

# WELCOME!

## SIERRA WORKS



# SIERRA WORKS

SIERRA JOBS FIRST  
RECREATION & TOURISM

## WORKING GROUP MEETING



APRIL MEETING

04/20/2026

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.



# 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.



# SJF & SIERRA WORKS RECAP

California Jobs First, is a statewide program that supports strategies that diversify local economies and develop projects & initiatives for all Californians.

SFM and MLTPA (Industry Coordinators appointed by the Sierra Business Council), have developed Sierra Works ([sierraworks.org](http://sierraworks.org)) to provide technical assistance to regional Recreation & Tourism projects in the Sierra Region.

## WHAT IS THIS WORKING GROUP?

The goal of this working group is to hear from Rec & Tourism stakeholders in the region to stress-test the current strategies and tactics defined in the SJF Regional Strategic Plan.

Over the next several months, we will focus on different topics and, based on what we hear from you, develop the:

“Recommendations for Implementation and Collaborative Action”

(RICA)



# MEETING RECAPS

## Regional Identity and Funding

- *March 16th*

## Policy Barriers

- *February 23rd*

## Asset Mapping

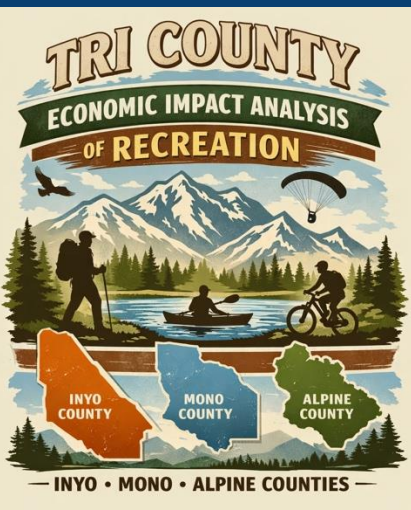
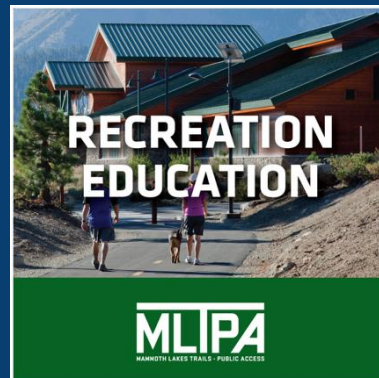
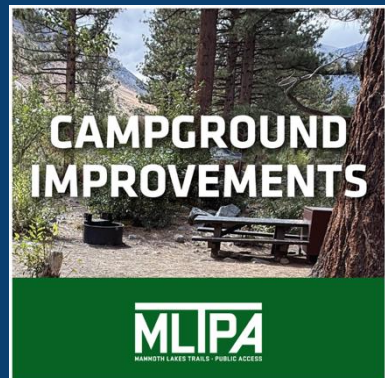
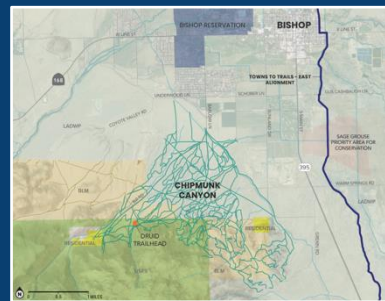
- *January 20th*

## Regional Governance

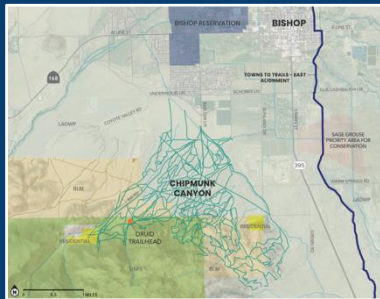
- *November 17th*



Eastern  
Sierra  
Council of  
Governments



# MEETING RECAPS



## Recreation & Tourism Working Group Meeting Recaps

Updated: March 19th, 2026

### Regional Identity and Funding

March 16th

#### Presenting Projects:

- [Sierra Sourced: Tuolumne County Chamber](#)
- [Gold Rush Path: Tuolumne County Transportation Commission](#)

#### High Level Recap

- Participants zeroed in on how to actually move projects from idea to reality, tying funding strategies to a stronger regional identity.
- Funding does not line up cleanly with local needs, and even when it does, long-term maintenance money and lack of capacity
- Participants zeroed in on how to actually move projects from idea to reality, tying funding strategies to a stronger regional identity.

#### Actions for Capacity and Advocacy:

- Utilize consultants, non-profit developers, and fiscal agents to help backfill where public agencies might be understaffed
- Partner with entities like Career Nexus and local community colleges to train and hire locally based staff for recreation and tourism
- Leverage the region's role as a primary water provider into an identity that resonates with

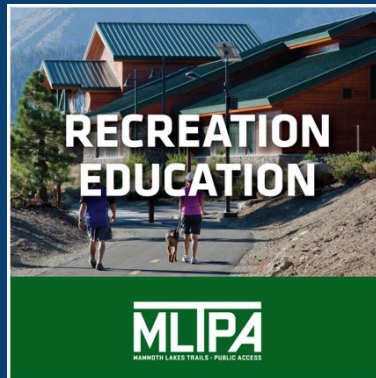
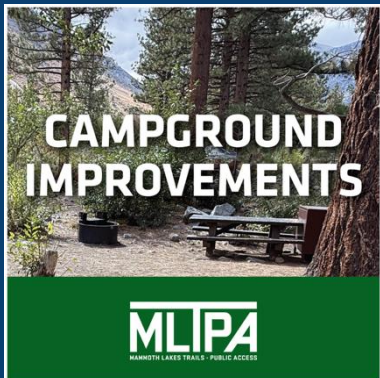
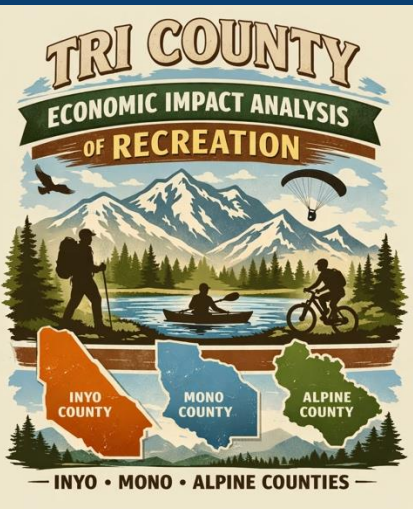
#### Immediate Priorities:

- Develop standard protocols that allow prioritized projects to streamline work to nimble non-profit entities when necessary.
- Deploy asymmetrical capacity by pre-vetting a roster of consultants, contractors, and non-profit developers who can backfill for public agencies or sustain projects during reimbursement periods.
- Scaling sustainable recreation tours for legislators to advocate for capacity building.
- Determine who is best positioned to raise the region's voice at the state level.
- Integrate a general resource narrative which connects the Sierra's health to CA's urban centers.

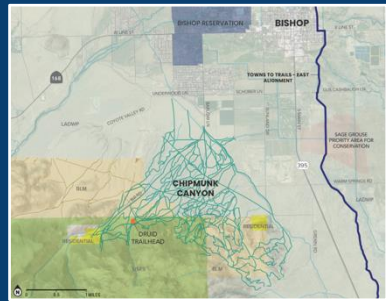
#### Tensions That Must Be Addressed:

- Balancing the need for a unified regional identity without losing the uniqueness of local spaces.
- Addressing the risk that a regional model may favor jurisdictions that already have the most capacity or population, leaving disinvested or less populous communities behind.
- Bridge the gap between how residents define place-based work versus how visitors and legislators perceive the region (brand-based).

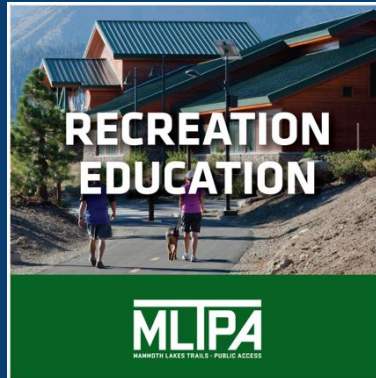
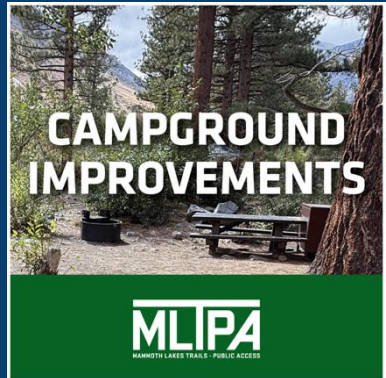
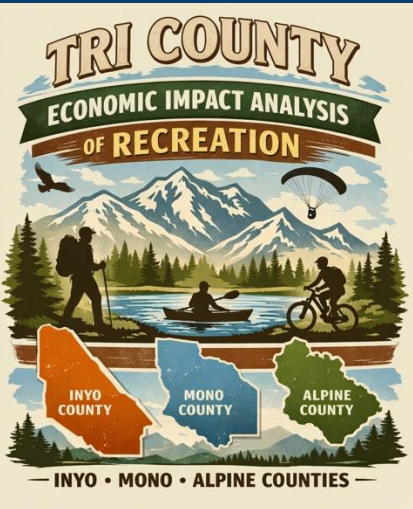
To see all meeting materials, the full recording, and original comments gathered from Working Group Participants on March 16th [visit the website](#).



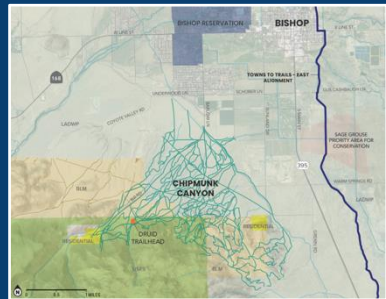
# MEETING RECAPS



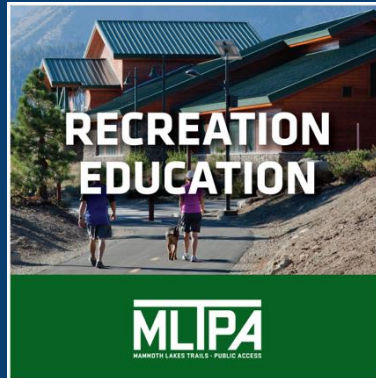
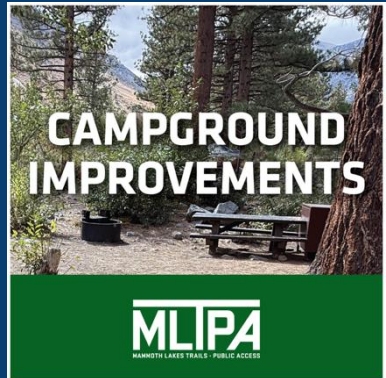
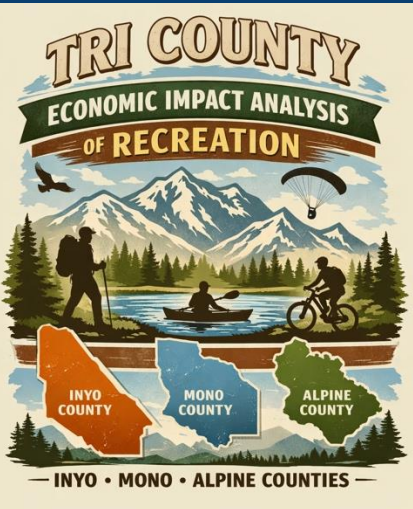
The logo for the California Jobs First 2026 Investment Summit features a stylized blue and white California map icon to the left of the text "CALIFORNIA JOBS FIRST" in white, with "2026 Investment Summit" below it. Below the logo, the text "From Blueprint to Breakthrough" is written in white on a dark blue background.



# MEETING RECAPS



From Blueprint  
to Breakthrough



# 01

## Regional Governance

November 2025 · ESSRP · Eastern Sierra Recreation Collaborative (ESCOG)

### Session Focus

The opening session asked the foundational question: what kind of regional entity does this seven-county recreation and tourism economy need, and what should it actually do? Two projects anchored the conversation: ESSRP, a voluntary public-public partnership model that has demonstrated cross-county coordination is possible, and the ESCOG's Regional Recreation Collaborative, testing what institutional structure the entity should take.

The session produced a clear and widely-shared vision of the entity's function: action over planning, unified advocacy, technical assistance, and a centralized commitment to environmental stewardship. What it could not yet answer, because no planning session can, was the operational question: who funds the staff, and how does the entity sustain itself between grant cycles?

### Wins & Progress / Barriers

#### PROGRESS & WINS

- ESSRP demonstrates that voluntary cross-county partnership is achievable, organizations will coordinate when given a structured venue to do so
- ESCOG's Collaborative surfaced governance options and created shared vocabulary for discussing regional structure
- Rapid consensus on the entity's function: a Regional Service Layer that enables local action and centralized information-sharing

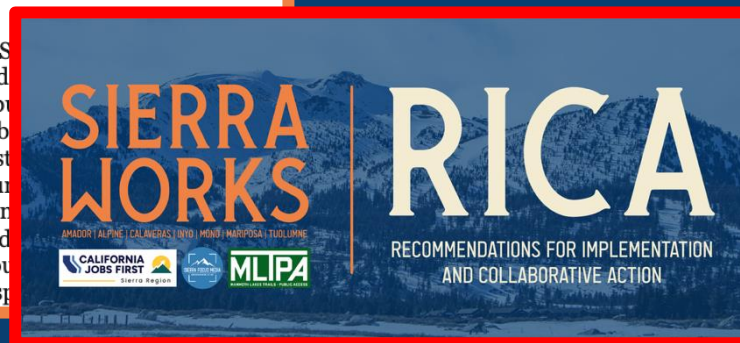
#### BARRIERS & PAIN POINTS

- Neither ESSRP nor the ESCOG has a reliable unrestricted funding stream. Both produce real value but require long-term to function as best as possible
- Organizational form question: what structure requires legal and structural changes for regional organizations can be implemented
- Tribal engagement named as a barrier, but left undefined. Without a formal protocol, it remains an aspirational goal

# RICA UPDATES

## RECOMMENDATIONS FOR...

- IMPLEMENTATION
- COLLABORATIVE ACTION
- WHAT'S NEXT



# Climate Bond Overview



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PLANET

# The West's Winter Has Been a Slow-Moving Catastrophe

Without snow in the mountains, the places that depend on the West's rivers will hurt for water.

By Rebecca Boyle



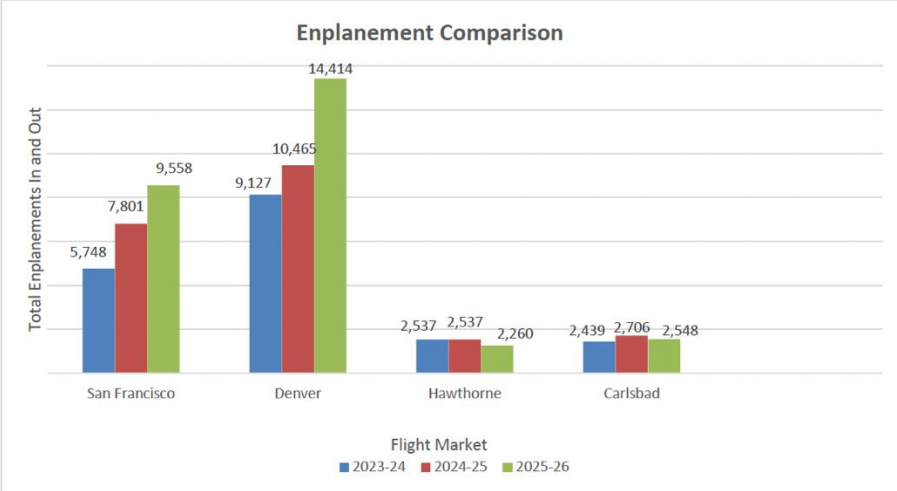
RJ Saagostel / The Denver Post / Getty

FEBRUARY 18, 2026

SHARE AS GIFT DISCUSS 68 SAVE

## Air Service Update 4.15.26

### Enplanement Comparison



City	2023-24	2024-25	2025-26
San Francisco	5,748	7,801	9,558
Denver	9,127	10,465	14,414
Hawthorne	2,537	2,537	2,260
Carlsbad	2,439	2,706	2,548

Flight Market: 2023-24 (Blue), 2024-25 (Red), 2025-26 (Green)

#### Year-over-year total enplanements in and out

- Denver is up +3,949 which is +38% compared to last year at this time. We have 46% added capacity (21,748 total seats vs 15,040 seats last year) with the twice daily flights on weekends.
- San Francisco is up +1,757 which is +23% compared to last year at this time. We have 26% added capacity (16,824 total seats vs 13,464 seats last year) with the twice daily flights on Saturdays.

GET \$5K FOR UPGRADES GET \$1K FOR HVAC SAVE \$10K ON SOLAR AUTO TECH MARKETPLACE NEWSLETTER HOME

OUTDOORS

## Ski resort CEO issues warning amid unprecedented trend in US region: 'We can never let [this] happen again'

"We experienced one of the worst ... in the Western U.S. in over 30 years."

By Zachary Ehmann / February 5, 2026




Photo Credit: iStock

Western ski resorts are going through one of the worst seasons in decades. Historic snow drought, labor disputes, and declining international visits are all threatening mountain communities and regional water supplies.

#### What's happening?

According to a recent piece in The New York Times, Colorado and Utah are facing catastrophic snowpack deficits as February kicked off. Colorado recorded its lowest statewide snowpack ever, at 57% of typical levels. Utah reached just 62%, approaching the worst performance since measurements began over forty years ago.



# INTRODUCTION TO CLIMATE RESILIENCY

**Strategy 4: Build resiliency in the recreation and tourism industries to withstand climate impacts and catastrophic events.**

## ACTION STEP 1

Create an implementation plan to mitigate the impacts of climate change on recreation and tourism industries by leveraging SRTI's A Changing Climate Vulnerability in California's Eastern Sierra and SBC's Sierra Nevada Vulnerability Assessment to inform policy, governance, and investment priorities.

Determine available data and existing plans, update as necessary

- a. Create an implementation plan for climate mitigation based on existing plans.
- b. Build capacity for implementation and environmental monitoring of climate adaptation and mitigation initiatives.
- c. Identify agency needs and budget with respect to environmental monitoring of climate adaptation initiatives.
- d. Perform workforce assessment to address agency needs.
- e. Identify lead contractors to pursue work and collaborate on work proposals.
- f. Support on-the-ground fire hardening for local communities by investing in and expanding local resource conservation districts, fire-safe councils, and fire departments.



# PROJECT PRESENTATIONS & INTERVIEWS



## THE COLLABORATIVE SUSTAINABLE RECREATION ASSESSMENT

Sierra Nevada Alliance

Jenny Hatch

Winter Wildlands Alliance

Megan Fiske

Friends of the Inyo

Izzy Taylor

## CREATIVE REUSE OF CREATIVE ARTS CENTER TUOLUMNE COUNTY

Tuolumne County Arts Alliance

Laurie Livingston

Jen Fletcher

## INDUSTRY SECTOR COORDINATOR

Mathew Galvan



# THE COLLABORATIVE SUSTAINABLE RECREATION ASSESSMENT



## Project Description:

- We aim to engage disinvested communities in the Southern and Eastern Sierra through environmental stewardship, behavior change, and job creation. By conducting research on recreational use at popular sites, we'll identify how to better protect them through signage, infrastructure, and modeled stewardship. This data will guide the expansion of the Take Care Sierra campaign and the creation of Ambassador jobs to drive real-time behavior change. These efforts will lay the groundwork for broader community stewardship and economic opportunity across the region.

## Partners:

- Winter Wildlands Alliance
- Friends of the Inyo

## Counties:

- Inyo
- Mono



# CREATIVE REUSE OF CREATIVE ARTS CENTER TUOLUMNE COUNTY



## Project Description:

- This project involves piloting a creative reuse business model. Donated materials from local businesses that otherwise would go to the landfill, will be screened for acceptability and potential to be recycled and sold, and/or provide materials for creative reuse classes/job training (revenue), and opportunities for community engagement. Maker Workshops will provide access to resources for STEM and STEAM-focused learning and exploration for all ages.

## Partners:

- Local Businesses

## Counties:

- Tuolumne



# PROJECT PRESENTATIONS & INTERVIEWS



## THE COLLABORATIVE SUSTAINABLE RECREATION ASSESSMENT

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# FEATURED PROJECT Q & A



# POLL QUESTIONS



# GUIDED QUESTIONS OVERVIEW

We have four questions to explore now with the desire to understand and learn from YOU how to address climate change and to ensure that recreation and tourism projects advance as expeditiously as possible.

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



# GUIDED QUESTION #1

How will climate change impact the work your project or organization is doing for recreation & tourism in our tourism-dependent communities?

# GUIDED QUESTION #2

How have you been creative in utilizing climate funding and climate-related initiatives?





# GUIDED QUESTION #3

What do you need from the state of California and/or local governments in order to implement climate resiliency measures in your work?

# GUIDED QUESTION #4

If the RICA makes one recommendation about climate resiliency in rural communities, what does it say, and who needs to say it?



POLL QUESTIONS TO PREPARE FOR OUR NEXT MEETING'S THEME:

# “WORKFORCE CAPACITY”



# UPCOMING MEETINGS

- **MAY 18<sup>TH</sup>**  
Workforce Capacity
- **JUNE 15<sup>TH</sup>**  
Arts & Culture
- **JULY 20<sup>TH</sup>**  
RICA Review



# WRAP-UP & NEXT STEPS

Lingering questions?

Suggestions for the team or who  
should join these meetings?

Please e-mail: [sjfadmin@mltpa.org](mailto:sjfadmin@mltpa.org)



# THANK YOU FOR COMING



Next Meeting:

**MAY 18<sup>th</sup>, 2026**

“Workforce Capacity”

Next Month's Feature Presenters:

Shane Farthing; Motherlode Bicycle Coalition

&

Bradley Booker; Amador Trails Stewardship