



Eastern Sierra Sustainable Recreation Partnership  
Sustainable Recreation and Tourism Initiative

# Introduction

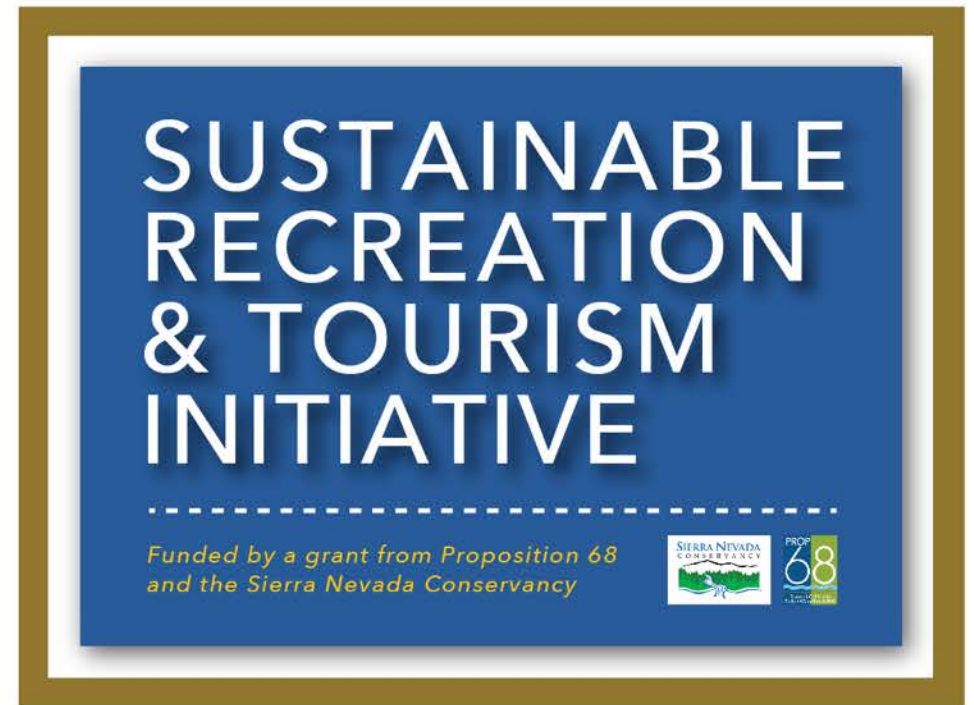
Chelsea Taylor, MLTPA  
January 16, 2020



# EASTERN SIERRA

Sustainable Recreation Partnership

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## The Eastern Sierra Region







# EASTERN SIERRA

Sustainable Recreation Partnership





Alpine County



City of Bishop



Inyo County



Town of Mammoth Lakes



Mono County



United States Forest Service

# A Public/Public Partnership

# A Public/Public Partnership Washington Office of the USFS



A Public/Public Partnership

Washington Office of the USFS

BLM - National Park Service – LADWP

Local/Regional Tribes

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Local/Regional Tribes

Non Funded Challenge

Cost Share Agreement

"Permitting facilitation and clean-up (i.e. use permits, film permits, other agreements);

"Maintenance and staffing of visitor centers;

"Existing "hard infrastructure" including bathrooms, pavement maintenance, water, sewer, other buildings;

"Existing "soft infrastructure" including trail maintenance, signage, campground service;

"New soft and hard infrastructure as described above;

"New trails and facility planning and construction;

"County town recreational infrastructure maintenance, rehabilitation and new projects; identification and work program development; and

"Project planning including environmental review."



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Sign up to stay informed  
about the *Sustainable  
Recreation and Tourism  
Initiative* funded by a grant  
from Prop 68 and the Sierra  
Nevada Conservancy

**SIGN ME UP!**

# THE EASTERN SIERRA SUSTAINABLE RECREATION PARTNERSHIP

A UNIQUE PUBLIC/PUBLIC PARTNERSHIP BETWEEN  
THE UNITED STATES FOREST SERVICE AND LOCAL AGENCIES



A REPLICABLE SUSTAINABLE RECREATION PROGRAM  
IN CALIFORNIA'S MAGNIFICENT EASTERN HIGH SIERRA



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<https://www.essrp.org>



# EASTERN SIERRA

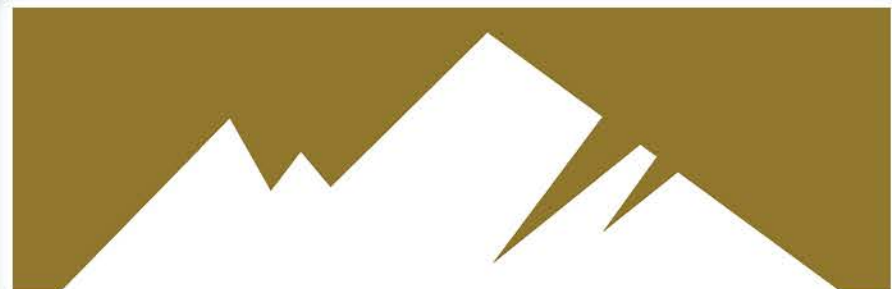
Sustainable Recreation Partnership

## SUSTAINABLE RECREATION & TOURISM INITIATIVE

*Funded by a grant from Proposition 68  
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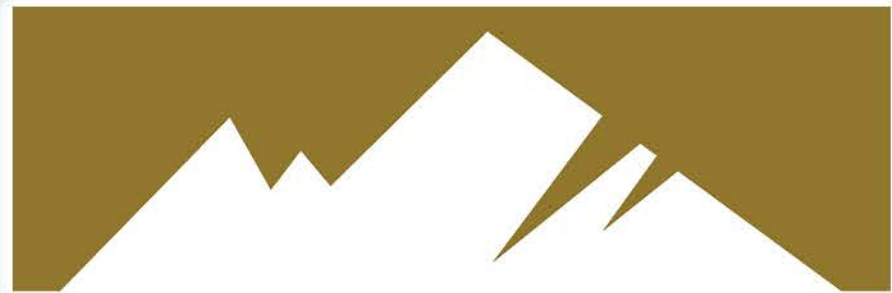
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**EASTERN SIERRA**

Sustainable Recreation Partnership

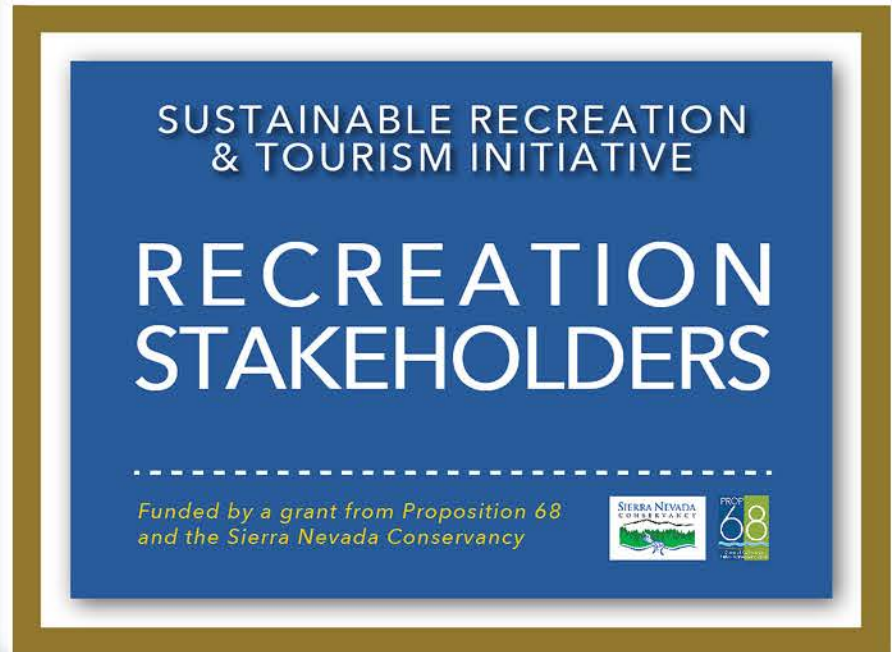
**SUSTAINABLE  
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& TOURISM  
INITIATIVE**

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**\$618,750**

**March 7, 2019**



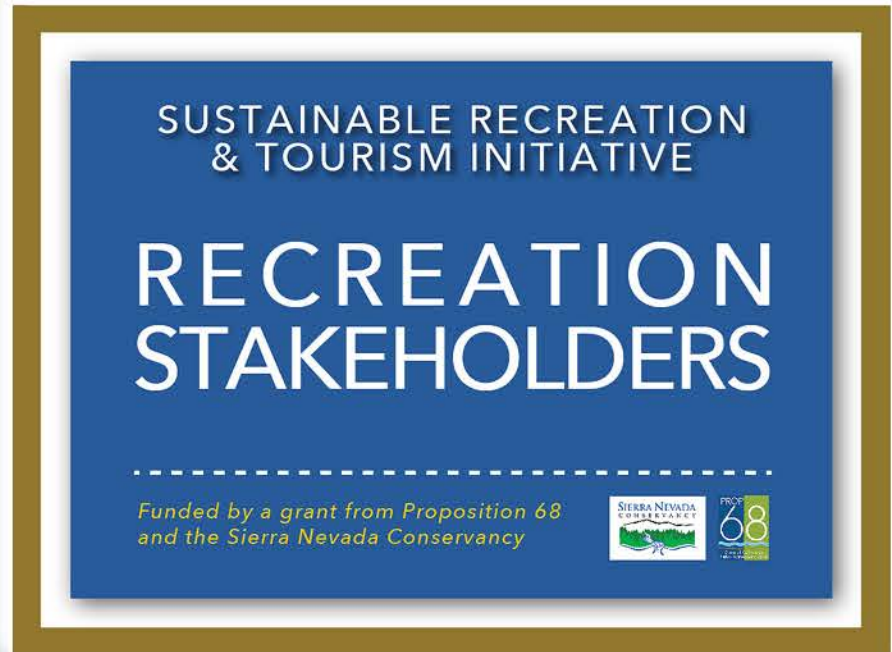
# Recreation Stakeholders

12 facilitated workshops in the Gateway Communities of Inyo, Mono, and Alpine Counties starting in September of 2019.

Consensus, identified challenges, and emerging trends will be documented and shared.

Public support to be identified for future projects, including programs, stewardship, and on the ground infrastructure investments.



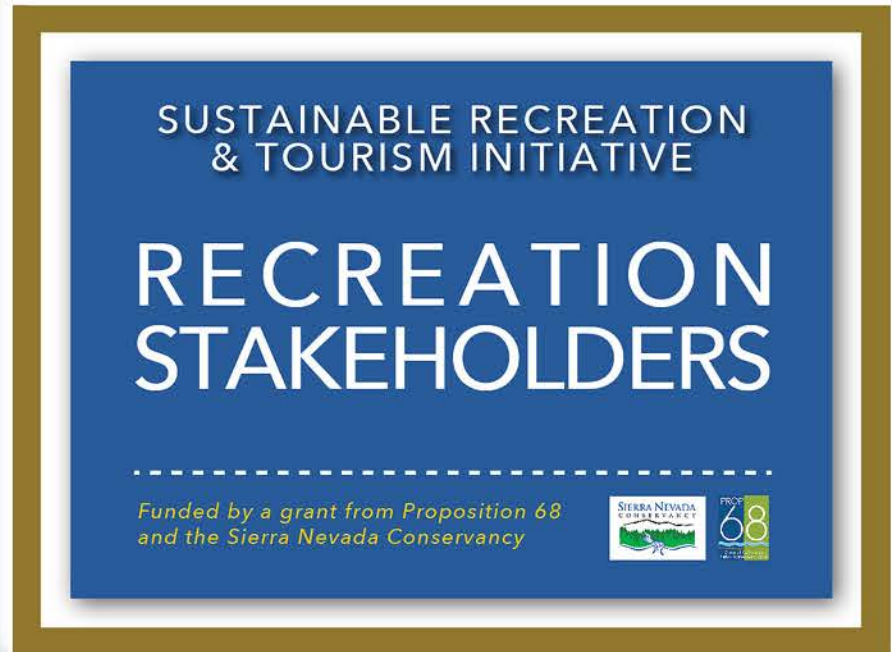


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**\* SAVE THE DATES \***

**2020**

**GATEWAY COMMUNITY WORKSHOPS!**

- |                |  |
|----------------|--|
| <b>JAN 16</b>  | <b>Southern Inyo County, Lone Pine</b>             |
| <b>MAR 22</b>  | <b>Southern Mono County, Mammoth Lakes</b>         |
| <b>MAY 21</b>  | <b>Central Mono County, Lee Vining</b>             |
| <b>JULY 16</b> | <b>Northern Mono &amp; Alpine Counties, Walker</b> |
| <b>SEPT 17</b> | <b>Central Mono County, Bridgeport</b>             |
| <b>NOV 19</b>  | <b>Northern Inyo County, Bishop</b>                |

Track #1

# EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION  
& TOURISM INITIATIVE

## RECREATION STAKEHOLDERS

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& TOURISM INITIATIVE

**CLIMATE  
RESILIENCE**

*Funded by a grant from Proposition 68  
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# Climate Adaptation and Resilience

Analysis of the Eastern Sierra's resilience and adaptation to climate change through the lens of the region's sustainable recreation and tourism infrastructure and programs.

Documentation of the asset value of the natural resource capital in the Eastern Sierra and of the region's outdoor recreation economy.



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Track #2

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SUSTAINABLE RECREATION  
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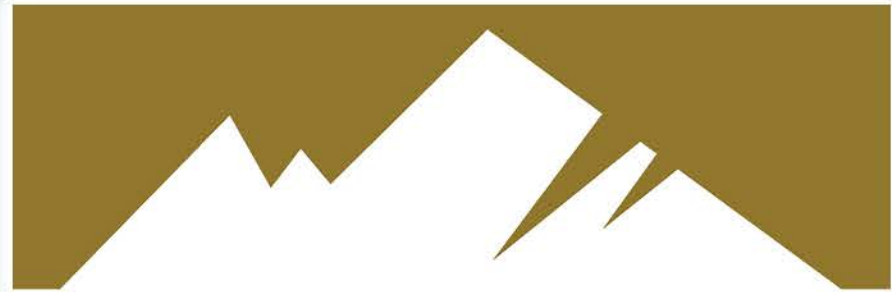
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# EASTERN SIERRA

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SUSTAINABLE RECREATION  
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## VISITOR AUDIENCE

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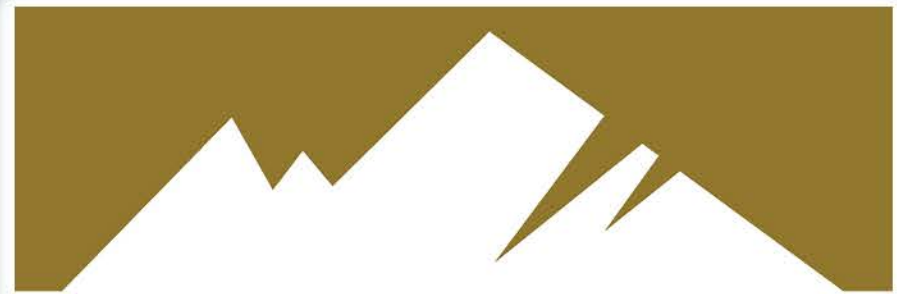
## Connection to the Eastern Sierra Visitor Audience

8 facilitated meetings to develop a 21st-century regional sustainable recreation and tourism identity for the Eastern Sierra.

Development of the tools necessary to more efficiently and effectively communicate with the region's outdoor recreation audience.

Connection to the audience – not marketing





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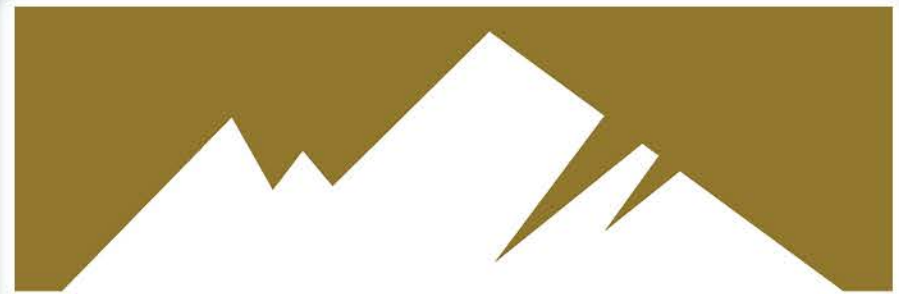


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# ARE YOU COLO-READY?

With a little preparation, a spirit of adventure, and a soft spot for nature and the past, you'll be on the trail to exploring Colorado like a local.



## LEAVE NO TRACE – CARE FOR COLORADO PRINCIPLES

### 01 KNOW BEFORE YOU GO

- This land really is your land. Our state and federal agencies manage 42 percent of Colorado's majestic landscape, and our cities and counties maintain even more. Learn about and respect the spaces we all own, share and sing about.
- Stay back from the pack. Find your way to less-visited and off-peak destinations to minimize down time and maximize your connection with special places.
- Bring along reusable water bottles or hot drink tumblers to limit waste and stay hydrated in our dry climate.



### 02 STICK TO TRAILS

- With 39,000 marked trails and 13,000 designated campsites, there's no need to venture beyond. By sticking to these areas and camping at least 200 feet from lakes, rivers and streams, you're helping natural areas stay natural.
- Even though shortcuts can be tempting, please don't take them. A few extra strides on the path will protect plants and the homes of the true locals.



### 03 LEAVE IT AS YOU FIND IT

- Leave plants, rocks and historical items as you find them so others experience the joy of discovery.
- Any of our 750 different species of wildflowers will live forever in a photo. Snap away, but only with a camera.
- Colorado is beautiful all on its own. Building structures or campsites on public land isn't cool. Keep it pristine for everyone to enjoy.
- Treat all living things with respect. Carving or hacking plants and trees may kill or disfigure them.



### 04 TRASH THE TRASH

- Pack it in, pack it out. Or pick it up to leave a place better than you found it. Put litter, even crumbs, peels and cores in your nearest waste/recycling bin.
- Wash yourself, your dog or whatever else needs cleaning at least 200 feet from waterways, and use biodegradable soap. A bubble bath is no treat for fish.



### 05 BE CAREFUL WITH FIRE

- Colorado's low humidity has perks, but can create dry, dangerous conditions. Keep campfires small and manageable to avoid sparking wildfires.
- When putting out a fire, water it until you can handle the embers. Never let a fire burn unattended.
- Use care when smoking in Colorado's dry climate. Always put cigarettes out completely, and don't leave your butts behind.



### 06 KEEP WILDLIFE WILD

- Colorado is home to tens of thousands of furry, scaly and feathered creatures. To keep them – and you – safe, don't approach them.
- It is not adorable to feed wild animals. You could alter natural behaviors, exposing them to predators or even euthanasia.
- Keep your furry buddies leashed when enjoying dog-friendly trails, and pack out their waste. All the way to a trashcan.



### 07 SHARE OUR TRAILS & PARKS

- Chances are you're not out in nature to people watch, so try out the lesser-known paths and sites.
- Silence your cell phone before stepping into nature, and speak softly without using the speaker function.
- Be considerate when passing others on the trails and yield to the uphill hiker and biker – they need the momentum.
- Listen to nature. Keep your voice and music soft so all can enjoy the peace of Colorado.



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Track #3

# EASTERN SIERRA

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SUSTAINABLE RECREATION  
& TOURISM INITIATIVE

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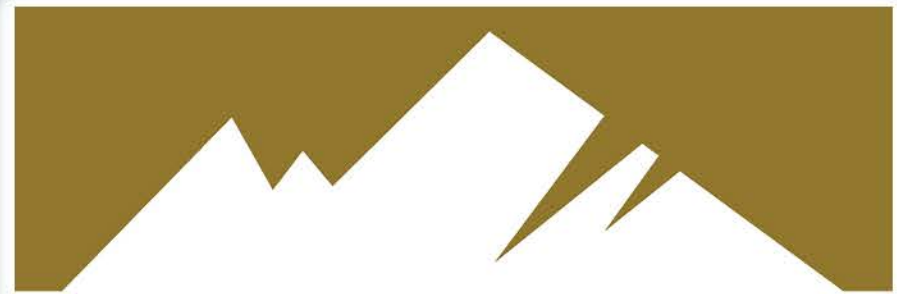


# Project Prioritization and Implementation

The Eastern Sierra Sustainable Recreation Partnership will collaborate with stakeholders to prioritize projects including programs, stewardship, and on the ground infrastructure for funding via researched funding opportunities.

The Sustainable Recreation and Tourism Initiative will then provide technical assistance for the development of the identified projects for their identified funding opportunities.





# EASTERN SIERRA

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SUSTAINABLE RECREATION  
& TOURISM INITIATIVE

## PROJECTS & FUNDING

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Track #4

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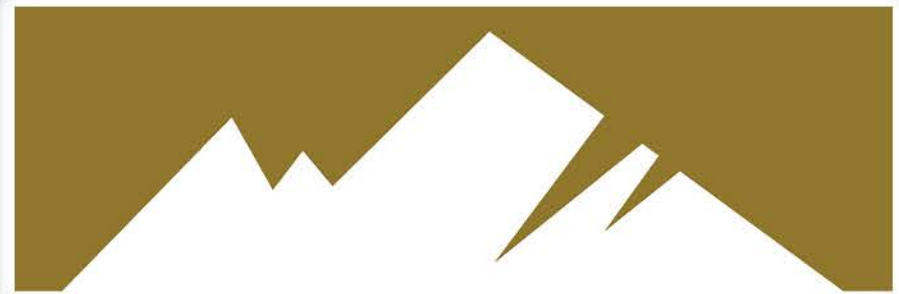


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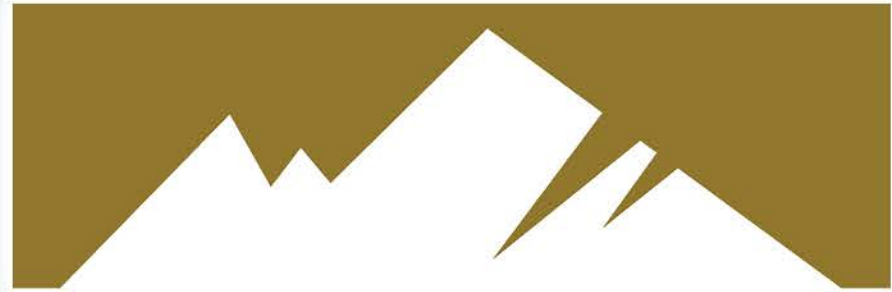
## SUSTAINABLE RECREATION & TOURISM INITIATIVE

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- 2 Year Effort: 2019 - 2021





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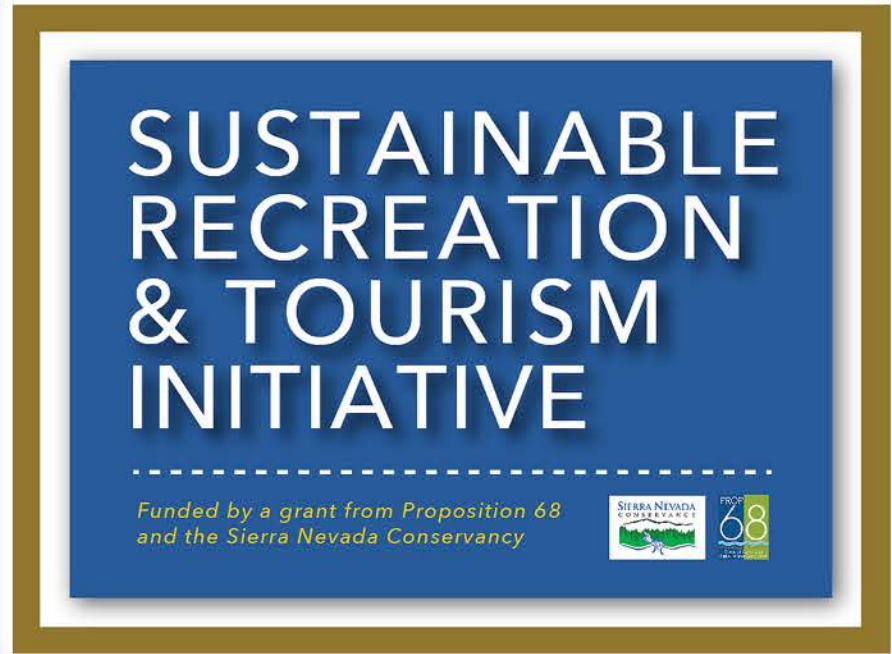
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- 2 Year Effort: 2019 - 2021
- Not a Formal/Official Government Process



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- Not a Formal/Official Government Process
- "Yes And..."



- ✓ CONSERVATION & STEWARDSHIP
- ✓ EDUCATION & WORKFORCE TRAINING
- ✓ ECONOMIC DEVELOPMENT
- ✓ PUBLIC HEALTH & WELLNESS



- "Outdoor recreation in natural settings is and always has been an indispensable part of conservation."



- ✓ CONSERVATION & STEWARDSHIP
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- "Outdoor recreation in natural settings is and always has been an indispensable part of conservation."

- "Outdoor recreation adds economic stability, diversity, resilience, and prosperity to communities across the country while creating a broader constituency for protecting our natural resources."



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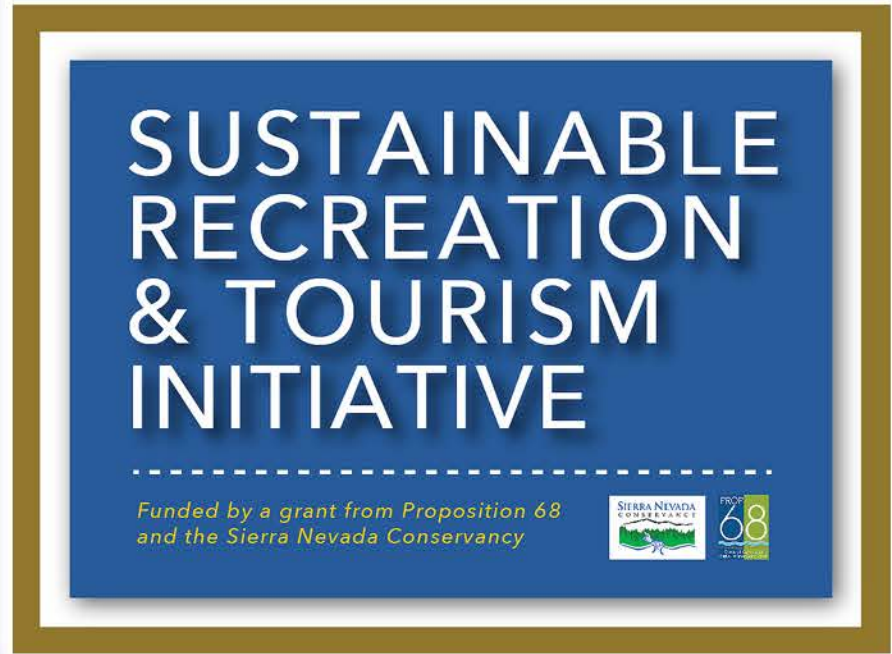
- "Outdoor recreation adds economic stability, diversity, resilience, and prosperity to communities across the country while creating a broader constituency for protecting our natural resources."

- "When unmanaged or poorly managed, outdoor recreation can adversely affect our public lands, as well as the quality of experiences and the numerous benefits they provide."

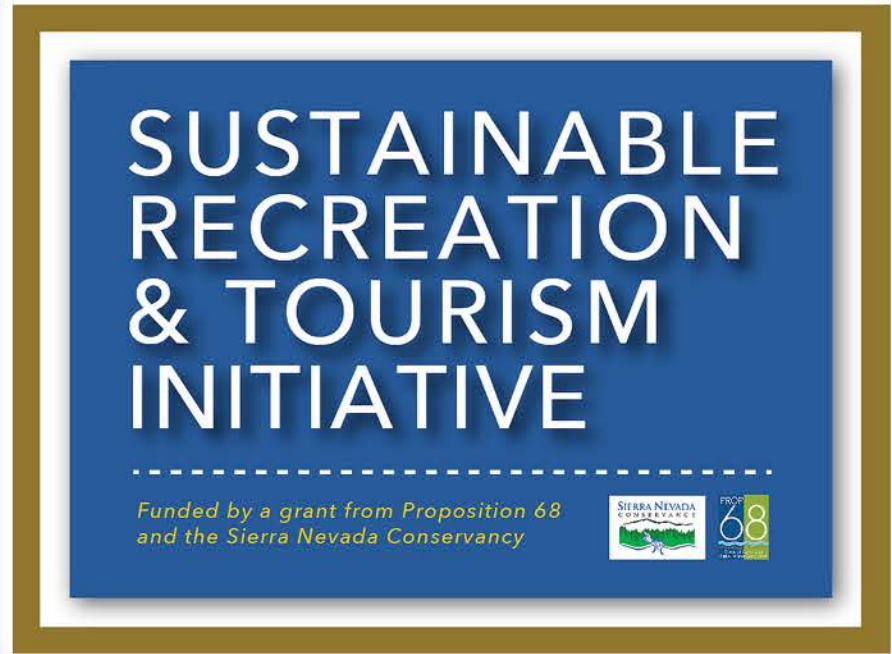


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- 2 Year Effort: 2019 - 2021
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- "Yes And..."



- 2 Year Effort: 2019 - 2021
- Not a Formal/Official Government Process
- "Yes And..."
- Unique to California



United States Department of Agriculture

# Land Management Plan for the Inyo National Forest

Fresno, Inyo, Madera, Mono, and Tulare Counties, California;  
Esmeralda and Mineral Counties, Nevada



Forest Service

Pacific Southwest Region

R5-MB-303

2018



# Inyo National Forest Draft Plan Focus Areas

✓ Fire Management

# Inyo National Forest Draft Plan Focus Areas

- ✓ Fire Management
- ✓ Ecological Integrity

# Inyo National Forest Draft Plan Focus Areas

- ✓ Fire Management
- ✓ Ecological Integrity
- ✓ Sustainable Recreation

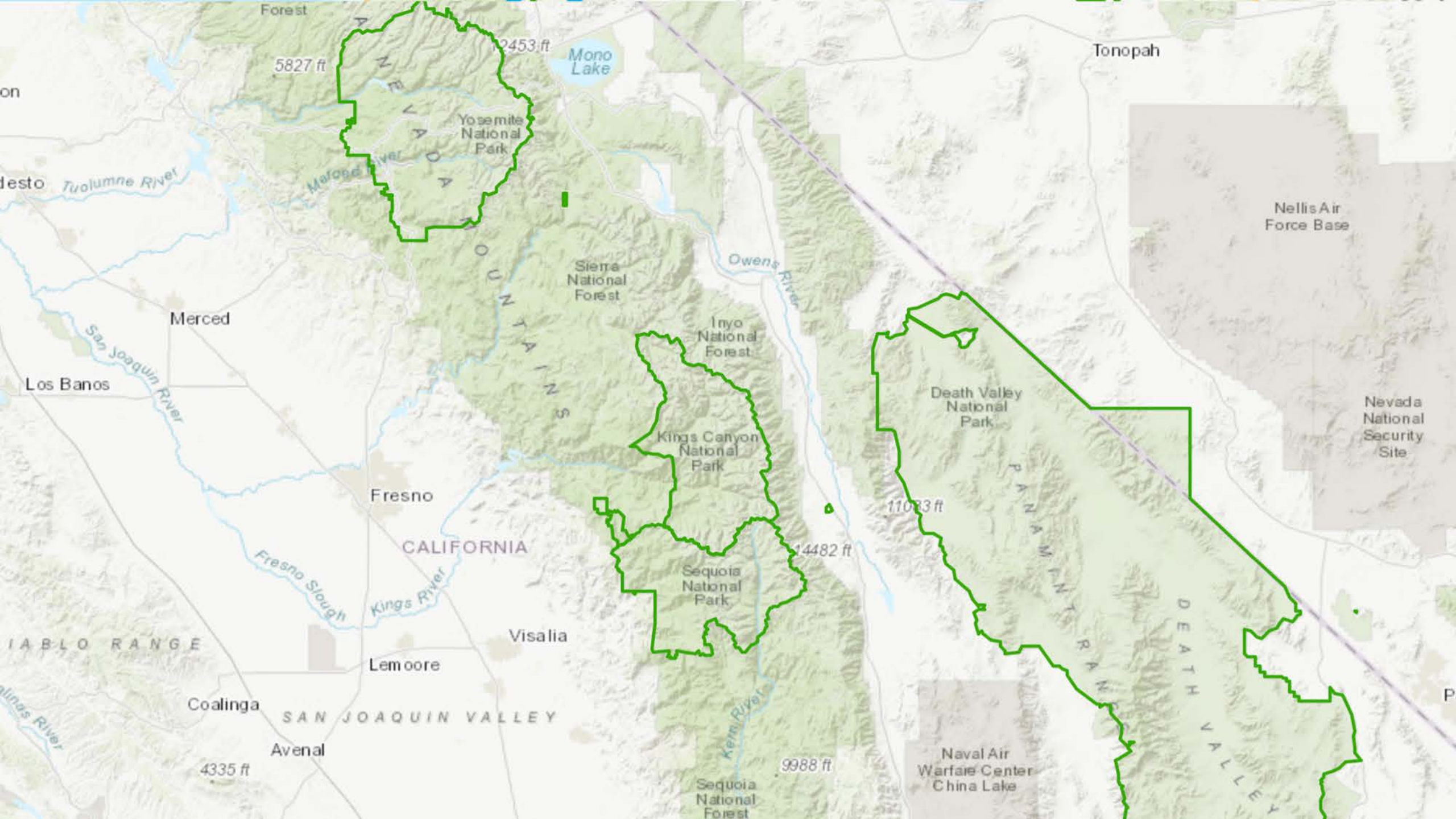


# California Climate Strategy

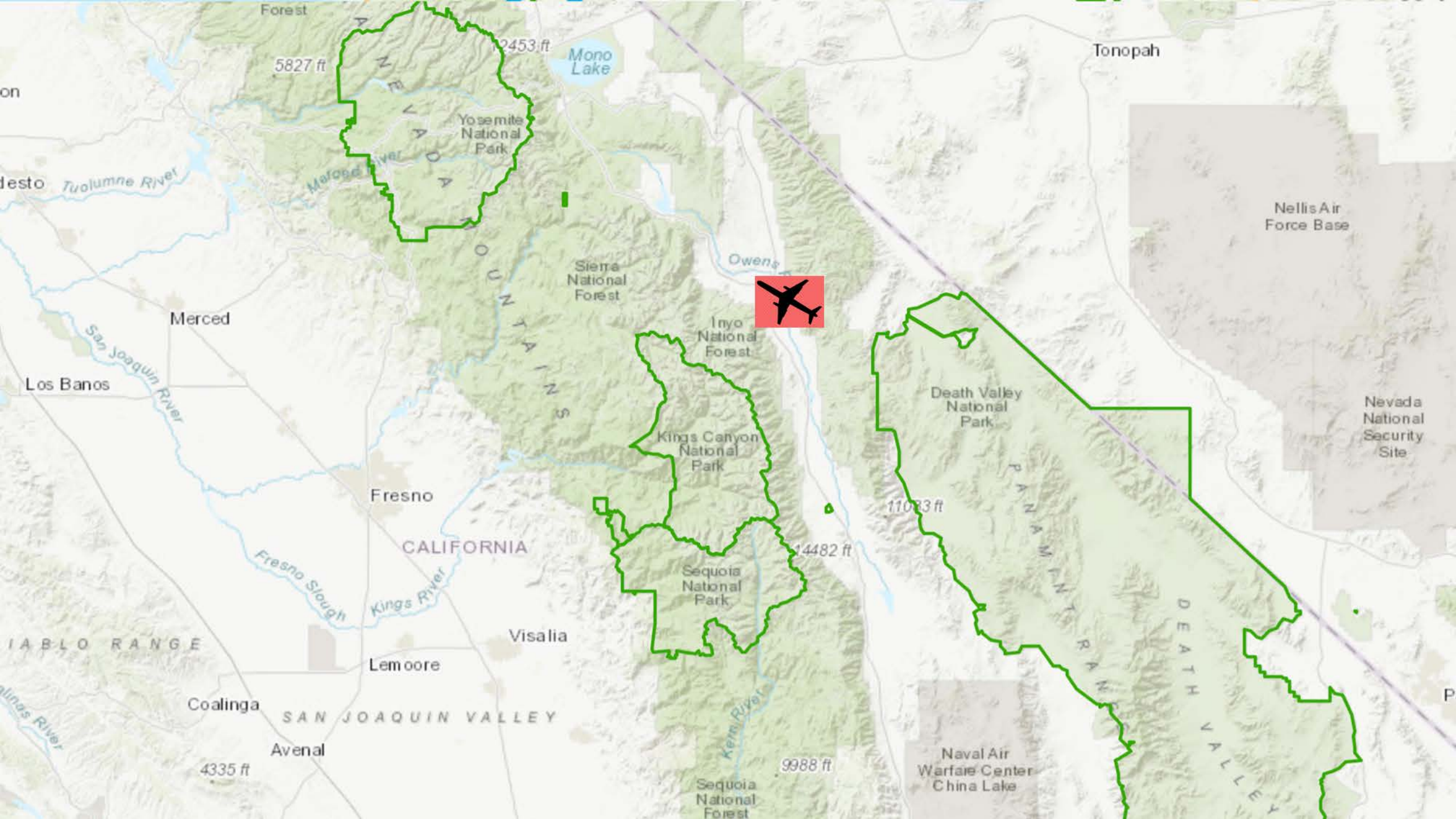


**CALIFORNIA REPUBLIC**













National Park Service  
U.S. Department of the Interior

Rivers, Trails & Conservation Assistance Program

## Application Guidelines & Form



### About Us

The National Park Service – Rivers, Trails and Conservation Assistance program (RTCA) supports community-led natural resource conservation and outdoor recreation projects across the nation. Our conservation and recreation planning professionals partner with community groups, nonprofit organizations, tribes, and government agencies. This partnership assists local communities in realizing their conservation and outdoor recreation vision and goals by providing a broad range of services and skills. National Park Service (NPS) staff share their expertise to help your team turn an idea into reality. We offer this assistance on an annual basis with extensions based on mutual agreement. *No monetary grants are made.*



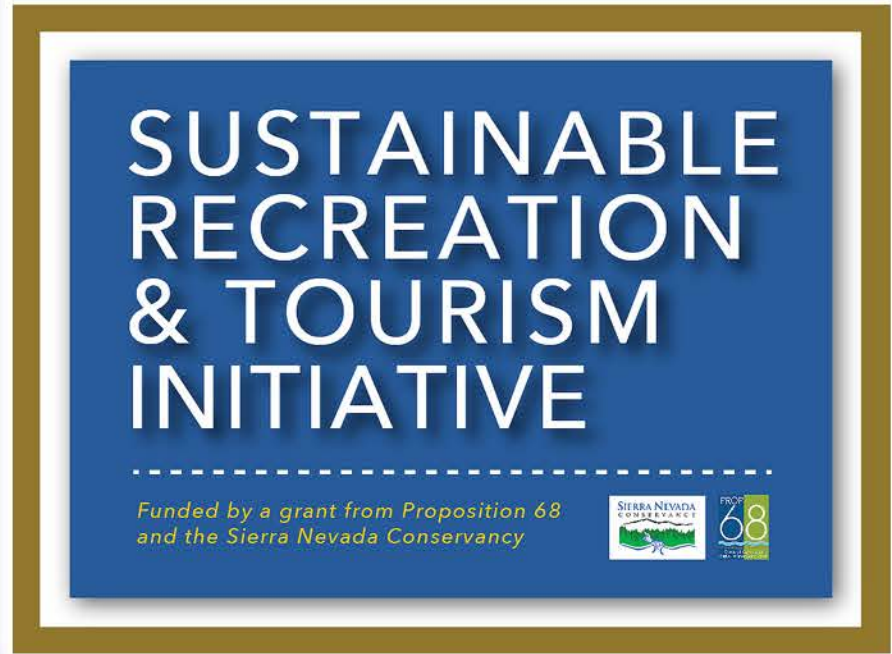


**EASTERN SIERRA**

**Sustainable Recreation Partnership**







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- "Yes And..."
- Unique to California





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- “Yes And...”
- Unique to California
- Not Unique in the Nation

# CALIFORNIA

STATE OUTDOOR  
RECREATION GENERATES:



**\$92.0 BILLION**  
IN CONSUMER  
SPENDING ANNUALLY



**691,000**  
DIRECT JOBS



**\$30.4 BILLION**  
IN WAGES  
AND SALARIES



**\$6.2 BILLION**  
IN STATE AND LOCAL  
TAX REVENUE

SOURCE: OUTDOOR INDUSTRY ASSOCIATION



## THE OUTDOOR RECREATION ECONOMY GENERATES

**691,000**

Direct Jobs

**\$92 BILLION**

In Consumer Spending

**\$30.4 BILLION**

In Wages and Salaries

**\$6.2 BILLION**

In State and Local Tax  
Revenue



# Outdoor Industry Association: Recreation Economy Report - 2017



## The Outdoor Recreation Economy:

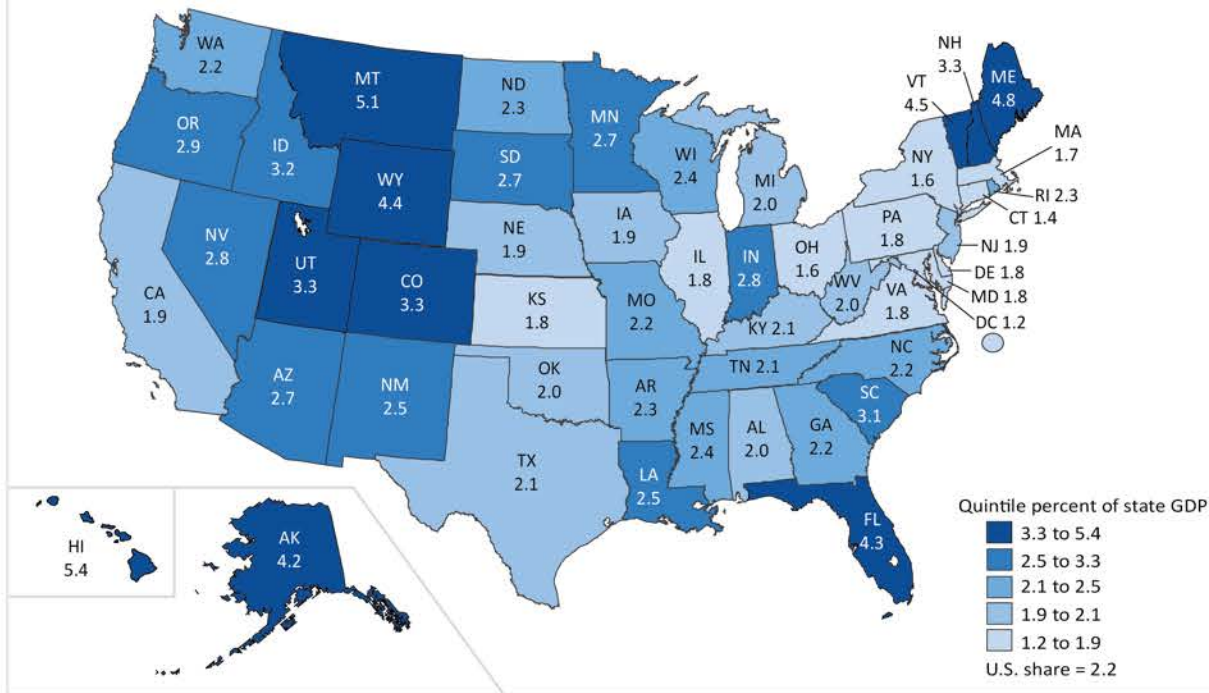
- **\$887 BILLION IN CONSUMER SPENDING ANNUALLY**
- **7.6 MILLION AMERICAN JOBS**
- **\$65.3 BILLION IN FEDERAL TAX REVENUE**
- **\$59.2 BILLION IN STATE AND LOCAL TAX REVENUE**



September 20, 2019

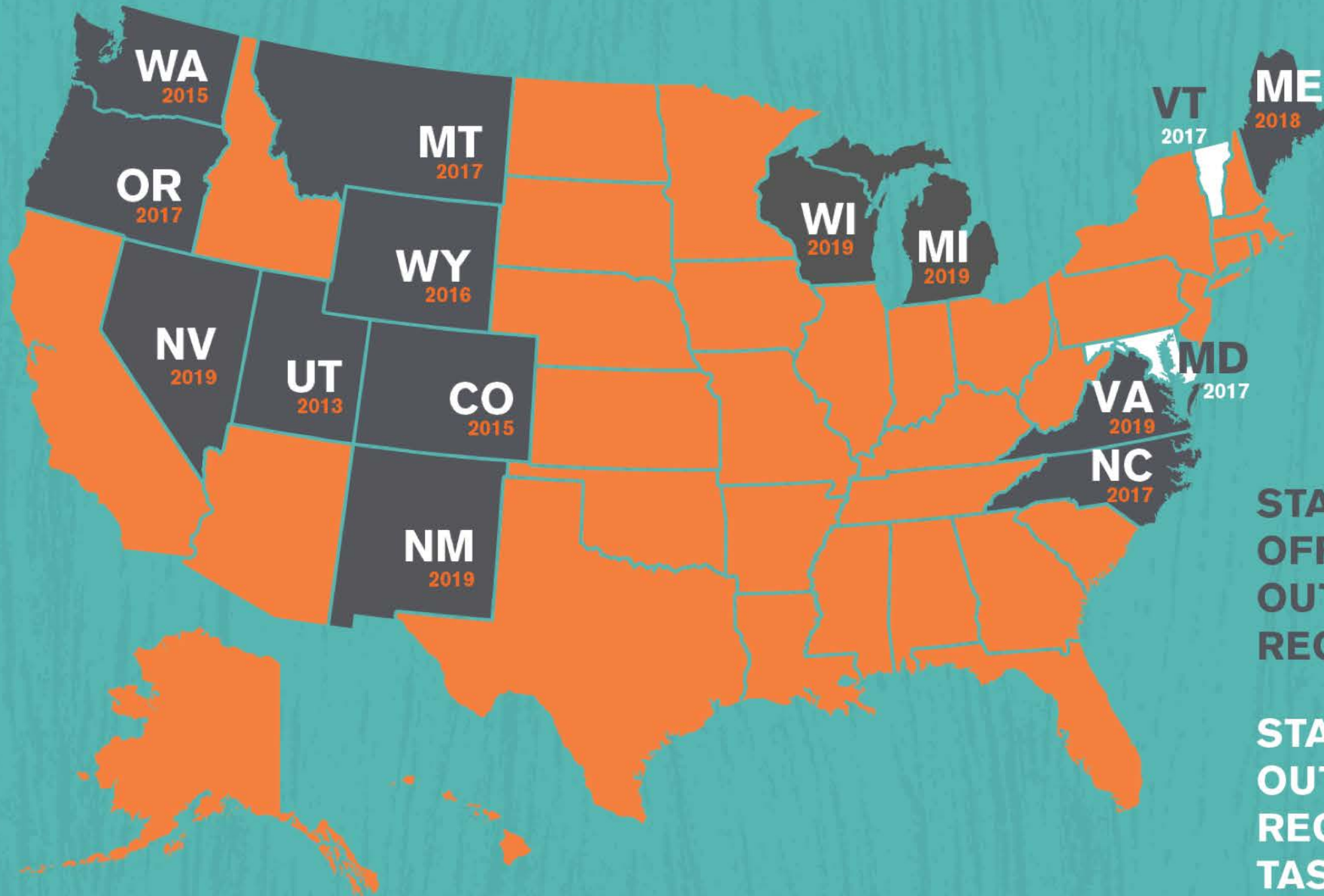


Outdoor Recreation Value Added: Percent of State GDP, 2017



U.S. Bureau of Economic Analysis

"The Outdoor Recreation Satellite Account (ORSA) also shows that inflation-adjusted (real) GDP for the outdoor recreation economy grew by 3.9 percent in 2017, faster than the 2.4 percent growth of the overall U.S. economy. Real gross output, compensation, and employment all grew faster in outdoor recreation than for the economy as a whole."



**STATES WITH  
OFFICES OF  
OUTDOOR  
RECREATION**

**STATES WITH  
OUTDOOR  
RECREATION  
TASK FORCES**





# Regions Rise Together

***Achieving inclusive and  
sustainable growth across  
all of California***

September 2019



[◀ BACK TO PROGRAMS](#)

## Destination Stewardship



**D**estination stewardship is critically important to ensure California's tourism economy remains an economic engine for all Californians. More people are traveling than ever before, and the tourism industry's long-term viability depends on its ability to protect, preserve and promote the traveler experience.

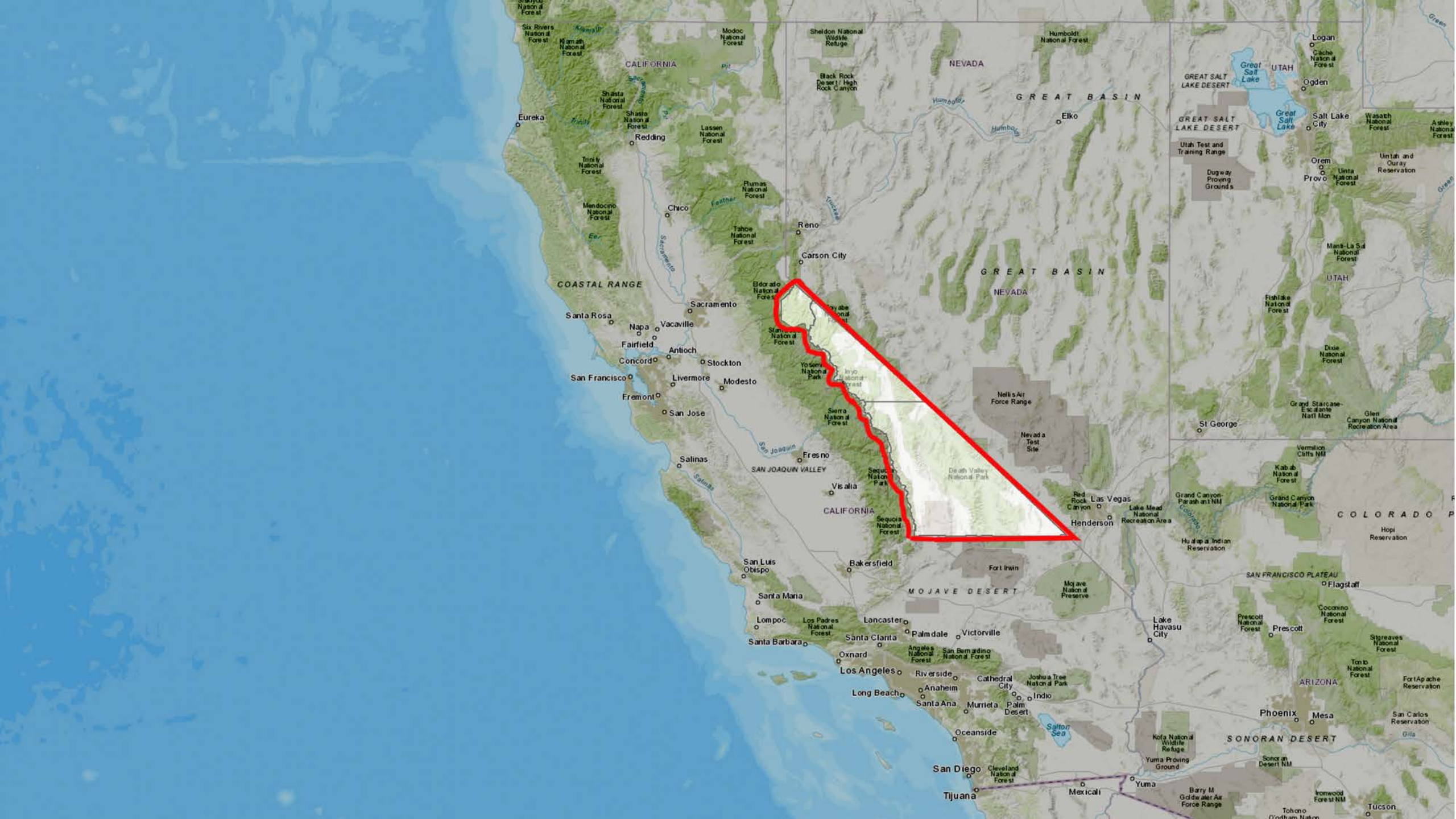
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## Destination Stewardship

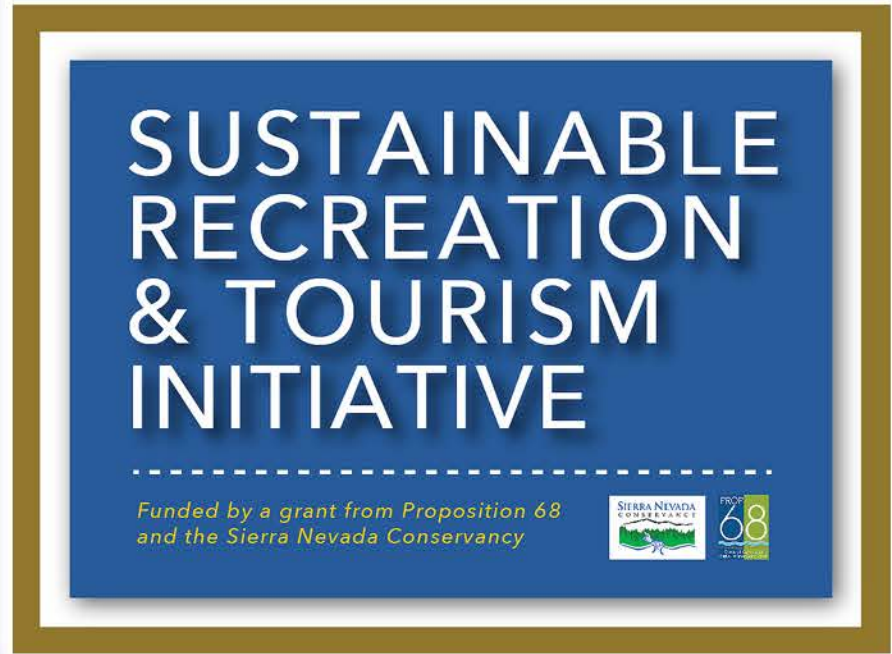


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- "Yes And..."
- Unique to California
- Not Unique in the Nation
- A Critical Opportunity

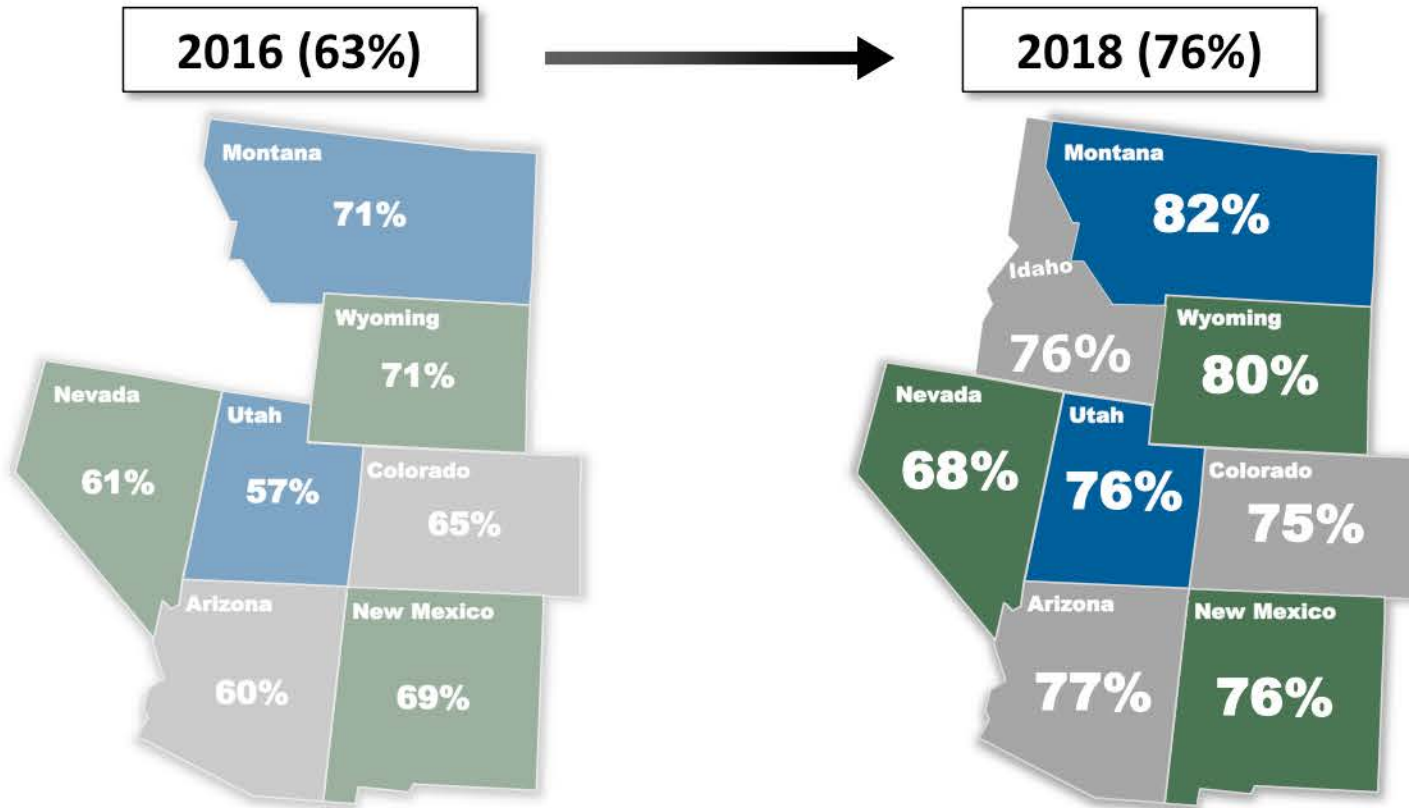






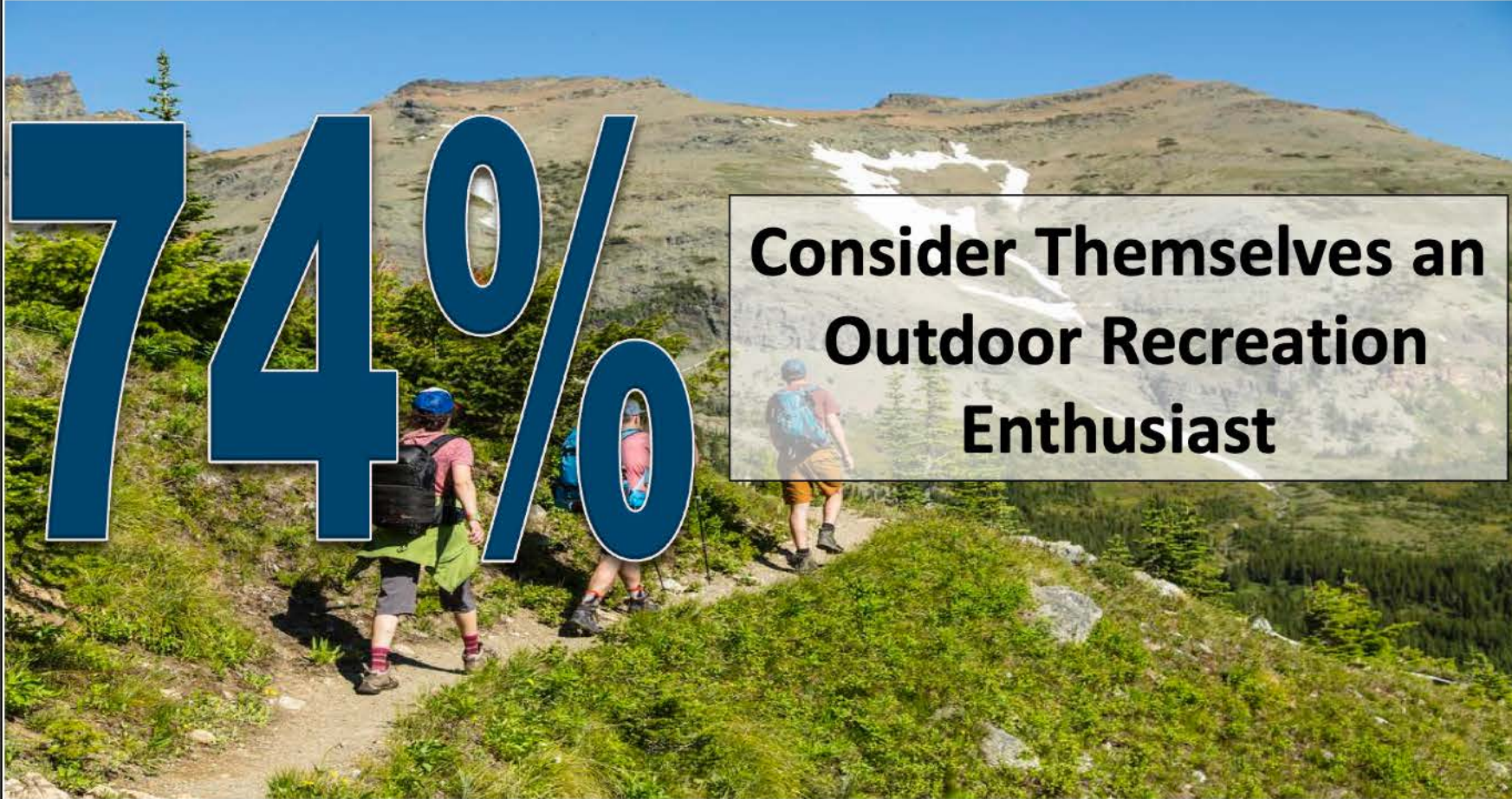


**Western voters are FAR more likely to identify as a conservationist today than just two years ago; increases in every single state.**



*Do you consider yourself to be a conservationist?*

# Three-quarters of Westerners identify as an outdoor recreation enthusiast.

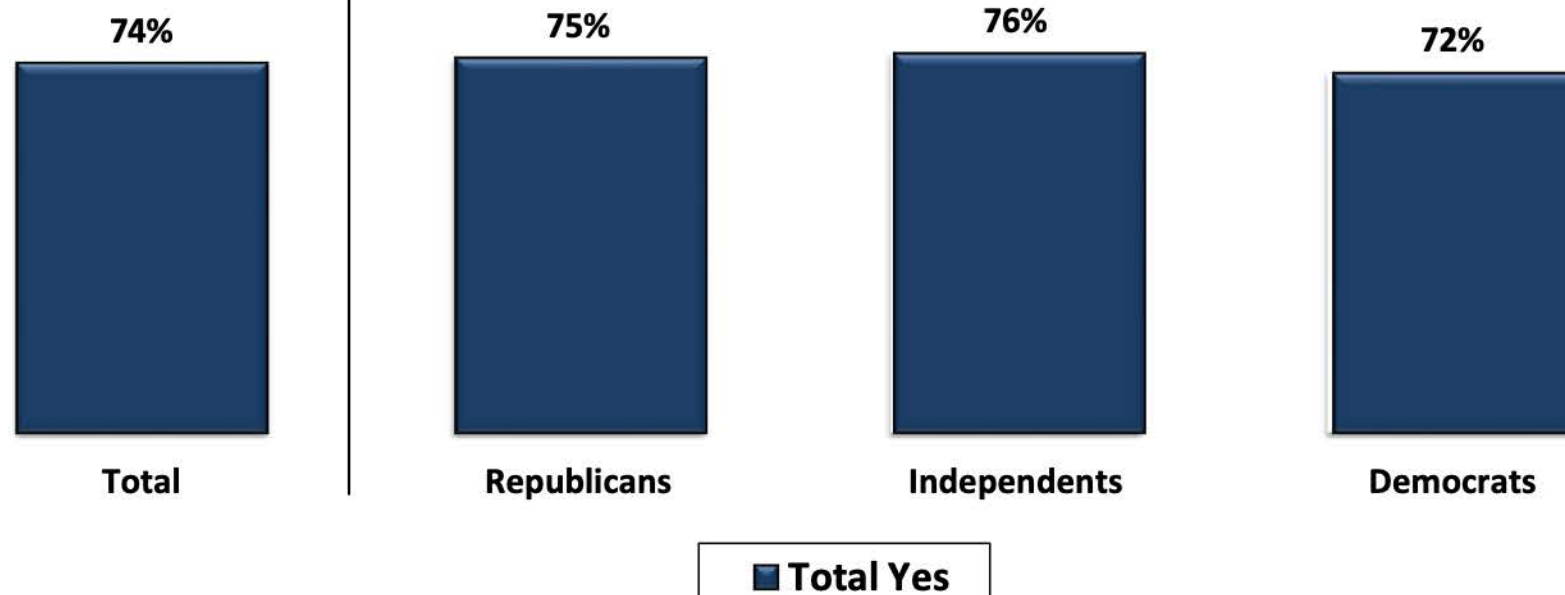


*Do you consider yourself to be an outdoor recreation enthusiast?*



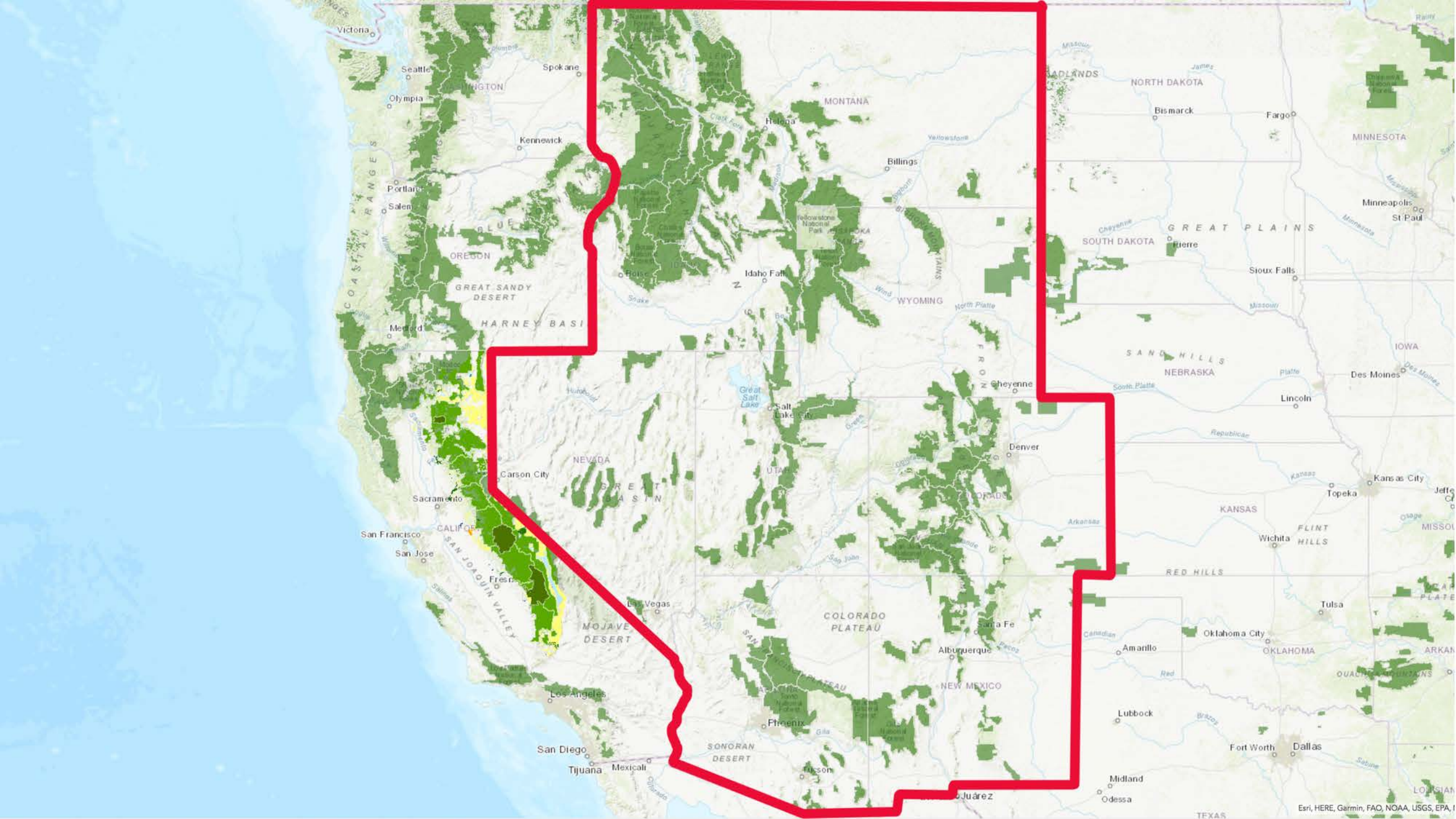
# Voters of all political stripes view themselves as outdoor recreation enthusiasts in the West.

Outdoor Recreation Enthusiast – By Party

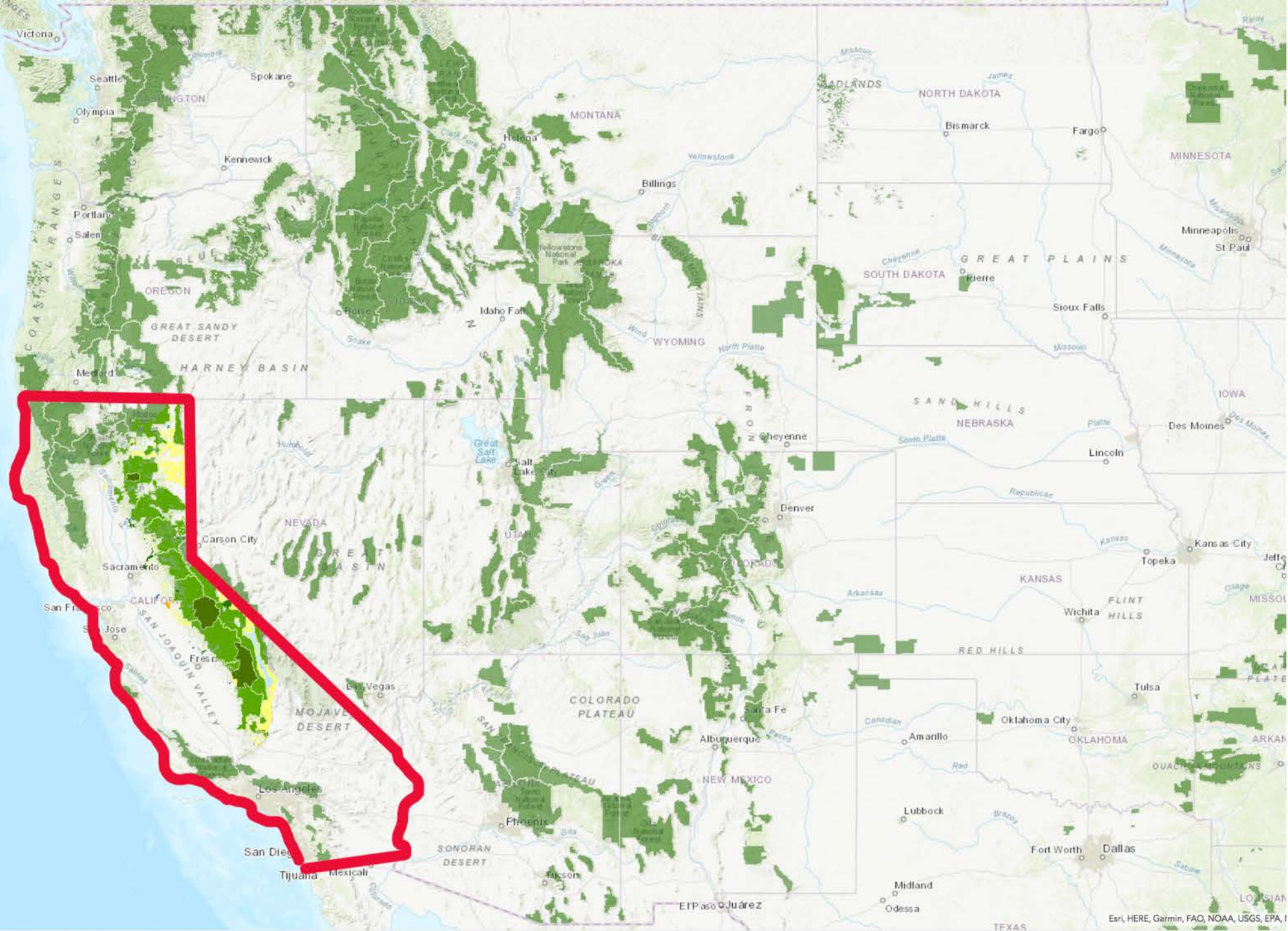


*Do you consider yourself to be an outdoor recreation enthusiast?*









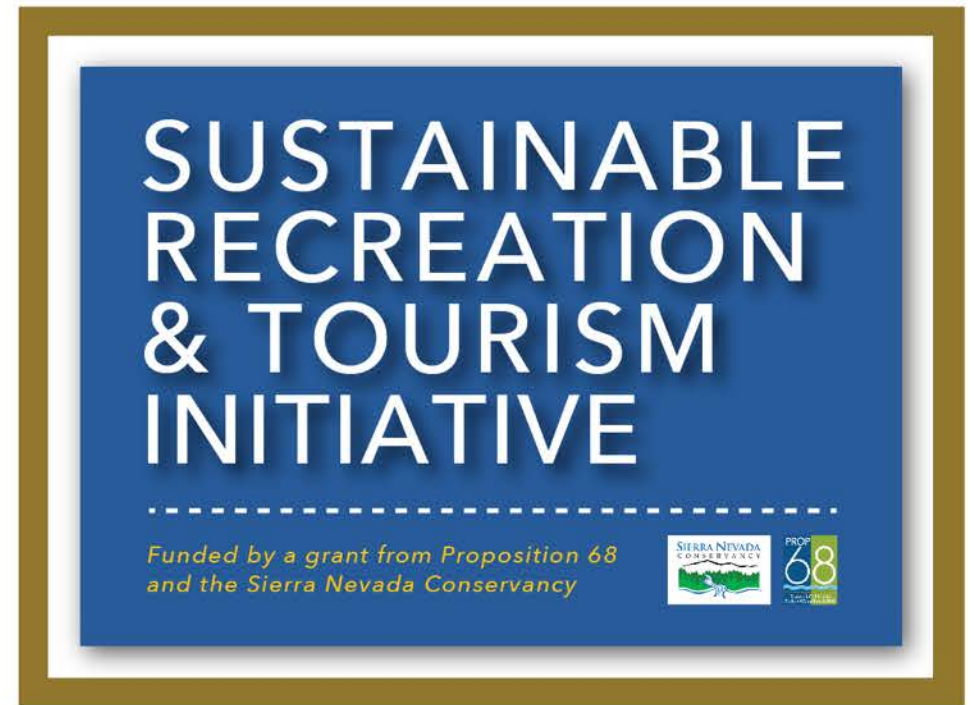


# EASTERN SIERRA

Sustainable Recreation Partnership

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Eastern Sierra Sustainable Recreation Partnership  
Sustainable Recreation and Tourism Initiative

# Welcome

January 16, 2020

## SOUTHERN INYO COUNTY!

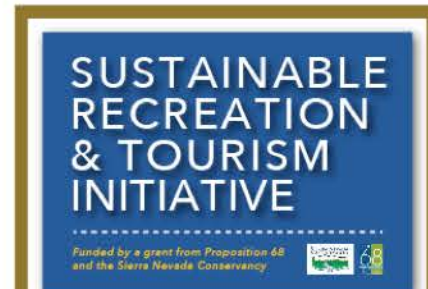
# GATEWAY COMMUNITY PUBLIC WORKSHOP

JANUARY 16 | LONE PINE | 6 - 8 PM

STATHAM HALL, 138 JACKSON STREET

Optional "Introduction to the Initiative" Begins at 5 PM

**\* EVERYONE IS WELCOME! \***





# Land Acknowledgement

# Agenda Review



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Identify Sustainable Recreation Challenges and Opportunities

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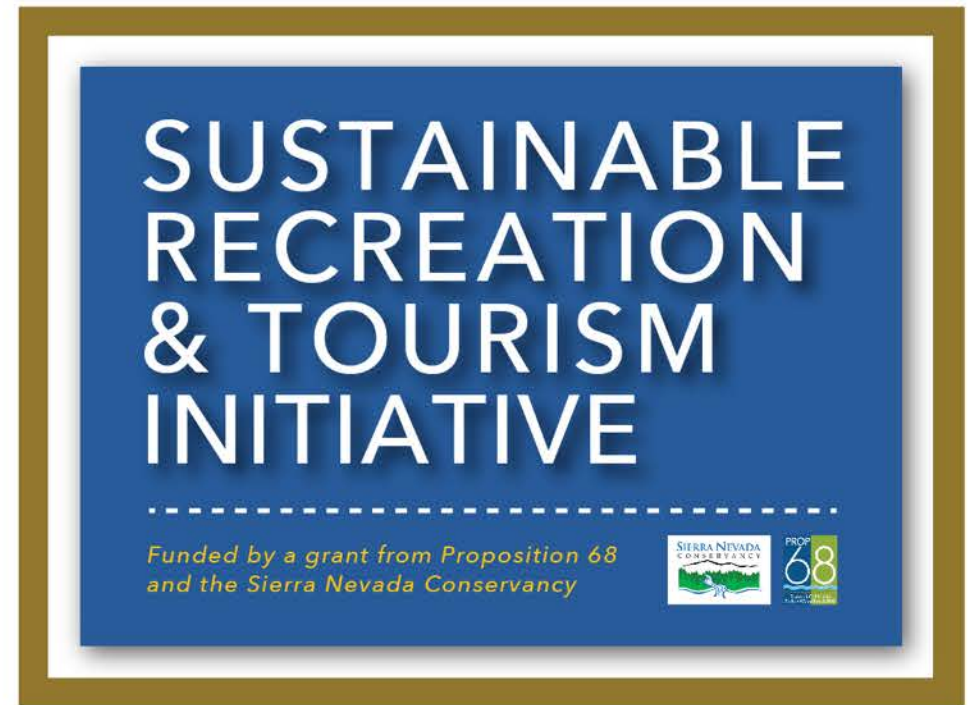




# EASTERN SIERRA

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## The Eastern Sierra Region





# WHAT IS A GATEWAY COMMUNITY?

Gateway communities are cities or towns that lie just outside major tourist attractions such as national parks, wilderness areas, or natural resort areas.

From Wikipedia

These places provide services for guests of the adjacent attractions, such as gas, food, entertainment and lodging, and as a result often rely upon these attractions to sustain their economy.



Since the attractions and the communities are neighbors, management actions taken by either can have direct impacts on the other. Shared social, economic, and ecological impacts are some of the primary considerations. For example, increased seasonal tourist activity can put significant strain on the infrastructure of gateway communities.



While tourism can be a boon economically, it can also bring a variety of complications and challenges to a community and its neighbors.



## Places like...

West Yellowstone  
MONTANA



Springdale  
UTAH



Estes Park  
COLORADO



Communities in the  
Eastern Sierra  
CALIFORNIA



# SUSTAINABLE RECREATION IN THE EASTERN SIERRA A GATEWAY REGION

Our Eastern Sierra Gateway Communities provide access to some of the greatest landscapes, recreation, and cultural resources in the world. This brings both opportunities and challenges...



# WHAT ARE OTHER PLACES UP TO?

Examples of projects addressing opportunities and challenges in other gateway communities ...





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Examples of projects addressing opportunities and challenges in other gateway communities ...



## OVERVIEW

### EASTERN SIERRA SUSTAINABLE RECREATION PARTNERSHIP

### SUSTAINABLE RECREATION AND TOURISM INITIATIVE

Overview

Recreation Stakeholders

Recreation Stakeholders Library

Climate Adaptation

Visitor Audience

Projects and Funding

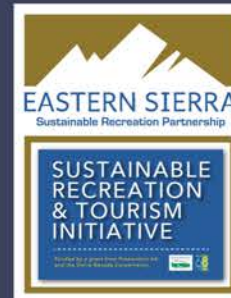
ESRC - 2016

ESRC - 2014

## Welcome to the Recreation Stakeholders Library

### GATEWAY COMMUNITY EXHIBITS

- **Utah - Springdale**
  - Zion Forever
    - Tourist Destination and Stewardship
- **Pennsylvania - Eastern**
  - Delaware & Lehigh Heritage Corridor
    - A Legacy of Inspiring Connections
    - Building an Entrepreneurial System in Rural PA
- **Minnesota - Duluth**
  - Starry Skies Lake Superior
    - Light Pollution and Public Health
- **New Mexico - Las Cruces**
  - Organ Mountain Desert Peaks
    - The Public Relations for Public Spaces
    - Beck's Coffee
    - Infographic
    - Poster
- **Nationwide**
  - National Park Service
    - Directory of National Park Service Community Assistance Programs
    - NPS Partnerships and Assistance Support for Gateway Communities
  - US Forest Service
    - Strengthening Recreation Economies in Gateway Communities
    - The Baileys Trail System
  - Promotion and Stewardship
    - National Summit for Gateway Communities
  - Public Health
    - Livability: Public Health and Gateway Communities
  - Mountain Biking
    - Visit Bentonville: A Cycling Mecca
  - Conservation Fund
    - Scenic America
  - Federal Highways Administration
    - Creating Livable Gateway Communities
  - White Paper
    - Gateway Communities: Actions Needed for Success



**SIGN ME UP!**

Sign up to stay informed about the Sustainable Recreation and Tourism Initiative funded

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Examples of projects addressing opportunities and challenges in other gateway communities ...



## OVERVIEW

## PARTNERSHIP

## SUSTAINABLE RECREATION AND TOURISM INITIATIVE

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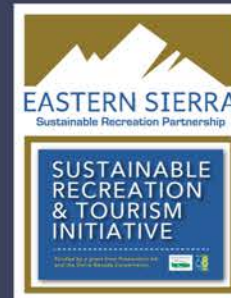
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# Who's in the Room + Housekeeping



**Recreation Stakeholder Engagement  
Gateway Community Workshop – AGENDA  
Meeting #3: Lone Pine, January 16, 2020**

**Optional Presentation:** "Introduction to the Initiative" (5:00 PM – 45 Minutes)

**Meeting Start:** Land Acknowledgement by Kathy Bancroft (6:00 PM - 10 Minutes)

**Welcome, Overview, Introductions - Facilitator (MLTPA): (6:10 - 20 Minutes)**

1. Intro + Facilitation Team: Agenda Review
  - a. "Who is ESSRP and what is SRTI?"
  - b. Overview of Key Concepts:
    - i. The Gateway Community
    - ii. Outdoor Recreation
    - iii. Recreation Stakeholder
  - c. Welcome Introductions: "Who's in the room?"
2. Facilitator (MLTPA): "What are we doing this evening?"
  - a. Purpose and Goals of this Meeting
    - i. **Purpose:** Gather community input about recreation programs and infrastructure that will inform sustainable recreation projects for this area and will also inform a sustainable recreation strategy for the Eastern Sierra region.
    - ii. **Goal:** In small groups, discuss and develop at least one project per table group that addresses challenges/opportunities for recreation in Southern Inyo County.

**Task 1: Identify Sustainable Recreation Challenges and Opportunities (6:30pm - 20 minutes)**

1. Gateway Community: "Identify challenges and opportunities for Southern Inyo County with sustainable recreation and tourism"
  - a. Table discussion - Table facilitator takes notes on pre-formatted flip chart.

**Task 2: Projects to address Challenges and Opportunities (6:50 pm - 40 minutes)**

1. Gateway Community: "Translate identified challenges and opportunities into Sustainable Recreation Projects" using project and criteria worksheets

**Report Out: Sustainable Recreation Projects (7:30 pm - 25 minutes)**

1. Facilitator (MLTPA): Table Facilitators report out Sustainable Recreation Projects
  - a. Bonus Prize: GIS Storymap Candidates
    - i. Group selects their favorite 2 projects for GIS Storymaps

**Conclusion and What's Next (7:55 pm - 5 minutes)**

1. Facilitator (MLTPA): "What we will do with project ideas not fully vetted tonight"
  - a. Next Gateway Community Meeting March 26: "Southern Mono County, Mammoth Lakes"



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**Gateway Community Workshop**  
**Sustainable Recreation Project Proposal Worksheet**  
**Meeting #3: Lone Pine, January 16, 2020**

**1. What challenge or opportunity does this project hope to address?**

**2. Describe your project idea (consider answering who, what, when, why)**

**3. Project Name and Location:**

**4. Circle which "ESSRP Value/s" this project best aligns.**

- a. Stewardship and Partnership*
- b. Diverse Use and Experiences*
- c. Resource Protection*
- d. Communication Infrastructure*
- e. Healthy and Sustainable*
- f. Access for All*





**Gateway Community Workshop  
Meeting #3: Lone Pine, January 16, 2020**

<i><b>"What Practical Criteria Should Guide Review and Selection of ESSRP Projects For Regional and Local Purposes?"</b></i>	
<b>ESSRP VALUES</b>	<p align="center"><b>HOW TO THINK ABOUT OUR REGIONAL ESSRP VALUES AS PROJECT CRITERIA:</b></p> <p align="center"><b>**PLEASE NOTE: THESE QUESTIONS WERE DRAFTED USING COMMUNITY INPUT ABOUT HOW TO UPHOLD THE ESSRP VALUES. THESE CRITERIA QUESTIONS WILL CONTINUE TO BE REFINED THROUGHOUT COMMUNITY ENGAGEMENT PROCESS BASED ON FEEDBACK FROM THE RECREATION STAKEHOLDER MEETINGS. **</b></p>
<b>Stewardship and Partnership</b>	<p>What kind of education or public stewardship promotion is, or could be, included?</p> <p><b>Are there potential partners for this project?</b> (For example: consider possible partnership with Tribes, land managers, community organizations, businesses etc.) <b>If so, who?</b></p>
<b>Diverse Use and Experiences</b>	<p>Is this project targeted for one type of user group? If so, which groups?</p> <p>How can we consider balancing the needs and interests of others, such as: community members, recreation users, stewards, stakeholders, partners, in this project area?</p>
<b>Resource Protection</b>	<p>Does this project:</p> <ul style="list-style-type: none"> <li>- inspire connection and/or stewardship of the land?</li> <li>- protect resources?</li> </ul> <p>Would this project encourage or provide opportunities for community members/tribes/stakeholders/partners to evaluate what resource protection practices are most effective?</p>
<b>Communication Infrastructure</b>	<p>Does this project use communication methods that reflect cultural awareness and sensitivities? (For example: Do signs uses universally understood symbols and/or bilingual?)</p> <p>How would information get communicated back to visitors and community members?</p>



# Sustainable Recreation Project



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# Thank You

January 16, 2020

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