition to the entry and vendor fees collected, and the estimated attendance based upon 1,425 vehicles<sup>10</sup> and a ratio analysis utilizing the survey to estimate walk ins. Leakages due to outside vendors (all types of vendors) were also factored into the analysis, at a rate of 70% outflow.

The IMPLAN output for the impact analysis (Table 32) and significance analysis (Table 33) for the Courtland Pear Fair are reported below.

**Table 32. Impact Analyses: Courtland Pear Fair**

	Employment	Labor Income	Value Added	Output
Direct Effect	0.3	\$ 21,665	\$ 23,961	\$ 65,012
Indirect Effect	0.1	\$ 6,216	\$ 9,719	\$ 16,411
Induced Effect	0.1	\$ 3,772	\$ 8,168	\$ 12,923
<b>Total Effect</b>	<b>0.5</b>	<b>\$ 31,653</b>	<b>\$ 41,849</b>	<b>\$ 94,346</b>

**Table 33. Significance Analyses: Courtland Pear Fair**

	Employment	Labor Income	Value Added	Output
Direct Effect	2.3	\$ 84,676	\$ 115,347	\$ 206,733
Indirect Effect	0.3	\$ 17,104	\$ 28,654	\$ 47,755
Induced Effect	0.3	\$ 13,767	\$ 29,818	\$ 47,104
<b>Total Effect</b>	<b>2.9</b>	<b>\$ 115,546</b>	<b>\$ 173,820</b>	<b>\$ 301,592</b>

<sup>10</sup> Information about the estimated attendance and entry/vendor fees were provided by Courtland Pear Fair organizers.



## Economic Activity

Economic activity resulting from the Courtland Pear Fair is summarized in Table 34. When deciding which value to focus on, one question to ask is: *would locals typically spend their money outside the region during that weekend by traveling to Napa, San Francisco, Sacramento, Tahoe, etc?* If the answer is yes, then it would make sense to include the retention of local dollars into the analysis and look at *economic significance* values. If the answer is no, then it would make sense to focus solely on visitor dollars and look at *economic impact* values.

When deciding on whether to focus on output or value added impact, the question is whether or not it makes sense to factor in the cost of all intermediate goods<sup>11</sup> used to produce products sold at an event and related activities. If it does, then *output impact* should be considered. If not, then *value added impact* should be considered. It has been argued that *value added impact* is a more conservative (and perhaps more realistic) measure of true economic impact.

**Table 34. Summary of Overall Economic Activity Values: Courtland Pear Fair**

	Economic Impact (Visitors)	Economic Significance (Visitors & Locals)
Value Added	\$ 41,849	\$ 173,820
Output	\$ 94,346	\$ 301,592

## Labor Income Impact and Employment

The *labor income* and *employment* metrics are of an interest for it captures the impact of the event on locals' personal income and number of jobs needed to support the event. *Labor income* represents the increase in total money paid to local employees and proprietor income (owners) in the form of salaries and wages, and *employment* measures the increase in the number of total employees in the local region to support the increased economic activity due to an event. Instead of measuring the economic impact in terms of money, this measure presents the impact on the number of jobs in the region. Again, when determining whether to focus on *economic impact* or *economic significance*, the question of whether to factor the retention of local dollars into the analysis needs to be considered (see Table 35 for a summary of these impacts).

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<sup>11</sup> An intermediate good is a product used to produce a final good or finished product. These goods are sold between industries for resale or the production of other good. For example, an intermediate good for the Delta is grapes, which may be sold to produce wine.

**Table 35. Summary of Labor Income and Employment Impacts Courtland Pear Fair**

	<b>Economic Impact (Visitors)</b>	<b>Economic Significance (Visitors &amp; Locals)</b>
<b>Labor Income</b>	\$ 31,653	\$ 115,546
<b>Employment</b>	0.5	2.9

### Rio Vista Bass Derby & Festival (October, 2018)

For the Rio Vista Bass Derby & Festival, the four different types of impacts and the interpretation of these impacts are described below. These outputs are based on the inputs using the input-output model generated by IMPLAN. The inputs were based on spending data collected onsite, in addition to the entry and vendor fees collected, and the estimated attendance of 20,000 attendees<sup>12</sup> over the 3-day event. The IMPLAN output for the impact analysis (Table 36) and significance analysis (Table 37) for the Rio Vista Bass Derby & Festival are reported below.<sup>13</sup> Leakages due to outside arts and crafts vendors were also factored into the analysis, at a rate of 80% outflow.

**Table 36. Impact Analyses: Rio Vista Bass Derby & Festival**

	<b>Employment</b>	<b>Labor Income</b>	<b>Value Added</b>	<b>Output</b>
Direct Effect	6.4	\$ 225,432	\$ 256,969	\$ 442,018
Indirect Effect	0.5	\$ 28,908	\$ 51,783	\$ 88,411
Induced Effect	0.7	\$ 34,416	\$ 74,515	\$ 117,715
<b>Total Effect</b>	<b>7.6</b>	<b>\$ 288,756</b>	<b>\$ 383,267</b>	<b>\$ 648,144</b>

**Table 37. Significance Analyses: Rio Vista Bass Derby & Festival**

	<b>Employment</b>	<b>Labor Income</b>	<b>Value Added</b>	<b>Output</b>
Direct Effect	13.7	\$ 458,291	\$ 582,039	\$ 990,344
Indirect Effect	1.2	\$ 67,834	\$ 121,314	\$ 206,848
Induced Effect	1.5	\$ 71,197	\$ 154,140	\$ 243,505
<b>Total Effect</b>	<b>16.4</b>	<b>\$ 597,322</b>	<b>\$ 857,493</b>	<b>\$ 1,440,698</b>

<sup>12</sup> Information about the estimated attendance and entry/vendor fees were provided by Rio Vista Chamber of Commerce who is responsible for this event.

<sup>13</sup> It is important to note that vendors' expenditures were not factored into the analysis. The researchers were unable to obtain contact information for the vendors to send them a survey. If the vendors had been included, the economic impacts would be higher (assuming that some of the vendors spent the night, had dinner in a local restaurant, etc.). Future economic studies should include vendor spending.

### ***Economic Activity***

Economic activity resulting from the Bass Derby & Festival is summarized in Table 38. When deciding which value to focus on, one question to ask is: *would locals typically spend their money outside the region during that weekend by traveling to Napa, San Francisco, Sacramento, Tahoe, etc?* If the answer is yes, then it would make sense to include the retention of local dollars into the analysis and look at *economic significance* values. If the answer is no, then it would make sense to focus solely on visitor dollars and look at *economic impact* values.

When deciding on whether to focus on output or value added impact, the question is whether or not it makes sense to factor in the cost of all intermediate goods<sup>14</sup> used to produce products sold at an event and related activities. If it does, then *output impact* should be considered. If not, then *value added impact* should be considered. It has been argued that *value added impact* is a more conservative (and perhaps more realistic) measure of true economic impact.

**Table 38. Summary of Overall Economic Activity Values: Rio Vista Bass Derby & Festival**

	<b>Economic Impact (Visitors)</b>	<b>Economic Significance (Visitors &amp; Locals)</b>
<b>Value Added</b>	\$ 383,267	\$ 857,493
<b>Output</b>	\$ 648,144	\$ 1,440,698

### ***Labor Income Impact and Employment***

The *labor income* and *employment* metrics are of an interest for it captures the impact of the event on locals' personal income and number of jobs needed to support the event (Table 39). *Labor income* represents the increase in total money paid to local employees and proprietor income (owners) in the form of salaries and wages, and *employment* measures the increase in the number of total employees in the local region to support the increased economic activity due to an event. Instead of measuring the economic impact in terms of money, this measure presents the impact on the number of jobs in the region. When determining whether to focus on *economic impact* or *economic significance*, the question of whether to factor the retention of local dollars into the analysis needs to be considered.

**Table 39. Summary of Labor Income and Employment Impacts: Rio Vista Bass Derby & Festival**

	<b>Economic Impact (Visitors)</b>	<b>Economic Significance (Visitors &amp; Locals)</b>
<b>Labor Income</b>	\$ 383,267	\$ 597,322
<b>Employment</b>	7.6	16.4

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<sup>14</sup> As previously mentioned, an intermediate good is a product used to produce a final good or finished product (e.g., grapes to produce wine).

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## Appendix A: General Online Survey



*NOTE: This survey was also provided in Spanish. The English version is presented here.*

*Thank you for participating in this important study for the Delta Protection Commission being done by California State University Sacramento (CSUS) faculty. Local governments and business owners need information from people like you to make informed decisions that will benefit the future quality of recreation and tourism in the California Delta. The survey can be completed in about 10-15 minutes, and all information is completely confidential. As a thank you for your time completing the survey, we will send your choice of a Franko's Delta Recreation Guide or Franko Mini Map/Fish Card to the address you provide. If you have any questions about this study, you are welcome to contact our research team at [rolloff@csus.edu](mailto:rolloff@csus.edu). Dr. David B. Rolloff, Professor Dept. of Recreation, Parks & Tourism Administration California State University, Sacramento [www.csus.edu/hhs/rpta](http://www.csus.edu/hhs/rpta)*

**If you do not complete the survey in one sitting, you may finish it at later date. Once started, you have 10 days to complete the survey.**

What is your home zip code? \_\_\_\_\_

Are you visitor or a local?

☐ a visitor

☐ a local

In which county do you reside? \_\_\_\_\_

[IF A VISITOR] → Over the past 12 months, how many total days did you visit the Delta?

[If answer above is "0" days, they are asked]→

Have you ever visited the Delta? Yes or No

[If yes to above question]→

How many years ago did you last visit the Delta?

[If no to above question]→

What would encourage you to visit the Delta?

FOR ALL BESIDES SOMEONE WHO HAS NEVER BEEN TO DELTA→

Which of these activities do you enjoy doing in the Delta? (check all that apply)

- |  |  |
|--|--|
| <input type="radio"/> wine tasting               | <input type="radio"/> dining               |
| <input type="radio"/> farm visits                | <input type="radio"/> shopping             |
| <input type="radio"/> berry picking              | <input type="radio"/> driving for pleasure |
| <input type="radio"/> attending festivals/events | <input type="radio"/> geocaching           |
| <input type="radio"/> historical sightseeing     | <input type="radio"/> weekend getaway      |
| <input type="radio"/> visiting museums           | <input type="radio"/> extended vacation    |
| <input type="radio"/> golfing                    | <input type="radio"/> other_____           |
| <input type="radio"/> motorcycle touring         | <input type="radio"/> none of the above    |

Which of these **land-based** activities do you enjoy doing in the Delta? (check all that apply)

- |  |   |
|--|---|
| <input type="radio"/> hiking/walking           | <input type="radio"/> hunting           |
| <input type="radio"/> cycling (road)           | <input type="radio"/> RV camping        |
| <input type="radio"/> off-road/mountain biking | <input type="radio"/> tent camping      |
| <input type="radio"/> horseback riding         | <input type="radio"/> other _____       |
| <input type="radio"/> birdwatching             | <input type="radio"/> none of the above |
| <input type="radio"/> scenery/wildlife viewing |   |

Which of these water activities do you enjoy doing in the Delta? (check all that apply)

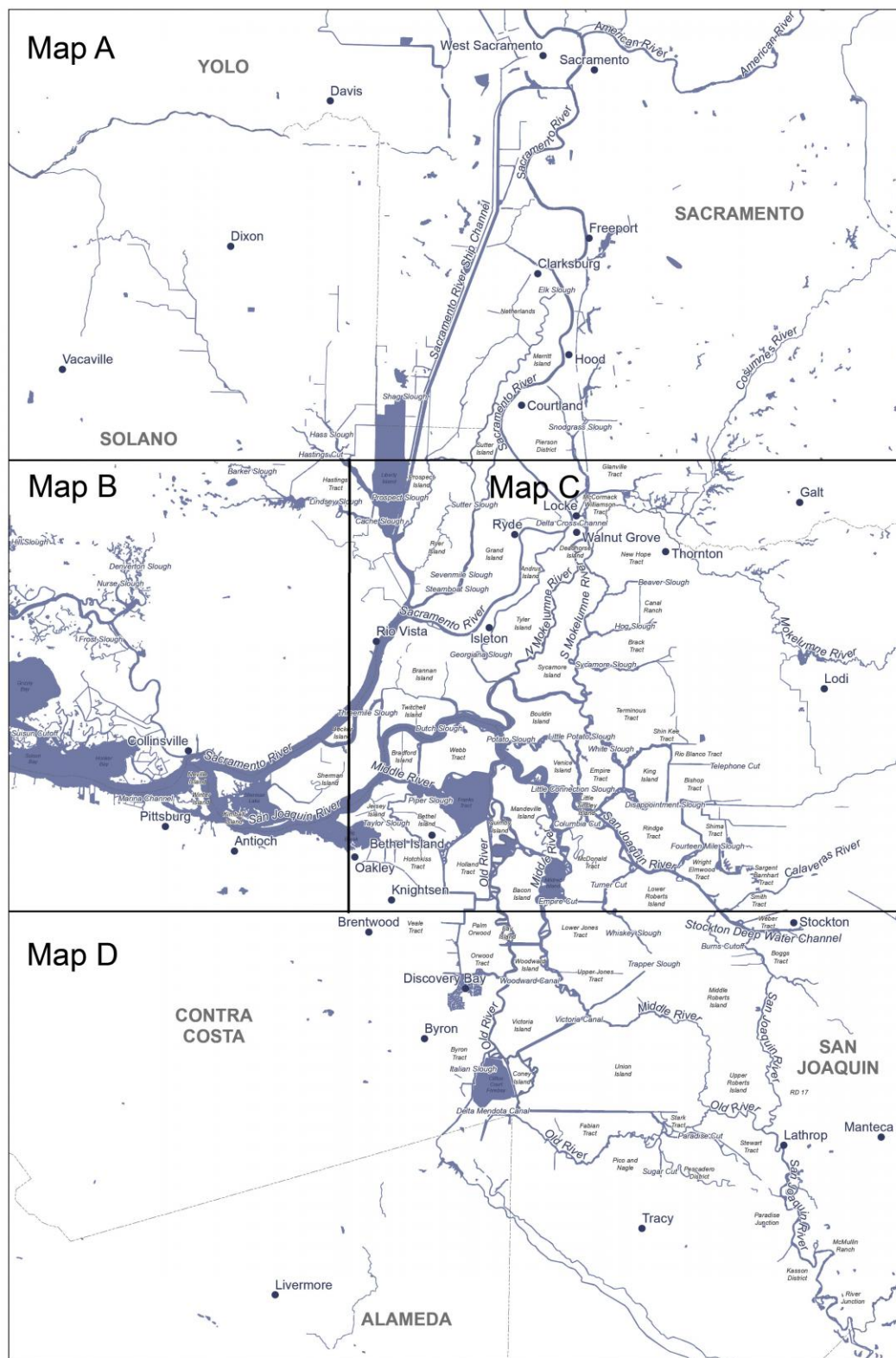
- |   |   |
|---|---|
| <input type="radio"/> boating (motorized)               | <input type="radio"/> paddleboarding        |
| <input type="radio"/> waterski, wakeboard / surf / tube | <input type="radio"/> fishing               |
| <input type="radio"/> jetskiing                         | <input type="radio"/> swimming              |
| <input type="radio"/> sailing                           | <input type="radio"/> beach play/sunbathing |
| <input type="radio"/> windsurfing/kitesurfing           | <input type="radio"/> other _____           |
| <input type="radio"/> kayaking/canoeing                 | <input type="radio"/> none of the above     |

Which region(s) do you do these activities? (Refer to the map below and check all that apply). To see entire map please scroll down.

- ☐ Region A: North Delta
- ☐ Region B: Midwest Delta
- ☐ Region C: Mideast Delta
- ☐ Region D: South Delta

About how many miles do you travel to get to this region?





THE NEXT SET OF QUESTIONS WAS ASKED ONLY FOR VISITORS→

Which most accurately describes a typical trip to the Delta?

- ☐ Day trip
- ☐ Multi-day trip

How many people (including yourself) are on a typical trip to the Delta?

If you are typically solo, please enter "1"

- ☐ Adults \_\_\_\_\_
- ☐ Children (under 18) \_\_\_\_\_

Who typically joins you on these trips? ( Check all that apply)

- ☐ family
- ☐ friends
- ☐ other \_\_\_\_\_

How many days is a typical multi-day trip to the Delta?

How much does your entire group spend on a typical day trip?

Restaurants : \_\_\_\_\_  
Grocery & convenience stores : \_\_\_\_\_  
Parking fees : \_\_\_\_\_  
Gifts/souvenirs : \_\_\_\_\_  
Entry fees (to museums, festival/event) : \_\_\_\_\_  
Gas (bought in Delta region) : \_\_\_\_\_  
Boat fuel : \_\_\_\_\_  
Marina fees : \_\_\_\_\_  
Wine purchases (from wineries) : \_\_\_\_\_  
Farm purchases (local fruit, produce) : \_\_\_\_\_  
Incidentals, sundries : \_\_\_\_\_  
Other : \_\_\_\_\_  
Other : \_\_\_\_\_  
Total : \_\_\_\_\_

How much does your entire group spend on a typical multi-day trip (total for entire trip)?

Restaurants : \_\_\_\_\_  
Grocery & convenience stores : \_\_\_\_\_  
Parking fees : \_\_\_\_\_  
Gifts/souvenirs : \_\_\_\_\_  
Entry fees (to museums, festival/event) : \_\_\_\_\_  
Gas (bought in Delta region) : \_\_\_\_\_  
Marina fees : \_\_\_\_\_  
Boat fuel : \_\_\_\_\_  
Wine purchases (from wineries) : \_\_\_\_\_  
Farm purchases (local fruit, produce) : \_\_\_\_\_  
Incidentals, sundries : \_\_\_\_\_  
Other : \_\_\_\_\_  
Other : \_\_\_\_\_  
Hotel/ Motel/ Bed & Breakfast : \_\_\_\_\_  
Campgrounds : \_\_\_\_\_  
Airbnb / Vacation Rental : \_\_\_\_\_  
Total : \_\_\_\_\_

Where do you stay overnight in the Delta for a multi-day trip? (check all that apply)

- |   |  |
|---|--|
| <input type="radio"/> Hotel / Motel                     | <input type="radio"/> Houseboat              |
| <input type="radio"/> Bed and Breakfast                 | <input type="radio"/> Friend's house         |
| <input type="radio"/> AirBnB / Vacation Rental by Owner | <input type="radio"/> I have a vacation home |
| <input type="radio"/> RV camping                        | <input type="radio"/> Other _____            |
| <input type="radio"/> Tent camping                      |  |

Which seasons do you do visit the Delta? (check all that apply)

- ☐ Summer (June, July, August)
- ☐ Fall (September, October, November)
- ☐ Winter (December, January, February)
- ☐ Spring (March, April, May)

What are the primary reasons that you visit **the Delta**?

Over the past 12 months, how many total days did you do these activities in the Delta?

How many people (including yourself) do you do typically do these activities with?

If you are typically solo, please enter "1"

- ☐ Adults \_\_\_\_\_
- ☐ Children (under 18) \_\_\_\_\_

Who typically joins you? ( Check all that apply)

☐ family

☐ friends

☐ other \_\_\_\_\_

THE NEXT SET OF QUESTIONS WAS ASKED ONLY TO LOCALS→

How much does your entire group spend in a typical day when doing these activities?

Restaurants : \_\_\_\_\_

Grocery & convenience stores : \_\_\_\_\_

Parking fees : \_\_\_\_\_

Gifts : \_\_\_\_\_

Entry fees (to museums, festival/event) : \_\_\_\_\_

Gas (bought in Delta region) : \_\_\_\_\_

Boat fuel : \_\_\_\_\_

Marina fees : \_\_\_\_\_

Wine purchases (from wineries) : \_\_\_\_\_

Farm purchases (local fruit, produce) : \_\_\_\_\_

Incidentals, sundries : \_\_\_\_\_

Other : \_\_\_\_\_

Other : \_\_\_\_\_

Total : \_\_\_\_\_

Which seasons do you do these activities? (check all that apply)

☐ Summer (June, July, August)

☐ Fall (September, October, November)

☐ Winter (December, January, February)

☐ Spring (March, April, May)

What do you like to do most (leisure & recreation) in **the Delta**?

THE REMAINING QUESTIONS WERE ASKED TO VISITORS & LOCALS→

How do you learn about upcoming events, things to do, etc. in the Delta?

- ☐ Social media
- ☐ Visit CA Delta (visitcadelta.com)
- ☐ Other internet sites
- ☐ Word of mouth (family & friends)
- ☐ Word of mouth (local businesses, restaurants, marinas, shops, etc.)
- ☐ Email list (e.g., Delta Protection Commission's Delta Happenings)
- ☐ Local publications (e.g., River News Herald)
- ☐ Visiting a Chamber of Commerce
- ☐ Guide book
- ☐ Other \_\_\_\_\_

Which internet sites do you visit to get information about the Delta? (Please write site in the blank)

- ☐ Facebook \_\_\_\_\_
- ☐ Instagram \_\_\_\_\_
- ☐ Twitter \_\_\_\_\_
- ☐ Blogs \_\_\_\_\_
- ☐ Other \_\_\_\_\_

Which internet sites do you visit to get information about the Delta? (Please write site in the blank)

- ☐ California Delta Chambers & Visitor's Bureau (californiadelta.org)
- ☐ Delta Boating (deltaboating.com)
- ☐ Clarksburg Chamber of Commerce
- ☐ Courtland Chamber of Commerce
- ☐ Isleton Chamber of Commerce
- ☐ Rio Vista Chamber of Commerce
- ☐ Stockton Chamber of Commerce
- ☐ Other websites \_\_\_\_\_

How do you learn about Visit CA Delta? (check all that apply)

- ☐ Friends/family
- ☐ Delta business
- ☐ Social media
- ☐ Other website

Do you follow any Visit CA Delta social media profiles?

- ☐ Yes
- ☐ No

What do you like and/or dislike about the Visit CA Delta website?

- ☐ Like \_\_\_\_\_
- ☐ Dislike \_\_\_\_\_

If there are any **activities or events** that you would like to see offered in the Delta, please describe them.

If there any **facilities or services** that you would like to see added in the Delta, please describe them.

What else could improve your overall experience in the Delta?

The following questions are asked so the researchers may describe the overall characteristics of study participants. No responses in this survey will be connected to you individually.



What is your gender?

- ☐ male
- ☐ female
- ☐ Other/ Do not care to disclose

What is your age? \_\_\_\_\_

How many adults are in your household (including yourself)?

How many children (under 18) are in your household?

What is your employment status? (check all that apply)

- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Student
- ☐ Retired
- ☐ Other \_\_\_\_\_

What is your total household income (before taxes)?

- ☐ under \$25,000
- ☐ \$25,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$124,999
- ☐ \$125,000 - \$149,999
- ☐ \$150,000 - \$174,999
- ☐ \$175,000 - \$199,999
- ☐ \$200,000 or more

What is the highest level of education that you have completed?

- ☐ Did not complete high school
- ☐ High School
- ☐ 2-Year College Degree
- ☐ 4-Year College Degree
- ☐ Graduate School
- ☐ Other

Choose one or more races that you consider yourself to be:

- ☐ White
- ☐ Black or African American
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Hispanic/Latino
- ☐ Other \_\_\_\_\_
- ☐ Don't want to disclose

Do you have any other comments or suggestions about recreational opportunities in the Delta?

Thank you for your participation! For your free copy of a Franko Card, please provide an address where we can mail it to below. This information will not be affiliated with the responses you provide.

☐ Name \_\_\_\_\_

☐ Address \_\_\_\_\_

☐ City \_\_\_\_\_

☐ State \_\_\_\_\_

☐ Zip code \_\_\_\_\_

Please send me the following Franko Card

- ☐ California Delta Recreation Card
- ☐ California Delta Wildlife/ Fish Card
- ☐ Monterey Peninsula Underwater Guide
- ☐ Napa Valley Wine Country Guide
- ☐ Lake Tahoe Card
- ☐ Channel Islands Card
- ☐ Big Bear Lake Wildlife/ Fish Card
- ☐ San Diego Fish Card
- ☐ Santa Catalina Island Mini Map and Kelp Forest Creatures

## Appendix B: Event Survey



*NOTE: This survey was also provided in Spanish. The English version is presented here.*

Please select the language you would like to take the survey in (English or Spanish):

☐ English

☐ Spanish

Are you visitor or a local?

☐ a visitor

☐ a local

In which county do you reside? \_\_\_\_\_

What is your 5-digit zip code? (Enter 00000 if you do not live in USA)

How many miles did you travel to get to this event? (Please type in numbers only)

How many people traveled in your car with you today? If you traveled alone, put a 1. If you did not arrive by car, put a 0.

How many ADDITIONAL people are you meeting? (Do not include people in your car or yourself). If no one, type "0"

How do you learn about upcoming events, things to do, etc. in the Delta?

- ☐ Social media
- ☐ Visit CA Delta (visitcadelta.com)
- ☐ Other internet sites
- ☐ Word of mouth (family & friends)
- ☐ Word of mouth (local businesses, restaurants, marinas, shops, etc.)
- ☐ Email list (e.g., Delta Protection Commission's Delta Happenings)
- ☐ Local publications (e.g., River News Herald)
- ☐ Visiting a Chamber of Commerce
- ☐ Guide book
- ☐ Other \_\_\_\_\_

Which internet sites do you visit to get information about the Delta? (Please write site in the blank)

- ☐ Facebook \_\_\_\_\_
- ☐ Instagram \_\_\_\_\_
- ☐ Twitter \_\_\_\_\_
- ☐ Blogs \_\_\_\_\_
- ☐ Other \_\_\_\_\_

Which internet sites do you visit to get information about the Delta? (Please write site in the blank)

- ☐ California Delta Chambers & Visitor's Bureau (californiadelta.org)
- ☐ Delta Boating (deltaboating.com)

- ☐ Clarksburg Chamber of Commerce
- ☐ Courtland Chamber of Commerce
- ☐ Isleton Chamber of Commerce
- ☐ Rio Vista Chamber of Commerce
- ☐ Stockton Chamber of Commerce
- ☐ Other websites \_\_\_\_\_

How do you learn about Visit CA Delta? (check all that apply)

- ☐ Friends/family
- ☐ Delta business
- ☐ Social media
- ☐ Other website

Do you follow any Visit CA Delta social media profiles?

- ☐ Yes
- ☐ No

Which of these activities do you enjoy doing in the Delta? (check all that apply)

- |  |  |
|--|--|
| <input type="radio"/> wine tasting               | <input type="radio"/> dining               |
| <input type="radio"/> farm visits                | <input type="radio"/> shopping             |
| <input type="radio"/> berry picking              | <input type="radio"/> driving for pleasure |
| <input type="radio"/> attending festivals/events | <input type="radio"/> geocaching           |
| <input type="radio"/> historical sightseeing     | <input type="radio"/> weekend getaway      |
| <input type="radio"/> visiting museums           | <input type="radio"/> extended vacation    |
| <input type="radio"/> golfing                    | <input type="radio"/> other _____          |
| <input type="radio"/> motorcycle touring         | <input type="radio"/> none of the above    |

Which of these **land-based** activities do you enjoy doing in the Delta? (check all that apply)

- |  |   |
|--|---|
| <input type="radio"/> hiking/walking           | <input type="radio"/> hunting           |
| <input type="radio"/> cycling (road)           | <input type="radio"/> RV camping        |
| <input type="radio"/> off-road/mountain biking | <input type="radio"/> tent camping      |
| <input type="radio"/> horseback riding         | <input type="radio"/> other _____       |
| <input type="radio"/> birdwatching             | <input type="radio"/> none of the above |
| <input type="radio"/> scenery/wildlife viewing |   |

Which of these water activities do you enjoy doing in the Delta? (check all that apply)

- |   |   |
|---|---|
| <input type="radio"/> boating (motorized)               | <input type="radio"/> paddleboarding        |
| <input type="radio"/> waterski, wakeboard / surf / tube | <input type="radio"/> fishing               |
| <input type="radio"/> jetskiing                         | <input type="radio"/> swimming              |
| <input type="radio"/> sailing                           | <input type="radio"/> beach play/sunbathing |
| <input type="radio"/> windsurfing/kitesurfing           | <input type="radio"/> other _____           |
| <input type="radio"/> kayaking/canoeing                 | <input type="radio"/> none of the above     |

**The following questions are asked so the researchers may describe the overall characteristics of study participants. No responses in this survey will be connected to you individually.**

What is your gender?

- ☐ male
- ☐ female
- ☐ Other/ Do not care to disclose

What is your age? \_\_\_\_\_

How many adults are in your household (including yourself)?

How many children (under 18) are in your household?

What is your employment status? (check all that apply)

- ☐ Employed full-time
- ☐ Employed part-time



- ☐ Student
- ☐ Retired
- ☐ Other \_\_\_\_\_

What is your total household income (before taxes)?

- ☐ under \$25,000
- ☐ \$25,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$124,999
- ☐ \$125,000 - \$149,999
- ☐ \$150,000 - \$174,999
- ☐ \$175,000 - \$199,999
- ☐ \$200,000 or more

What is the highest level of education that you have completed?

- ☐ Did not complete high school
- ☐ High School
- ☐ 2-Year College Degree
- ☐ 4-Year College Degree
- ☐ Graduate School
- ☐ Other

Choose one or more races that you consider yourself to be:

- ☐ White
- ☐ Black or African American
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Hispanic/Latino
- ☐ Other \_\_\_\_\_
- ☐ Don't want to disclose

## Appendix C: Event Spending Survey



*NOTE: This survey was also provided in Spanish. The English version is presented here.*

Please select the language you would like to take the survey in (English or Spanish):

☐ English

☐ Spanish

Are you visitor or a local?

☐ a visitor

☐ a local

In which county do you reside? \_\_\_\_\_

What is your 5-digit zip code? (Enter 00000 if you do not live in USA)

How many miles did you travel to get to this event? (Please type in numbers only)

How many people traveled in your car with you today? If you traveled alone, put a 1. If you did not arrive by car, put a 0.

How many ADDITIONAL people are you meeting? (Do not include people in your car or yourself). If no one, type "0"

These next questions ask about amount spent for your entire group which includes those in your car and any additional people you met at the [Name of Event]. How much do you think your entire group will spend at the [Name of Event] on:

- food and beverages (not alcohol)?
- alcohol?
- parking fees?
- entry fees (festival and other stops in the Delta)?
- gifts/souvenirs?
- other restaurants in the Delta?
- grocery & convenience stores in the Delta?
- gas (bought in the Delta region)?
- wine purchases (from Delta wineries)?
- Delta farm purchases (local fruit, produce, etc.)?
- incidentals in the Delta?
- other items not already listed in the Delta region?

Did you or will you (or anyone in your group) pay to spend a night in the Delta as part of this trip to the Pear Fair?

☐ yes

☐ no

ONLY FOR THOSE WHO RESPONDED YES to spending the night, the following questions were asked:

How many people in your group stayed overnight in the Delta on this trip? If just you, put "1"

How many nights did you and/or others spend in the Delta for this trip to the [Event Name]?

What is the total amount that everyone in your group spent on lodging (e.g., hotel, camping fees) in the Delta for this trip to the [Event Name]?

Where did you stay overnight in the Delta on this trip?

- ☐ Hotel / Motel
- ☐ Houseboat
- ☐ Bed and Breakfast
- ☐ Friend's house
- ☐ AirBnB / Vacation Rental by Owner
- ☐ I have a vacation home
- ☐ RV camping
- ☐ Other \_\_\_\_\_
- ☐ Tent camping

**The following questions are asked so the researchers may describe the overall characteristics of study participants. No responses in this survey will be connected to you individually.**

What is your gender?

- ☐ male
- ☐ female
- ☐ Other/ Do not care to disclose

What is your age? \_\_\_\_\_

How many adults are in your household (including yourself)?

How many children (under 18) are in your household?

What is your employment status? (check all that apply)

- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Student
- ☐ Retired
- ☐ Other \_\_\_\_\_

What is your total household income (before taxes)?

- ☐ under \$25,000
- ☐ \$25,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$124,999
- ☐ \$125,000 - \$149,999
- ☐ \$150,000 - \$174,999
- ☐ \$175,000 - \$199,999
- ☐ \$200,000 or more

What is the highest level of education that you have completed?

- ☐ Did not complete high school
- ☐ High School
- ☐ 2-Year College Degree
- ☐ 4-Year College Degree
- ☐ Graduate School
- ☐ Other

Choose one or more races that you consider yourself to be:

- ☐ White
- ☐ Black or African American
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Hispanic/Latino
- ☐ Other \_\_\_\_\_
- ☐ Don't want to disclose

# Delta Visitor Survey



SACRAMENTO | SAN JOAQUIN

# DELTA

Please type the web address below into your browser

## DeltaVisitorSurvey.com

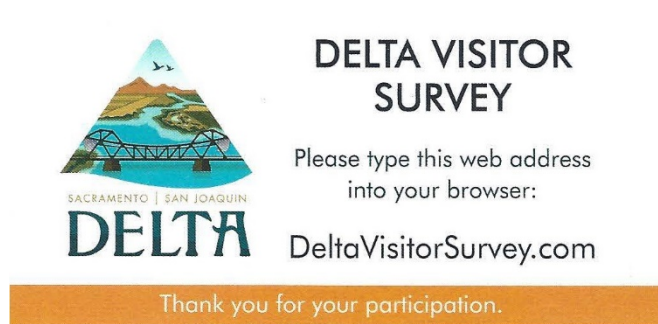
Thank you for your participation!

Let us know  
what you think!





## Appendix E: Business Card



## Appendix F: All Responses from Qualitative/Open-ended Survey Questions

*These responses have been edited slightly for grammar and legibility, but otherwise represent the responses of those visitors who chose to give open-ended replies to the survey questions.*

### What do you like about the Visit CA Delta website?

1. All of the information that is available to the public and the current events
2. Nothing
3. Easy to get info
4. Information
5. Automatically takes me to Instagram profiles
6. Lots of information
7. Dates for activities
8. Quick updated info
9. Its fine
10. Easy to find location
11. The way that information is presented
12. El clima durante la calor.
13. Informative
14. Photos and info of upcoming events
15. Info
16. Easy to use, informative
17. Everything
18. It's easy to navigate.
19. It's all good
20. Simple design, easy to use interface
21. The site is easy to navigate.
22. Took the survey before I visited it so don't know!
23. Variety
24. Very informative

### What do you dislike about the Visit CA Delta website?

1. Haven't found anything we dislike
2. Nothing stands out to me either way so without going back on to remember it I'll just say dislike because I don't remember
3. You should make a CA Delta App with interactive map, so I don't have so many browser pages open on my phone
4. Lots of drop downs and more drop downs. Sometimes it's hard to find what you want. Some information is repeated in various sections of the website.
5. Not sure
6. Me disgusta cuando llueve y se inunda en varias areas.
7. Nothing

8. The video struggles to load
9. I wanted to print some things up but it was too many pages with the pictures
10. Depending on the rural location, portions of the page take longer to load, takes a bit more patience, but not too bad.
11. More content

**If there are any activities or events that you would like to see offered in the Delta, please describe them here.**

1. More "clean up the Delta days" especially along Hwy 160
2. Something like the Pear Festival without the crowds.
3. Harbor events
4. More ag-related events. The passport weekend and pear fair aren't enough
5. Today I was looking for place to see fireworks
6. More events
7. Advertised nature days where hunting isn't allowed
8. More live music that is not karaoke.
9. Food events, wine tasting, festivals
10. More concerts
11. Fishing reports
12. Fishing
13. Birding maps
14. Fishing tournaments, boat racing/parades
15. Walking tours in the towns...
16. More activities that involve boating. Movies on the water I think would be nice.
17. I would like more taste of the region events, art and wine and top places to visit listings for things to do near festivals
18. Citizen science
19. Balloon rides, party boats (pick up in Sac - Garcia bend and Old Sac)
20. History based lectures, guest authors
21. Cooking demo
22. More music festivals
23. Flea Markets
24. Really great restaurants, Thai, Indian, Arabic, Japanese etc. Also would love a river transport to San Francisco and other stops at a reasonable price.
25. Wildlife tours sponsored by the counties.
26. Casino Cruise's
27. It would be nice to have more activities, especially nature-related.
28. More boating events
29. More festival and wine tasting events.
30. Showcase all the Delta activities and festivals
31. Live theater
32. Ag Tourism is fine.
33. Halloween events/ fall events
34. Vegetable Fest
35. Boat rides
36. Fishing courses

37. Tour boats
38. Isleton Crawdad Festival
39. I'd like to see established and marked biking routes.
40. Nature hikes
41. Seguir sabiendo de las ferias.
42. Boat races
43. I'd love more outdoor fairs/festivals (all ages) and would visit much more frequently for these attractions. I'd also like more shopping, antiques and dining options. I like to take our out-of-state visitors along CA-160 from Rio Vista to Clarksburg. We shop/browse/eat in Walnut Grove and Locke but have not found many activities beyond Locke for all ages/physical conditions.
44. Better access to river
45. Boat tours of the Delta Restaurant guides
46. More events and live music
47. "Wines of Clarksburg
48. Parades"
49. Develop downtown Rio Vista for tourism, walks, river view( hardly any well lit and clean walkways for a town named Rio Vista...)
50. Tours for kids older than five.
51. Discovering new things all the time
52. Raves, unique architecture tours
53. I would like to see more family images being part of the ads.
54. Another Spam cook-off (I won a prize several years ago)
55. Photography classes
56. Best birding and fishing sites
57. Boat cruises
58. Fish tournament
59. Food and wine festivals
60. Identifying edible/ medicinal/ culturally significant native plants
61. Live music events
62. More activities for children
63. More live music, possible boat tours and/or day or night boat and wine trips like with apps and wine or something romantic.
64. More places to launch to kayak safely
65. Music, food trucks,
66. River boat tours
67. The Pear Fair is amazing and I wish there were more events like that
68. UTV riding

**If there any facilities or services that you would like to see added in the Delta, please describe them.**

1. "Please take your trash with you" signs posted along the levees in different languages, for example in Spanish, Chinese etc.
2. There is a big problem of our beaches being cluttered with trash from the fisherman/beach goers or put garbage cans out
3. I have seen even whole bags of trash, TVs, tires, mattresses, etc. dumped along the roads
4. It's really bad on Hwy 160 from Rio Vista to Sherman Island"
5. A directory for where to kayak with what price attached. I'm allergic to parking fees and tickets.

6. Access to additional hunting area.
7. Antioch Marina
8. Bathrooms
9. Bathrooms/rest stop along river road, farm stands
10. Better cell phone coverage
11. Better outreach on things to do and events
12. Better playgrounds in parks, more waterfront walking trails
13. Better restaurants
14. Better restaurants on the Loop.
15. Better restaurants.
16. Breweries
17. Cleanup the trash and some sort of bio hazard waste pickup for syringes left along the levees.
18. Concert space
19. Delta Taxi Boats to Sacramento
20. Dog friendly parks and ramps
21. Ferry service to the Bay Area.
22. Fishing
23. Good signage for those without GPS or smart phones
24. Harbors should start and maintain a clean Delta shores, levees and marinas for a safer community.
25. I love the nature areas!
26. I think a tour bus that ran at busy times would be a great add as well as good for safety.
27. I think it would be nice to see more museums and ecological centers that one can access from the water.
28. I would like more public recreation and beach sites
29. I'd like to see the dirt bags living in boats dumping everything directly into the river gone (and they are all over) as well as the homeowners who rent their docks out to these pigs fully knowing what is going on fined and banned from having renters. I'd like to see more patrols on water so the tweekers speeding by our docks in middle of the night doing drug runs and stealing and ruining our docks are busted.
30. Indigenous ecological restoration
31. Infrastructure tours
32. It would be nice if we can have boating facilities at the Delta for those with no experience in boating.
33. "It would be nice to have another gas station ... there is only ONE in all of N. Delta (Walnut Grove)
34. It would be nice to have more traffic enforcement. So many speeders.
35. The Delta roads should be mandatory headlight areas.
36. Literary based events; river cruises out of Rio Vista and Isleton.
37. Lodging in Courtland, Locke, Walnut Grove
38. Map of beaches, including family friendly, dog friendly, map of boat launches+fees, map of areas where motorized boats not allowed (or map of nonmotorized boats/SUPS only), map of farms that accept visitors/give tours... updated map of u-pick farms
39. Medical clinics
40. Medical, urgent care - we need it bad. UC Davis blood draw and Docs.
41. Mooring Buoys for anchoring out.
42. More activities for the kids.

43. More and better places to eat.
44. more bathing sites
45. More cafe bistros for hors d'oeuvres
46. More camping
47. More docks for boats. Cleaner beaches.
48. More good restaurants
49. More lit pedestrian paths that require some foot traffic on the street at all the Wildlife reserves.
50. More outside eating and shopping opportunities that allow dogs. We always have our small dog with us and during hot days. She can't stay in the car. We often don't eat out or go shopping on hot days because our dog isn't welcome.
51. more public dock spaces
52. More restaurants and community events.
53. More stores on Bethel Island
54. More vegan/vegetarian options for dining, given it's in the ag capital of the country
55. more walking trails
56. More water access so fishing from the bank is easier
57. Nature area access in restored habitats, fishing piers
58. New RV City Dock, boat launch, casino on Rio's water front by the bridge
59. Ojala mas conciertos.
60. Parks boat ramps
61. Picnic areas would be a nice option, though we usually opt to dine at restaurants. A Delta tourism center with gift shop, restrooms and snack bar would be a great addition! I suspect that offering more dining options and kayak/canoe/boat rentals along the water would greatly increase revenue, provided it was sufficiently advertised. It seems that most folks who don't live in the immediate region do not know how wonderful these Delta waterways are and their hidden gems. Even those of us that are local rely on word-of-mouth.
62. Proper grocery store and pharmacy on Bethel Island and road work to stop tearing up our new bridge. Also more road repair.
63. Public restrooms and better trash pick up
64. Ramps for canoes, kayaks
65. Restaurant guides, shopping guides
66. RV sites,
67. Save the river and clean up the Delta. Great work is being done right now and getting some of the derelict boats out of there and I sure hope we continue to preserve this beautiful area, full of so much beauty and wildlife
68. Small tour busses leaving from Sacramento CA or the Bay area or the Sacramento zoo
69. Watercraft rentals on Brannan's Island, and completion of the mine shaft in Black Diamond Mines
70. Waterfront / boat approach casual eateries, cabin / camping with boat dock along San Joaquin islands
71. We would like to see state sanctioned pump out facilities repaired and allow self-service (i.e. Miller Park is perfect). City of Stockton downtown marina pump out has non-existent pressure, so nothing comes out. Other pump outs are broken and have been unavailable for years (Walnut Grove). And Willow Berm pump out is like making a doctors appt. with the wait.
72. For facilities, the ideal would be other county or state docks like Walnut Grove public dock or Westport Park at other locations in the Delta. Minimal fees, no hook ups but a way to get ourselves and pets onto land."

73. Wineries
74. Yoga studio and or gyms, restaurants, pharmacy, affordable grocery stores, parks, revive downtown area (paint, add lighting) increase size or space for beaches, zone waterways for public use and protect the river view.

**What else could improve your overall experience in the Delta?**

1. Customer service!! It seems no one cares about this anymore at the marinas and restaurants
2. Bring back the Sheriff sub stations!! Crime is overtaking the Delta. Something needs to be done. We need more crime patrol"
3. A community bulletin board such as at the Lighthouse Marina Restaurant, the post office, etc.
4. Fishing information
5. Easier boat rentals
6. Better internet presence and information, can be hard to plan a trip
7. Cleaner water to swim, more beach places to launch kayaks
8. Repair highway 12
9. Know about events
10. Clean up days more frequently.
11. More music festivals
12. Available cruises from Stockton to Sacramento
13. Lower launch and day use fees
14. More fishing
15. Keeping harbors, docks and marinas clean.
16. Keep it local, love the community!
17. More inter-community communications. We are all in this together and promoting each other only benefits everyone.
18. A Delta clean up service that provides tools and materials for those who would like to volunteer their time to help clean trash and such from the Delta.
19. I live it here
20. People are pigs they need to be taught the do's and don't's of Delta living. They have no regard for our waterways and all the creatures that should be protected
21. More volunteer-based restoration and citizen science
22. Cellular reception
23. More access to the river
24. Safer roads
25. Having the community become more broadly and widely aware of my online news site:  
<https://spnews-cie.squarespace.com> which covers Rio Vista and Central California for news, travel and three blog pages, including on Earth, Water and Indigenous to bring readers and viewer up to date in the 21st century of how the Earth informs and speaks to us with its news for us in the Delta.
26. More retail
27. Make an app!
28. The Delta is beautiful!!
29. Medical care, better restaurants, shopping, river transport (for fun and to get to restaurants etc.). Less expensive pharmacy and less expensive groceries. More tours and history places to take guests. Wineries close to Rio Vista now that there are vineyards everywhere. A Larry's Market or equivalent on the corner of 12 and 160 as the one there is terrible and such a waste! Local meats for sale - like lamb and beef. Better water. Less electric outages. Less expensive

water. Less taxes on our houses and retirement community, better golf course maintenance and MUCH better roads. Get the big trucks off of Hwy 12.

30. Free road and waterway maps! I always get lost!
31. More places for services.
32. Outdoor air-conditioning throughout the Delta in July. (just kidding)
33. Same. More little places to shop or have wine.
34. I love the Delta. Keep the water clean and flowing.
35. Make sure they don't build the tunnels
36. More piers should be offered to the public and signs for enforce use of lifejackets.
37. Not worrying about water diversions via Twin Tunnels proposed by Gov.
38. Have more clean up days
39. No price hikes on gas on Bethel Island
40. Organized walks
41. More patrol in those areas
42. Cleaner water & fewer water weeds
43. Traffic
44. If it was easier to find places.
45. Mas papeletas ofreciendo promociones para atraer mas gente y con las ganancias contribuir a la preservación del área Delta.
46. More services
47. Would just love to see more businesses overall.
48. Lower speed limit on East Cypress
49. State of CA - State Water Agencies - stop taking so much water
50. Wardens
51. Maps showing scenic driving routes
52. Having better policing of obnoxious tourist/ day use campers
53. Great work is being done right now and getting some of the derelict boats out of there and I sure hope we continue to preserve this beautiful area, full of so much beauty and wildlife
54. Less dangerous drivers. More signs and speed bumps to slow people down.
55. ACE running on weekends from Livermore
56. More public use land areas/ beaches
57. It is pretty special as is but we always enjoy the restaurants/cafes and festivals/fairs.
58. Nothing
59. Bring affordable, basic amenities to Rio Vista, and the people will follow!
60. Materials for homeschoolers to use for educational purposes. (Slightly more detailed than typical visitor info plaques)
61. The removal of junk boats in the waterways
62. To win the lotto and retire on the Delta
63. More gas stations
64. No tunnels in our Delta
65. Island camping accessible by noon motorized boats only
66. More events that for the whole family like when we did the catfish jubilee.
67. Keep huge trucks off the 160
68. Keep the homeless and vagrants away.
69. More guardrails on the levy roads. I love driving out there but sometimes the lack of a guardrail makes me anxious.
70. Better restaurants



71. Clean up the trash along the banks and floating
72. Keep homeless out.
73. Keep the water
74. More hands-on support for literacy and education
75. More sheriff boats. Checking drinking. Stop speeding around docks. Making sure all safety equipment is on boats.
76. Not losing our water to the twin tunnels
77. Ordinance to evict homeless woman from the Bethel Island park