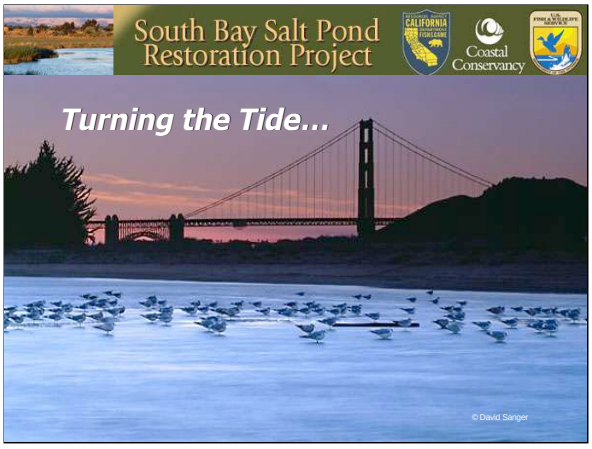


TALKING POINTS:

THANK HOST

INTRODUCE SELF, project, and reason for being there

Sample SCRIPT ..

Thanks to the [Name of Hosting Organization] for the opportunity to be here [today/this evening] to talk with you about an exciting and historic ecosystem restoration project that is underway right here in the South San Francisco Bay.

TALKING POINTS:

Recognition of salt ponds as a familiar/trademark SF site

Script …

Does this look familiar? Can anyone identify what we are looking at?

If yes … Thanks. That is right.

If no … explain that these are salt ponds in the south San Francisco Bay as seen from the air when flying into SFO.

These are the Cargill Corporation salt ponds, and in March 2003, 16,500 acres of these ponds were acquired by the State of California for restoration. The salt ponds in the photo are in a late stage of evaporation when high levels of algae and bacteria are present, resulting in the red color that you see.

Here's another view

TALKING POINTS

value/definition of restoration – being sure to clarify the fact that restoration will need to include preservation/enhancement of existing salt ponds ….

- •Flood protection;
- •Improved water quality;
- •Recreational opportunities; and
- •Habitat for threatened and endangered species as well as hundreds of thousands of migratory shorebirds and other waterbirds

Good quote from book Wetland Ecology: Principles and Conservation by Dr. Paul A Keddy – (Cambridge University Press, 2000/2002)

"[wetlands] are some of the most productive ecosystems on Earth; they rival both rain forest and cultivated land. But unlike agricultural fields, this primary production occurs with no fossil fuel inputs in the form of petrol and fertilizer, no tending by humans, no artificial irrigation and no heavy machinery. **Wetlands can therefore be regarded as factories in the landscape that mass produce both organic matter and oxygen to support surrounding ecosystems. Draining such wetlands may therefore be compared to systematically smashing the factories that support life on earth**."

Scripted …

So why should we all be concerned with ecosystem restoration in the south San Francisco Bay?

Depending on the size of the audience, consider asking people to tell you why they think this project is important.

A mix of restored wetlands, including some salt ponds, provide many benefits, including…

- •Flood protection;
- •Improved water quality;
- •Recreational opportunities; and
- •Habitat for threatened and endangered species as well as hundreds of thousands of migratory shorebirds and other waterbirds.

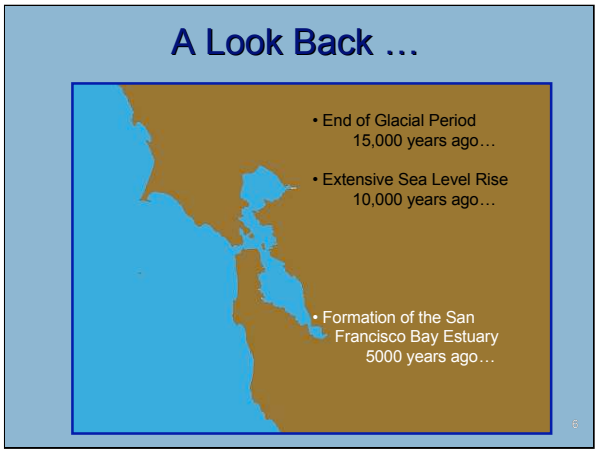
Note to presenter: tailor your talking points as to why this project is important depending on who you are speaking to. Also, be sure to emphasize that some salt ponds are important as many species are dependent on the conditions present in the salty environment.

TALKING POINTS

as stated in bullets from slide

Scripted version

Today I'm here to tell you about what is happening in our own "backyard" - the largest restoration of this type on the west coast – I will start by providing you with some background information, then give a brief overview of the acquisition, interim management, and transfer steps, and discuss with you the five year planning process we are fully underway with right now.



TALKING POINTS:

quick overview of the formation of SF BAY

Scripted version

Let's look back in time in order to understand the influence of sea level on the bay, its inhabitants, and its ecology.

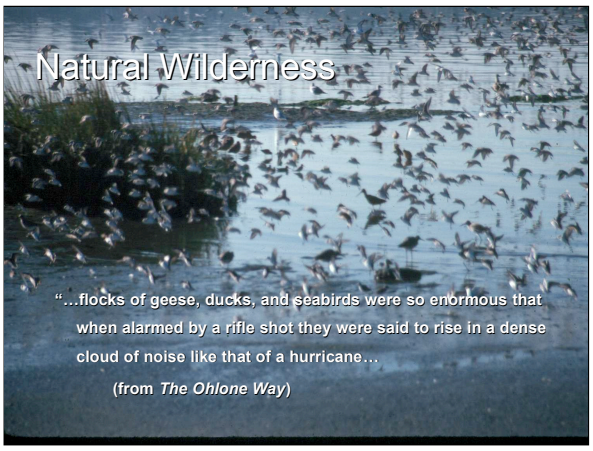
•At the end of the last glacial period, some 15,000 to 18,000 years ago, the seas began their most recent rise.

•About 10,000 years ago, glaciers melted resulting in a rapid rise in the sea level of the Pacific Ocean. Ocean waters flowed through a deep, narrow canyon which today is spanned by the Golden Gate bridge.

•Flooding the inland basins, these waters combined with the San Joaquin and Sacramento rivers, forming the San Francisco Bay Estuary and its tidal marshes and mud flats.

Note to presenter: some audiences may ask "what are tidal marshes"?

Tidal Marshes: are vegetated wetlands that regularly receive some tidal action. High quality tidal marshes contain intricate networks of channels through which the tides move in and out of the marsh complex. Tidal marshes provide critical habitat for an array of species, including young salmon and steelhead trout, shorebirds and ducks that forage in the salt pannes, and mammals like the endangered salt marsh harvest mouse.



TALKING POINTS

Not too long ago, the bay was a wilderness as described in quote above.

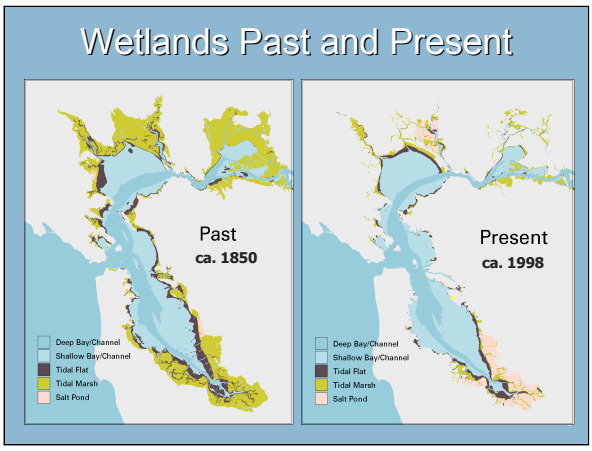
Scripted

While the first inhabitants of the San Francisco Bay were a variety of animals, the first human inhabitants were Native Americans. Tribes such as the Ohlone and Miwok were sustained by the abundant fish and game in and around the Bay and had relatively little impact on the environment.

In 1769, Spanish Explorers discovered the San Francisco Bay and were followed by missionaries who began developing around the greater bay area. These relatively few early European settlers also had minimal impact on the area and gave stunning accounts of the pristine environment. One such account reads…

Note to Presenter: read full quote below or just what is up on screen

"The intermingling of grasslands, savannahs, salt and freshwater marshes, and forests created wildlife habitats of almost unimaginable richness and variety…flocks of geese, ducks, and seabirds were so enormous that when alarmed by a rifle shot they were said to rise in a dense cloud of noise like that of a hurricane… packs of wolves hunted elk, antelope, deer, rabbits, and other game…were everywhere feeding on berries, lumbering along beaches, congregating beneath oak trees during the acorn season, and stationed along nearly every stream and creek during the annual runs of salmon and steelhead"



TALKING POINTS

The bay has changed in the last 150 years
HUMAN IMPACT – since GOLD RUSH
Define wetland and estuary –
Point out map features

Scripted version

Around the time of the "Gold Rush", in the mid 1800s there was a massive population explosion in the San Francisco Bay area and human impact began to greatly alter the landscape and health of the San Francisco Bay.

Activities like gold mining, fur trading, cattle-grazing, the hunting and growing of food to support the growing population had profound effects on the landscape.

Here we have a map that depicts the loss of wetland habitat in the last 150 years. DEFINE wetlands:
In general a wetland refers to an area that is covered with shallow and sometimes temporary or intermittent waters – a transitional world between terrestrial and aquatic ecosystems. An estuary is where salt water meets fresh water

since the early 1800's, 80-85% of wetland habitat in the Bay has been lost (national figure is more like 90%)

on the left, in green, we see the nearly 200,000 acres of native tidal marsh that once surrounded the Bay versus what remains on the right because of fill.

TALKING POINTS

wetland benefits include: filter and clean the bay, flood protection, economic returns, habitat values, wildlife-oriented public access recreation

Script

What do we lose when we lose a wetland?

•In and of themselves, wetlands are to the earth what the kidneys are to the human body; they filter and clean our water.

•As an ecosystem they provide crucial habitat and nesting ground for huge numbers of indigenous and migrating species.

•Tidal marshes act as natural sponges for excessive water and provide natural flood control; they also recharge our groundwater.

•Wetlands provide recreation opportunities for people and beautify communities.

•Wetlands also provide significant economic returns. As a recent report from the US Fish & Wildlife Service found "Nationally, a total of about 66 million Americans spent more than $38.4 billion in 2001 observing, feeding, or photographing wildlife." To put this into perspective, if wildlife watching were a company, its sales of $38.4 billion would rank it 33rd in the Forbes top 500 companies list for 2001 placing it just ahead of Motorola and Kmart.

TALKING POINTS:

any of the bullets above – tie in the human element/need for a healthy bay as much as any other value/significance

SCRIPTED VERSION

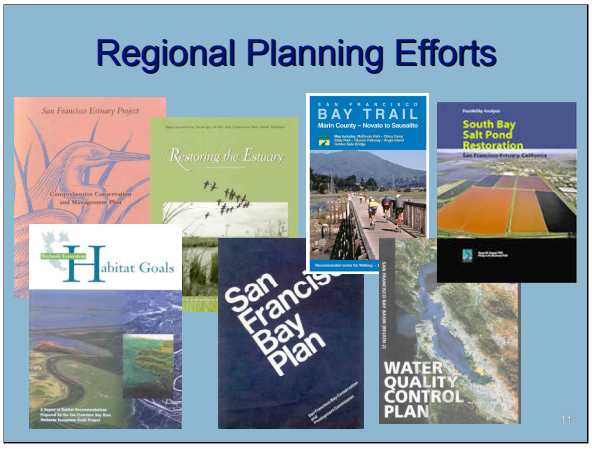
San Francisco Bay is one of the great estuaries of the world, providing habitat to a rich complex of fish and wildlife, including over 20 species currently threatened with extinction. All told, approximately 120 fish species, 255 birds species, 81 mammal species, 30 reptile species, and 14 amphibians species live in the San Francisco Estuary. Approximately two-thirds of California's salmon pass through the Estuary each year.

The Western Hemisphere Shorebird Reserve Network has designated the San Francisco Bay Estuary as a site of "Hemispheric Importance" where over one million shorebirds have been counted here in a single day and over half of the diving ducks use it as a stopover while migrating along the Pacific Flyway - Alaska to Mexico or South America.

San Francisco Bay is the largest estuary on the west coast of North and South America

The Bay provides recreational opportunities to the over 7 million residents of the nine counties that surround the Bay.

And, the Bay drains a significant portion of California's lands and plays a vital and often overlooked role in maintaining a healthy ecosystem.



TALKING POINTS:

GOOD to have some of these books on hand with you

evolution of a caring citizenry in the 60's and scientific community and vision/backing in 90s

next slide shows a graph from the Habitat Goals report

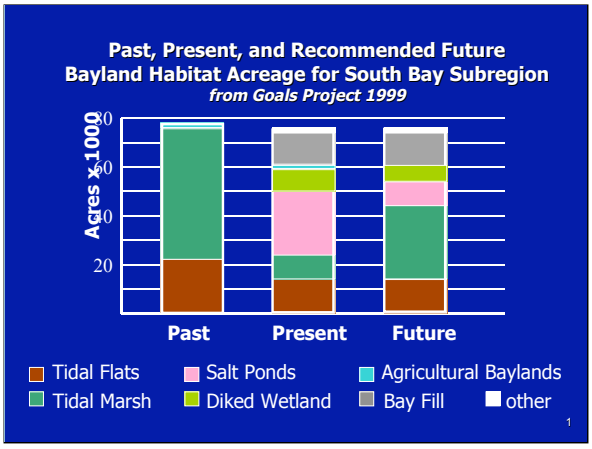
Scripted version…

It wasn't until the 1960s that citizens and scientists began to recognize the value of wetlands as well as the trend toward their permanent loss.

Concerned individuals and communities began to rally for saving and enhancing wetlands and groups like Citizen's Committee to Complete the Refuge and Save the Bay (among others) began to form.

As a result of these many collaborative efforts and the growing regional and national interest in wetlands and watershed planning, a number of wetland protection and restoration strategies and planning efforts were developed. One of these efforts, the CCMP or Comprehensive Conservation and Management Plan presented agreement on 145 specific activities to preserve, enhance and restore the estuarine ecosystem.

In 1992, the CCMP was signed by over 100 different interests representing state and federal agencies, ports, fishing groups, oil industries, bird watchers, rice farmers, hunters, open space advocates, bay watchdogs,and many others. Since the CCMP, many other planning efforts have been undertaken to "Turn the Tide" towards a healthier San Francisco Bay.



TALKING POINTS

use this to point out changes – especailly tidal marsh

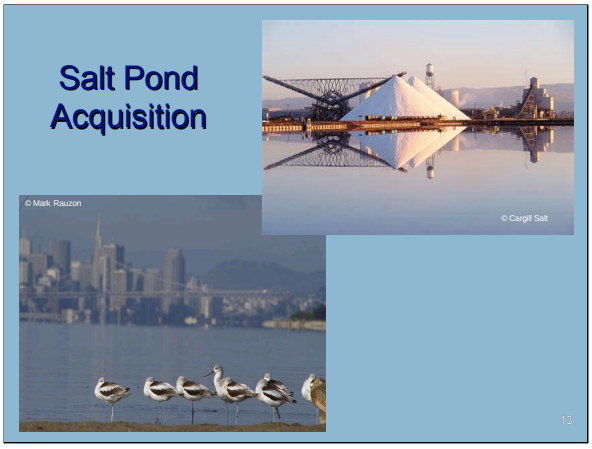
Scripted

One of the most influential regional planning efforts is the Habitat Goals Project from 2000, which recommends the creation of a mix of bayland habitats.

The report emphasizes the importance of restoring a mosaic of habitats … tidal marsh, tidal flats lagoons, salt ponds, seasonal wetlands and more.

Notice, for example the green shading which represents Tidal Marsh – it is easy to see how much has been lost and how much we hope to regain.

With population growing around the bay and the loss of wetlands, the question was where would this acreage come from??



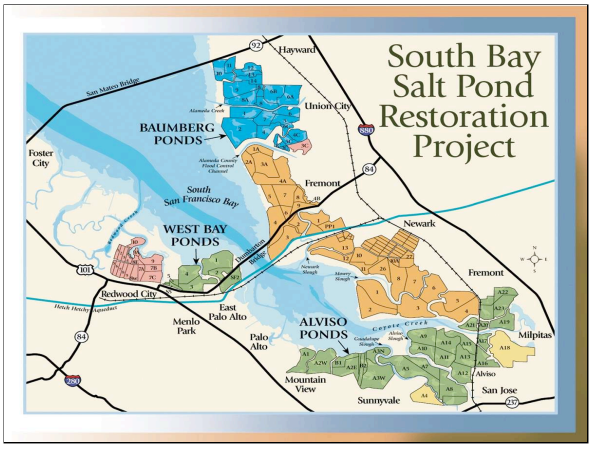
TALKING POINTS

limited opportunities for acquisitions in the bay
Cargill salt ponds … willing sellor
the process of restoring salt ponds

SCRIPTED version

SOOOOO when Cargill Salt began looking to sell surplus ponds from their salt-making properties in 1999, A HUGE piece of the puzzle was being offered for sale to State and Federal governments.

Negotiations took place with the California Wildlife Conservation Board, representing the State of California, and the U.S. Fish and Wildlife Service, representing the Federal government. Senator Feinstein became personally involved in the negotiations and also helped to raise additional funding from private foundations to assist with acquiring the salt ponds. And in March 2003, the acquisition of 16,500 acres of salt ponds was finalized.



TALKING POINTS

point out the details:

blue is Baumberg and managed by DFG

green is alviso, ravenswood and eden's landing managed by USFWS

orange retained by Cargill for salt production

Scripted …

15,100 acres of the acquired salt ponds are in the South Bay, to be managed by the U.S. Fish and Wildlife Service and 1,400 acres are along the Napa River to be managed by the California Department of Fish and Game. In the south San Francisco Bay, the ponds are shown in this map:

•The blue areas will be restored and managed by the California Department of Fish and Game

•The green areas will be restored and managed by the US Fish and Wildlife Service

•The orange areas will continue to be operated by Cargill for salt production

•The pink areas are being retained by Cargill, but will not be used for salt production

•and the yellow areas have been sold by Cargill to local governments for restoration use (Santa Clara Valley Water District and City of San Jose)

TALKING POINTS

cost 100 million dollars to purchase from private, state and federal funds

Script …

The 16,500 acres of acquired salt ponds represents half the size of the city of San Francisco and is larger than Manhattan.

The purchase cost of $100 million was raised by a number of parties.

- $72 million came from the State of California through taxpayer-approved bond measures;
- $8 million from federal government appropriations; and
- a total of $20 million from private foundations, namely the Packard, Goldman, Hewlett, and Moore foundations

This money did not include any funding for the planning process or the cost of restoration.

TALKING POINTS

time to lead into a talk about the phases of: transfer of ownership, interim management and long term planning/goals

SCRIPT

Now that the ponds have been acquired, there are different phases to the restoration project …

First we have the transfer of ownership and phase out of salt production …

Presently, Cargill is "phasing out" salt production in the acquired ponds to allow improvements to the pond's water quality before transferring the ponds to public ownership.

In April of 2004, The Regional Water Quality Control Board approved waste discharge requirements for the restoration project's Initial Stewardship Plan. The first controlled water releases began in July of 2004.

The project will continue to work with Cargill Salt to dilute other ponds over the next five years before connecting them with the bay.

During this period, Cargill will need to ensure that water quality standards set by the Regional Water Quality Control Board be met before water can be discharged into the Bay.

Another key feature of the transfer period is the time it will take to end salt production. Overall, lower salinity ponds will take a relatively short period of time, most likely one to two years. Higher salinity ponds could require anywhere from three to seven years.

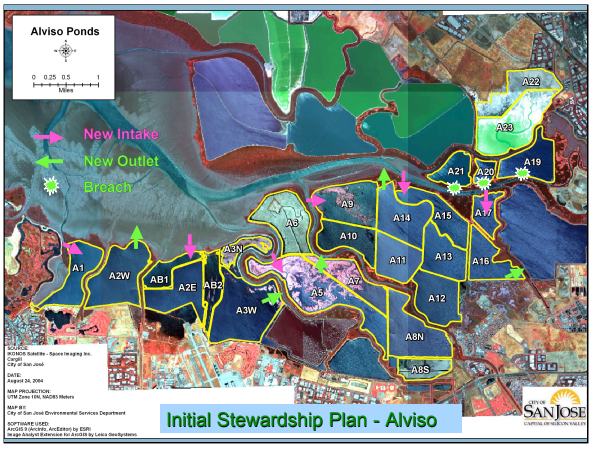
Note to presenter: If time and interest allow – this may be a good place to elaborate on the process of salt production.

Is anyone here interested in what is involved in the production of salt?

Salt production has occurred in the Estuary since the 1850s. The current system for production has operated for approximately 50 years, with Cargill acquiring the ponds from Leslie Salt in the late 1980s.

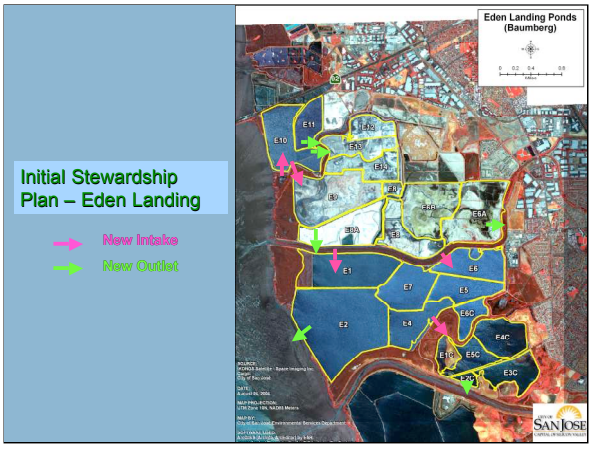
Salt production is a solar process of evaporation where bay water enters an intake pond and flows through a system of closed ponds. As the water moves through each pond, it evaporates, producing greater and greater concentrations of salt until it reaches the evaporating ponds where the salt is eventually harvested.

To end production, intake and outtake pumps will be placed at selected points along the system and break down the closed system, eventually allowing bay water to circulate and end the production of salt.



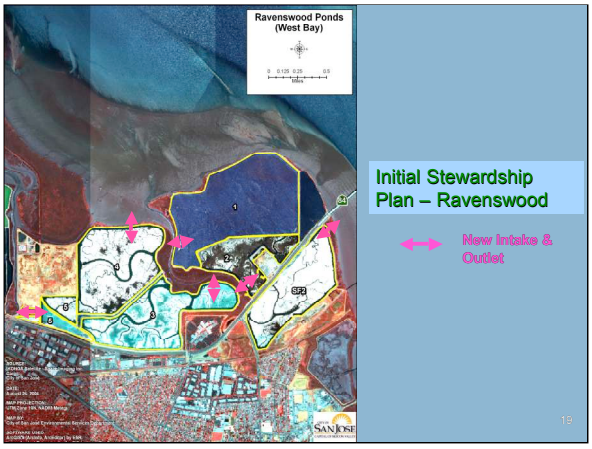
TALKING POINTS

this slide shows the details of how the initial stewardship plan for the Alviso ponds



Talking points

this shows the ISP for Eden Landing



TALKING POINTS

ISP for Ravenswood

TALKING POINTS

The long term planning process has the stated mission

Scripted version

During this phase-out period, a restoration planning process for the entire South San Francisco Salt Pond complex will be underway.

Facilitated by the California Coastal Conservancy, the mission of the restoration planning process is to prepare a scientifically sound and publicly supported restoration and public access plan that can begin to be implemented within five years.

TALKING POINTS

There are 3 main project goals

Scripted

The goals of the long term restoration are to provide a mosaic of habitat types (including some salt ponds), insure adequate flood management, and increase opportunities for wildlife-oriented public access and recreation in the South San Francisco Bay.

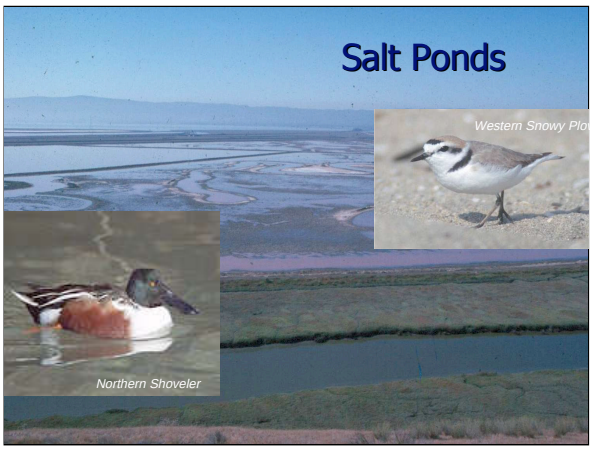
To understand why the restoration planning process will take so long, let's take a look at one of the goals: creating a mix of habitats, including

Within the habitat mix we want to restore:

1. TIDAL MARSH
   Tidal marshes are found in the intertidal zone along the Bay edge. They provide significant habitat for both migratory birds and resident wildlife. They also support the entire Estuary through production of organic nutrients

Also may add that …

A number of endangered species, including chinook salmon and California Clapper Rails, would greatly benefit from restoration of tidal marshes. Young fish and birds find protection from predator species as well as food in the tidal marsh area.



2. Salt Ponds are another important habitat in the mosaic

Salt ponds are bay lands that have been diked and converted to salt production

their presence has become a tremendously important source of food for shorebirds and waterfowl

Script

Currently, many waterbirds depend on salt ponds for feeding and nesting. The salt-making process produces ponds with different depths and salinities, resulting in a variety of habitats that have become important to many different species. For example, the threatened Western Snowy Plover nests in drier ponds, (similar to natural salt pannes that existed prior to commercial salt production in the Bay), while huge numbers of dabbling ducks like the Northern Shovelers forage in deeper, high salinity ponds.

For this reason, a variety of ponds will be maintained in the final restoration plan, in addition to those converted to tidal marsh.

3. Tidal mudflat is another vital Estuarine habitat which millions of shorebird rely on for food. Incredibly, tidal mudflats are more densely packed with life than any other habitat on the planet and, thus, are a very important component of a healthy bay ecosystem.

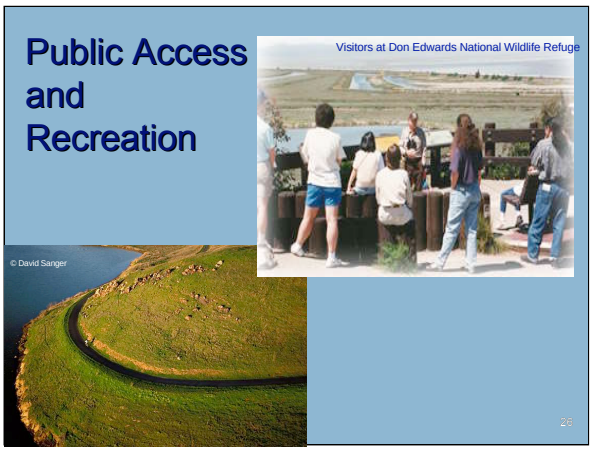
Amazingly, in one cubic inch of tidal mud there can be up to 40,000 living organisms, which can be eaten by hungry birds like these sandpipers during their "winged migration" along the Pacific Flyway.

Script/talking points

Of equal concern in the restoration process is the role that levees in the existing salt pond infrastructure have played in providing flood protection.

When levees fail or when flood control measures are inadequate, serious damage and disruptions can occur. As these photos demonstrate, high flood waters in the Guadalupe River, which flows into the South Bay, can result in serious flood damage in downtown San Jose.

To help reduce the risk of serious flooding, adequate flood management features will be integrated into the newly-enhanced and restored habitats.



Script and talking points

Another challenge in the restoration planning is increasing public access without a significant impact to sensitive wildlife.

Hiking, fishing, kayaking, hunting, biking, and birding enhance all of our lives (not to mention the value of open space).

Great portions of these lands have been closed to public access for many years and the restoration plan will determine which areas should be open for public use and enjoyment, while protecting sensitive wildlife and habitat. Some areas may be closed from public access to ensure protection of threatened and endangered species and to ensure the safety of the public.

TALKING POINTS

point out that there are other issues that come with wetland restoration

SCRIPT

In addition to the habitat and flood control aspects of restoration planning, there are many technical issues to address, such as

•Managing introduced species like Spartina - a non native cordgrass that can take over mudflats;

•Controlling non-native predators that prey upon ground nesting birds;

•Addressing the potential disruption of sediments in the Bay that may re-suspend pollutants like mercury into the water, fish, and birds;

•Dealing with the issue of ponds that have already subsided below the tide line and the need for new sediment to fill these shallow areas;

•Slow but continuing sea level rise/global warming;

•Protecting existing PG&E and railroad right-of-ways through the project area; and

•Continuously monitoring and applying adaptive management as we learn more about how the system works.

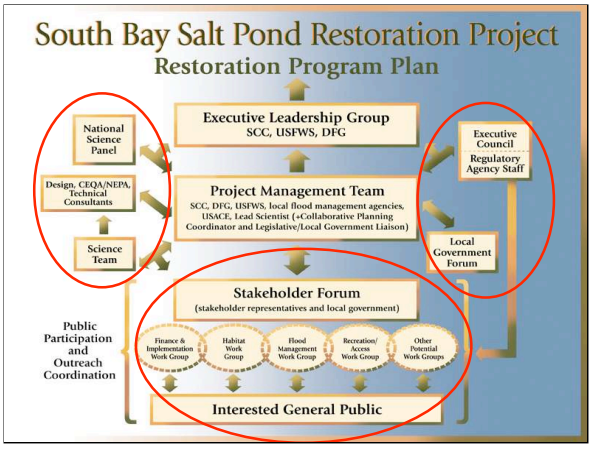
TALKING POINTS

Stakeholders – many interests, many varying opinions about what is best done

Partnerships – are necessary and happening

Script

The sheer scale of the project necessitates an extensive network of partnerships between public agencies, environmental advocates, private organizations, and non-governmental organizations.

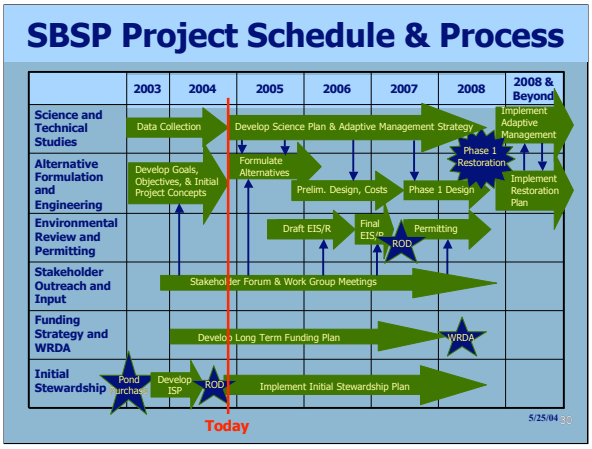


With the help of the Center for Collaborative Policy, the project has developed an organizational structure that involves all the partners and ensures numerous opportunities for public participation.

The cornerstone of the public outreach effort is the Stakeholder Forum which has been meeting regularly since late 2003. The Forum represents a variety of interests and is working to assist the Project Partners on the development of the restoration plan. The Forum meets as a group and in smaller Work Groups to address various components of the plan. All meetings are open to the public.

More detailed information regarding upcoming participation opportunities and the various Work Groups can be found on the project's website.

Note to presenter: The Center for Collaborative Policy is a joint program of California State University, Sacramento and the McGeorge School of Law and is providing neutral facilitation and support services to the Project Management Team.



The restoration process as a whole will incorporate several phases and many activities which will run concurrently. The entire restoration and implementation process will take decades, and will be adaptively managed as new information, science, and our understanding of how the San Francisco Estuary functions improves.

Some key milestones include:

- Development of overall project goals, objectives, and constraints in early 2004
- Restoration design alternatives created by mid-2005 – draft reviews available on the website
- Public review of environmental impact analysis of restoration alternatives in mid to late 2005
- Detailed engineering and construction planning of preferred alternative and funding acquisition in 2006-07
- Construction of restoration actions beginning in 2008

Public input and outreach will occur throughout the entire planning process. For up-to-date information about the release of public review documents please visit the project web site.

TALKING POINTS

SCRIPT

There are many ways for individuals to become part of the planning process:

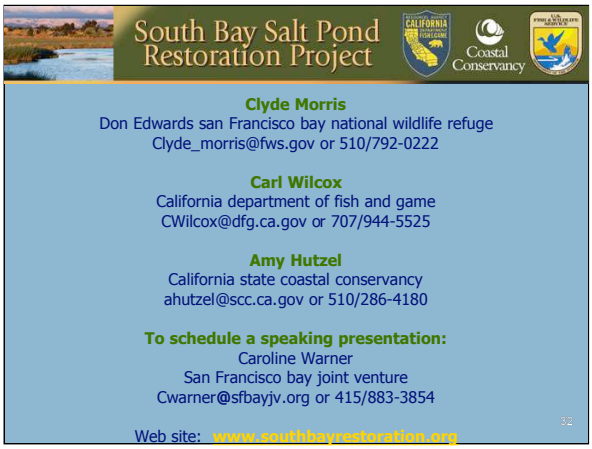
•A good way to start is to visit the project website at www.southbayrestoration.org. The site provides information on all upcoming public meetings, a wealth of related background information, and frequently updated project-related news.

•You can also sign up for the electronic mailing list and receive email updates and relevant information on the project as it moves forward.

•Visit the Don Edwards San Francisco Bay National Wildlife Refuge where you can enjoy diverse habitats and wildlife viewing opportunities that currently exist adjacent to the restoration project site. The Refuge has trained volunteer docents to lead tours and introduce the public to the restoration project. Ask the Refuge about the docent program.

•You can also attend one of the Work Group meetings and/or participate in one of the other public meetings. Be sure to check the project website for a listing of upcoming meetings.

•Schedule a presentation in your community. The San Francisco Bay Joint Venture is coordinating a Speakers Bureau on the project to increase awareness and provide information for area communities. Contact the Joint Venture for more information regarding scheduling a presentation (www.sfbayjv.org)



If you are interested in further information or have questions you would like answered, contact one of the following individuals:

- Clyde Morris, the Refuge Manager for the Don Edwards Refuge
- Carl Wilcox, the Habitat Conservation Manager for the California Department of Fish and Game
- Amy Hutzel, the Project Manager for the California State Coastal Conservancy
- Or, visit the project website.

If you would like to schedule a speaking presentation, please contact Caroline Warner at the San Francisco Bay Joint Venture.