

SIERRA JOBS FIRST - RECREATION AND TOURISM - CATALYST PROJECT INFORMATION

Information for this Sierra Jobs First Recreation and Tourism Project is current as of August 25, 2026.

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

PROJECT DESCRIPTION

- This project aimed to engage disinvested communities within the Southern and Eastern Sierra in environmental stewardship, through behavior change and eventual job creation. This project involved conducting recreational-use and behavior-based research at popular sites within the region that helped us understand how humans were interacting with and using recreation sites at the time. This then helped us determine how to further protect these sites through signage, infrastructure, and human modeling of stewardship behavior. With this data as our guide, we expanded the Take Care Sierra stewardship marketing campaign and created environmental Ambassador jobs to relay this campaign effectively and help change behavior in real time at recreation sites. With this initial effort as our guide, we then created a future plan that



encouraged community stewardship and economic stimulus for the sub-regions through expanded Ambassador job opportunities.

LEAD ORGANIZATION

- [Sierra Nevada Alliance](#)

PROJECT CONTACT

- Annika Artle - annika@sierranevadaalliance.org

PARTNERS

- [Friends of the Inyo](#)
- [Winter Wildlands Alliance](#)

COUNTY OF IMPACT

- Inyo
- Mono

ADDITIONAL INFORMATION

- Please visit the Sierra Nevada Alliance website for future updates.
 - <https://sierranevadaalliance.org/>