

SUSTAINABLE RECREATION & TOURISM INITIATIVE

SRTI VIRTUAL WRAP-UP

DECEMBER 8 | WEDNESDAY | 5 - 6:30 PM
Q & A TO FOLLOW




Please join us for this final virtual meeting via Zoom!

We will be presenting updates and next steps from the Sustainable Recreation & Tourism Initiative.

Everyone's welcome! Registration required...

[CLICK HERE!](#)

Portfolio of Projects



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Funding for this project has been provided by the Sierra Nevada Conservancy, an agency of the State of California, under the California Coastal State Parks, Channel Coastal Protection, and Coastal Resource for Action (CCP) program and to support the Sierra Nevada National Monument Program.



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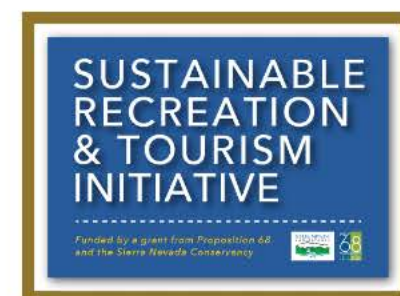
essrp.org

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Eastern Sierra Sustainable Recreation Partnership
Sustainable Recreation and Tourism Initiative

SRTI Virtual Wrap-Up

December 8, 2021

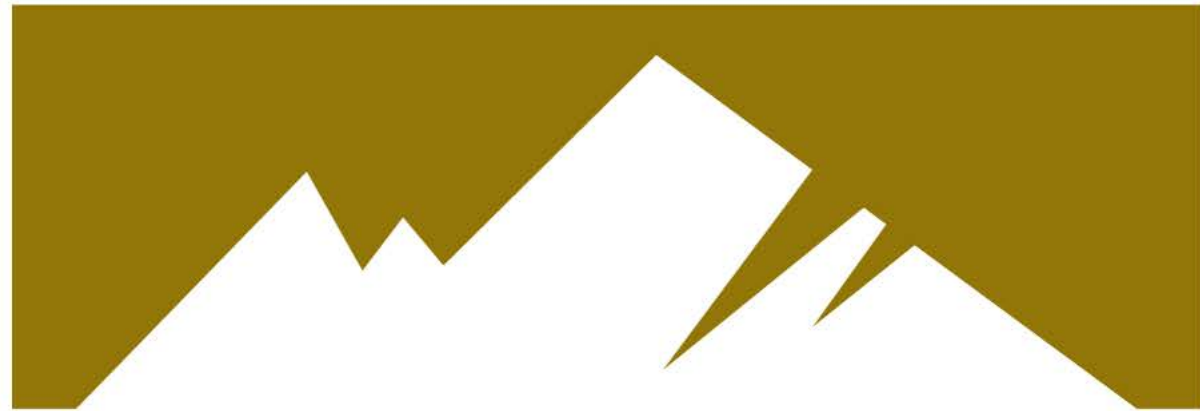


Public lands in the United States hold the creation stories, burial grounds, and ceremonies of Indigenous people who were killed or forcibly removed from their ancestral homes during territorial acquisition.

Many tribes, comprised of different bands, live in the Eastern Sierra region, caring for their native lands as they coexist with the ongoing impacts of colonization. Past or present tribes and bands associated with the region that this effort is aware of include, but are not limited to, the Miwok, Mono Lake Kutzadika'a, Mono/Monache, Nüümü (Paiute), Newe (Shoshone), Timbi-Sha, Utu Utu Gwaitu Paiute, and Washoe.

Two Nüümü terms describe the region and provide important context to ideas offered in this presentation. The first is Pamidu Toiyabe (Western Mountains), and the other, more widely known, place name is Payahuunadü (The Place Where Water Flows).

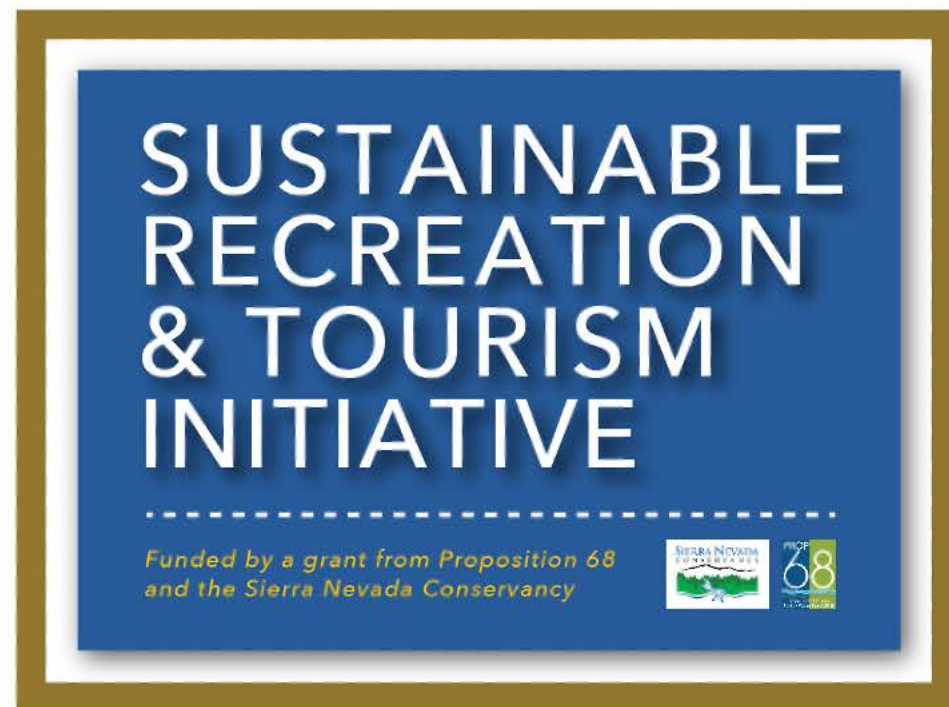
This acknowledgement is an invitation to all organizations, residents, and visitors to recognize the way this history has shaped the present as all parties work together in anticipation of a better future.



EASTERN SIERRA

Sustainable Recreation Partnership

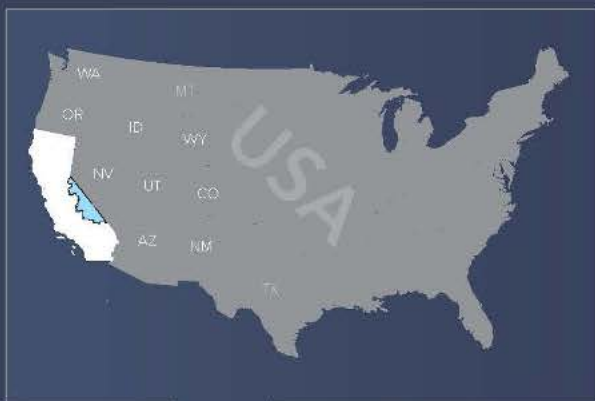






- “Sustainable Recreation and Tourism Initiative”
 - Grant Awarded March 7, 2019 - \$618,750
 - Proposition 68 - Sierra Nevada Conservancy
 - Awarded to the Town on Behalf of Regional Partners
 - Work Initiated July 1, 2019
 - On Time and On Budget
 - Volunteer Hours = 1,750 > \$100k
 - Cash donations = \$7,500

- UNITED STATES
- CALIFORNIA
- THE EASTERN SIERRA REGION



THE EASTERN SIERRA REGION



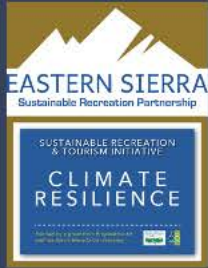
0 25 50 100 Miles

- # Contractors Delivering Services

- HighBar Global Consulting
 - "Recreation Stakeholders" – *Track #1*
 - "Projects and Funding" – *Track #4*
- Placeworks + ICF
 - "Climate Adaptation and Resilience Assessment" – *Track #2*
- SMG Consulting
 - "Visitor Connection Working Group" – *Track #3*
- Mammoth Lakes Trails and Public Access Foundation (MLTPA)
 - Project Management + Progress and Final Grant Reporting
 - Staff Support for all Tracks

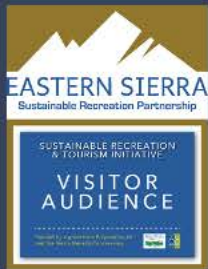


"Recreation Stakeholders" – *Track #1*



"Climate Adaptation and Resilience Assessment" – *Track #2*

- Completion: April, 2021 / ESSRP Report Out May



"Visitor Audience" – *Track #3*

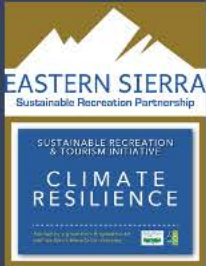


"Projects and Funding" – *Track #4*



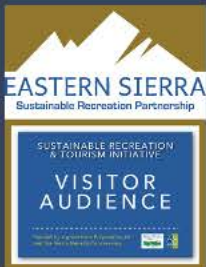
"Recreation Stakeholders" – *Track #1*

- Final Tally of Projects: 183
- Completed February 1, 2021



"Climate Adaptation and Resilience Assessment" – *Track #2*

- "Vulnerability Assessment" + "Natural Capital Assessment"
- Completion: May 2021



"Visitor Audience" – *Track #3*

- "Visitor Connection Package"
- Completed February 22, 2021



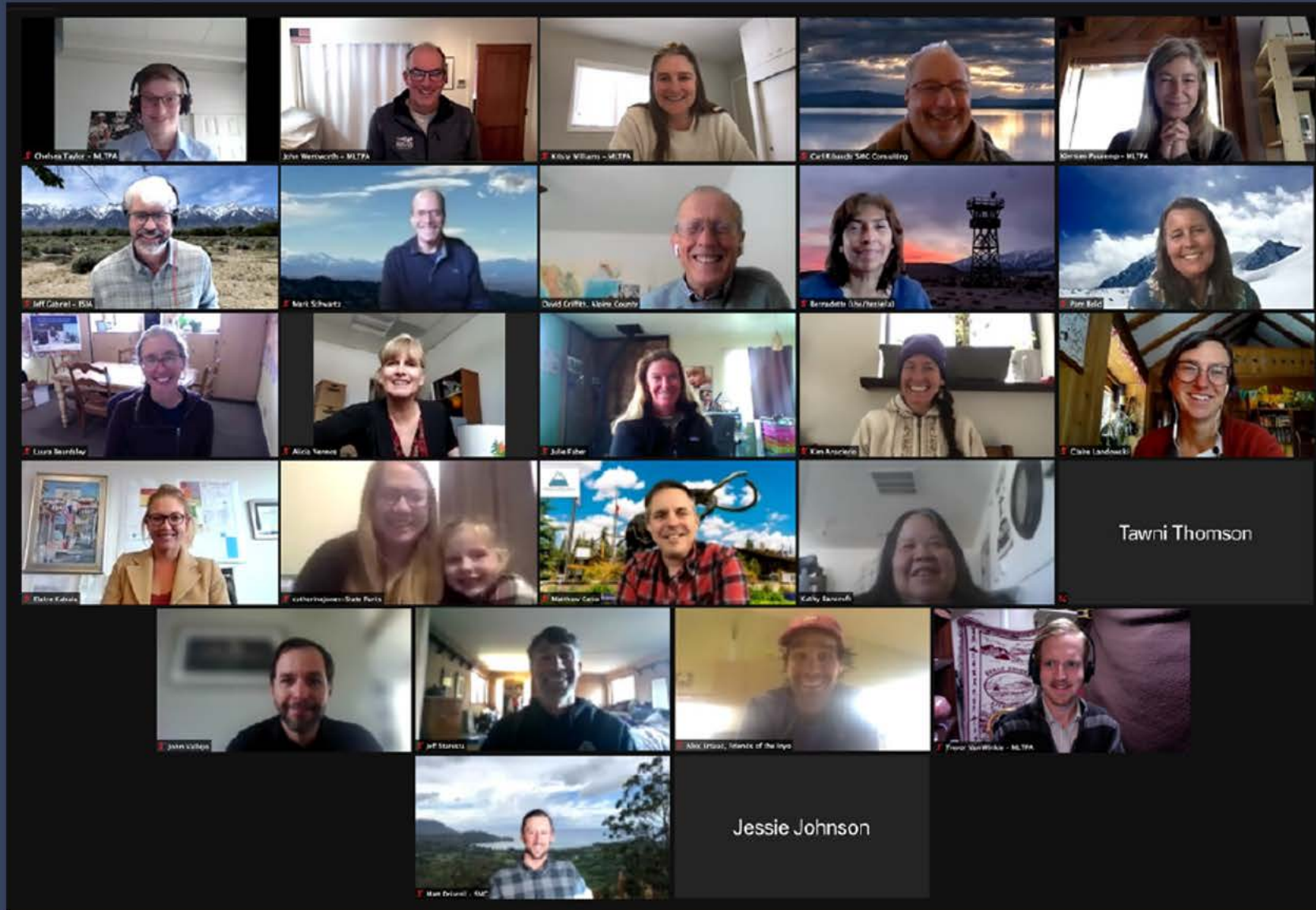
"Projects and Funding" – *Track #4*

- Completion: December 2021

From In Person...



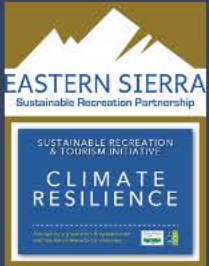
..... To Virtual - !





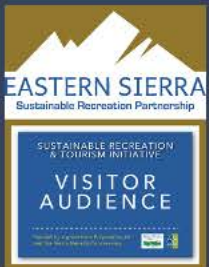
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"Visitor Audience" – *Track #3*

- "Visitor Connection Package" + 8 Working Group Meetings
- Completed February 22, 2021





"Projects and Funding" – *Track #4*

- Completion: December 2021



RECREATION
STAKEHOLDER
PROJECT IDEAS

***Sustainable Recreation
Opportunities for
Eastern Sierra Communities***



2020

- "Recreation Stakeholder Project Ideas"
 - 183 Stakeholder Generated Projects Ideas
 - Funding Opportunities for Individual SRTI Project Ideas
 - ESSRP / SRTI Project Portfolio Prospectus (June 2021)

Web Page: <https://mltpa.org/essrp/sustainable-recreation-and-tourism-project/rec-stakeholders>

"Recreation Stakeholders" – Track #1 – 183 Project Ideas

ESSRP Projects 1 to 183 - Sorted by Type and Composite Desirability Scores Above "18"

ID	Score	Stewardship	Access	Benefits	Project Name	Project Location	Project type	Short summary
3	22.28	7.95	6.68	7.65	This is Our Home: Treat this like your home	Southern Inyo County	Outreach and Communications	A three-pronged education program to reach visitors, engage local businesses, teach local kids how to care for the environment.
143	21.71	7.07	7.33	7.31	Eastern Sierra Visitor Centers Exhibit Inspection and Review, Repair and Replacement.	Visitor Centers in Lone Pine, the Ancient Bristlecone Pine Forest, the White Mountain Ranger Station, Mammoth Lakes, and Lee Vining	Education	Visitor Center exhibits provide information and education for visitors. This project will inspect, repair, and/or replace exhibits needing rehabilitation because of wear, or to be more current.
5	21.64	7.6	6.95	7.09	Where to "Go" in the Alabama Hills	Alabama Hills; Regional	Outreach and Communications	Leverage agency partnerships to provide regular on the ground presence and establish a regionally coordinated information network (Signs, websites, apps) on etiquette, way finding and interpretation.
108	21.11	6.96	7.13	7.02	Celebrating Indigenous History and Culture	Entire east side	Education	Interpretive tours of local Indigenous sites, by local Indigenous guides
112	20.98	6.98	7.09	6.91	Kids in Nature	Mammoth Lakes area	Education	Provides science and nature-based outdoor education programs to get kids outside exploring and learning about nature and how to responsibly enjoy the outdoors
150	20.98	6.89	7.11	6.98	Eastern Sierra Visitor Center and Regional Interpretive Program and Visitor Services Review, and Development and	Lone Pine, Ancient Bristlecone Pines Forest, White Mountain Ranger Station, Mammoth Lakes, and Lee Vining	Education	All Eastern Sierra Visitor Centers and the region need quality interpretive programs and visitor services. This project would review these current programs and develop and implement improvement plans.

"Recreation Stakeholders" – 183 Project Ideas Scored

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"Recreation Stakeholders" – 183 Project Ideas Scored

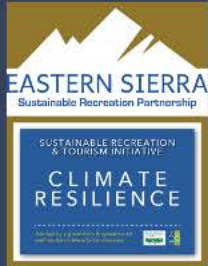
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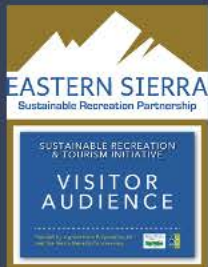
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"Climate Adaptation and Resilience Assessment" – *Track #2*

- "Vulnerability Assessment" + "Natural Capital Assessment"
- **Completion: May 2021**



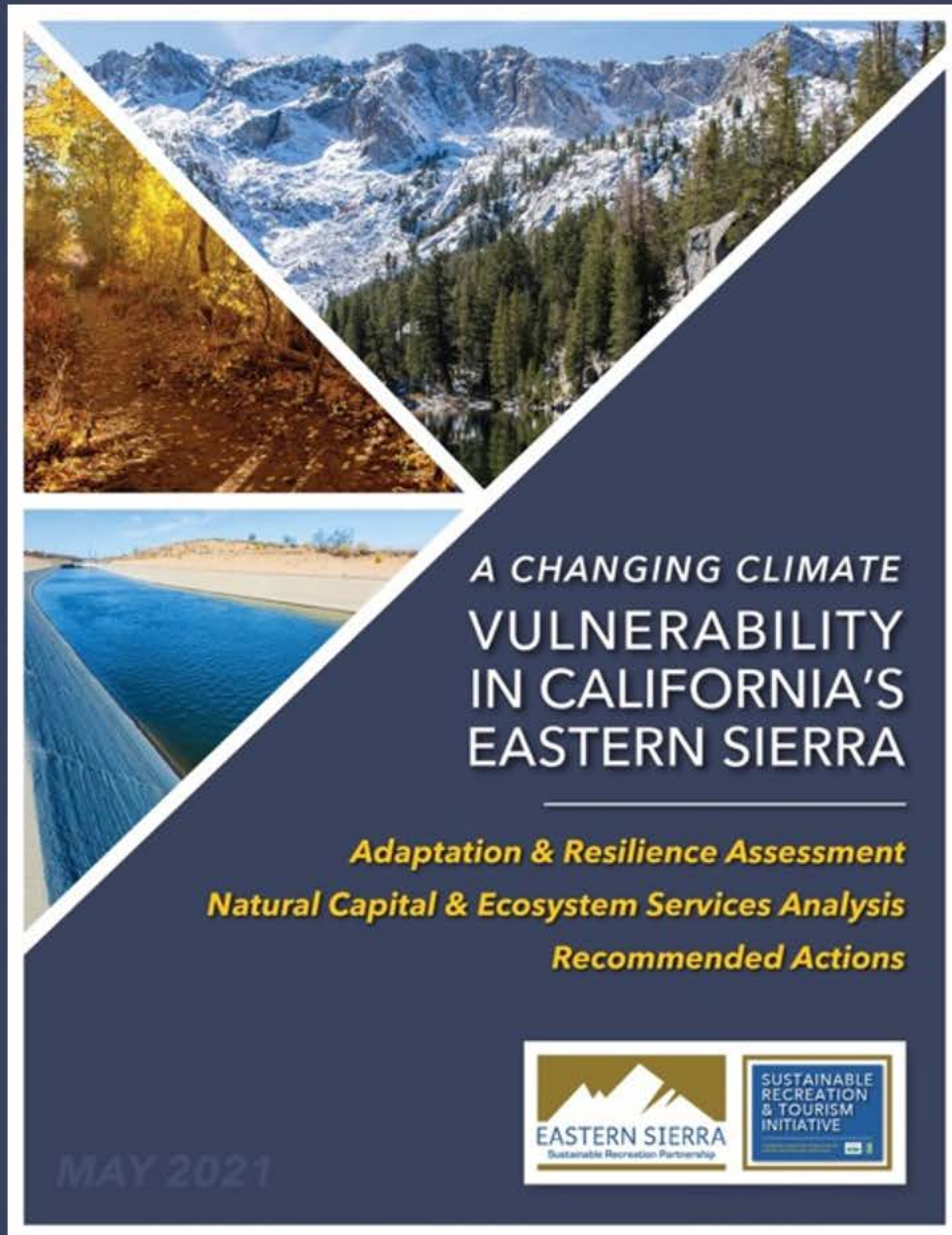
"Visitor Audience" – *Track #3*

- "Visitor Connection Package"
- Completed February 22, 2021



"Projects and Funding" – *Track #4*

- Completion: December 2021

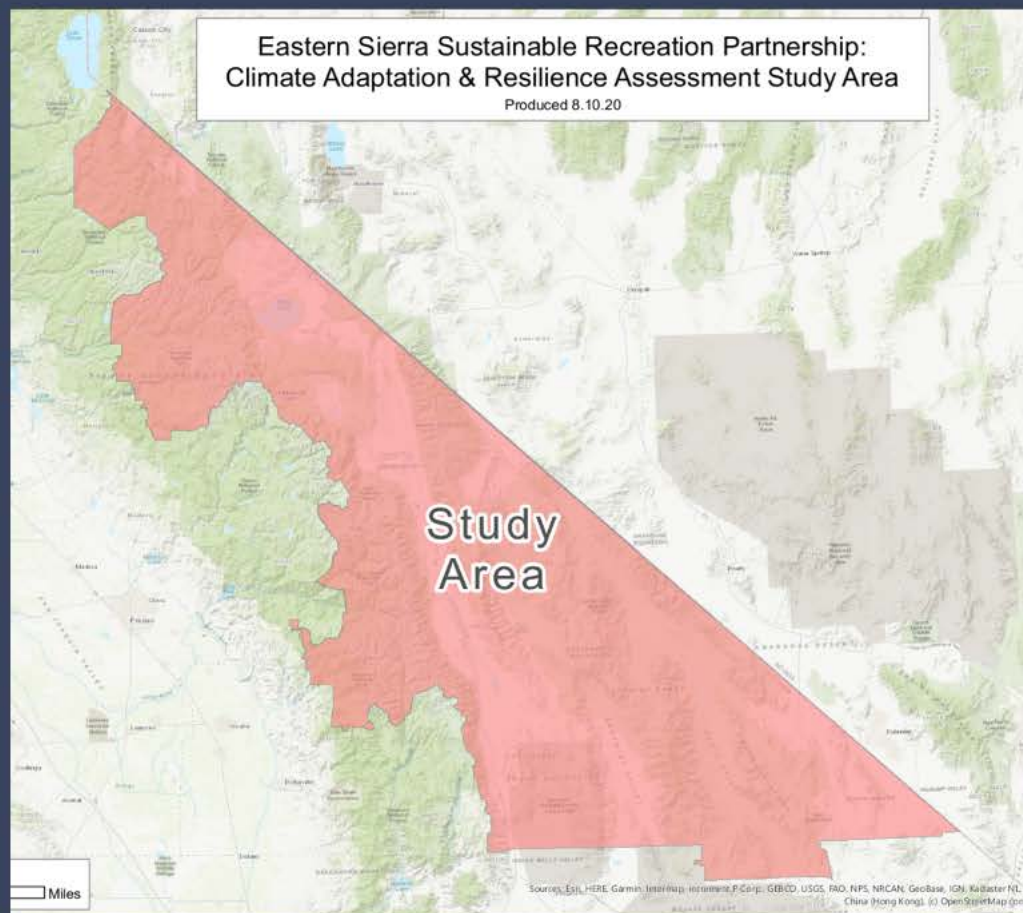


- Executive Summary
- Adaptation & Resilience Assessment
- Natural Capital & Ecosystem Services Analysis
- Recommended Actions
- Appendices:
 - A: Natural Capital Assessment Technical
 - B: Populations And Assets
 - C: Vulnerability Assessment Results Matrix

Web Page: <https://mltpa.org/essrp/sustainable-recreation-and-tourism-project/climate-resilience>

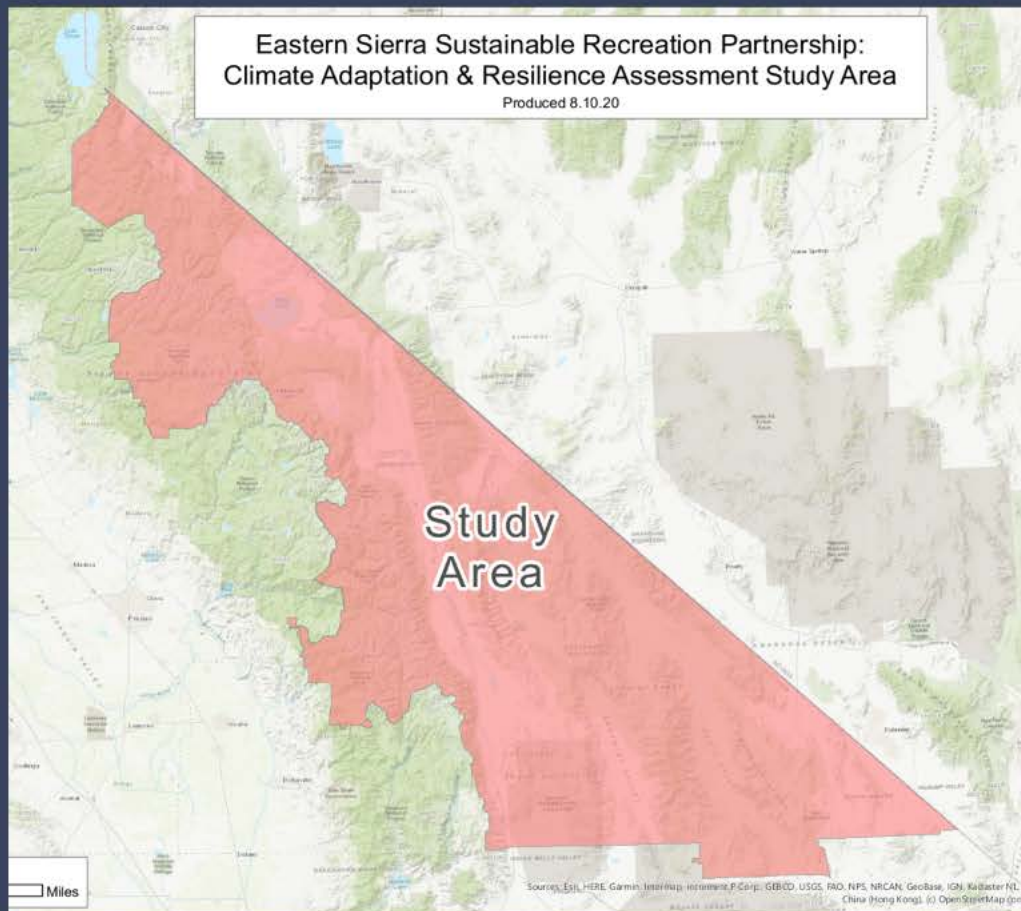


Vulnerability Assessment





Vulnerability Assessment



Sustainable Recreation and Tourism Initiative: Baseline Natural Capital Assessment

Draft

November 17, 2020

Submitted to:
Mammoth Lakes Trails and Public
Access Foundation (MLTPA)

Submitted by:
ICF Incorporated, L.L.C.



Vulnerability Assessment

CALIFORNIA ADAPTATION PLANNING GUIDE

June 2020



Sustainable Recreation and Tourism Initiative: Baseline Natural Capital Assessment

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ICF is providing this information for informational purposes only. It is not intended to be used for any other purpose.



Governor's Office of Planning & Research

[view as webpage](#)

Integrated Climate Adaptation & Resiliency Program (ICARP) Updates



Governor's Office of Planning & Research

[view as webpage](#)

Integrated Climate Adaptation & Resiliency Program (ICARP) Updates



ResilientCA.org

New Adaptation Clearinghouse Vulnerability Assessment Resources
[Explore more examples](#) of local, regional and state vulnerability assessments on the State Adaptation Clearinghouse. Suggest new resources by [emailing ICARP staff](#).



Delta Adapts:
Creating a Climate
Resilient Future



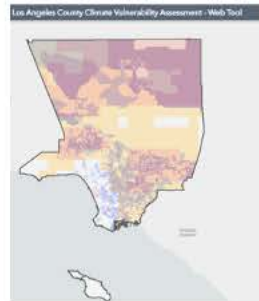
[Delta Adapts: Creating a
Climate Resilient Future |
ResilientCA](#)

Delta Stewardship Council



[A Changing Climate |
Vulnerability in California's
Eastern Sierra](#)

*Eastern Sierra Sustainable
Recreation Partnership
(ESSRP)*



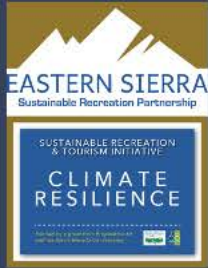
[LA County Climate
Vulnerability Assessment |
ResilientCA](#)

Los Angeles County



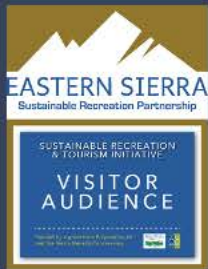
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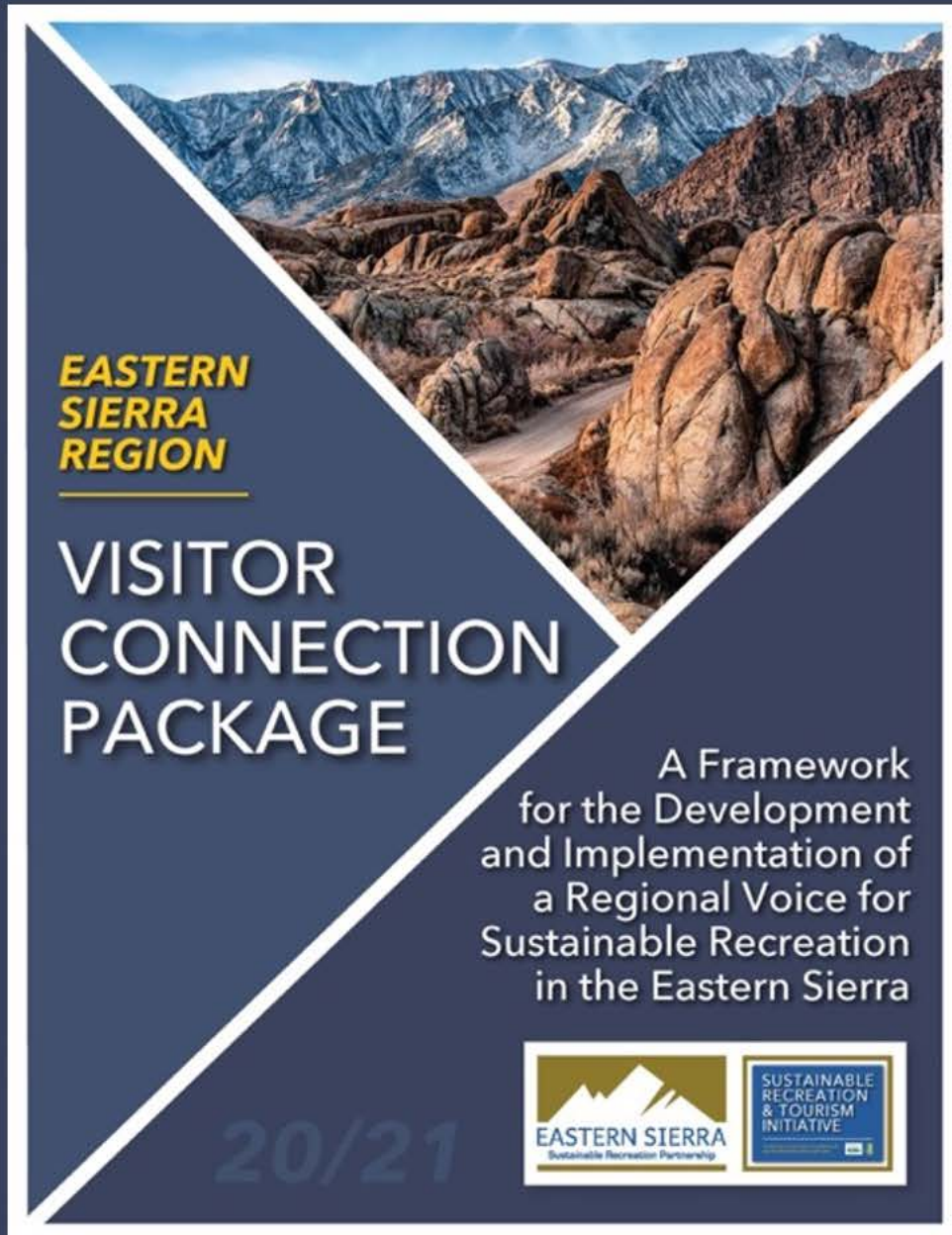
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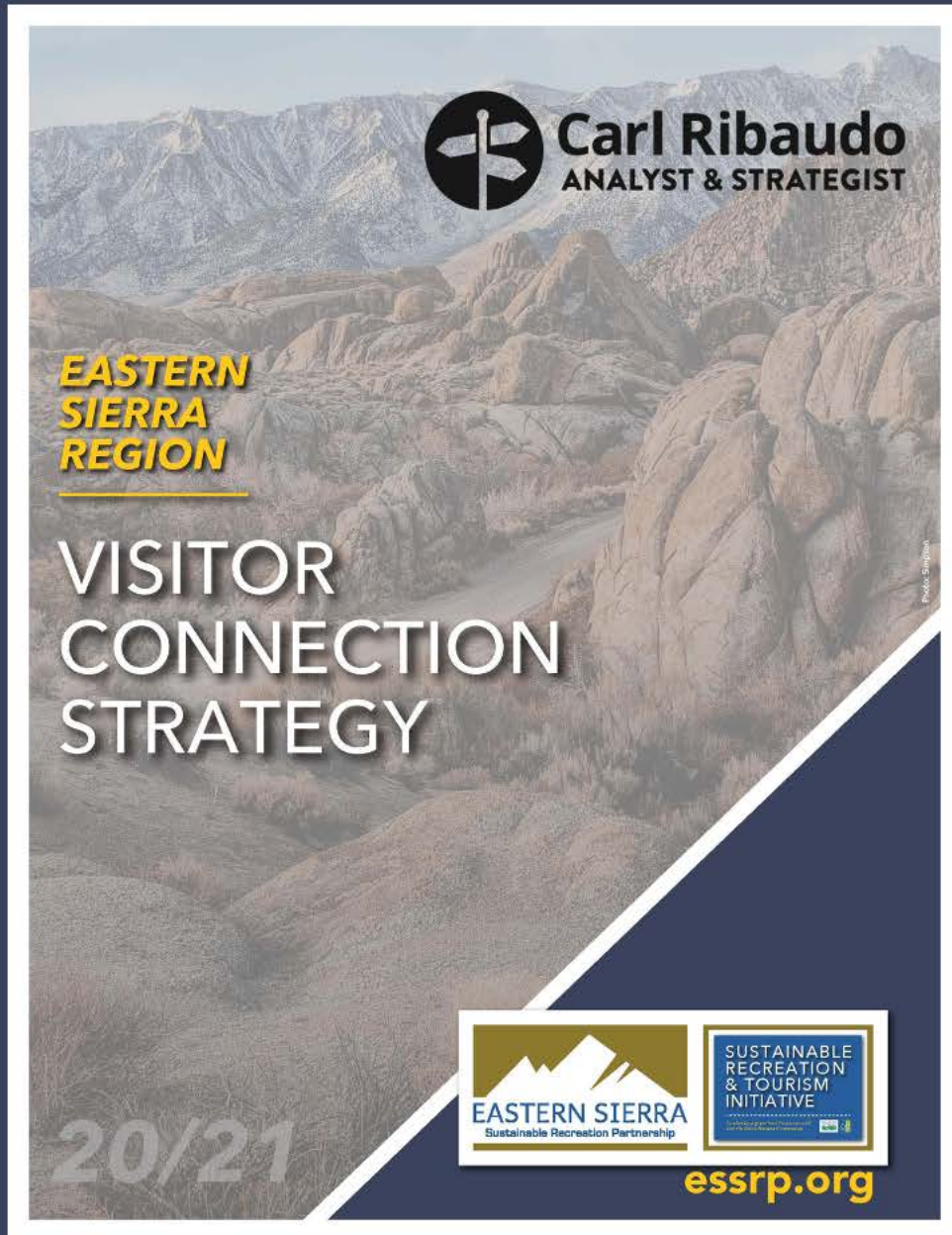
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- "Visitor Connection Package"
 - Visitor Connection Working Group
 - Visitor Connection Strategy

Web Page: <https://mltpa.org/essrp/sustainable-recreation-and-tourism-project/visitor-audience>



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MESSAGING THEMES FOR THE EASTERN SIERRA

RESPECT - APPRECIATION - STEWARDSHIP

ESCAPE - ADVENTURE - SURPRISE

MEMORY - TRADITION - CONNECTION

EXPANSIVE - DRAMATIC - TIMELESS

RESPECT - APPRECIATION - STEWARDSHIP



ESCAPE - ADVENTURE - SURPRISE



MEMORY - TRADITION - CONNECTION



EXPANSIVE - DRAMATIC - TIMELESS

GUIDING PRINCIPLES

- ★ Focus on stewardship education and the celebration of local culture.
- ★ Be reliable, implementable, and forward thinking.
- ★ Utilize informed and collaborative decision-making.
- ★ Employ a phased approach to develop tools and capacity.
- ★ Leverage existing communication assets to engage visitors throughout their "sequence of encounter."
- ★ Not compete with existing efforts in the region.

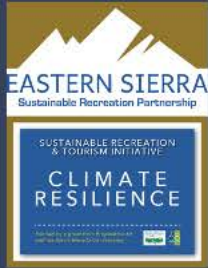
"Visitor Audience" – Visitor Connection Working Group





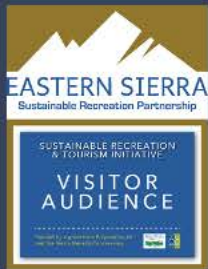
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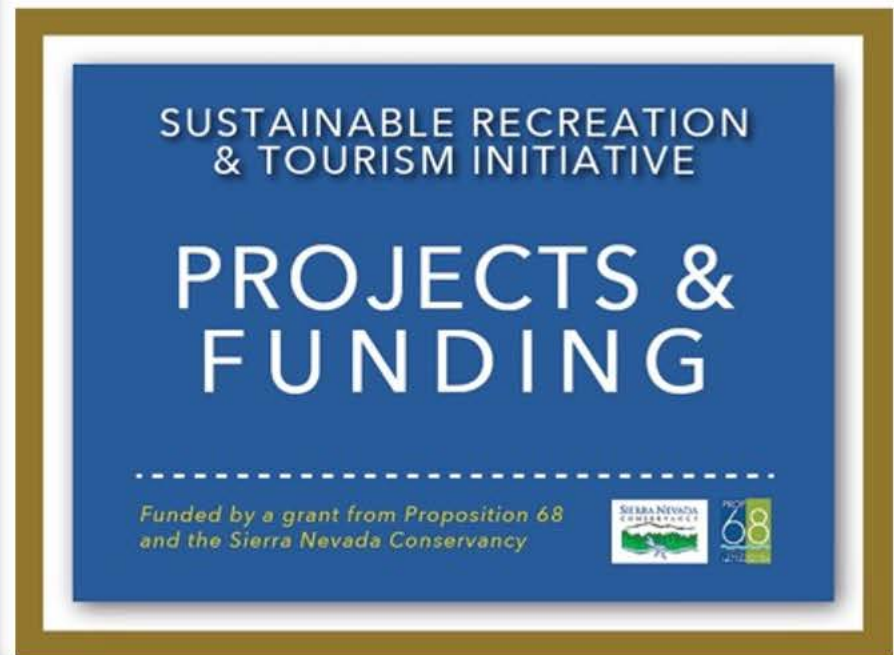
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"Projects and Funding" – *Track #4*

- Completion: December 2021



SRTI Project

- 8 Final Projects - ESSRP Partner Lead
- Portfolio of Projects - ESSRP

- All "ESSRP Projects"
- All "Sustainable Recreation Projects"
- All "Project Ideas"

ideas

filters



ideas

projects



filters



ideas

projects



filters



ideas

- SRTI Recreation Stakeholders; SRTI Climate Report; SRTI Visitor Connection Package
- ESSRP Partner Projects

projects



filters

- From Desirability to Feasibility
- Funding: Highest Probability for Success



ideas

- SRTI Recreation Stakeholders; SRTI Climate Report; SRTI Visitor Connection Package
- ESSRP Partner Projects

projects



filters



ideas

- Identified Applicants Funding
- ESSRP Partners / Regional Authority (*ESCOG JPA*)

- From Desirability to Feasibility
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projects



filters



ideas

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projects



filters



ideas

- Identified Applicants Funding
- ESSRP Partners / regional authority (ESCOG / JPA)

- Funding: Highest Probability for Success

- 8 Project Summaries

projects



filters



ideas

- Identified Funding Applicant

- Funding: Highest Probability for Success

- 8 Project Summaries



EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

PROJECTS & FUNDING

*Funded by a grant from Proposition 68
and the Sierra Nevada Conservancy*



- All "ESSRP Projects"
- All "Sustainable Recreation Projects"
- All "Project Ideas"



EASTERN SIERRA

Sustainable Recreation Partnership

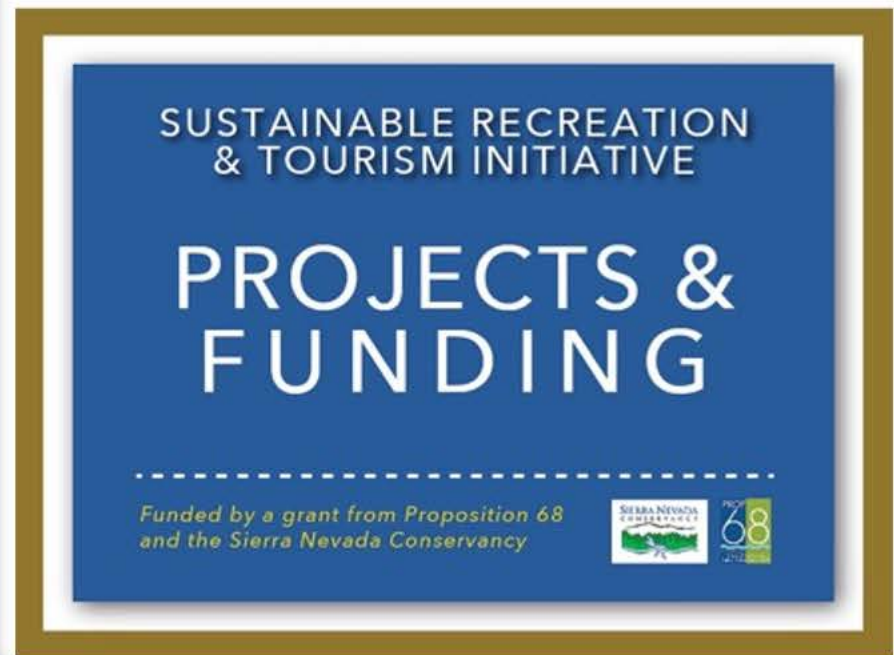
SUSTAINABLE RECREATION
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PROJECTS & FUNDING

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- 8 Final Projects - ESSRP Partner Lead
 - Portfolio of Projects - ESSRP
- All "ESSRP Projects"
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SRTI Project

- 8 Final Projects - ESSRP Partner Lead
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- All "ESSRP Projects"
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Announced This Afternoon.....





Newsom Administration Leaders Announce State's Largest-Ever Single Investment in Parks and Open Space for Underserved Communities, Join U.S. Secretary of Interior Deb Haaland, San Diego Mayor Todd Gloria, and State and Local Officials to Discuss Strategies to Expand Outdoor Access for All



State Leaders Announce \$548.3 Million in State Grant Funding to Create and Revitalize Parks Across California

2021 State Budget Allocated \$1 Billion-Plus to Expand Outdoor Access

New Specialty License Plates Unveiled to Provide Sustained Funding for Access Programs



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Access for All

We believe in the right of all Californians to have access to recreational opportunities, and enjoy the cultural, historic, and natural resources found across the state.

While California tackles important global challenges, a critical challenge confronts the state's communities: Too many Californians can neither access state's parks, beaches, and outdoor spaces, nor the state's array of museums and cultural and historical sites. While many Californians get outside into nature frequently, millions never have the opportunity. Given this, **the state need to expand all Californians' access to parks, open space, nature and cultural amenities.** This priority requires reshaping funding and programs to expand opportunities to enjoy these places.

CALIFORNIA OUTDOORS FOR ALL INITIATIVE

+

SPORTS LICENSE PLATE PROGRAM

+

LONG-TERM ROADMAP

+

SRTI: ESSRP Prospectus and Portfolio of Projects

EASTERN SIERRA SUSTAINABLE RECREATION PARTNERSHIP

PROSPECTUS FOR FUTURE INVESTMENTS 2021-2031



PROJECT SELECTION & IMPLEMENTATION GUIDES

FEASIBILITY FUNDING REQUIREMENTS	REGIONAL LEADERSHIP GUIDING PRINCIPLES	PILLARS "THAT WHICH WE SHALL ALWAYS DO"
SELECTED PROJECTS SHOULD: <ul style="list-style-type: none">Maintain existing assetsReflect strategic alignmentEnsure full cost recoverySupport operational capacityDemonstrate public demand and supportAddress environmental / climate / economic sustainability	WE WILL COLLABORATIVELY PRIORITIZE: <ul style="list-style-type: none">Maintenance of what is there near and long termShared goals across boundariesShared responsibility for long term asset managementFinancial or match contribution from all partner agenciesMeeting local needs in a regional contextProtection of the region's natural and cultural resourcesBest investment(s) for equity, inclusivity, diversity	PROJECT SELECTION MUST: <ul style="list-style-type: none">Operate within a cohesive local need and regional benefit approachBe driven by effective collaboration to achieve measurable resultsManage visitor capacity to support responsible recreationProtect/Preserve public lands, including biological, and cultural resources

* Graphics elements courtesy of the Tahoe Central Sierra Initiative Framework for Resilience.

SRTI: ESSRP Prospectus and Portfolio of Projects

EASTERN SIERRA SUSTAINABLE RECREATION PARTNERSHIP

PROSPECTUS FOR FUTURE INVESTMENTS 2021-2031



PROJECT SELECTION & IMPLEMENTATION GUIDES

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* Graphics elements courtesy of the Tahoe Central Sierra Initiative Framework for Resilience.



essrp.org

SUSTAINABLE RECREATION & TOURISM INITIATIVE

PORTFOLIO OF PROJECTS

WITH ESSRP PROSPECTUS FOR FUTURE INVESTMENTS

**EASTERN
SIERRA
REGION**

Sustainable
Recreation Projects
on Behalf of the
Eastern Sierra Sustainable
Recreation Partnership



20/21

1: Buttermilk Infrastructure and Recreation Planning Initiative (BIRPI)



BUTTERMILK INFRASTRUCTURE & RECREATION PLANNING INITIATIVE (BIRPI)

The Buttermilk Infrastructure and Recreation Planning Initiative (BIRPI) will improve existing recreation infrastructure, create a focused recreation plan for the Buttermilk Bouldering Area, and develop a long-term conceptual recreation plan for the Buttermilk Project Area. The infrastructure and planning efforts will enhance the resilience of recreation amenities and natural resources in the Owens watershed.

In the Buttermilk Bouldering Area, the BIRPI will replace and/or install toilets to address the immediate needs of human sanitation. The collaborative planning effort will identify opportunities to develop a formalized system of trails, signage, kiosks, and durable soft surface parking.

In the Buttermilk Project Area, the long-term recreation planning effort will work with stakeholders to identify needs for future recreation improvements.

FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



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Eastern Sierra Council of Governments



Sustainable Recreation & Tourism Initiative project on behalf of the Eastern Sierra Sustainable Recreation Partnership



ECOSYSTEM
STEWARDSHIP

VISITOR CONNECTION
& MANAGEMENT

INFRASTRUCTURE
NEW/IMPROVEMENTS



NFWF: Buttermilks Implementation Targeted Headwater Resilience Implementation and Monitoring (\$165k is advised; could go to \$200k-\$250k)

Prospectus Strategy: 6 Recreation Infrastructure New/Improvements

Deadline: Aug. 5, 2021 [SUBMITTED]

Bay Area Council Foundation: California Resilience Challenge (Approx. \$100k-\$200k)

Prospectus Strategy: 2 Climate Adaptation/Mitigation

Deadline: Sept. 13, 2021

1: Buttermilk Infrastructure and Recreation Planning Initiative (BIRPI)



BUTTERMILK INFRASTRUCTURE & RECREATION PLANNING INITIATIVE (BIRPI)

The Buttermilk Infrastructure and Recreation Planning Initiative (BIRPI) will improve existing recreation infrastructure, create a focused recreation plan for the Buttermilk Bouldering Area, and develop a long-term conceptual recreation plan for the Buttermilk Project Area. The infrastructure and planning efforts will enhance the resilience of recreation amenities and natural resources in the Owens watershed.

In the Buttermilk Bouldering Area, the BIRPI will replace and/or install toilets to address the immediate needs of human sanitation. The collaborative planning effort will identify opportunities to develop a formalized system of trails, signage, kiosks, and durable soft surface parking.

In the Buttermilk Project Area, the long-term recreation planning effort will work with stakeholders to identify needs for future recreation improvements.

FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



Sustainable Recreation & Tourism Initiative project on behalf of the Eastern Sierra Sustainable Recreation Partnership



ECOSYSTEM
STEWARDSHIP

VISITOR CONNECTION
& MANAGEMENT

INFRASTRUCTURE
NEW/IMPROVEMENTS



NFWF: Buttermilks Implementation Targeted Headwater Resilience Implementation and Monitoring (\$165k is advised; could go to \$200k-\$250k)

Prospectus Strategy: 6 Recreation Infrastructure New/Improvements

Deadline: Aug. 5, 2021 [SUBMITTED]

Bay Area Council Foundation. California Resilience Challenge (Approx. \$100k-\$200k)

Prospectus Strategy: 2 Climate Adaptation/Mitigation

Deadline: Sept. 13, 2021

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ECOSYSTEM
STEWARDSHIP

VISITOR CONNECTION
& MANAGEMENT

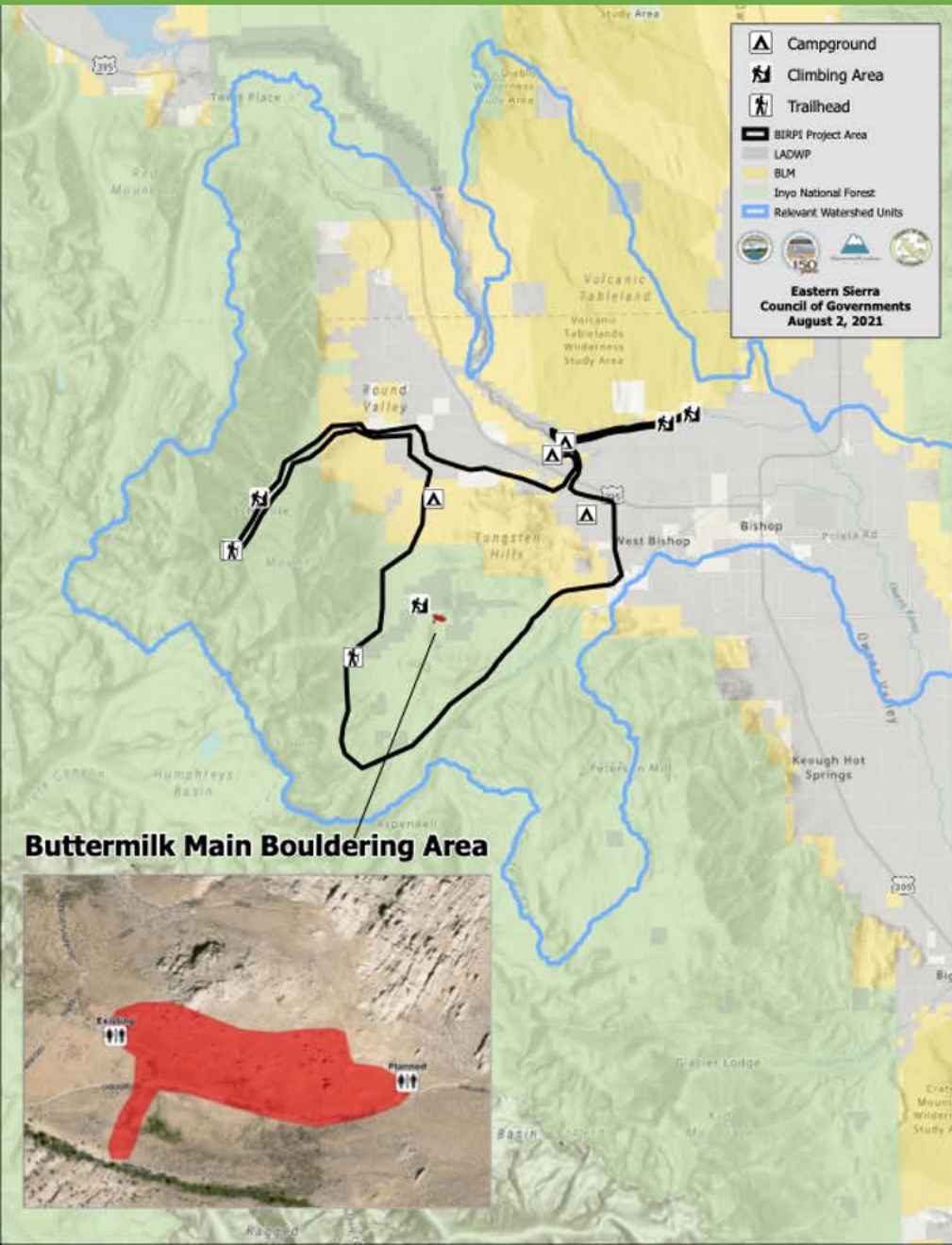
INFRASTRUCTURE
NEW/IMPROVEMENTS



- A "Best Available Funding" Opportunity
- 14 "Recreation Stakeholder Ideas"
 - Touches on 12 more
- Owens Watershed/Buttermilk Subregion
 - "Buttermilk Bouldering Area"
 - "Buttermilk Project Area"
- ESCOG willing to sponsor the grant



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Tim
Golden
Interagency
Climbing
Ranger



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ECOSYSTEM
STEWARDSHIP

VISITOR CONNECTION
& MANAGEMENT

INFRASTRUCTURE
NEW/IMPROVEMENTS



"We are pleased to advise you that the Board of Directors of the National Fish and Wildlife Foundation has approved \$247,300.00 for the Buttermilk Infrastructure and Recreation Planning Initiative (BIRPI)"

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2: Visitor Connection Program



VISITOR CONNECTION PROGRAM

The SRTI's Visitor Connection Working Group developed a strategy to connect with Eastern Sierra visitors throughout the region using messages of sustainable recreation and stewardship. The resulting Visitor Connection Program is a system for communicating with visitors and residents in-person, digitally, and with signage and kiosks. The program will:

- Identify and coordinate regional face-to-face communication opportunities;
- Build, develop, and maintain a regional website;
- Create turnkey content for digital outreach with social media assets, newsletters, and emails;
- Create a regional handbook with a training program for frontline employees;
- Coordinate signage and pop-up information kiosks;
- Develop a strategic messaging plan; and
- Research the visitation audience to maximize messaging efficacy.

FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



ECOSYSTEM STEWARDSHIP
VISITOR CONNECTION & MANAGEMENT
REGIONAL RECREATION CAPACITY



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Eastern Sierra Council of Governments



ECOSYSTEM STEWARDSHIP
VISITOR CONNECTION & MANAGEMENT
REGIONAL RECREATION CAPACITY



SNC: Vibrant Recreation & Tourism (Up to \$750k)

Prospectus Strategy: 1 Visitor Connection & Management

Deadline: Aug. 30, 2021

EDA: Competitive Tourism Grants: Travel, Tourism & Outdoor Recreation (Up to \$240M)

Prospectus Strategy: 1 Visitor Connection & Management; 4 Economic Benefits to Communities

Deadline: Jan. 31, 2022

CALFIRE: Fire Prevention Grants (No max. amount)

Prospectus Strategy: 2 Climate Adaptation/Mitigation

Deadline: Est. May 2022

CA Dept of Parks & Recreation: Recreational Trails Program

Prospectus Strategy: 1 Visitor Connection & Management

Deadline: February 2022

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ECOSYSTEM STEWARDSHIP
VISITOR CONNECTION & MANAGEMENT
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**EASTERN
SIERRA
REGION**

VISITOR CONNECTION PACKAGE

A Framework
for the Development
and Implementation of
a Regional Voice for
Sustainable Recreation
in the Eastern Sierra



Visitor Connection Package

- Visitor Connection Working Group
- Visitor Connection Strategy



Julie Faber

"Marketing Guru"

Bishop Chamber of
Commerce and Visitors
Bureau



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Sustainable Recreation & Tourism Initiative project on behalf of the Eastern Sierra Sustainable Recreation Partnership



ECOSYSTEM STEWARDSHIP
VISITOR CONNECTION & MANAGEMENT
REGIONAL RECREATION CAPACITY



Further Consideration by the Eastern Sierra Council of Governments (ESCOG) December 10, 2021

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3: Regional Recreation Capacity



REGIONAL RECREATION CAPACITY

The Eastern Sierra Council of Governments Joint Powers Authority (ESCOG) approved the ESCOG Sustainable Recreation and Ecosystem Management Program (SREMP) in January of 2021. Through the SREMP and related regional agreements, the ESCOG intends to support the Eastern Sierra Sustainable Recreation Partnership (ESSRP), submit funding applications on behalf of the region, and "...leverage its position as a regional entity to pursue funding opportunities that may not be accessible to other parties whose jurisdiction is limited to one specific national park, national forest, county, city, town, etc."* With recent announcements of unprecedented funding opportunities from the federal and state governments, this project will provide organizational capacity and institutional support to the ESCOG to seek and administer awarded funding opportunities for the Eastern Sierra while delivering tangible benefits to local communities.

*ESSRP Memorandum of Understanding

FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



ECONOMIC BENEFIT
TO COMMUNITIES

INFRASTRUCTURE
NEW/IMPROVEMENTS

REGIONAL
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Eastern Sierra Council of Governments



Sustainable Recreation & Tourism Initiative project on behalf of the Eastern Sierra Sustainable Recreation Partnership



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Prospectus Strategy: 8 Regional Recreation Infrastructure
Deadline: Jan. 31, 2022

SNC: Vibrant Recreation & Tourism (Up to \$750k)

Prospectus Strategy: 1 Visitor Connection & Management
Deadline: Aug. 30, 2021

Bay Area Council Foundation: California Resilience Challenge (Approx. \$100k-\$200k)

Prospectus Strategy: 4 Economic Benefits to Communities; 7 Recreation Access: Diverse User & Cultural Experiences
Deadline: Sept. 13, 2021

Network for Landscape Conservation: Landscape Conservation Catalyst Fund (\$10k-\$25k)

APPLICANT MUST BE A 501(C)3

Prospectus Strategy: 8 Regional Recreation Infrastructure
Deadline: April 2022

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ECONOMIC BENEFIT TO COMMUNITIES

INFRASTRUCTURE NEW/IMPROVEMENTS

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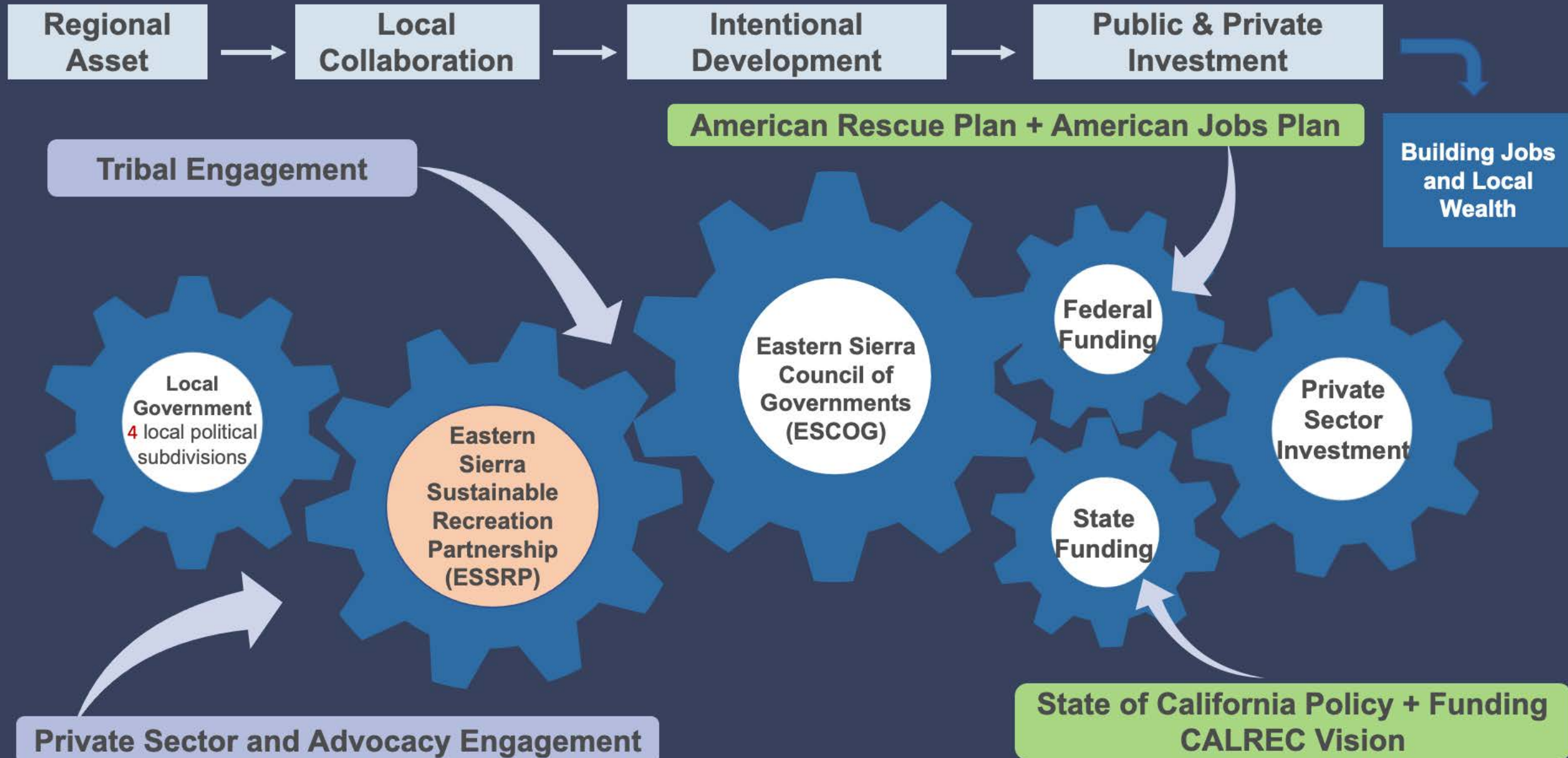
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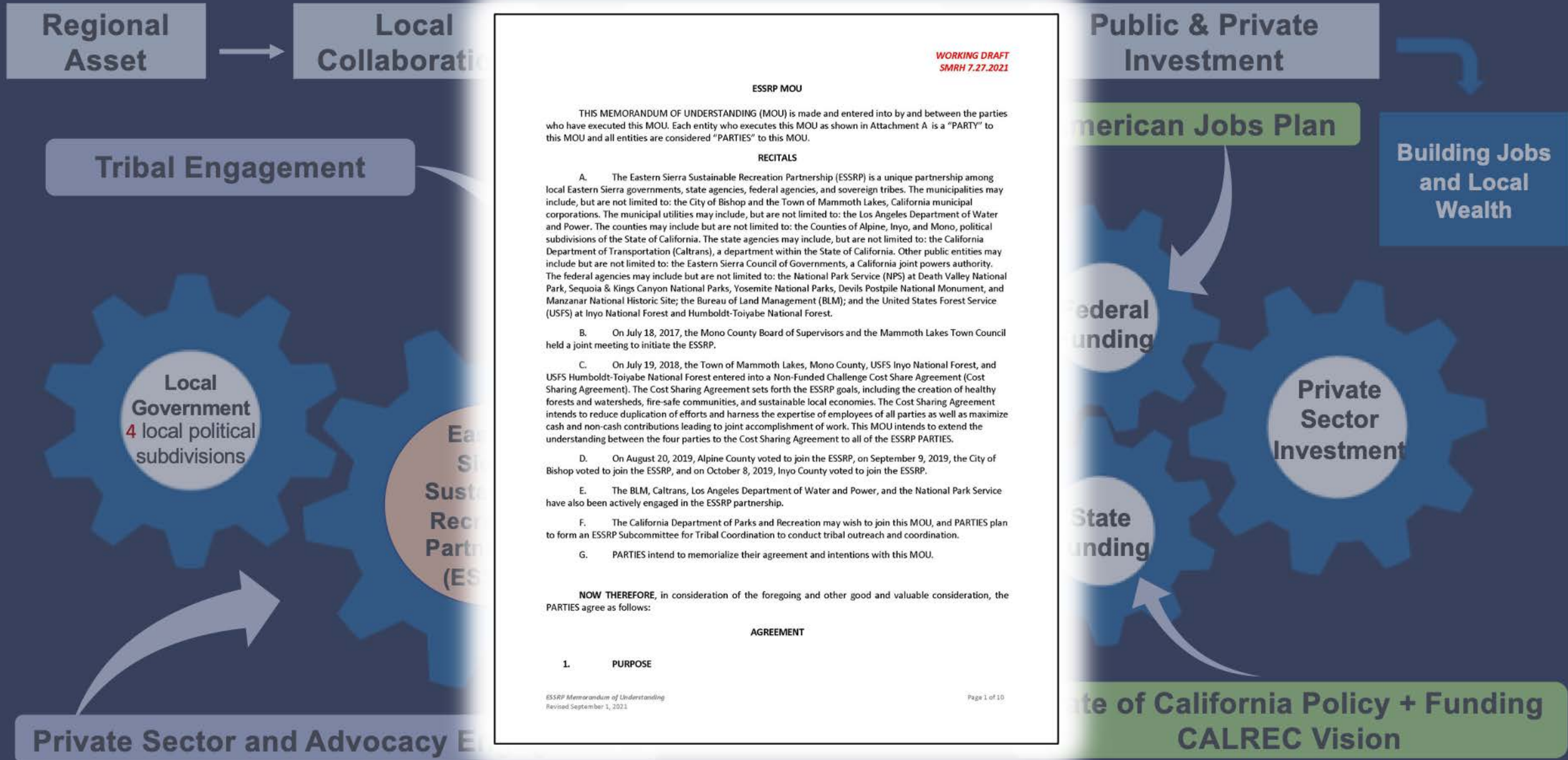
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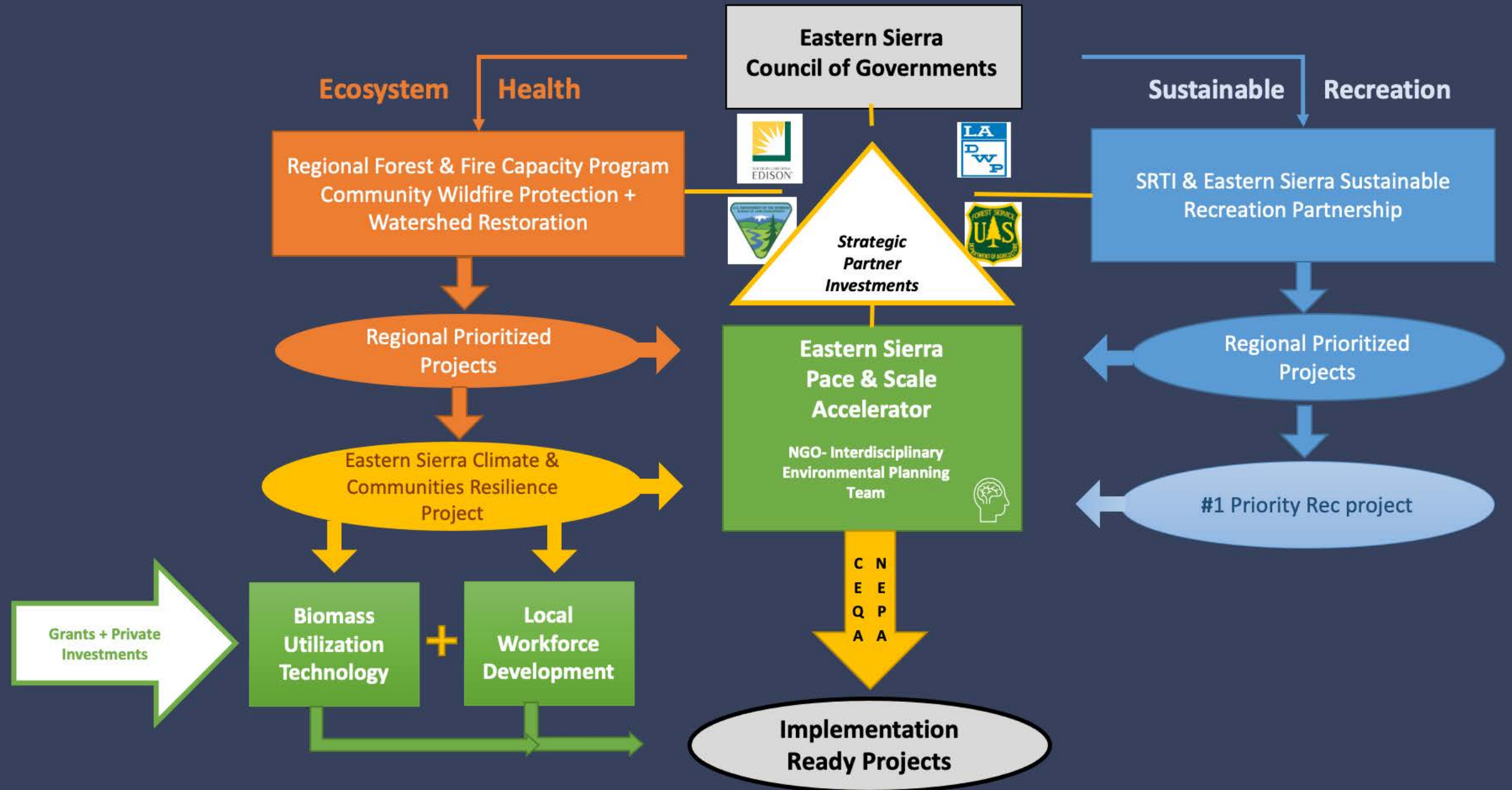
3: Regional Recreation Capacity



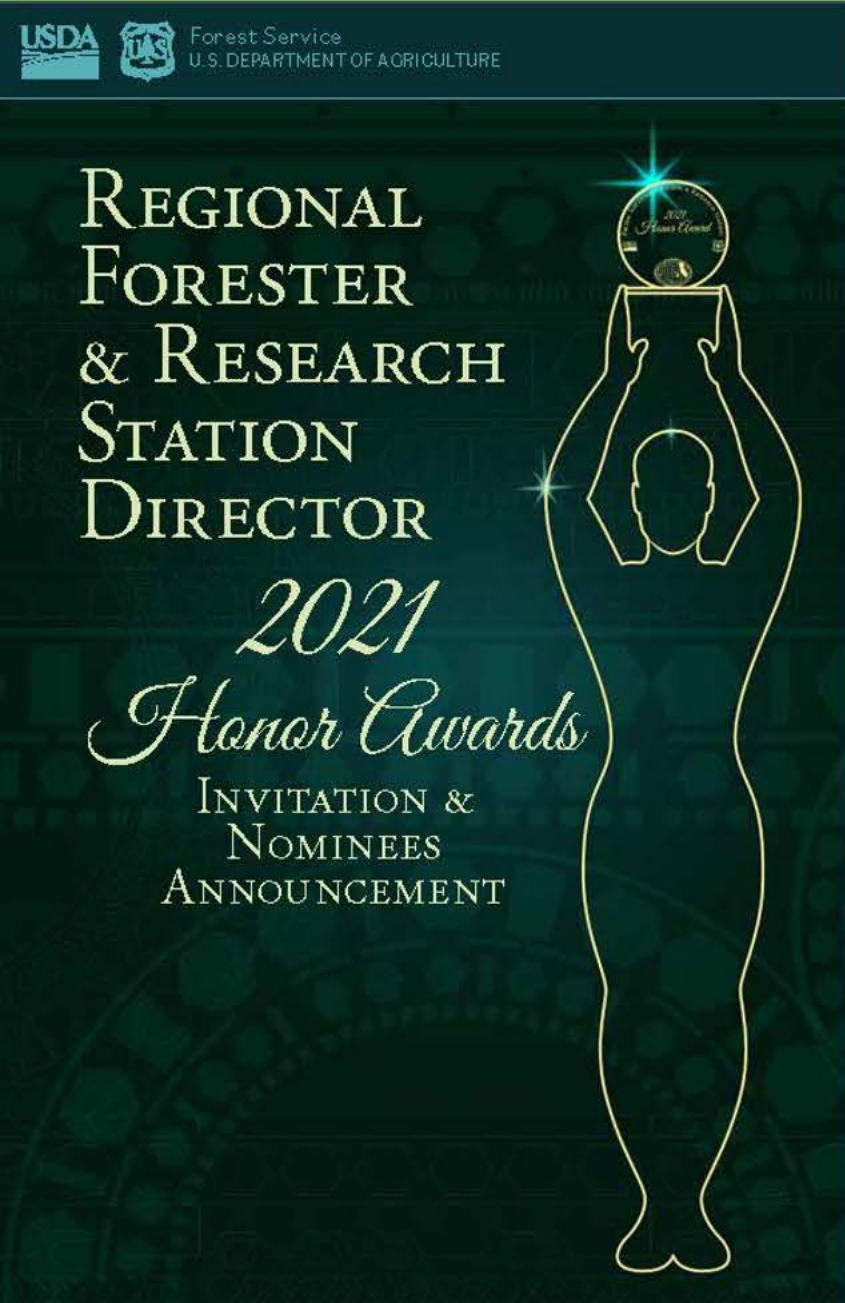
3: Regional Recreation Capacity



3: Regional Recreation Capacity - \$3,384,269 for NEPA ID Team



3: Regional Recreation Capacity



And the Nominees Are...

All Lands Watershed And Forest Health

Eastern Sierra Communities and Climate Resilience Project (ESCCRP)

Team—Inyo NF: Eastern Sierra Council of Governments, Plumas Corporation, Whitebark Institute, National Forest Foundation, Sierra Nevada Conservancy, CALFIRE, California Department of Fish and Wildlife, Inyo National Forest



Elaine Kabala

Executive
Director

Eastern Sierra Council
of Governments
(ESCOG)



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Eastern Sierra Council of Governments



Sustainable Recreation & Tourism Initiative project on behalf of the Eastern Sierra Sustainable Recreation Partnership



ECONOMIC BENEFIT
TO COMMUNITIES

INFRASTRUCTURE
NEW/IMPROVEMENTS

REGIONAL
RECREATION CAPACITY



Further Consideration by the Eastern Sierra Council of Governments (ESCOG) December 10, 2021

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APPLICANT MUST BE A 501(C)3

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Deadline: April 2022

4: Eastern Sierra Campground Improvements



EASTERN SIERRA CAMPGROUND IMPROVEMENTS

Inyo National Forest was awarded Great American Outdoors Act funding to complete the technical drawings necessary for improvements to 22 campgrounds throughout the forest. To finance the improvements, Inyo NF and its partners developed a nationally directed, multi-jurisdictional, and multi-partnered business plan, with the support of an Innovative Finance for National Forests (IFNF) program grant and a second round of IFNF funding awarded in September of 2021 to create financing solutions. The business plan identified a range of costs for improvements between \$19 million and \$36 million, which could be filled by non-federal capital resources. As a regional authority, the ESCOG may be a key partner in the effort to finance campground improvements. However, the ESCOG will require the necessary resources to engage and represent regional interests in the financing effort, including the ability to provide independent financial analysis, the production of graphic renderings for engagement with infrastructure beneficiaries, and coordination of partnered efforts among beneficiaries.

FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



ECONOMIC BENEFIT
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INFRASTRUCTURE
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4: Eastern Sierra Campground Improvements



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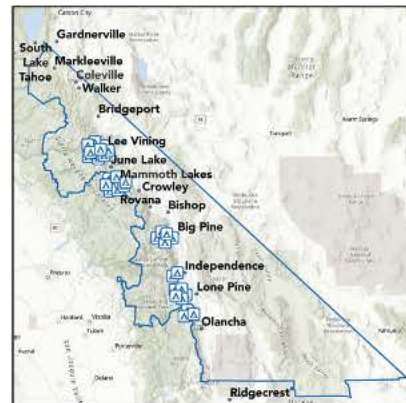
Sustainable Recreation & Tourism Initiative project on behalf of the Eastern Sierra Sustainable Recreation Partnership



ECONOMIC BENEFIT
TO COMMUNITIES

INFRASTRUCTURE
NEW/IMPROVEMENTS

REGIONAL
RECREATION CAPACITY



SNC: Resilient Sierra Nevada Communities (Up to \$750k)

Prospectus Strategy: 6 Recreation Infrastructure
New/Improvements

Deadline: Aug. 30, 2021

EDA: Competitive Tourism Grants: Travel, Tourism & Outdoor
Recreation (Up to \$240M)

Prospectus Strategy: 6 Recreation Infrastructure
New/Improvements; 4 Economic Benefits to Communities

Deadline: Jan. 31, 2022

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(Approx. \$100k-\$200k)

Prospectus Strategy: 2 Climate Adaptation/Mitigation; 4
Economic Benefits to Communities

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4: Eastern Sierra Campground Improvements



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(Approx. \$100k-\$200k)**

Prospectus Strategy: 2 Climate Adaptation/Mitigation; 4
Economic Benefits to Communities

Deadline: Sept. 13, 2021

4: Eastern Sierra Campground Improvements

TENTATIVE Geographic Area: South Side of Inyo National Forest

Bishop Creek Canyon

- *Context:* Multiple individual campgrounds. Failing water systems.
- *Concept:* Consolidate campgrounds and redesign to expand capacity. Redo water systems strategically.

Independence

- *Context:* LADWP land near National Forest has dispersed camping problem.
- *Concept:* Move campgrounds out of riparian area. Improve layouts to capture more LADWP dispersed campers.

Horseshoe

- *Context:* Campgrounds could experience higher occupancy if redesigned for desired use. Southernmost cluster of campgrounds – expect greater demand with climate change.
- *Concept:* Redesign 2 backpacker campgrounds for car camping.

Buttermilks

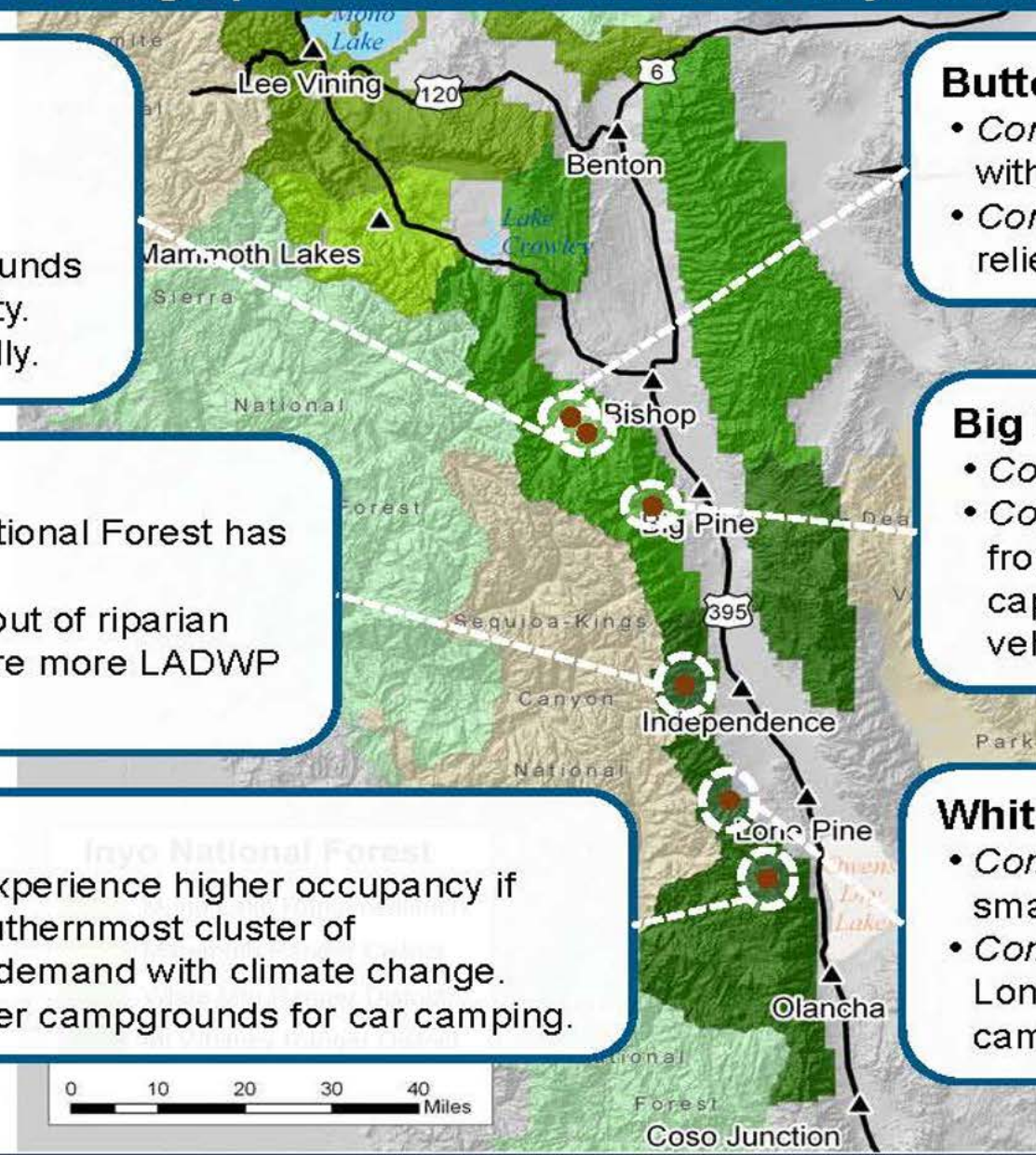
- *Context:* World-class climbing area with no campgrounds nearby.
- *Concept:* Create campgrounds to relieve dispersed camping pressures.

Big Pine Canyon

- *Context:* Riparian and layout issues.
- *Concept:* move campgrounds away from creek. Revise layout to add capacity and accommodate modern vehicles.

Whitney Portal

- *Context:* Big economic driver for smaller communities.
- *Concept:* Increase transit options from Lone Pine to Mt. Whitney. Redesign campgrounds for better parking.



4: Eastern Sierra Campground Improvements

TENTATIVE Geographic Area: South Side of Inyo National Forest

Bishop Creek

- *Context:* Multiple campgrounds and water systems.
- *Concept:* Consolidate and redesign campgrounds. Redo water infrastructure.

Independence

- *Context:* Large dispersed campgrounds.
- *Concept:* Manage dispersed campgrounds. Improve dispersed campgrounds.

Horseshoe Bend

- *Context:* Campgrounds redesigned to improve campgrounds.
- *Concept:* Redesign campgrounds.

Inyo National Forest Campground Business Plan

November 2021



U.S. Endowment
for Forestry and Communities



Inyo National Forest Campground Business Plan *EXECUTIVE SUMMARY*

November 2021



U.S. Endowment
for Forestry and Communities



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4: Eastern Sierra Campground Improvements



REGIONAL FORESTER & RESEARCH STATION DIRECTOR

*2021
Honor Awards*

INVITATION &
NOMINEES
ANNOUNCEMENT



And the Nominees Are...

Leading in a Public Services Environment

**Inyo Campground Improvements Through Innovative Finance Team—
Inyo NF:** Nora Gamino, Adam Barnett, Mammoth Lakes Trails and Public
Access Foundation, Quantified Ventures

Inyo National Forest Campground Business Plan

November 2021



U.S. Endowment
for Forestry and Communities



Inyo National Forest Campground Business Plan *EXECUTIVE SUMMARY*

November 2021



U.S. Endowment
for Forestry and Communities



4: Eastern Sierra Campground Improvements

Seth Brown

Director, Forestry and
Land Use

Quantified Ventures



Quantified[®]
Ventures

4: Eastern Sierra Campground Improvements



EASTERN SIERRA CAMPGROUND IMPROVEMENTS

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FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



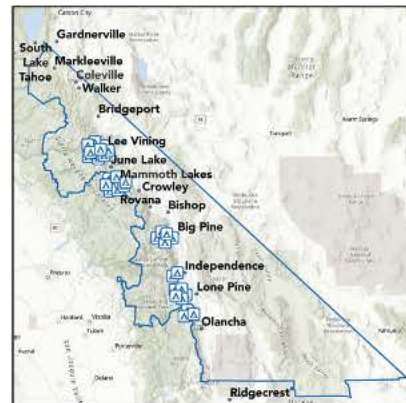
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ECONOMIC BENEFIT
TO COMMUNITIES

INFRASTRUCTURE
NEW/IMPROVEMENTS

REGIONAL
RECREATION CAPACITY



No Complete Application Requested

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Prospectus Strategy: 6 Recreation Infrastructure
New/Improvements

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4: Eastern Sierra Campground Improvements



EASTERN SIERRA CAMPGROUND IMPROVEMENTS

Inyo National Forest was awarded Great American Outdoors Act funding to complete the technical drawings necessary for improvements to 22 campgrounds throughout the forest. To finance the improvements, Inyo NF and its partners developed a nationally directed, multi-jurisdictional, and multi-partnered business plan, with the support of an Innovative Finance for National Forests (IFNF) program grant and a second round of IFNF funding awarded in September of 2021 to create financing solutions. The business plan identified a range of costs for improvements between \$19 million and \$36 million, which could be filled by non-federal capital resources. As a regional authority, the ESCOG may be a key partner in the effort to finance campground improvements. However, the ESCOG will require the necessary resources to engage and represent regional interests in the financing effort, including the ability to provide independent financial analysis, the production of graphic renderings for engagement with infrastructure beneficiaries, and coordination of partnered efforts among beneficiaries.

FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



Sustainable Recreation & Tourism Initiative project on behalf of the Eastern Sierra Sustainable Recreation Partnership



Phase Two Funded by the Innovative Finance for National Forest Program

SNC: Resilient Sierra Nevada Communities (Up to \$750k)

Prospectus Strategy: 6 Recreation Infrastructure New/Improvements

Deadline: Aug. 30, 2021

EDA: Competitive Tourism Grants: Travel, Tourism & Outdoor Recreation (Up to \$240M)

Prospectus Strategy: 6 Recreation Infrastructure New/Improvements; 4 Economic Benefits to Communities

Deadline: Jan. 31, 2022

Bay Area Council Foundation: California Resilience Challenge (Approx. \$100k-\$200k)

Prospectus Strategy: 2 Climate Adaptation/Mitigation; 4 Economic Benefits to Communities

Deadline: Sept. 13, 2021

5: Eastern Sierra Towns to Trails Plan



TOWNS TO TRAILS PLAN

The Eastern Sierra Towns To Trails Plan will identify opportunities to connect Eastern Sierra communities to each other and to federal public lands throughout the region, from northern Alpine County to southern Inyo County. The planning process will engage the recreation capacities of Alpine, Inyo, and Mono counties, as well as land management partners in the Eastern Sierra Sustainable Recreation Partnership, residents, and recreation stakeholders.

Modeled on the successful “Trails Master Plan for the Lost Sierra Region,” developed by Sierra Buttes Trail Stewardship, the Towns To Trails Plan will inventory existing trail and trail support infrastructure, identify connectivity challenges, and produce a trails plan with recommended projects for environmental analysis and implementation along with plans for sustainability and maintenance. Eastern Sierra communities will benefit from additional recreation and alternative transportation opportunities.

FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



ECONOMIC BENEFIT
TO COMMUNITIES

INFRASTRUCTURE
MAINTENANCE

INFRASTRUCTURE
NEW/IMPROVEMENTS



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ECONOMIC BENEFIT
TO COMMUNITIES

INFRASTRUCTURE
MAINTENANCE

INFRASTRUCTURE
NEW/IMPROVEMENTS



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Eastern Sierra Council of Governments



Sustainable Recreation & Tourism Initiative project on behalf of the Eastern Sierra Sustainable Recreation Partnership



ECONOMIC BENEFIT
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MAINTENANCE

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NEW/IMPROVEMENTS



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FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



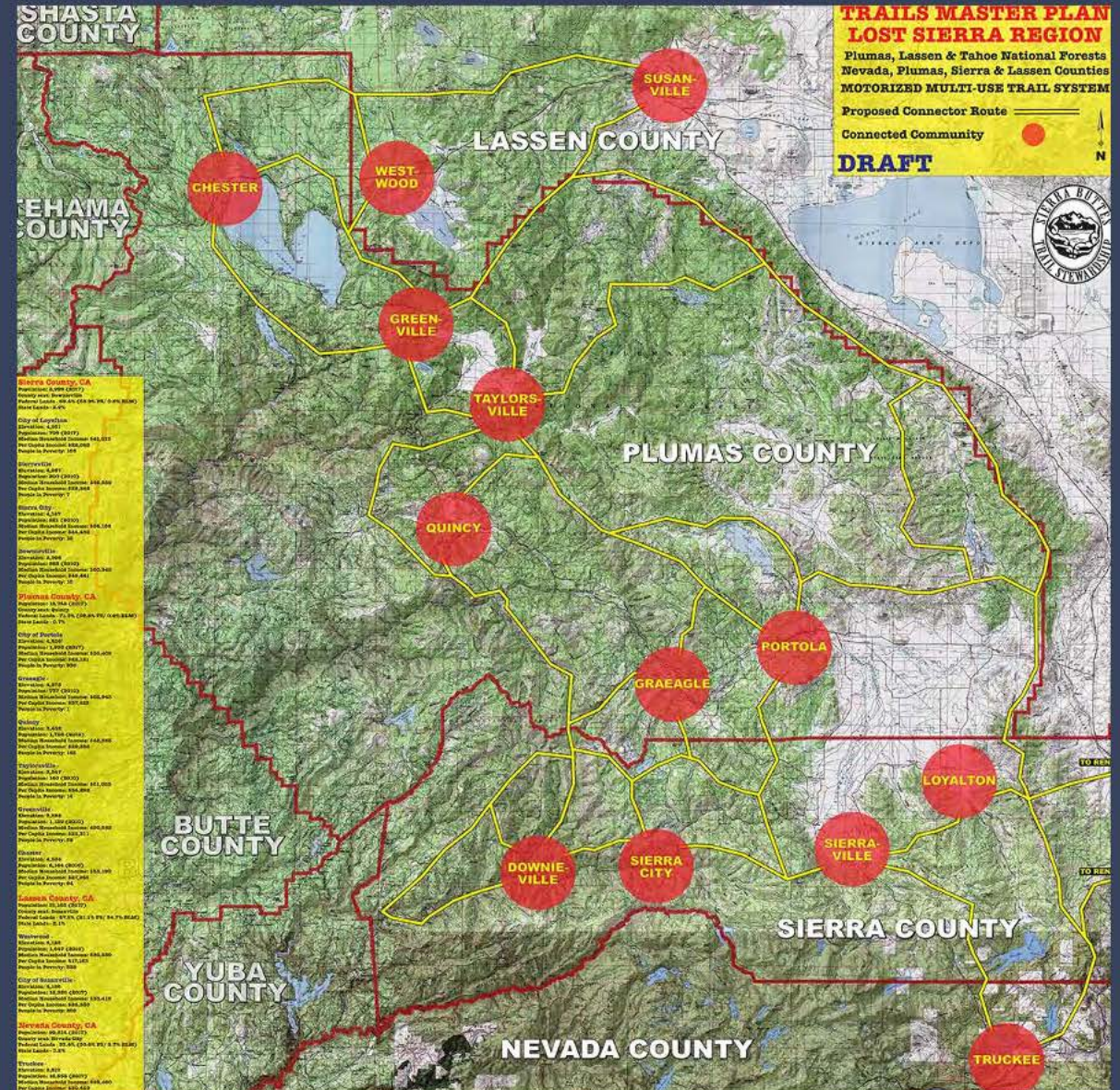
Sustainable Recreation & Tourism Initiative project on behalf of the Eastern Sierra Sustainable Recreation Partnership



ECONOMIC BENEFIT TO COMMUNITIES

INFRASTRUCTURE MAINTENANCE

INFRASTRUCTURE NEW/IMPROVEMENTS



5: Eastern Sierra Towns to Trails Plan



Eastern Sierra Towns to Trails Plan



Alpine County: Bear Valley



Alpine County: Markleeville



Mono County: Bridgeport Valley



Mono County: Bridgeport



Inyo County: Sierra Foothills



Inyo County: Lone Pine

5: Eastern Sierra Towns to Trails Plan



Adam Barnett

Public Services
Staff Officer

Inyo National Forest



5: Eastern Sierra Towns to Trails Plan



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ECONOMIC BENEFIT
TO COMMUNITIES

INFRASTRUCTURE
MAINTENANCE

INFRASTRUCTURE
NEW/IMPROVEMENTS



"The SNC Management Team has finished review of the ESCOG's full proposal for the Eastern Sierra Connected Communities Trail Plan (SNC #1283-RT) for \$370,443 and I'm pleased to let you know that it has been approved for recommendation to our Governing Board for funding."

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Deadline: Jan. 31, 2022

6: Dispersed Camping Mitigation: Camp Like A Pro



DISPERSED CAMPING MITIGATION: CAMP LIKE A PRO

In response to an unprecedented influx of dispersed camping activity in the summer of 2020 driven by the COVID-19 pandemic, and associated risks of human-caused wildfire, concerned citizens, land managers, business owners and elected officials came together to develop and implement “Camp Like A Pro” programs focused on education, enforcement, stewardship, and infrastructure. Funding for this project will build upon programs implemented in the summer of 2021:

- Expanded digital and analog outreach to dispersed camping enthusiasts;
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ECOSYSTEM STEWARDSHIP

VISITOR CONNECTION & MANAGEMENT

INFRASTRUCTURE MAINTENANCE



FUNDING APPLICATION LEAD AGENCY:

Mono County



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ECOSYSTEM STEWARDSHIP

VISITOR CONNECTION & MANAGEMENT

INFRASTRUCTURE MAINTENANCE



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Mono County



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Deadline: Jan. 31, 2022

CALFIRE: Fire Prevention Grants (No max. amount)
Prospectus Strategy: 2 Climate Adaptation/Mitigation
Deadline: Est. May 2022

Bay Area Council Foundation: California Resilience Challenge (Approx. \$100k-\$200k)
Prospectus Strategy: 2 Climate Adaptation/Mitigation; 7 Recreation Access: Diverse User & Cultural Experiences
Deadline: Sept. 13, 2021

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ECOSYSTEM STEWARDSHIP

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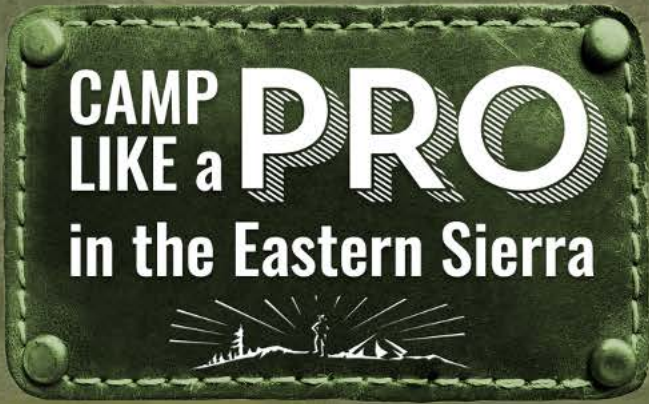
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FIRE RESTRICTIONS ARE CURRENTLY IN EFFECT: [CLICK FOR MORE INFO](#)

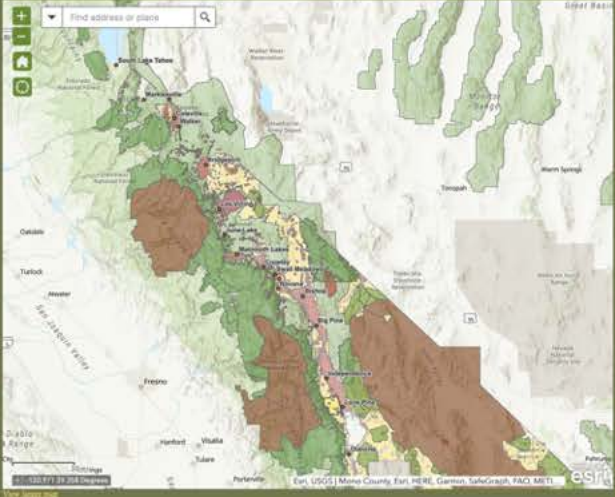


CAMP LIKE a PRO
in the Eastern Sierra
















DOWNLOAD THE CAMP LIKE A PRO APP
(CAN BE USED OFFLINE)

GET IT ON  **Google Play**

Download on the  **App Store**



Please click anywhere on this interactive map for more details on land ownership, current policy/restrictions, and other useful information

 Campground	 Picnic Area	 No Dispersed Camping
 Visitor Center	 Park	 Wilderness Areas
 RV Park (Hookups)	 Boat Launch	 Bureau of Land Management (BLM)
 RV Dump	 Day Use Area	 National Park Service
 Trailhead	 Airport	 U. S. Forest Service

6: Dispersed Camping Mitigation: Camp Like A Pro



REGIONAL FORESTER & RESEARCH STATION DIRECTOR

2021
Honor Awards

INVITATION &
NOMINEES
ANNOUNCEMENT



And the Nominees Are...

Partnership of the Year

Eastern Sierra Dispersed Camping Collaborative—Inyo NF: Paul McFarland, Bob Gardner, Euan Cameron, Kim Anaclerio, Kiersten Puusemp, Andrew Mulford, Alicia Vennos, Jeff Simpson, Matthew Paruolo, CJ Dimacali, Los Angeles Department of Water and Power

FIRE RESTRICTIONS ARE CURRENTLY IN EFFECT: [CLICK FOR MORE INFO](#)

CAMP LIKE a PRO
in the Eastern Sierra

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Trailhead	Airport	U. S. Forest Service

6: Dispersed Camping Mitigation: Camp Like A Pro

Matthew
Paruolo

Eastern Sierra
Sustainable
Recreation
Coordinator
Mono County

Dispersed Camping & “Camp Like a Pro” Action Plan

Purpose: The purpose of the “Dispersed Camping Summit” was to build collective engagement for collaborative action across the Eastern Sierra - to promote responsible recreation, mitigate impacts and *improve* management of legal overnight-camping and dispersed use across Public Lands.

Need: #vanlife has come to the Eastern Sierra. The recent increase and popularity of dispersed camping, general lack of information and “best practices”, compounded by diminished management capacity to protect the land and enforce policy is affecting the quality of life for “all locals” – people, plants and animals – as well as visitors.

Past Efforts: The 2020 Dispersed Camping Collaborative included local area non-profits, government agencies (Towns & Counties), as well as Humboldt-Toiyabe & Inyo National Forests, Bureau of Land Management & LA Department of Water and Power.

Scope: The Summit was comprised of five ad hoc subcommittees: Education, Mapping, Stewardship, Infrastructure, and Policy & Enforcement



[Essrp.org/camping](https://essrp.org/camping)

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ECOSYSTEM STEWARDSHIP
VISITOR CONNECTION & MANAGEMENT
INFRASTRUCTURE MAINTENANCE



FUNDING APPLICATION LEAD AGENCY:

Mono County



Sustainable Recreation & Tourism Initiative project on behalf of the Eastern Sierra Sustainable Recreation Partnership

Concept Proposal has been submitted to the SNC

SNC: Resilient Sierra Nevada Communities (Up to \$750k)
Prospectus Strategy: 1 Visitor Connection & Management; 4 Economic Benefits to Communities
Deadline: Aug. 30, 2021

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Recreation Access: Diverse User & Cultural
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7: Vulnerability in California's Eastern Sierra: Asset Inventory & Gap Analysis



VULNERABILITY IN CALIFORNIA'S EASTERN SIERRA: ASSET INVENTORY & GAP ANALYSIS

The Eastern Sierra Council of Governments seeks to implement two recommended actions from the region's recently completed climate adaptation and resilience assessment, "A Changing Climate: Vulnerability in California's Eastern Sierra." Through a GIS-based asset inventory, the region will identify infrastructure in all jurisdictions that supports the region's recreation economy, such as visitor centers, campgrounds, water systems, and bathrooms. While all regional jurisdictions maintain GIS databases, data quality varies wildly, making it difficult to look at the region's recreation amenities systemically. With the infrastructure inventory complete, a gap analysis will identify on-the-ground infrastructure needs to meet the future demands of sustainable recreation given the anticipated effects of climate change and visitor audience growth.



CLIMATE ADAPTATION
& MITIGATION

INFRASTRUCTURE
NEW/IMPROVEMENTS

REGIONAL
RECREATION CAPACITY



FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



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FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



Pending California State Funding Guidelines

Prospectus Strategy: 2 Climate Adaptation/Mitigation

Deadline: Unknown. Additional information expected Sept. 10, 2021.

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Prospectus Strategy: 1 Visitor Connection & Management

Deadline: Aug. 30, 2021

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7: Vulnerability in California's Eastern Sierra: Asset Inventory & Gap Analysis



A CHANGING CLIMATE VULNERABILITY IN CALIFORNIA'S EASTERN SIERRA

Adaptation & Resilience Assessment
Natural Capital & Ecosystem Services Analysis
Recommended Actions



MAY 2021

Recommended Actions

The screening tool helps assess if a proposed project will support the goals of the SRTI and efforts of key regional stakeholders. These screening criteria include:

Protection for
vulnerable
people and
assets

Connections
with federal,
state, and local
land

Potential for
funding from
FEMA or other
sources

Support for
ecosystem
benefits and
recreation

Integration with
existing
infrastructure

Resilience
features of the
proposed project

There are three central goals for the five Recommended Actions developed by the Project Team and other projects and efforts evaluated through the screening tool:

- » Steward, protect, and conserve natural and cultural resources.
- » Identify and enhance opportunities for sustainable recreation.
- » Improve critical infrastructure and emergency response systems to create climate-resilient communities.

The Recommended Actions are provided in an “umbrella” format, each including multiple smaller tasks or projects that incorporate the results from other tracks in the SRTI. This format builds off of the results of the other tracks in the SRTI effort, while addressing climate change vulnerabilities, to create a comprehensive set of implementable projects in the Study Area.



7: Vulnerability in California's Eastern Sierra: Asset Inventory & Gap Analysis



California Resilience Challenge

Request for Proposals, 2021 Grant Program

July 12, 2021 - Application Deadline 5pm, September 13, 2021



Recommended Actions

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Eli Krispi

Senior Associate -
Climate Action &
Resiliency

Placeworks



PLACEWORKS

7: Vulnerability in California's Eastern Sierra: Asset Inventory & Gap Analysis



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CLIMATE ADAPTATION & MITIGATION

INFRASTRUCTURE NEW/IMPROVEMENTS

REGIONAL RECREATION CAPACITY



FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



Application Submitted
September 13, 2021

Funding Announcement
Mid December 2021

Pending California State Funding Guidelines

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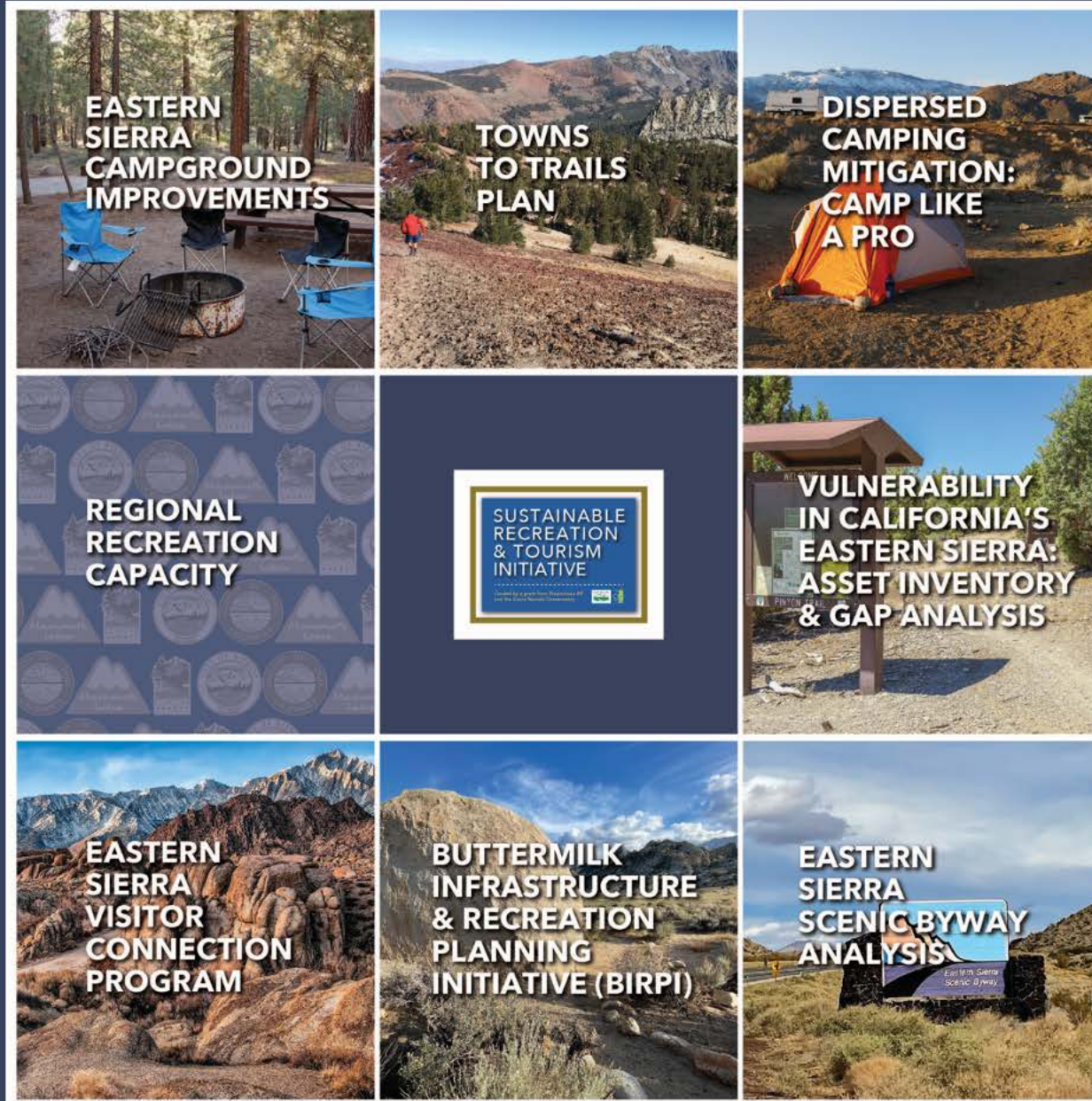
Prospectus Strategy: 2 Climate Adaptation/Mitigation

Deadline: Sept. 13, 2021

8: Eastern Sierra Scenic Byway Analysis



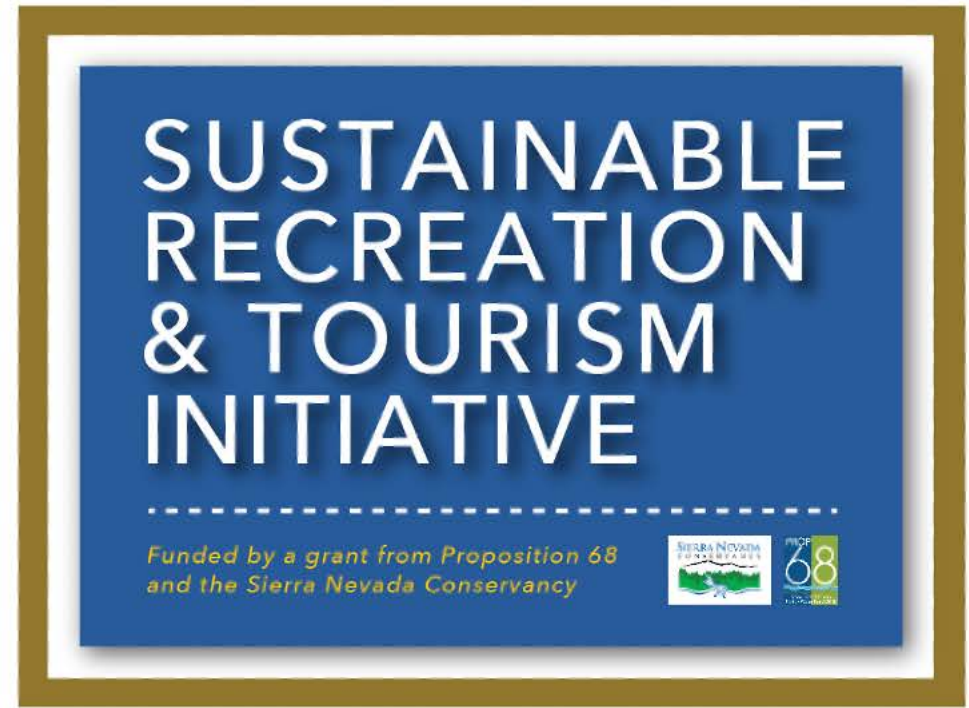
SRTI / ESSRP Portfolio of Projects – Thank You !



Next Steps for the ESCOG – Elaine Kabala, Executive Director

- How do folks stay in the loop?
 - Tune in to ESCOG meetings!
 - On a Project by Project Basis as funding is awarded
 - Email: Through the SRTI process, MLTPA has provided an email platform. Moving forward - after projects get funded / come on line - the SRTI/MLTPA team will send out information about how to stay in touch with project efforts.
- Other ESCOG details
 - The SRTI effort has provided the foundation for other funding opportunities as they come up, and there is funding coming from the State and the Federal Govts.
 - Projects that are moving forward and that HAVE been funded (or recommended for funding): BIRPI, Campground Improvements, Towns to Trails, others pending

Next Steps for the ESCOG + ESSRP



Next Steps for the ESCOG + ESSRP: Lesley Yen, INF Supervisor



SUSTAINABLE RECREATION & TOURISM INITIATIVE

SRTI VIRTUAL WRAP-UP

DECEMBER 8 | WEDNESDAY | 5 - 6:30 PM
Q & A TO FOLLOW




Please join us for this final virtual meeting via Zoom!

We will be presenting updates and next steps from the Sustainable Recreation & Tourism Initiative.

Everyone's welcome! Registration required...

[CLICK HERE!](#)

Portfolio of Projects



essrp.org

Funding for this project has been provided by the Sierra Nevada Conservancy, an agency of the State of California, under the California Coastal State Parks, Trails, Coastal Recreation, and Outdoor Recreation Act of 2017 (Proposition 68) and in support of the Sierra Nevada National Monument Program.



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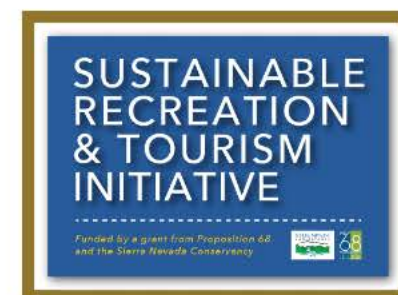
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Funding for this project has been provided by the Sierra Nevada Conservancy, an agency of the State of California, under the California Coastal State Parks, Trails, Coastal Recreation, and Outdoor Recreation Act of 2017 (Proposition 68) and in support of the Sierra Nevada National Monument Program.

Eastern Sierra Sustainable Recreation Partnership
Sustainable Recreation and Tourism Initiative

SRTI Virtual Wrap-Up

December 8, 2021



SUSTAINABLE RECREATION & TOURISM INITIATIVE

SRTI VIRTUAL WRAP-UP

DECEMBER 8 | WEDNESDAY | 5 - 6:30 PM
Q & A TO FOLLOW




Please join us for this final virtual meeting via Zoom!

We will be presenting updates and next steps from the Sustainable Recreation & Tourism Initiative.

Everyone's welcome! Registration required...

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Portfolio of Projects

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Thank You!

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