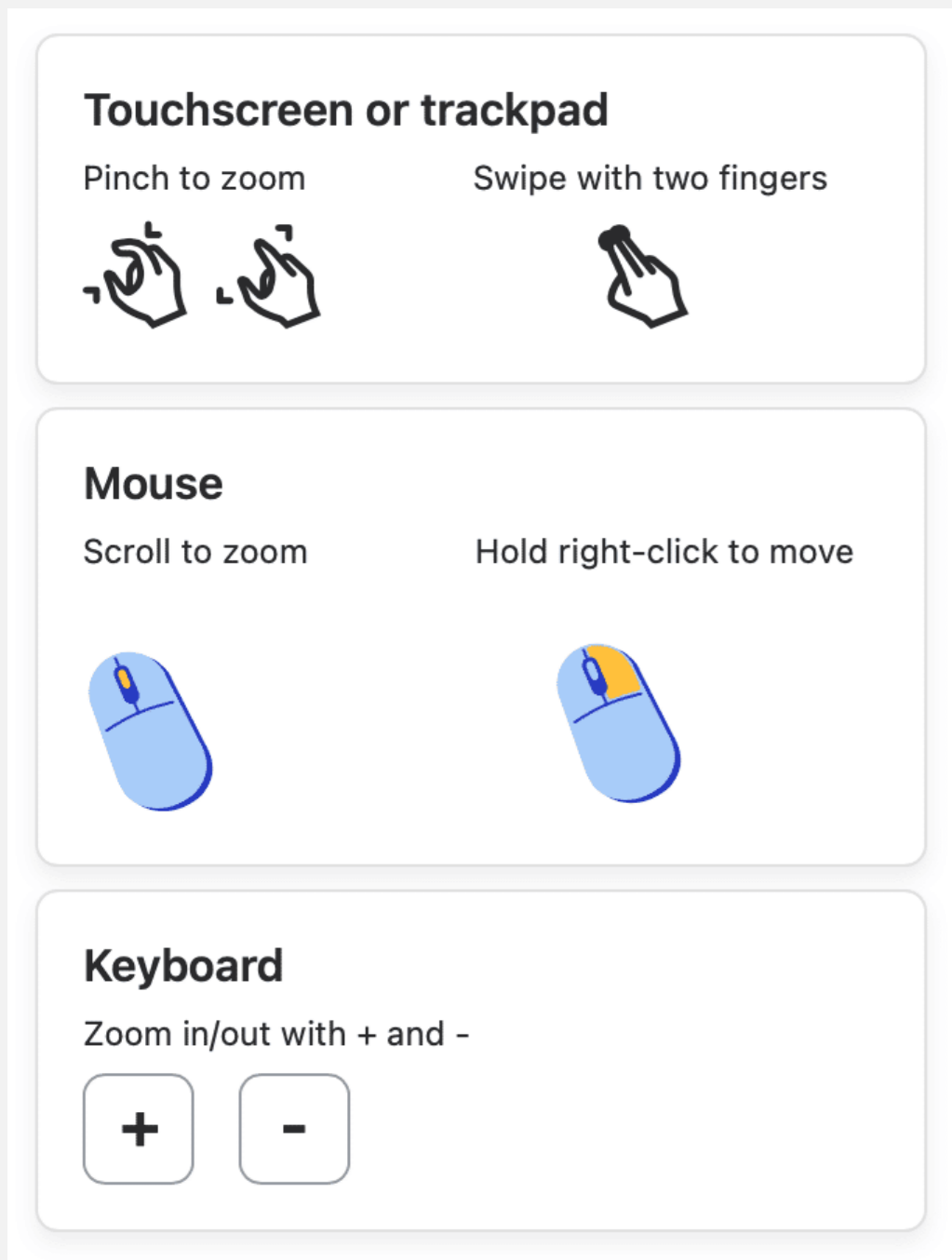


What assets and tools do you use to move your work forward?



- ✔ Yes, applies to my project
- ✘ No, this does not apply

- Asset Examples:**
- The Existing Regional Assets - the campgrounds, trails, etc.
  - People - local land managers, NGO staff, contractors
  - People - local education staff, faculty, job opportunities
  - Skilled local trades
  - State and local funding

Friends of the Inyo - Agrees with the exmaples and uses those actively. Wants to highlight the use of volunteers for their programs in the region.

They are able to utlize volunteers in a variety of skillsets, but the majority of them are on the ground supporting the USFS restoring trails, removing weeds, etc.

They also have volunteers who come to the organization with their professional backgrounds and training to help FOI. (Geology, planning, etc.

Tuol. Transportation Council:  
Partners in the community:

1. City & County staff
2. Workforce development partners (MLJT, CSEDD)
3. Visit Tuolumne
4. Community Organizations
5. State Parks
6. Historic Preservation Groups
7. Active & enganged citizens

Using the Gold Rush Path as an asset to connect the communities on the route.  
As well as the leaders to make these connections in the program development phase and implementation.

Development of skillsets for students in the region and being able to adapt to the needs of the local/regional organizations to produce job candidates based on their needs.  
As well as being able to ensure students receive course credit while completing their training.

Visit Tuolumne: As a local DMO, focusing on marketing campaigns.

They also strategize to use their funds efficiently with co-op opportunities.

Other examples are their regional partnerships: Gold country visitors association, this allows them to work closely with Visit CA to utilize match funds from Visit CA to market their county from a regional perspective and through their partner visitor associations and DMOs.

A creative CEO who works closely with partners to strategize and stretch funds.

Consider the people who are not in a staff position yet. This would be the potential job candidates who do not have the training.

Ensure we focus on the existing people in the community to connect with them and bring them into these training programs and opportunities. Make sure we don't overlook the entry level candidates and job positions for ground level staffing.

- Tool Examples:**
- Finance software
  - Time tracking software
  - GPS and spatial software
  - Chainsaws
  - Heavy equipment

Tuol. Transportation Council:  
Using social media and various outreach materials to connect with the community and garner engagement and involvement.

The goal is to create excitement and engagement as an asset with these tools.

From a Tourism perspective: Using various tools to reach their audience:

1. Social Media
2. Radio ads
3. Press Releases & media partners
4. Newsletters (consumer & partner)

The goal is to streamline the messaging across all platforms to speak to the wide audience in terms of age range and geographically.

A tool for connecting with students could be an in-person events, but need to consider that these potential candidates might have limits in accessing an online class/event or access to transportation to attend these info sessions.  
The Owens Valley Career Development Center is postioned to assist with these issues when they have sufficient funding.  
In the past the have used social media or other marketing tools to gauge interest and get on the “radar” - repetition is key in implementing these marketing/outreach tools.

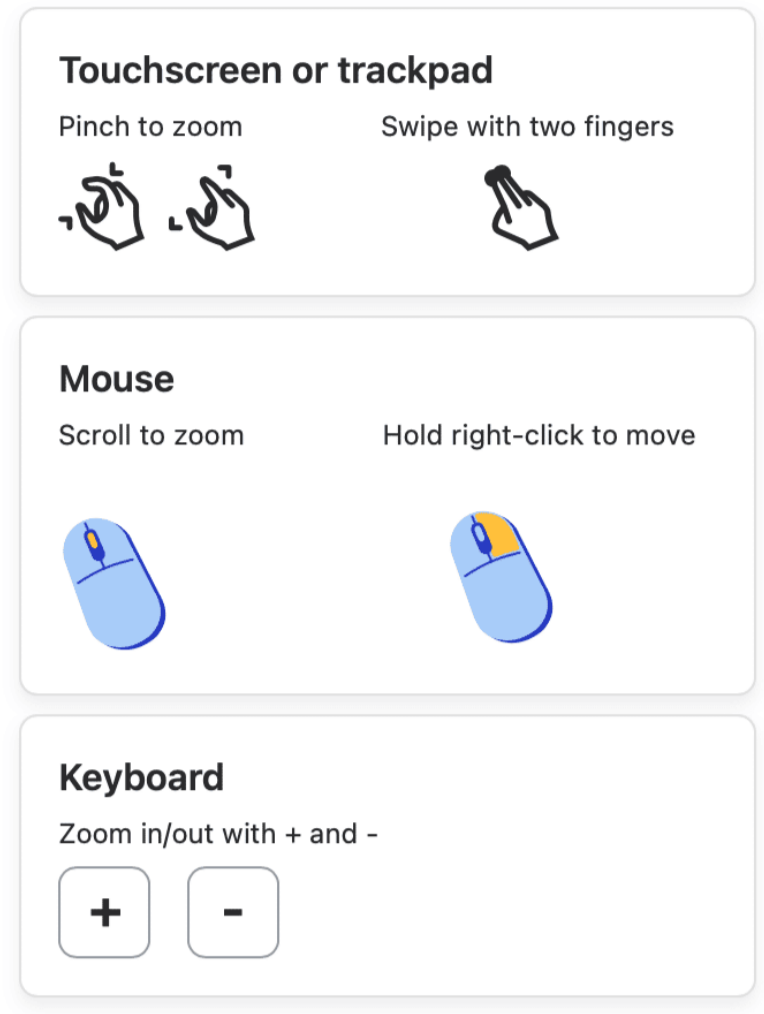
A tool that the Education & Recreation project has used to share information on this program is something they are still navigating and learning.  
These counties are very anolog, so using bulletins and the post office, community facebook groups and linkedin is a crucial tool.

Parking Lot for Related Issues / Topics

Career services program that provided salaries for Career Counselors that would be promoting workforce development and career programs in the region. This is an asset that has been lost because the funding for this program has been cut. They specifiically focus on Tribal Communities in Inyo and Mono County.

What challenges are you facing in utilizing your assets to advance your project?

- Challenge Examples:
- Partner’s changing priorities
  - Government shutdown
  - Contract reporting
  - Cash flow
  - Lack of consistent involvement



Yes, applies to my project

No, this does not apply

Lack of grant funding.

This would allow for the OVCDC to consistently support job seekers in the Tribal Community.

They currently service Tribal Communities, but if they had the funding and capacity to support the larger community, they would need to get approval from their Governance Board, which is not a challenge, but rather additional steps to navigate.

The Government shutdown and the struggle to maintain consistent communication with regional agencies.

SNA: Sustainable funding for their workforce development program. Prop 4 being held up at the state level creates uncertainty for current legacy and future programs.

ESCOG: A struggle with coordination across multiple agencies (eastside). And a struggle with consistenct funding and the capacity demands that come with funding opportunities.

There is a lot of internal competition for the same funding opportunities which creates silos and if we could work collaborately with organizations in the region to be more nimble and strategic to solve funding and capacity issues.

Agrees that a lack of funding is a key issue. In addition, the lack of holistic relationships with key stakeholders, and when you are still at the building stage that can be a challenge.

Not knowing if reservations will be required for the summer in Yosemite.

What gaps in assets or tools exist that are hindering the advancement of your work/project?

- Gap Examples:
- Funding
  - Local Government Engagement

SNA: There is a lack of consistent funding specifically for supporting a collaborative or an alliance.

Lack of data & metrics in the region.

This is currently being address by Alpine Co's Catalyst Project, which is the first effort of its kind to tackle this gap in data across regions focusing on recreation and tourism metrics.

Lack of methods for pooling resources to utlize the existing tools being used in the region.

The sentiment of local residents towards tourism can hinder the work of visitor bureaus or DMOs. This could be a lack of understanding i the community of the impacts of tourism on the local economy.

The lack of ability to share information across the region and across sectors and organizations. There are many orgs trying address/solve the same problem, but the lack of collaboration and information sharing ends up working against us.

The North Coast Resource Partnership is a good example and a north star to possibly replicate.

Parking Lot for Related Issues / Topics

Reflecting on the Nov meeting:

Consider the other orgs who are already working on parallel efforts, and strategically think of how to reduce duplication of efforts, but rather come together to bolster these efforts.

The work that SBC has done for a few years has been successful in collaborating across the region in the Sustainable Rec sector, but that this effort is not equitable in the same way across the Sierra.

The other coordinated Sustainable Rec effort is the destination stewardship network in the Tahoe Basin.

The desire is to see consistency across ther region and the ability to pull resources across the region.