March 16, 2017

Ms. Felicia Marcus, Chair

c/o Jeanine Townsend, Clerk to the Board
State Water Resources Control Board
1001 I Street, 24th Floor
Sacramento, CA 95812-2000

RE: BUSINESSES SUPPORT RESTORING FRESHWATER FLOWS TO THE LOWER SAN JOAQUIN RIVER AND ITS TRIBUTARIES

Dear Chairwoman Marcus:

Trout Unlimited (TU) and the Pacific Coast Federation of Fishermen’s Associations (PCFFA) submit the following letters on behalf of the undersigned business owners and operators and trade associations who represent fishermen who catch salmon, steelhead and other fisheries of the San Francisco Bay estuary and coastal waters; restaurants, marinas, seafood markets and processors, and supporting businesses that sustain fishing jobs; fishing guides and charter boat operators who take more than 300,000 Californians fishing each year for salmon, sturgeon, and steelhead; rafting outfitters that take people on trips in the Central Valley and throughout California; local bait and tackle shops that supply rods, reels, lures and tackle to fishermen; and many other businesses that depend on a vibrant tourism industry. On December 19, 2014, TU, the Bay Institute, and the Tuolumne River Trust (TRT) submitted letters on behalf of over 100 business owners, operators and representatives urging the State Water Resources Control Board (Board) to use its authority to set protective flow standards on the lower San Joaquin River and its tributaries in order to restore fisheries and recreational uses (the letters are attached). Through these letters, these business leaders renew their request. Additionally, the business owners listed below join in the request.

These businesses, while different, all rely on the health of Central Valley rivers and the San Francisco Bay-Delta. Healthy rivers and abundant salmon and steelhead mean business for California: from the docks to the upper watershed, healthy salmon and steelhead runs and wild rivers support thriving businesses. Unfortunately, the waterways on which our businesses rely have been degraded for years. Our businesses and livelihoods have been impacted and, in some

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1 Trout Unlimited is the nation’s oldest and largest non-profit organization dedicated to conserving, protecting, and restoring trout and salmon fisheries. Trout Unlimited has over 150,000 members across the country, including 10,000 in California, and offices in Berkeley, Sacramento, Ft. Bragg, Truckee, Sonora, and San Juan Bautista.

PCFFA is the largest organization of commercial fishermen and women on the West Coast. For forty years, we have been leading the industry in assuring the rights of individual fishermen and fighting for the long-term survival of commercial fishing as a productive livelihood and way of life. PCFFA represents fifteen local fishermen’s associations on the West Coast from Santa Barbara to the Canadian border.
cases, lost as a result. The signatories to the attached letters appreciate the Board’s efforts to date to adopt new water quality standards (which would set minimum requirements for the amount of inflow from the rivers of the San Joaquin basin), that seek to achieve a better balance between the many competing uses of the public’s water resources. Unfortunately, the Board’s most recent proposal to update water quality standards does not go far enough toward restoring the long-lost balance between those who extract water from the San Joaquin River and the Sacramento-San Joaquin Delta, and those, like us, whose businesses and livelihoods depend on leaving more water flowing from the southern Sierra Nevada to the sea.

We urge the Board to fairly weigh the needs of fisheries and recreational beneficial uses by sincerely considering the benefits our businesses (and other like us) receive from a functioning river ecosystem and the significant economic benefits we provide to California’s economy when our businesses are healthy. This is a once-in-a-generation opportunity for the Board to reverse decades of declining fisheries, water quality conditions, and fresh water flow rates by revising its proposed water quality standards for San Joaquin flows to the estuary in order to fully protect our fisheries.

Thank you for your attention to this matter.

Chandra Ferrari
CA Water Policy Director
Trout Unlimited

Noah Oppenheim
Executive Director
Pacific Coast Federation of Fisherman’s Associations
December 9, 2014

State Water Resources Control Board Members  
c/o Jeanine Townsend, Clerk to the Board  
State Water Resources Control Board  
1001 I Street, 24th Floor  
Sacramento, CA 95812-2000

RE: BUSINESS OWNERS SUPPORT RESTORING HEALTHY FLOWS TO THE LOWER SAN JOAQUIN RIVER AND ITS TRIBUTARIES

Dear State Water Board members:

Trout Unlimited1 submits the following letter on behalf of the undersigned business owners and operators who represent fishermen who catch salmon and steelhead; marinas and supporting businesses that sustain fishing jobs; fishing guides and charter boat operators who take more than 300,000 Californians fishing each year for salmon, sturgeon, and steelhead; rafting outfitters that take people on trips in the Central Valley and throughout California; local bait and tackle shops that supply rods, reels, lures and tackle to fishermen; and businesses that depend on a vibrant tourism industry.

We urge the State Water Resources Control Board (SWRCB) to use its authority to set protective flow standards on the Lower San Joaquin River and its tributaries, in order to restore fisheries and recreational uses. Our businesses, while different, all rely on the health of Central Valley Rivers and the San Francisco Bay-Delta. Healthy rivers and abundant salmon and steelhead mean business: from the docks to the upper watershed, healthy salmon and steelhead runs and wild rivers support thriving businesses. Unfortunately, the waterways on which our businesses rely have been degraded for years. Our businesses and livelihoods have been impacted and, in some cases, lost as a result.

The SWRCB has a once-in-a-generation opportunity to reverse decades of declining fisheries, water quality conditions, and fresh water flow rates which in turn will help protect our jobs and

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1 Trout Unlimited is the nation’s oldest and largest non-profit organization dedicated to conserving, protecting, and restoring trout and salmon fisheries. Trout Unlimited has 150,000 members across the country, including 10,000 in California, and offices in Berkeley, Sacramento, Ft. Bragg, Truckee, Sonora, and San Juan Bautista.
livelihoods. We urge the SWRCB to fairly weigh the needs of fisheries and recreational beneficial uses by sincerely considering the benefits our businesses (and other like us) receive from a functioning river ecosystem and the significant economic benefits we provide to California’s economy when our businesses are healthy.

In order to ensure that the unacceptable status quo conditions do not continue, we urge the SWRCB to require that:

• At least half (and as close to 60% as possible) of the San Joaquin River’s natural flow reach the Delta during the first six months of each year.
• To the maximum extent possible, winter-spring flows track natural patterns (magnitude, duration, timing, and frequency) of freshwater flow.
• Adaptive management of flows and other non-flow restoration measures focus on attainment of specific and measurable biological and physical outcomes (such as the CVPIA/AFRP anadromous fish doubling targets).
• Flows in summer and fall be sufficient to maintain fish/wildlife, water quality, and recreational benefits in the Bay-Delta, lower San Joaquin, and San Joaquin tributaries.

Our businesses have continually suffered from poor water quality and flow conditions, while other businesses have benefitted from the diversion of too much water from the Central Valley Rivers. From 2008-2009, California’s salmon fishery was completely closed for the first time in our great state’s history, with devastating impacts to thousands of men and women whose livelihood depends on the salmon fishery. Similarly, tourism is California’s biggest industry and it is hampered when rivers have too little water and too few fish. We hope the SWRCB will restore a long-lost balance between those who extract water from the River and Delta, and those, like us, whose businesses and livelihoods depend on leaving more water flowing from the southern Sierra Nevada to the Sea.

Thank you for your attention to this matter.

Sincerely,

Louis Moosios, Owner
San Joaquin Guide Service
Madera, CA

Josh Brockett, Owner
Fish On Fly Gear
Sonora, CA
Melanie and Dan Lewis, Owners
Glory Hole Sports
Angels Camp, CA

Jimmie Morales, Owner
Sierra Fly Fisher Tours
Oakhurst, CA

Jerry Neuburger, Licensed Guide
Deltastrippers.com
Lodi, CA

Rick Mazaira, Owner
Yosemite Outfitters
North Fork, CA

Scotty Scheu, Operations Manager
Mother Lode River Trips
Lotus, CA

Greg and Kris Kennedy, Owners
Kennedy Brothers Guide Service

Mark Bujan, Independent Guide
Affiliated with The Fly Shop

Morgan Thalken, Independent Guide

Rick Anderson, Owner
Fly Fishing Specialties

Jordan Romney, Owner
Jordan Romney Fly Fishing

Matt Heron, Owner
Matt Heron Fly Fishing

Dave Stanley, Owner
Truckee River Outfitters
Brian Slusser, Owner
Four Season Guide Service

Elizabeth Dougherty
Wholly H2O

Nate Rangel
Adventure Connection, Inc.
Caloutdoors
Lotus, California

Matt Koles, Owner
Gilligan’s Guide Service

Jon Baiocchi, Owner
Baiocchi’s Troutfitters

Cary Westbrook
Motherlode Fly Fishers
Sonora, CA

Amy Kileen
Kern River Fly Fishers
Bakersfield, CA

Scott West
Fresno Fly Fishers
Fresno, CA

Chris Maher, Owner
Maher Guide Service

Ralph and Lisa Cutter, Owners
California School of Fly Fishing
Bill and Sharon Reynolds, Owners
Ebbett’s Pass Sporting Goods
Arnold, CA

Rick Anderson, Owner
Fly Fishing Specialties

Michael Caranci, Owner
The Fly Shop

Doug Ouellette, Owner
Calvada Fly Fishing
March 17, 2017

State Water Resources Control Board Members
c/o Jeanine Townsend, Clerk to the Board
State Water Resources Control Board
1001 I Street, 24th Floor
Sacramento, CA 95812-2000

RE: BUSINESS OWNERS SUPPORT RESTORING HEALTHY FLOWS TO THE LOWER SAN JOAQUIN RIVER AND ITS TRIBUTARIES

Dear State Water Board members:

Trout Unlimited\(^1\) submits the following letter on behalf of the undersigned business owners and operators who represent fishermen who catch salmon and steelhead; marinas and supporting businesses that sustain fishing jobs; fishing guides and charter boat operators who take more than 300,000 Californians fishing each year for salmon, sturgeon, and steelhead; rafting outfitters that take people on trips in the Central Valley and throughout California; local bait and tackle shops that supply rods, reels, lures and tackle to fishermen; and businesses that depend on a vibrant tourism industry.

Over two years ago, many of us urged the State Water Resources Control Board (SWRCB) to use its authority to set protective flow standards on the Lower San Joaquin River and its tributaries, in order to restore fisheries and recreational uses. Through this letter, we renew our request and others join in our request. Our businesses, while different, all rely on the health of Central Valley Rivers and the San Francisco Bay-Delta. Healthy rivers and abundant salmon and steelhead mean business: from the docks to the upper watershed, healthy salmon and steelhead runs and wild rivers support thriving businesses. Unfortunately, the waterways on which our businesses rely have been degraded for years. Our businesses and livelihoods have been impacted and, in some cases, lost as a result.

\(^1\) Trout Unlimited is the nation’s oldest and largest non-profit organization dedicated to conserving, protecting, and restoring trout and salmon fisheries. Trout Unlimited has 150,000 members across the country, including 10,000 in California, and offices in Berkeley, Sacramento, Ft. Bragg, Truckee, Sonora, and San Juan Bautista.
The SWRCB has a once-in-a-generation opportunity to reverse decades of declining fisheries, water quality conditions, and fresh water flow rates which in turn will help protect our jobs and livelihoods. We urge the SWRCB to fairly weigh the needs of fisheries and recreational beneficial uses by sincerely considering the benefits our businesses (and other like us) receive from a functioning river ecosystem and the significant economic benefits we provide to California’s economy when our businesses are healthy.

In order to ensure that the unacceptable status quo conditions do not continue, we urge the SWRCB to require that:
• At least half (and as close to 60% as possible) of the San Joaquin River’s natural flow reach the Delta during the first six months of each year.
• To the maximum extent possible, winter-spring flows track natural patterns (magnitude, duration, timing, and frequency) of freshwater flow.
• Adaptive management of flows and other non-flow restoration measures focus on attainment of specific and measurable biological and physical outcomes (such as the CVPIA/AFRP anadromous fish doubling targets).
• Flows in summer and fall be sufficient to maintain fish/wildlife, water quality, and recreational benefits in the Bay-Delta, lower San Joaquin, and San Joaquin tributaries.

Our businesses have continually suffered from poor water quality and flow conditions, while other businesses have benefitted from the diversion of too much water from the Central Valley Rivers. From 2008-2009, California’s salmon fishery was completely closed for the first time in our great state’s history, with devastating impacts to thousands of men and women whose livelihood depends on the salmon fishery. Similarly, tourism is California’s biggest industry and it is hampered when rivers have too little water and too few fish. We hope the SWRCB will restore a long-lost balance between those who extract water from the River and Delta, and those, like us, whose businesses and livelihoods depend on leaving more water flowing from the southern Sierra Nevada to the Sea.

Thank you for your attention to this matter.

Sincerely,

Louis Moosios, Owner
San Joaquin Guide Service
Madera, CA
Josh Brockett, Owner
Fish On Fly Gear
Sonora, CA

Melanie and Dan Lewis, Owners
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Wholly H2O

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Bill and Sharon Reynolds, Owners
Ebbett’s Pass Sporting Goods
Arnold, CA

Michael Caranci, Owner
The Fly Shop

Doug Ouellette, Owner
Calvada Fly Fishing

Richard Gander; President
Tahoe Truckee Fly Fishers

Mike Copithorne; Owner
Off the Hook Fly Fishing

Mel Odemar; Conservation Chair
Granite Bay Fly Casters

Phil White; Owner
Fish Habit Outfitters

Peter Thompson, Owner
Yosemite Sierra Fly Fishing
Capitola, CA

Tim Hutchins, Owner
Yosemite Fly Fishing
El Portal, CA

Freddie Ramirez and Phil Davis, Owners
Central Sierra Fly Fishing Adventures
Clovis, CA

Steve Walser, Owner
Sierra West Adventures
Sonora, CA
December 10, 2014

RE: BUSINESS OWNERS SUPPORT RESTORING FRESHWATER FLOWS TO THE LOWER SAN JOAQUIN RIVER AND ITS TRIBUTARIES

Dear State Water Board members:

We urge the State Water Resources Control Board (SWRCB) to use its authority to set protective flow standards on the lower San Joaquin River and its tributaries, in order to restore fisheries and recreational uses. Our businesses all rely on people who come to San Francisco to enjoy our Bay and nearshore ocean; the health of these ecosystems depends on adequate fresh water flows from the Central Valley’s rivers into the San Francisco Bay-Delta. Healthy rivers and abundant salmon, steelhead, sturgeon, and herring populations mean business for San Francisco. Unfortunately, the waterways on which our businesses rely have been degraded for years. Our businesses and livelihoods have been impacted and, in some cases, lost as a result.

The SWRCB has a once-in-a-generation opportunity to reverse decades of declining fisheries, water quality conditions, and fresh water flow rates, which in turn will help protect our jobs and livelihoods. We urge the SWRCB to fairly weigh the needs of fisheries and recreational beneficial uses by sincerely considering the benefits businesses like ours, and California’s economy in general, receive from functioning river and estuarine ecosystems.

In order to ensure that the unacceptable status quo conditions do not continue, we urge the SWRCB to require that:

• At least half (and as close to 60% as possible) of the San Joaquin River’s natural flow reach the Delta during the first six months of each year.
• To the maximum extent possible, winter-spring flows track natural patterns (magnitude, duration, timing, and frequency) of freshwater flow.
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• Flows in summer and fall be sufficient to maintain fish/wildlife, water quality, and recreational benefits in the Bay-Delta, lower San Joaquin, and San Joaquin tributaries.
Our businesses have continually suffered from poor water quality and flow conditions, while other businesses have benefitted from excessive water diversions from Central Valley Rivers. From 2008-2009, California’s salmon fishery was completely closed for the first time in our great state’s history, with devastating impacts to thousands of men and women whose livelihood depends on the salmon fishery. Similarly, tourism is California’s biggest industry and it is hampered when our rivers have too little water and too few fish. We hope the SWRCB will restore a long-lost balance between those who extract water from the San Joaquin River and San Francisco Bay-Delta, and those, like us, whose businesses and livelihoods depend on leaving more water flowing from the southern Sierra Nevada to the sea.

Thank you for your attention to this matter.

Sincerely,

Aline Estournes
Northpoint Shopping Center

James Hornbach
Impark

Kate Harle
Aquarium of the Bay

Al Zappiro
City Sightseeing

Chelsea Robterts
The Electric Tours Co.

Carol Perry and Larry Silva
Buena Vista Café

Gary Carino
Rezdy

Taryn Hoppe and Brian Finn
Cioppino's

Stefanie Meloos
Recology

Tiffany Singer
Seaplane Adventures

Eric Lynberg and Ross Doering
Gray Line of San Francisco

Kim Kobasić
Brickhouse Café/South Beach Mission Bay Bus. Assoc.

Gregangelo Herrera and Cathy Kelly
Gregangelo Velocity Arts & Entertainment

Sue Rokaw
Rotary Club of Fisherman's Wharf

Christopher Christensen
Bay Area Longshoremen's Memorial Association

Trevar Booker
Alioto's #8

Karen Bell
SF Travel

Jan Misch, Lita Tyloch, and Debbie Jimenez
The Tuscan

Iris Rivera
Argonaut Hotel

date

date

Dave Thomas
SF Water Taxi

Carol Epstein
VIA Magazine- AAA

Sandra Knight and John Knight
SS Jeremiah O'Brien

Bertin Salas
Raddison Hotel FW

Jonathan Glusser
Apple American Group

Ana Martinez
Dick's Last Resort

Jean Johnstone
Johnstone & Partners

Mike Brown
Exploratorium

Alfredo Balderamos and Azlynn Taylor
Electric Tour Company
Al Casciato
Janet Hetzel
Dennis Swayne
Troy Campbell and Reuel Daniels
Jenny Rauh & Brian Huber
B'Anka Neder and Cindy Duran
Cassandra Jew
A. Clauss
Jane O'Donnell

Gold Dust/Bouis Foods
Tower Tours
Blue & Gold Fleet
Fisherman's Wharf Community Benefit District
Map West
Big Bus Tours
Tower Tours
Blazing Saddles
Simco Restaurants
March 16, 2017

State Water Resources Control Board Members
c/o Jeanine Townsend, Clerk to the Board
State Water Resources Control Board
1001 I Street, 24th Floor
Sacramento, CA 95812-2000

RE: BUSINESSES SUPPORT ADEQUATE FLOWS FROM THE LOWER SAN JOAQUIN RIVER AND ITS TRIBUTARIES TO RESTORE FISHERIES AND WATER QUALITY

Dear State Water Board Members:

Over two years ago, we wrote to urge you to use your authority, in the initial phase of setting new water quality standards for the San Francisco Bay-Delta estuary, to ensure adequate flows on the lower San Joaquin River and its tributaries, in order to restore fisheries and recreational uses. As we stated at the time, our businesses rely on people who come to San Francisco and Northern California to enjoy our Bay and nearshore ocean, or who create a broader demand for our wild-caught, sustainable seafood. The health of these ecosystems depends on adequate fresh water flows from the Central Valley’s rivers into the Bay-Delta. Healthy rivers and abundant salmon, steelhead, sturgeon, and herring populations mean business for San Francisco and Northern California.

Now, more than two years later, the State Water Resources Control Board (SWRCB) has still not acted. Conditions in the Bay-Delta and its watershed, on which we depend in large part for our livelihood, are even worse than we first wrote the SWRCB urging action. Over the last few years Central Valley salmon runs have been decimated by the failure to comply with current flow requirements, let alone adopt and implement new, stronger ones. The SWRCB’s latest proposed regulations would fail to provide the conditions needed to improve fisheries and water quality, and protect our jobs and livelihoods. Again, we urge the SWRCB to fully consider the benefits businesses like ours, and California’s economy in general, receive from functioning river and estuarine ecosystems, and to take appropriate action. The actions the SWRCB should take include:

• Requiring at least half (and as close to 60% as possible) of the San Joaquin River’s natural flow to reach the Delta during the first six months of each year, to ensure that anadromous fish populations can achieve positive growth and comply with the state’s doubling goal.

• Ensuring that these improved flows are released in a manner that, to the maximum extent possible, tracks natural runoff patterns (magnitude, duration, timing, and frequency).
• Basing the adaptive management of flows and other non-flow restoration measures on the attainment of specific and measurable biological and physical outcomes (particularly, the SWRCB’s narrative objective for salmon doubling and other state and federal goals for doubling of anadromous fish populations).

• Providing flows in summer and fall that are sufficient to maintain fish and wildlife, water quality, and recreational benefits in the Bay-Delta, lower San Joaquin, and San Joaquin tributaries.

Our businesses are directly and adversely affected when too much water is diverted from Central Valley rivers and the Bay-Delta estuary. For decades, state policy has favored those who divert at unsustainable levels over the tourism (the state’s largest) and seafood industries that are harmed when our rivers have too little water and too few fish. The resulting decline in fisheries and water quality has contributed to historic closures of the salmon fishery, with devastating impacts to thousands of men and women whose livelihood depends on that fishery. We look to the SWRCB to correct the imbalance between those who extract water from the San Joaquin River and San Francisco Bay-Delta, and those, like us, whose businesses and livelihoods depend on leaving more water flowing from the southern Sierra Nevada to the sea.

Thank you for your attention to this matter.

Sincerely,

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<tr>
<th>Business</th>
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Queen of Hearts Charters | Half Moon Bay | Bob Ingles
---|---|---
Que Sera Sera Charters | Half Moon Bay | Dale Walters
Real Good Fish | Moss Landing | Alan Lovewell
Recology | San Francisco | Mark Malatesta
Reel Steel Sportfishing | Eureka | Tim Klassen
Reel Time Charters | Sausalito | Phil Havlicek
Righthook Charters | Berkeley | Jay Lopez
Salty Lady Charters | Sausalito | Roger Thomas
Sandy Ann Charters | Bodega Bay | George Castagnola Jr.
San Francisco Community Fishing Association | San Francisco | Larry Collins
San Francisco Electric Tour Company | San Francisco | Chelsea Roberts
San Francisco Water Taxi | San Francisco | Dave Thomas
Sea Forager | Moss Beach | Camilla Lombard
Sean Daugherty Charters | San Rafael | Sean Daugherty
Sea Turtle Charters | Sausalito | Perry Kerson
Sea Wolf Charters | Emeryville | Jon Yokomizo
7D Experience | San Francisco | Clayton Hill
Shark Bait Charters | Bodega Bay | Rich White
F/V Shirley | Fort Bragg | Bill Forkner
Silver Fox Charters | San Francisco | Chris Duba
Simco Restaurants | San Francisco | Sandra Fletcher
Smart Destinations | San Francisco | Travis Becker
Soda Popinski | San Francisco | Cory Hunt
F/V Sun Catcher | Santa Cruz | Mike Hubbell
Teeth SF | San Francisco | Mark DeVito
Tigerfish Charters | Emeryville | Allen Chin
Tonic Beverage Catering | San Francisco | Ben Bleiman
Tower Tours | San Francisco | Janet Roxas
Troy's Guide Service | Dixon | Troy Barr
The Tuscan Hotel | San Francisco | Nikki Carlson
Velocity Arts & Entertainment | San Francisco | Rebecca Sinnhuber
Vesuvio's | San Francisco | Janet Clyde
Wacky Jacky Charters | San Francisco | Jacky Douglas
Waterbar | San Francisco | Pete Sittnick
Where Magazine | San Francisco | Mary Gore
| Wild Wave Charters | San Francisco | Tom Zizzo |