



SIERRA JOBS FIRST - RECREATION AND TOURISM - CATALYST PROJECT DESCRIPTION

Information for this Sierra Jobs First Recreation and Tourism Project is current as of August 20, 2025 and will be updated as additional information becomes available.

To view the complete list of Catalyst projects approved by the Sierra Jobs First Governing Council on March 24, 2025, [please click here.](#)

PROJECT NAME

- The Collaborative Sustainable Recreation Assessment

LEAD PROJECT APPLICANT

- Sierra Nevada Alliance

PROJECT DESCRIPTION

- We aim to engage disinvested communities within the Southern and Eastern Sierra in environmental stewardship, through behavior change and eventual job creation. This project involves conducting recreational-use and behavior-based research at popular sites within the region that help us understand how humans are interacting with and using recreation sites currently. This will then help us determine how to further protect these sites through signage, infrastructure, and human modeling of stewardship behavior. With this data as our guide, we will expand the Take Care Sierra stewardship marketing campaign and create environmental Ambassadors jobs to relay this campaign effectively and help change behavior in real time at recreation sites. With this initial effort as our guide, we will then create a future plan that encourages community stewardship and economic stimulus for the sub-regions through expanded Ambassador job opportunities.