

WELCOME!

SIERRA WORKS

SIERRA WORKS

SIERRA JOBS FIRST
RECREATION & TOURISM

WORKING GROUP MEETING



JULY – FINAL MEETING & RICA REVIEW

07/20/2026

THIS MEETING IS
BEING RECORDED

INDIGENOUS LAND ACKNOWLEDGEMENT

We acknowledge that the lands we live and work on across **Tuolumne, Amador, Alpine, Calaveras, Inyo, Mono, and Mariposa Counties** are the ancestral homelands of many Indigenous peoples, including Miwok, Mono, Paiute, Shoshone, Washoe, Yokuts, and related Tribal Nations of the Sierra and Eastern Sierra.

These lands hold creation stories, sacred sites, and living cultural traditions that continue today, despite the impacts of colonization.

We offer this acknowledgment as an invitation to recognize these places as a living homeland, and to carry forward our shared responsibility to this land and its original stewards as we do this work together.



Photo credit: Travis Nabahe

GROUND RULES

1. Assume good will.
2. Listen with an open mind and take an active problem-solving approach.
3. Avoid editorials and engage with respect.
4. Use conversational courtesy.
5. Honor time and share the floor. Respond to polls as quickly as possible.
6. Appreciate humor, but not at others' expense.
7. Be honest and candid while treating each other with respect.
8. Think innovatively and welcome new ideas.
9. Please feel free to use the chat to share your ideas or any question you may have.



RICA FEEDBACK IS COMPLETE!



Thank you for your feedback!

REVIEW OF FEEDBACK

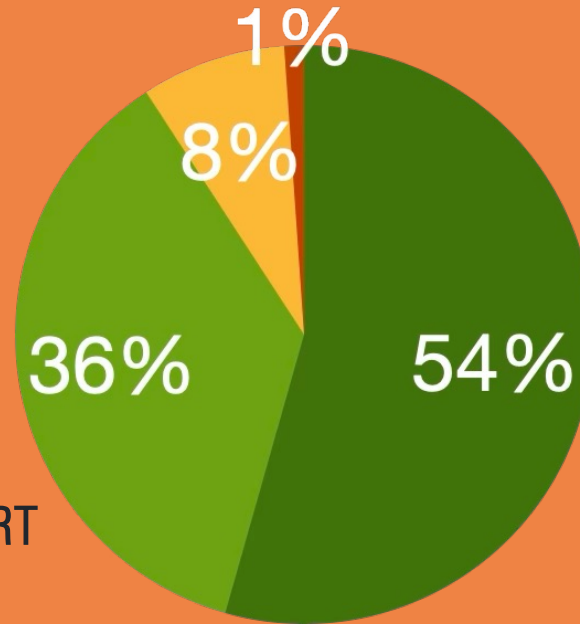
NUMBER OF
RESPONSES

37

OVERALL
AVERAGE LEVEL
OF SUPPORT

OF
REVISIONS

12



- STRONGLY SUPPORT
- SUPPORT
- DO NOT SUPPORT
- STRONGLY DO NOT SUPPORT

Combined
Support of
90%!



REVIEW OF FEEDBACK

AVERAGE LEVEL OF SUPPORT FOR GOALS & ACTION STEPS

GOAL # 1 – 89% Support/Strongly Support

GOAL # 2 – 93% Support/Strongly Support

GOAL # 3 – 90% Support/Strongly Support

GOAL # 4 – 89% Support/Strongly Support

FEEDBACK & METHODOLOGY

Feedback Received



Actionable & Next Step Recommendations



Refined Recommendations Based on Feedback

PROPOSED RICA UPDATES

We have adjusted 12 Recommendations based on your feedback. We'll review 5 as a group for a snapshot of the changes.

*Please reference the Revised Companion Guide in the chat to review all revisions.

GOAL #1; ACTION STEP #7

Cross-Jurisdictional Project Development, Implementation, and Management

The State of California's Sierra Nevada Conservancy, through its grant programs, will **fund** ~~allow for~~ the expeditor/facilitation capacity necessary for cross-jurisdictional project development, implementation, and management, **with a priority on local hiring.**



GOAL #1; ACTION STEP #8

Sustainable Outdoor Recreation and Tourism Data Library

The State of California's Sierra Nevada Conservancy, or appropriate state agencies, including local jurisdictions and DMOs, will fund ~~through their grants or existing programs~~ the establishment and maintenance of a regional Sustainable Recreation and Tourism Data Library, including visitation, workforce, and economic data to further project implementation across the region.



GOAL #3; ACTION STEP #3

Regional Cycling and Active Transportation Workforce Cluster

The California Workforce Development Board will establish, through its programs, ~~a workforce cluster~~ **a place-based workforce model** to coordinate workforce investment across ~~the cycling recreation~~, hospitality, health, and event programming sectors.

GOAL #1; ACTION STEP #9

Regional Placemaking Coordination Across Sectors

The State of California's Sierra Nevada Conservancy or appropriate state agencies will fund, through their grants or existing programs, the coordination of **place-based and community-led** placemaking ~~as a~~ regional strategies across ~~the~~ recreation, education, transportation, arts, and economic development sectors.



GOAL #3; ACTION STEP #1

Year-Round Ambassador Program

Regional partners and local government entities will facilitate and produce, through their established programs, a year-round outdoor recreation ambassador program that includes tribal participation in its design, **to convert** ~~converting short-term~~ seasonal positions into formal career pathways.

ZOOM POLL

Do you agree with the proposed changes we've just reviewed and as documented in the Revised Companion Guide?

For questions or feedback, please email us at sjfadmin@mltpa.org

CONGRATULATIONS!



RICA
RECOMMENDATIONS FOR IMPLEMENTATION
AND COLLABORATIVE ACTION

RICA Draft Review

Please provide your feedback on these draft Recommendations for Implementation & Collaborative Action (RICA) for the Sustainable Outdoor Recreation and Tourism Sector in the Sierra Region of the California Jobs First initiative.

These recommendations have been compiled from the Sierra Works/Jobs First "Sustainable Recreation & Tourism Working Group" convenings from November 2025 through June 2026.

Don't Miss Out: Please share your feedback using a desktop machine for the best experience! You're going to miss out if you just use your phone.

Have Fun! We think this will take about *20 minutes* of your time to share your golden insights.

Start

CONGRATULATIONS!



RICA
RECOMMENDATIONS FOR IMPLEMENTATION
AND COLLABORATIVE ACTION

RICA Draft Review

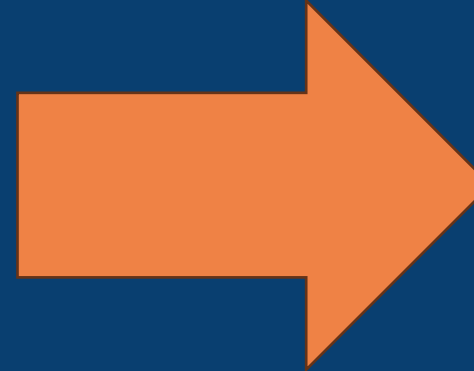
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Start



Sierra

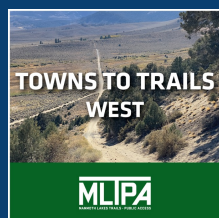
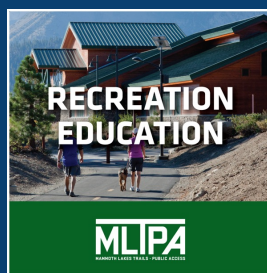
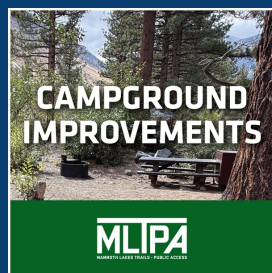
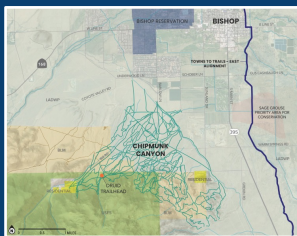
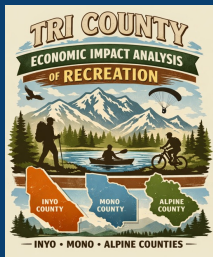
RICA

Recommendations for
Implementation &
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MEETING RECAPS

Arts, Culture, Placemaking - *June 15th*

Workforce Development - *May 18th*

Climate Resiliency - *April 20th*

Regional Identity and Funding - *March 16th*

Policy Barriers - *February 23rd*

Asset Mapping - *January 20th*

Regional Governance - *November 17th*



Sierra RICA

Recommendations for
Implementation &
Collaborative Action



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- The Collaboration of this Working Group is producing a final RICA for publication
- The 20+ Projects working in the Sierra Jobs First Recreation and Tourism Sector!
- Practitioners across 7 Counties of the Sierra Jobs First Region - did not even know each other when the Working Group convened in November 2025.
- CONGRATULATIONS!



Sierra RICA

Recommendations for
Implementation &
Collaborative Action



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Allie Larman – Project Interviews

- *Massachusetts Institute of Technology (MIT)*
- *PKG Center for Social Impact*
- *Summer 2026 Fellow w/MLTPA*



Sierra

RICA

Recommendations for
Implementation &
Collaborative Action



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State Cohort

RICA

Recommendations for
Implementation &
Collaborative Action



10 Recreation and Tourism Cohort Meetings

CA JOBS FIRST - TOURISM & OUTDOOR RECREATION COHORT

AGENDA 06/06/2025

- Welcome/Introductions
- Field Updates
- Introducing Cohort Process/Goals
- "Ray of Sunshine" Best Practices & Good News



CA JOBS FIRST - TOURISM & OUTDOOR RECREATION COHORT

AGENDA 07/11/2025

- Welcome/Check-in
- Field Notes
- Regional Presentations
 - Sierra Region
 - Capital Region/Nevada County
- "Ray of Sunshine" Moment



CA JOBS FIRST - TOURISM & OUTDOOR RECREATION COHORT

AGENDA 08/01/2025

- Welcome/Check-in
- Field Notes
- Presentations - Session Two
 - Redwood Region
 - UC ANR
- Inter-regional Comparative Analysis - Introduction
- "Rays of Sunshine"
- Adjourn



CA JOBS FIRST - SUSTAINABLE RECREATION & TOURISM COHORT

AGENDA 10/03/2025

- Welcome/Check-in
- Field Notes
- Presentations - Session Four
 - Sierra San Joaquin
 - With Sarah Mackerson
 - Explore Local Nature
 - With Mike Kohn
- Rays of Sunshine
- Adjourn



CA JOBS FIRST - SUSTAINABLE RECREATION & TOURISM COHORT

AGENDA 11/07/2025

- Welcome/Check-in
- Field Notes
- Presentations - Session Four
 - North State (Siskiyou)
 - Justi Hansen
 - UC ANR UCCE
 - Aaron Wilcher
 - Alex Dampke
- Rays of Sunshine
- Adjourn



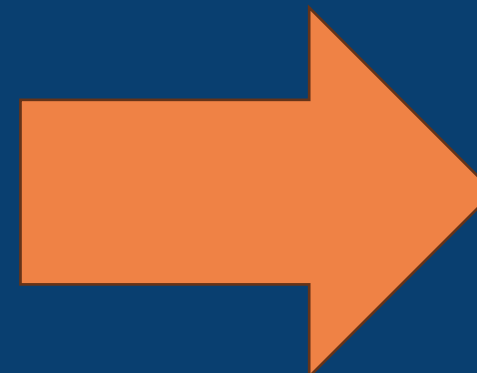
CA JOBS FIRST - SUSTAINABLE RECREATION & TOURISM COHORT

AGENDA 12/05/2025

- Welcome/Check-in
- Field Notes
- Presentations - Session Five
 - North State (Siskiyou)
 - Justi Hansen
 - California Outdoor Recreation Partnership
 - Leslie Bretfeld
- Rays of Sunshine
- Adjourn



Across the state over 8 months



State Cohort

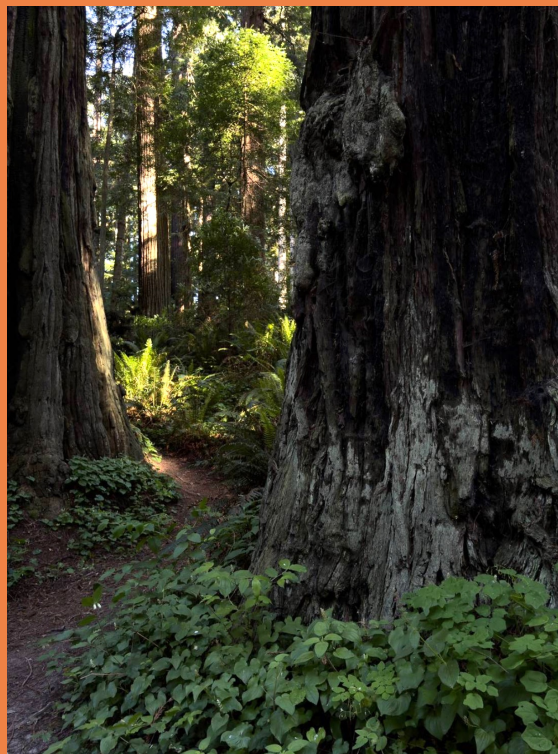
RICA

Recommendations for
Implementation &
Collaborative Action



"Symposium of Practice" – April 23rd





State Cohort Draft RICA

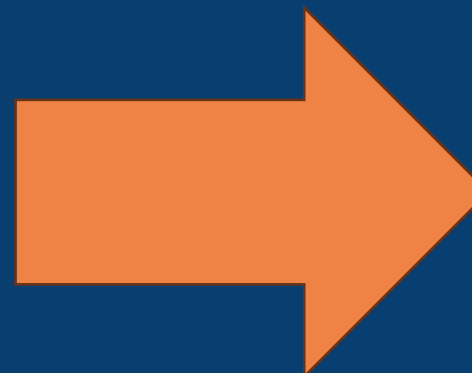
Please provide your feedback on these draft Recommendations for Implementation & Collaborative Action (RICA) for the Statewide Recreation & Tourism Cohort of Practice.

These recommendations have been compiled from the "Recreation and Tourism Symposium of Practice". The full-day facilitated session was held at the California Natural Resources building on April 23rd, 2026, and focused on lessons learned during the Catalyst phase of California Jobs First in our respective regions, the barriers to success for developed projects, and recommendations to the state to encourage the implementation of Catalyst projects developed through California Jobs First.

Don't Miss Out: Please share your feedback using a desktop machine for the best experience!

Have Fun!

Start



State Cohort

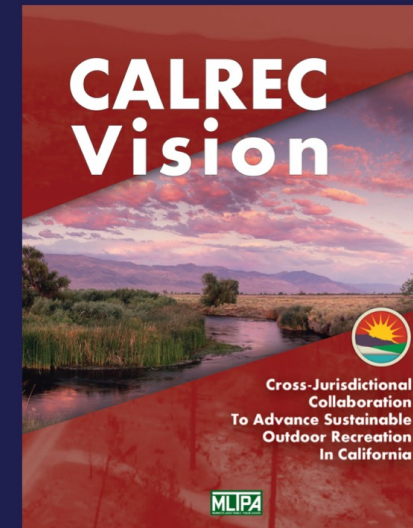
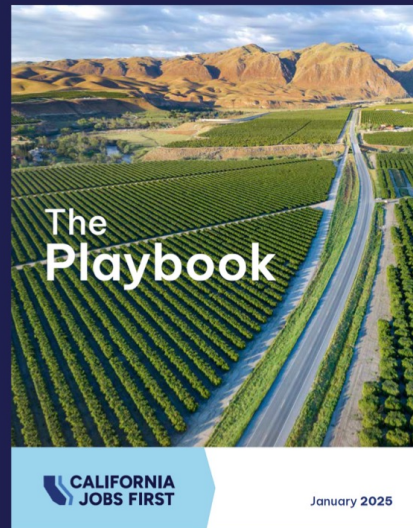
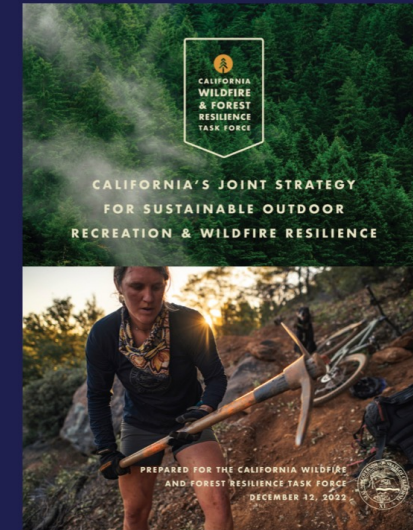
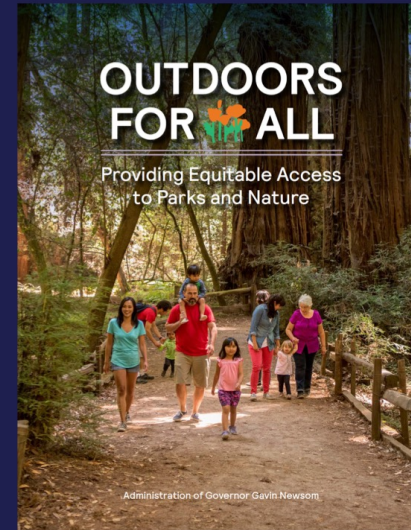
RICA

Recommendations for
Implementation &
Collaborative Action



Feedback Open Through July 27th!







HOME / SCHOOL OF APPLIED HEALTH /
CALIFORNIA OUTDOOR ECONOMY SUMMIT

California Outdoor Economy Summit

Join the Inaugural Outdoor Economy Summit

At a defining moment for **California's outdoor economy**, this inaugural summit convenes those working in and alongside outdoor recreation to build more **resilient economic development**, through equitable careers, stronger natural landscapes, and place-based futures for communities across the state.

California Outdoor Economy Summit

June 3rd-5th, 2026
Eureka, CA





WELCOME !

◀ TO THE ▶

CALIFORNIA JOBS FIRST
Symposium of Practice
For Tourism and Outdoor Recreation





WELCOME !

- TO THE -

CALIFORNIA JOBS FIRST Symposium of Practice

For Tourism and Outdoor Recreation

RECREATION & TOURISM COHORT - SYMPOSIUM OF PRACTICE

[Quick Links](#)

APPLIED HEALTH

[Programs](#)

[Careers & Alumni](#)

[Get Involved](#)

[Funding](#)

[Facilities & Labs](#)

[Faculty & Staff](#)

[Giving](#)

Outdoor Economy Summit
June 3-5, 2026
Eureka, California

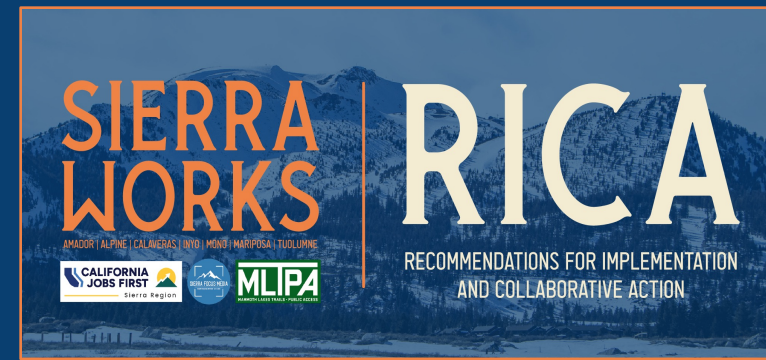
HOME / SCHOOL OF APPLIED HEALTH / CALIFORNIA OUTDOOR ECONOMY SUMMIT

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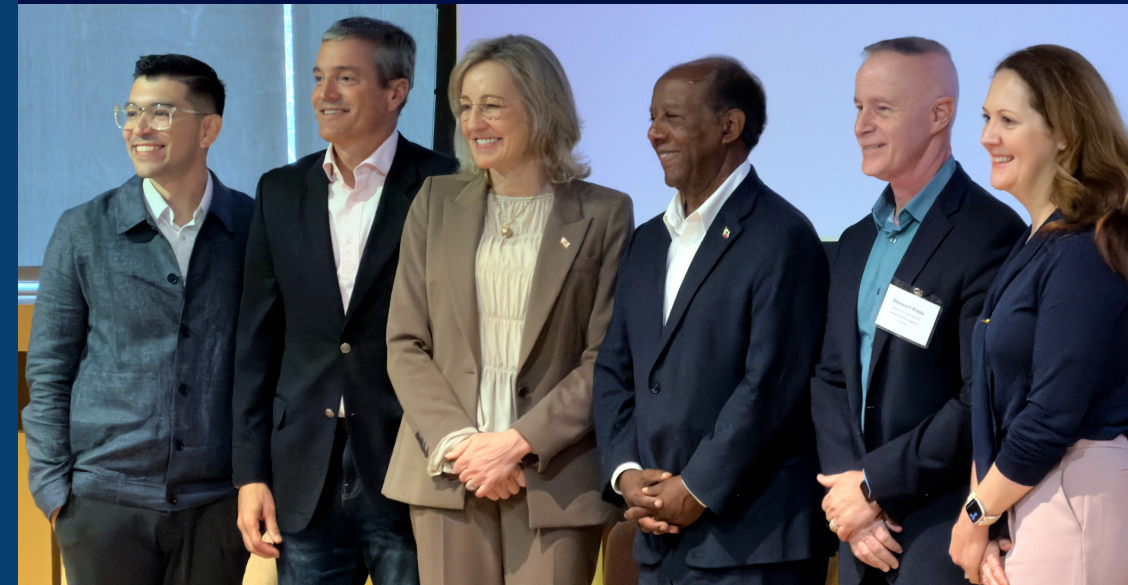
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June 3rd-5th, 2026
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CALIFORNIA JOBS FIRST

2026 Investment Summit



STATE LEADERSHIP

From Blueprint
to Breakthrough



April 9, 2026

Sierra RICA

Recommendations for
Implementation &
Collaborative Action

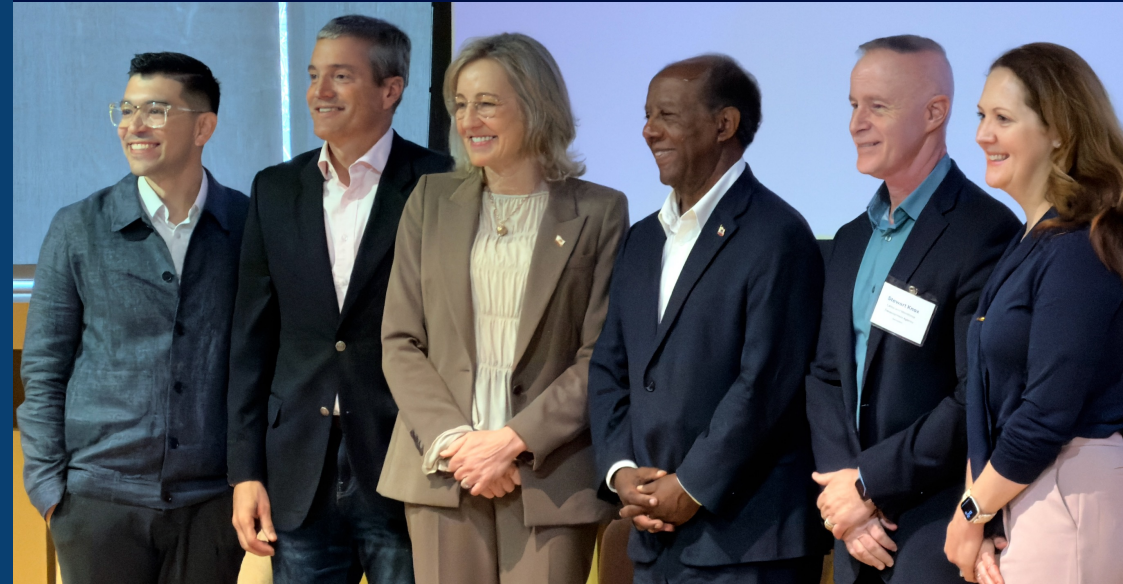


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State Cohort RICA

Recommendations for
Implementation &
Collaborative Action



STATE LEADERSHIP

From Blueprint
to Breakthrough

CALIFORNIA JOBS FIRST

Sierra RICA

Recommendations for
Implementation and
Collaborative Action



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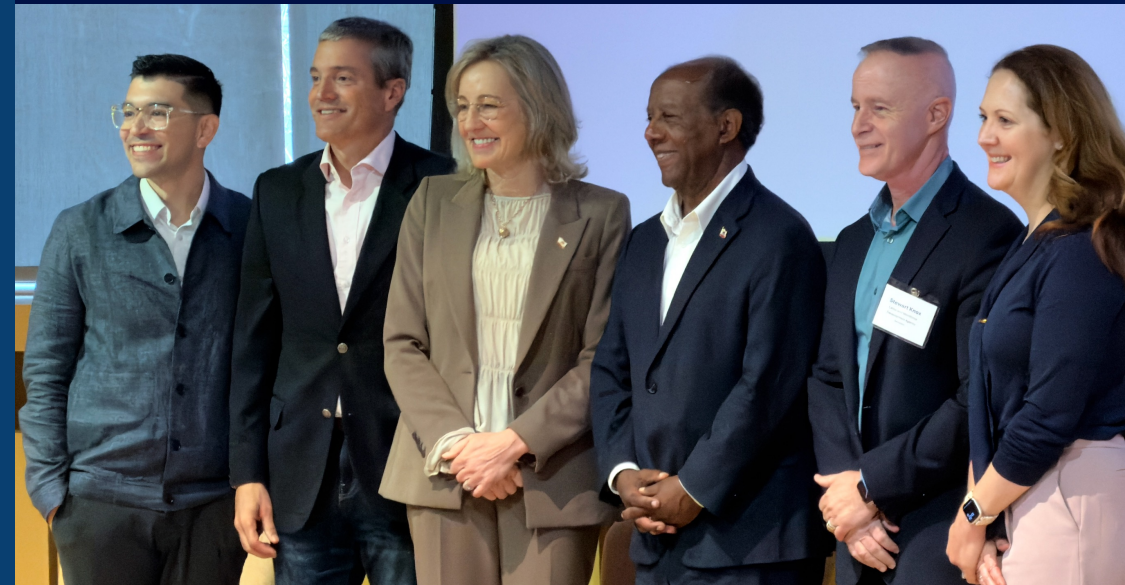
August 31, 2026

State Cohort RICA

Recommendations for
Implementation and
Collaborative Action



August 31, 2026



STATE LEADERSHIP

From Blueprint
to Breakthrough

SIERRA JOBS FIRST
COLLABORATIVE

2024 Strategic Plan

Regional Plan: Part II



Governing Council Approved August 23, 2024

Sustainable Recreation & Tourism

Building a Sustainable Tourism Economy

SECTOR DEFINITION

The Sustainable Tourism Industry Sector includes natural and cultural attractions, arts, outdoor activities, events, and historic sites. Sustainable tourism is focused on current and future economic, social, and environmental impacts and addresses the needs of visitors, the industry, the environment, and host communities. Data and feedback indicate the region's robust recreation and tourism sector is a critical economic driver. Leveraging the region's natural assets, arts, historic sites, and community events has significant potential for developing quality jobs.

SECTOR SNAPSHOT

Sustainable recreation and tourism dominate the regional economy and represent nearly 25% of all employment.

This industry sector is broad in scope and includes everything from accommodations and lodging to outdoor recreation, arts and cultural attractions, food service, and some retail operations.

The location quotient is 1.64, indicating that 64% more tourism jobs exist in the region than the employment average in California for this sector. The highest number of jobs exist in food service and accommodations for this sector, as listed on the next page. Jobs in these two industries tend to be low-wage jobs. This industry sector represents one of the most significant areas for wage improvement to achieve region-wide income goals, as many jobs in this sector today pay under \$50,000 annually.

Strategies in this sector will need to work to find creative ways to build opportunities for high-quality job growth in these specific industry areas.

OUTCOME STATEMENTS

- › Sierra employees, especially those in the food service and accommodations, can access high-quality jobs in the recreation and tourism sector.
- › Local, state, tribal, federal, and private landowners work together to unlock regional opportunities.
- › Significant regional public and private investments support new opportunities and ongoing maintenance needs in the arts, history, and recreational opportunities.
- › A climate-resilient, environmentally responsible recreation and tourism economy exists in the region.

BY THE NUMBERS

SECTOR LOCATION QUOTIENT

1.64

Sustainable recreation represents an area of economic specialization for the region, with an occupation rate 64% higher than statewide averages across this economic sector. With its high employment numbers, this is an important regional investment area.

TOTAL SECTOR EMPLOYMENT IN REGION 2023

17,642 jobs

**28.1% of
region
employment**

Regionally, about three of every 10 jobs fall within the sustainable recreation sector, indicating that these economies are heavily tied to the continuation and advancement of the local workforce.

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COLLABORATIVE

2024 Strategic Plan

Regional Plan: Part II



Governing Council Approved August 23, 2024



- There will be no update to the Regional Strategy in this current Jobs First cycle
- Our Regional Convener - the Sierra Business Council – has possession of the master files
- Access to the master files has been requested, but they have not been shared

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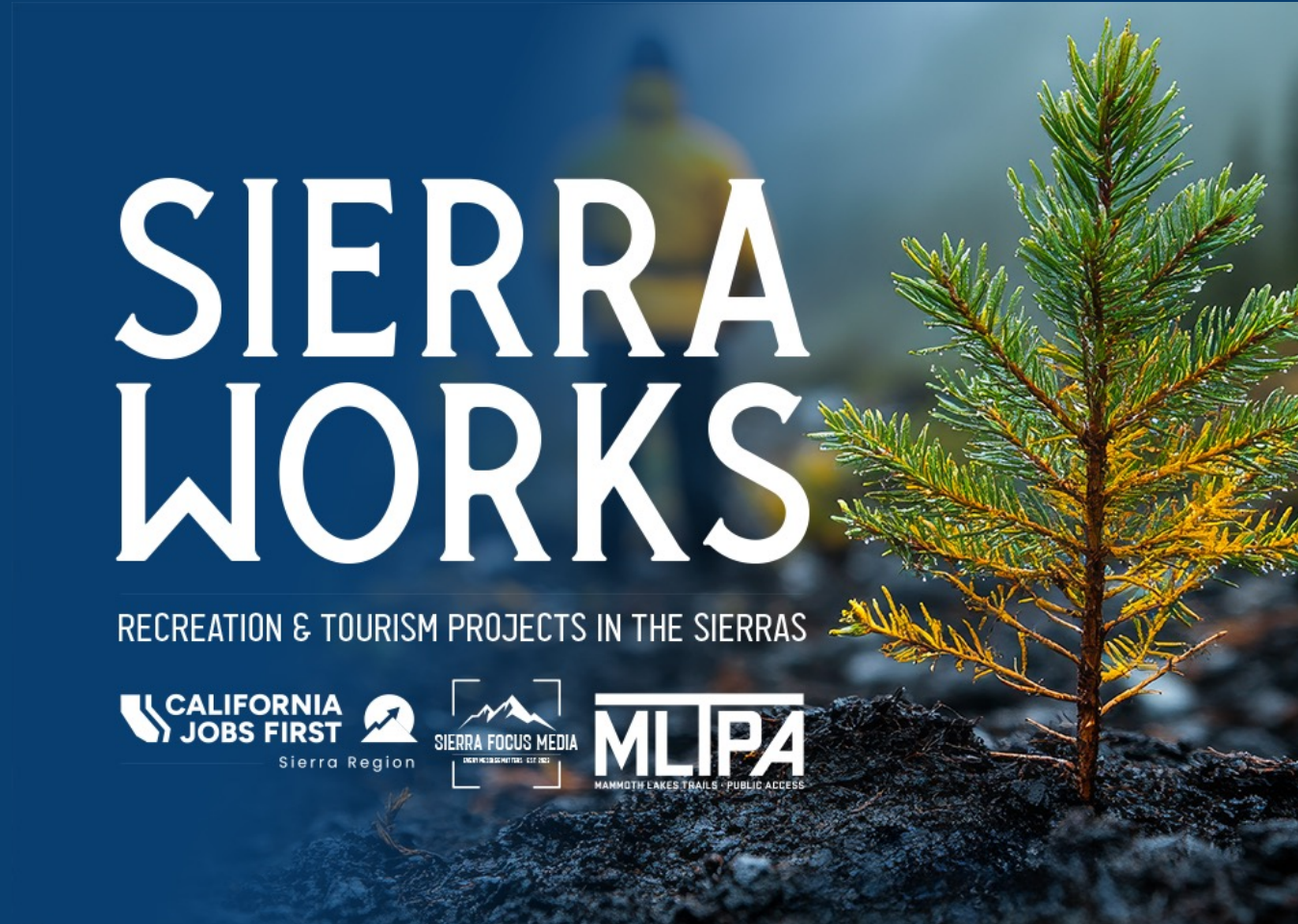
RECREATION & TOURISM PROJECTS IN THE SIERRAS



- Sierra Focus Media and MLTPA will be working through August 31, 2026
- All deliverables mentioned today including an enduring web presence
- SJF ESSRP Meetings
 - August 3, 2026
 - August 31, 2026



RICAS AND PROJECT WORK



GUIDED CONVERSATION

We want to hear from you!

Please raise your hand 🖐️ or drop feedback in the chat.

SIERRA RICA

GOAL #1 – FUND A REGIONAL INFORMATION-SHARING ENTITY

1. Regional Information-Sharing Entities
2. Align Jurisdictions with DOI Directives
3. Regional Hubs for Gateway Communities
4. Administrative Support
5. Project Prioritization & Budgeting
6. Tribal Engagement Liaison
7. Cross-Jurisdictional Project Development
8. Outdoor Recreation & Tourism Data Library
9. Regional Placemaking Coordination

GOAL #3 – BUILD YEAR-ROUND REC WORKFORCE

1. Year-Round Ambassador Program
2. Recreation Workforce is a Community Benefit
3. Regional Cycling & Transportation Workforce
4. Cultural Stewardship Workforce

GOAL #2 – BARRIERS THAT OBSTRUCT IMPLEMENTATION

1. Fund Local Rec & Tourism
2. Lead Agencies for NEPA/CEQA Decisions
3. Public Funds in Partner Infrastructure
4. Data Standards for Rec Economies
5. Maintenance Funding for Rec Infrastructure
6. Adopt Arts & Cultural Plans
7. Grant Reimbursement Requirements for Small Orgs
8. Fund Integrated Rec & Arts/Culture/Placemaking Projects
9. Cultural Stewardship Workforce
10. Recognize Arts/Placemaking as Economic Infrastructure

GOAL #4 – RESILIENCE & ADAPTION TO CLIMATE CHANGE

1. Deploy “A Changing Climate” Across All Seven-Counties
2. Develop “SRTI Climate: Regional Asset & Gap Assessment
3. Develop “SRTI Climate: Rec & Outreach Education Program
4. Snow Play Data & Utilization
5. Climate-Adaptive Visitor Management Fund
6. Reform Grant Reimbursement for Small Seasonal Orgs

UPCOMING OPPORTUNITIES

STAY ENGAGED!



SIERRA INDUSTRY SHINDIG

2.0

Save the Date!

Friday Aug 21st

Mother Lode Job Training Center – Sonora, CA

Networking, Project Presentations,
& Project Tours



UPCOMING OPPORTUNITIES



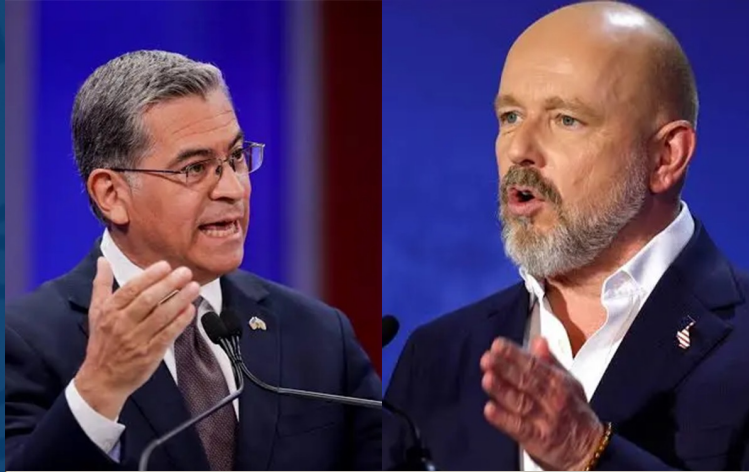
SNC Board Meeting

Sept 2 & 3

Mono County



UPCOMING OPPORTUNITIES



Vote!

General Election!

Nov 3rd!



RESOURCES

REMINDER!
All Working Group
Meeting Materials
will remain on the



website.



Working Group Meetings

Recreation & Tourism Working Group Meeting Recaps

Sierra Jobs First Recreation and Tourism Working Group - Jun. 15, 2026

- [View the Agenda](#)
- [View the Presentation](#)
- [Project Presentation and Interviews - Arts, Culture & Placemaking](#)
- [View the Meeting Recording](#)
- [View the Meeting Whiteboard](#)
- [View the Survey Results](#)

Sierra Jobs First Recreation and Tourism Working Group - May. 18, 2026

- [View the Agenda](#)
- [View the Presentation](#)
- [Project Presentation and Interviews - Workforce Development](#)
- [View the Meeting Recording](#)
- [View the Meeting Whiteboard](#)
- [View the Survey Results](#)

Sierra Jobs First Recreation and Tourism Working Group - Apr. 20, 2026

- [View the Agenda](#)
- [View the Presentation](#)
- [Project Presentation and Interviews - Climate Resiliency](#)
- [View the Meeting Recording](#)
- [View the Meeting Whiteboard](#)
- [View the Survey Results](#)



RESOURCES



The Final Sierra RICA will be published and available on the MLTPA website in August!



THANK YOU FOR PARTICIPATING!



Please email: sjfadmin@mltpa.org
with any lingering questions.