



Sustainable Recreation and Tourism In the Eastern Sierra

Funding for this project has been provided by the Sierra Nevada Conservancy, an agency of the State of California, under the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018 (Proposition 68) and in support of the Sierra Nevada Watershed Improvement Program.



SUSTAINABLE RECREATION & TOURISM INITIATIVE



Funding for this project has been provided by the Sierra Nevada Conservancy, an agency of the State of California, under the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018 (Proposition 68) and in support of the Sierra Nevada Watershed Improvement Program.



PUBLIC WORKSHOPS RECREATION STAKEHOLDERS

Part 1 | September 26, 2019 Bishop 5-8 p.m.

5:00 p.m. Informal Meet & Greet + Guided Historical Review

5:45 p.m. Introduction to The Sustainable Recreation & Tourism Project

Part 2 | October 17, 2019 Bishop 5-8 p.m.

5:00 p.m. Informal Meet & Greet + Guided Historical Review

5:45 p.m. Establishing a Regional "Table of Trust" and Criteria For Future Projects

Tallman Pavilion, Tri-County Fairgrounds,
475 Sierra Street, Bishop, CA

**Make sure what's
important to you
gets heard!**

What is the ESSRP?

The Eastern Sierra Sustainable Recreation Partnership (ESSRP) is a new "public/public" partnership between local and federal agencies to develop land stewardship solutions for the Eastern Sierra.

What is the Sustainable Recreation & Tourism Project?

The Sustainable Recreation & Tourism Project is a grant-funded, multi-year ESSRP project coordinating public input to identify projects for implementation region wide.

What is your role?

Your role is to provide local knowledge by identifying Eastside recreation opportunities and helping to determine what will matter most to the region. Make sure what's important to you gets heard!

**ALL RECREATION ENTHUSIASTS
FROM LONE PINE TO MARKLEEVILLE
ARE INVITED TO PARTICIPATE!**

For more details visit...
essrp.org

SUSTAINABLE RECREATION & TOURISM PROJECT



JOIN OUR
EMAIL LIST!



Funding for this project has been provided by the Sierra Nevada Conservancy, an agency of the State of California, under the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018 (Proposition 68) and in support of the Sierra Nevada Watershed Improvement Program.



Agenda: Session 1 and 2

Meeting #1 – Sept. 26, 2019

1. Welcome & Introductions
2. Visualizing Recreation Assets and Opportunities in the Region
<http://arcg.is/1nP0bi>
3. The Eastern Sierra Recreation Values Framework
4. Introduction to The Sustainable Recreation & Tourism Initiative: Why, What, How, Who, When
5. The ESSRP “Table of Trust” as Framework for Project Proposals
6. Stakeholder Priorities
7. Meeting Summary & Debrief

Meeting #2 – October 17, 2019

8. De-Brief Meeting #1
Pre-Brief Meeting #2
9. Mapping Refresher
10. Table of Trust: What Criteria Should/ Will Drive Stakeholder Project Recommendations?
11. Model Recreation Strategies From Other Areas and Similar Projects
12. Meeting Summary & Debrief



EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

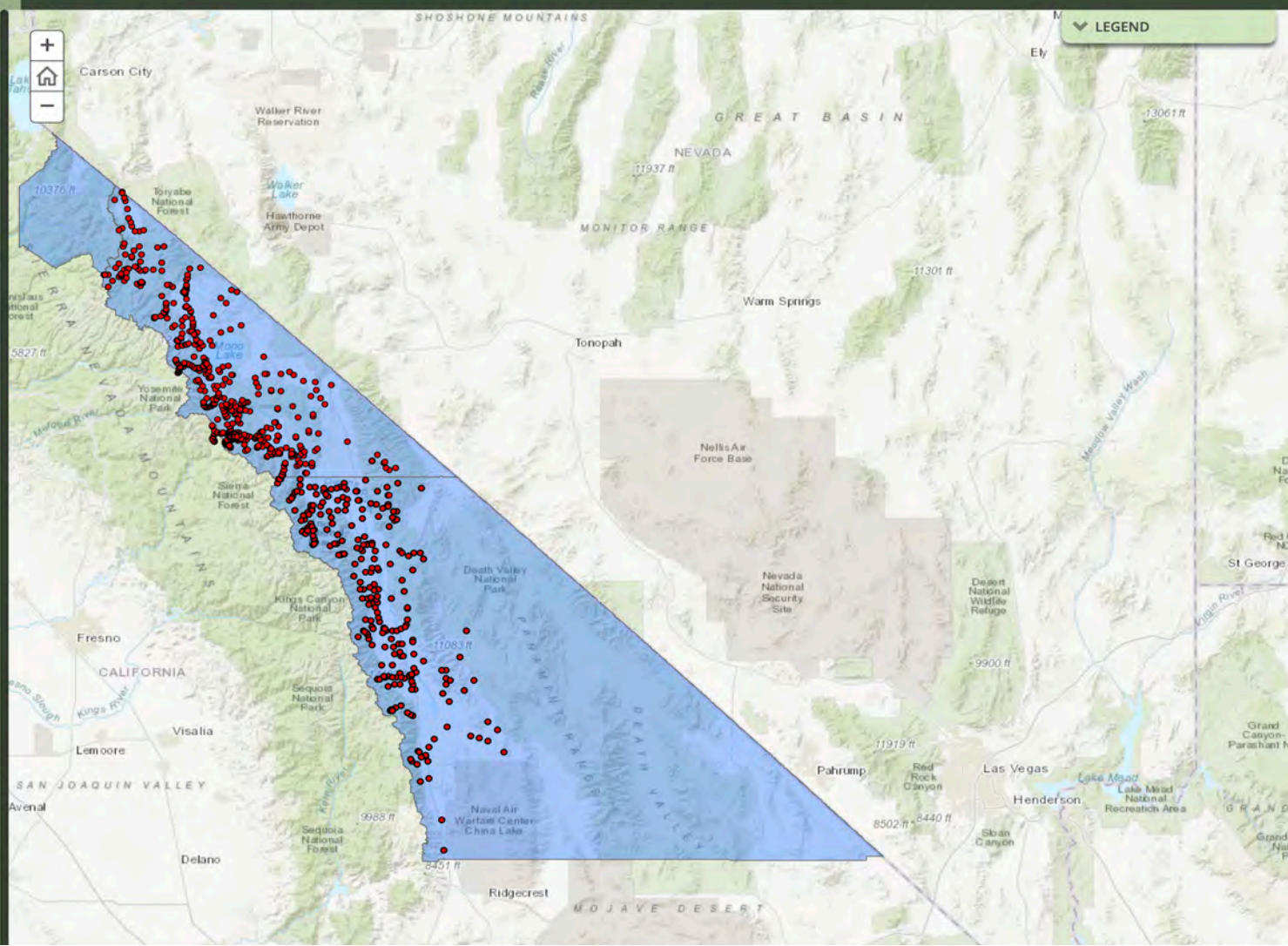
PROJECTS & FUNDING

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



The Eastern Sierra Sustainable Recreation Partnership is:

- A unique public/public partnership developing innovative public lands stewardship solutions for California and across the country
- California's home and leader for sustainable outdoor recreation
- Building a public/public replicable partnership model for states, local jurisdictions and federal agencies



Why

What

How

Who

When

Why



USFS Land Management Planning

“Eight national forests have been selected to be ‘Early Adopters’ and the first to revise their land management plans using the 2012 planning rule...”

“Eight national forests have been selected to be ‘Early Adopters’ and the first to revise their land management plans using the 2012 planning rule... **California’s Inyo, Sequoia and Sierra National Forests will begin revising their plans this spring...**”

2012 Planning Rule for Land Management Planning for the National Forest System.



Land management planning for the National Forest System

Collaboration



col·lab·o·ra·tion

/kəˌlabəˈrāSH(ə)n/ 🔊

noun

1. the action of working with someone to produce or create something.
"he wrote on art and architecture **in collaboration with** John Betjeman"
2. traitorous cooperation with an enemy.
"he faces charges of collaboration"



“Collaborative Alternative Team (CAT)”

**TIMALPERS.com**
WEEKLY MONO COUNTY NEWS & INFO
VISIT TODAY >

You are here: [Home](#) • [Past Posts](#) • Collaborative Effort on the Inyo Forest Road Plan

Collaborative Effort on the Inyo Forest Road Plan

by Tom Woods on [September 1, 2009](#) in [Past Posts](#)

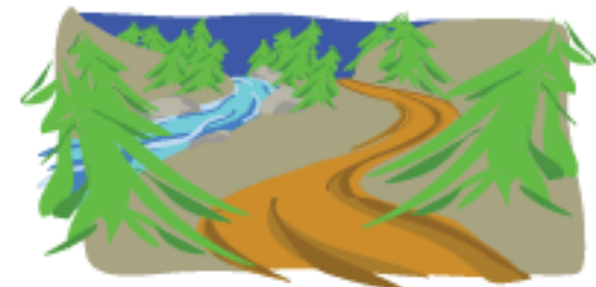
Inyo National Forest Supervisor Jim Upchurch has reached a decision on the issue of how to manage dirt roads and vehicle trails. Considering how acrimonious discussions of forest roads have been in the past, so far the plan has been received well.



Despite the fact that some dirt roads will be closed under this decision, at the Inyo Supervisors meeting on Tuesday, board members appeared supportive of the work that went into the Inyo National Forest Travel Management Plan.

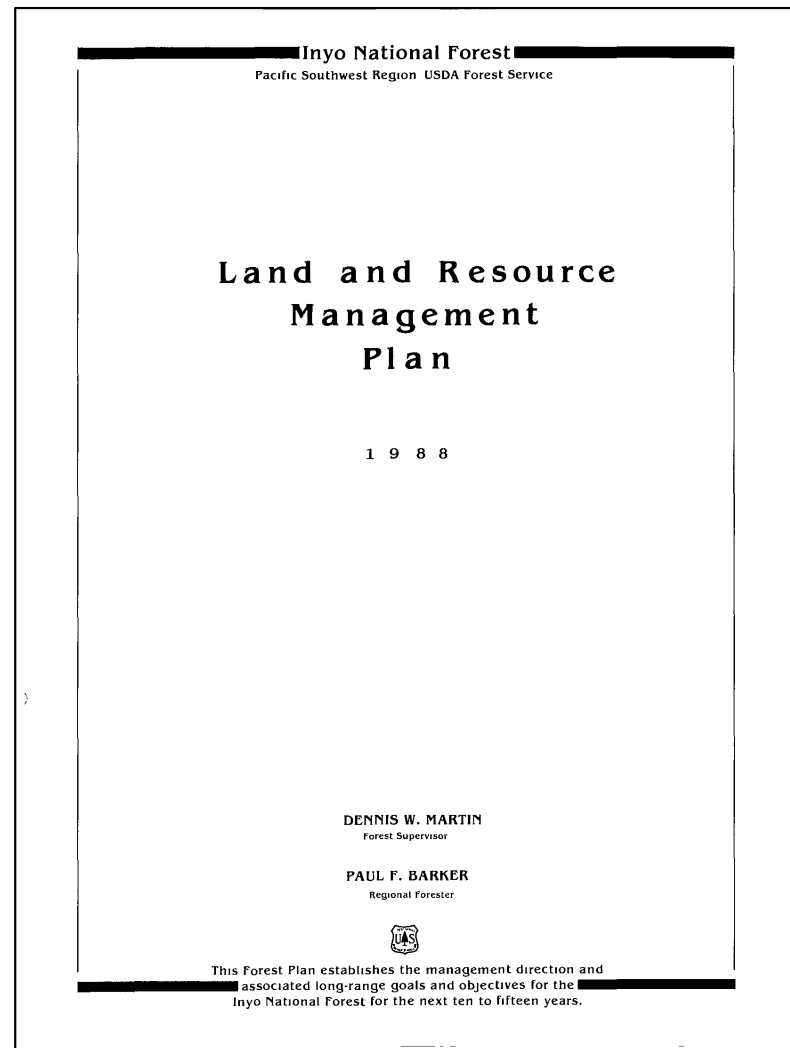
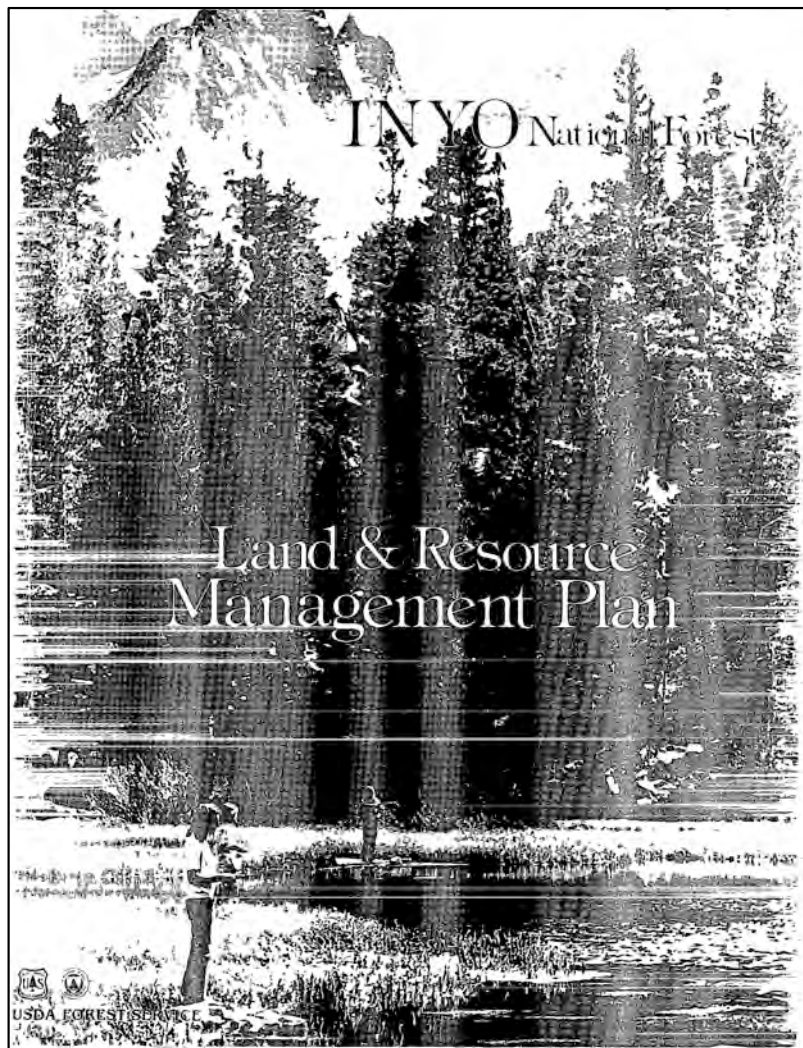
After all the often contentious public meetings over the years, Upchurch chose the compromise plan, known as Alternative 6. This alternative was the plan that a diverse group, members of the Friends of the Inyo, the Advocates for Access to Public Lands, Inyo Supervisors and individuals, had publicly recommended to Upchurch.

There are about 3600 miles of dirt roads and tracks on the Inyo National Forest. About 660 miles of routes and roads are set to be closed under this plan. Some of these roads may be used by people, but others go nowhere, some are over-grown, others still are unneeded duplicates of



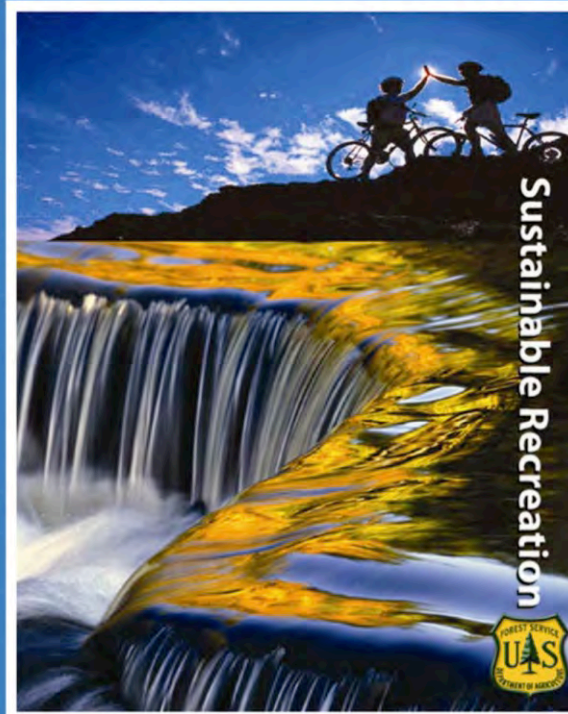
Travel Management





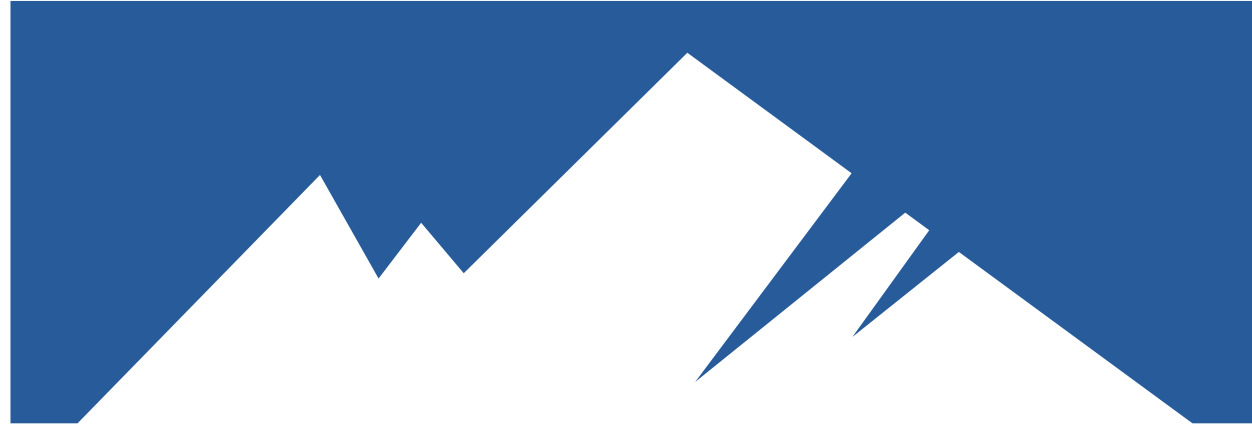
Connecting People with America's Great Outdoors:

A Framework for Sustainable Recreation



*United States Forest Service, USDA
Recreation, Heritage and Volunteer Resources*

June 25, 2010



EASTERN SIERRA
recreation collaborative





EASTERN SIERRA

recreation collaborative





“Kick Off Meeting”



Oct 14, 2014 - Bishop - Cerro Coso Community College

WHAT RECREATION VALUES, PRINCIPLES, OR GUIDELINES DO WE WANT TO SEE INCLUDED IN THE INYO NATIONAL FOREST MANAGEMENT PLAN REVISION?					
STEWARDSHIP AND PARTNERSHIP	DIVERSE USE AND EXPERIENCES	RESOURCE PROTECTION	COMMUNICATION INFRASTRUCTURE	HEALTHY AND SUSTAINABLE	ACCESS FOR ALL
<input checked="" type="checkbox"/> Culture Of Partnership and Citizen Stewardship <input checked="" type="checkbox"/> Maintain Positive Passion of Users <input checked="" type="checkbox"/> Community Stewardship of the Forest (and Vice Versa) <input checked="" type="checkbox"/> Facilitate Opportunities for Stewardship <input checked="" type="checkbox"/> Designated Role for Communities and Groups <input checked="" type="checkbox"/> Not Limited by Agency (USFS) Lack of Resources <input checked="" type="checkbox"/> Instill a Land Ethic to Engender Ownership and Responsibility	<input checked="" type="checkbox"/> Allowance for Broad Recreation Users & Types <input checked="" type="checkbox"/> Provide for a Diversity of Experiences <input checked="" type="checkbox"/> Respecting Others' Values & Differences <input checked="" type="checkbox"/> Provide for Primitive Recreation Opportunities <input checked="" type="checkbox"/> Balanced, Sustainable Opportunities for High Quality Recreation Experiences <input checked="" type="checkbox"/> Solitude	<input checked="" type="checkbox"/> Better Management of Wilderness and Front Country Alike <input checked="" type="checkbox"/> Protection of rare and Sensitive Plant and Animal Species & Habitat <input checked="" type="checkbox"/> Manage the Forest to Avoid Catastrophic Wildfire <input checked="" type="checkbox"/> Common Sense Site Specific Management <input checked="" type="checkbox"/> Limit Night Lighting – Forests Should Be Dark	<input checked="" type="checkbox"/> Education on the Trail and Clear Signage <input checked="" type="checkbox"/> Adequate Signage <input checked="" type="checkbox"/> Maps Based on Type of Use <input checked="" type="checkbox"/> Welcoming, Functioning, Well-Maintained Facilities <input checked="" type="checkbox"/> Caring, Ample, Professional USFS Staff That Fosters Problem Solving Through Creativity	<input checked="" type="checkbox"/> Healthy & Contiguous Habitat for Wildlife Dispersal <input checked="" type="checkbox"/> No Negative Impact to Environment or Resources <input checked="" type="checkbox"/> Maintain and Preserve Health of Land, Plants, & Animals Through Sustainable Use <input checked="" type="checkbox"/> Balance Recreation with Preservation <input checked="" type="checkbox"/> Solitude	<input checked="" type="checkbox"/> Diverse, Accessible, Welcoming Language & Information <input checked="" type="checkbox"/> "This Land Is Our Land" <input checked="" type="checkbox"/> More Kids in the Forest

"Gateway Communities Meetings"



Oct 28 2014 – Big Pine – Big Pine Town Hall

Oct 30 2014 – June Lake – June Lake Community Center



“Finalizing a Recreation Strategy”



Jan 14, 2015 - Bishop - Cerro Coso Community College



**Eastern Sierra Recreation Collaborative
Proposed Recreation Strategy**

Prepared in Support of the
Inyo National Forest Management Plan Revision

January 26, 2015

<http://eastsierrarec.org>

<http://mltpa.org/advocacy/esrc-public-meeting-information>



➤ **52 Desired Conditions**

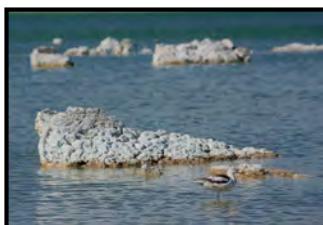
**Spread over the 6 ESRC
“Values, Principles and
Guidelines” that make up the
ESRC “Recreation Lens”**



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

Why

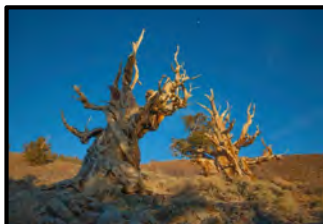
What



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



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**

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

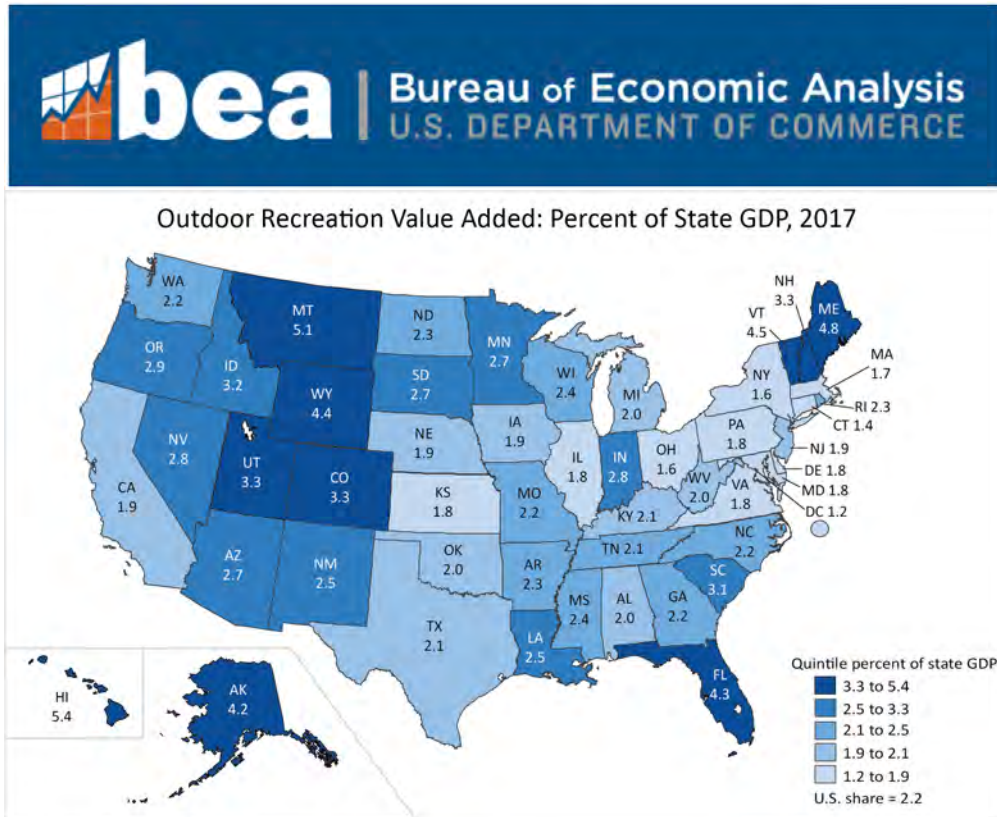
In Wages and Salaries

\$6.2 BILLION

In State and Local Tax
Revenue



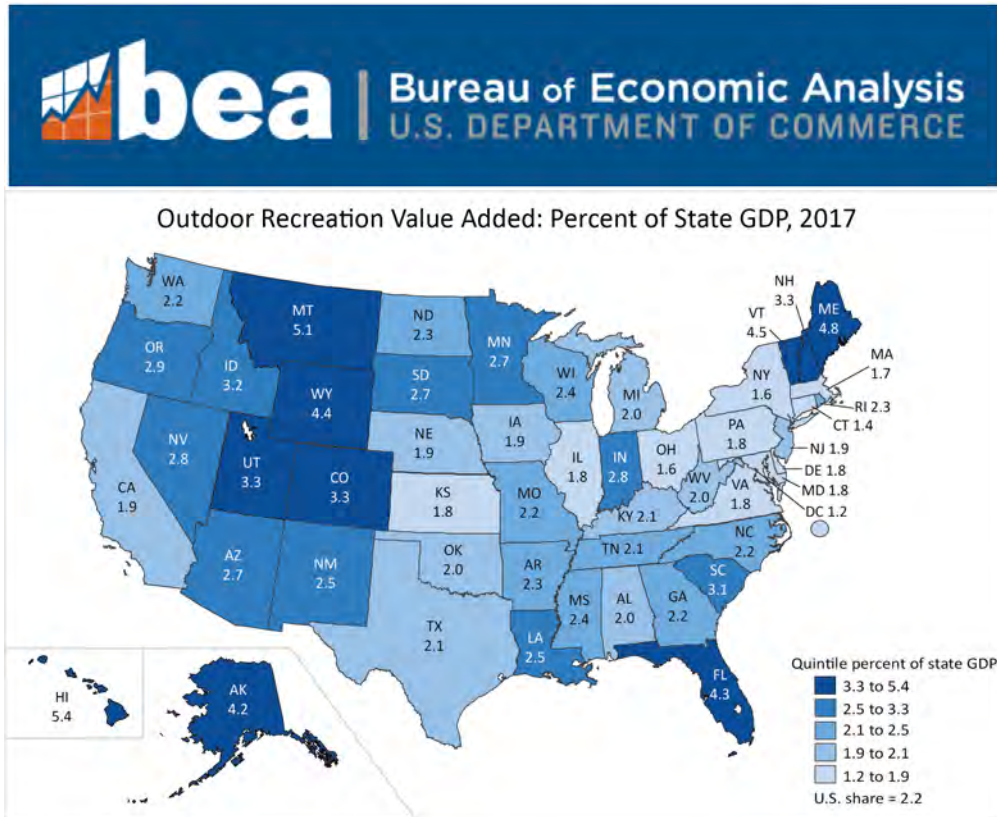
September 20, 2019



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.”

September 20, 2019



U.S. Bureau of Economic Analysis

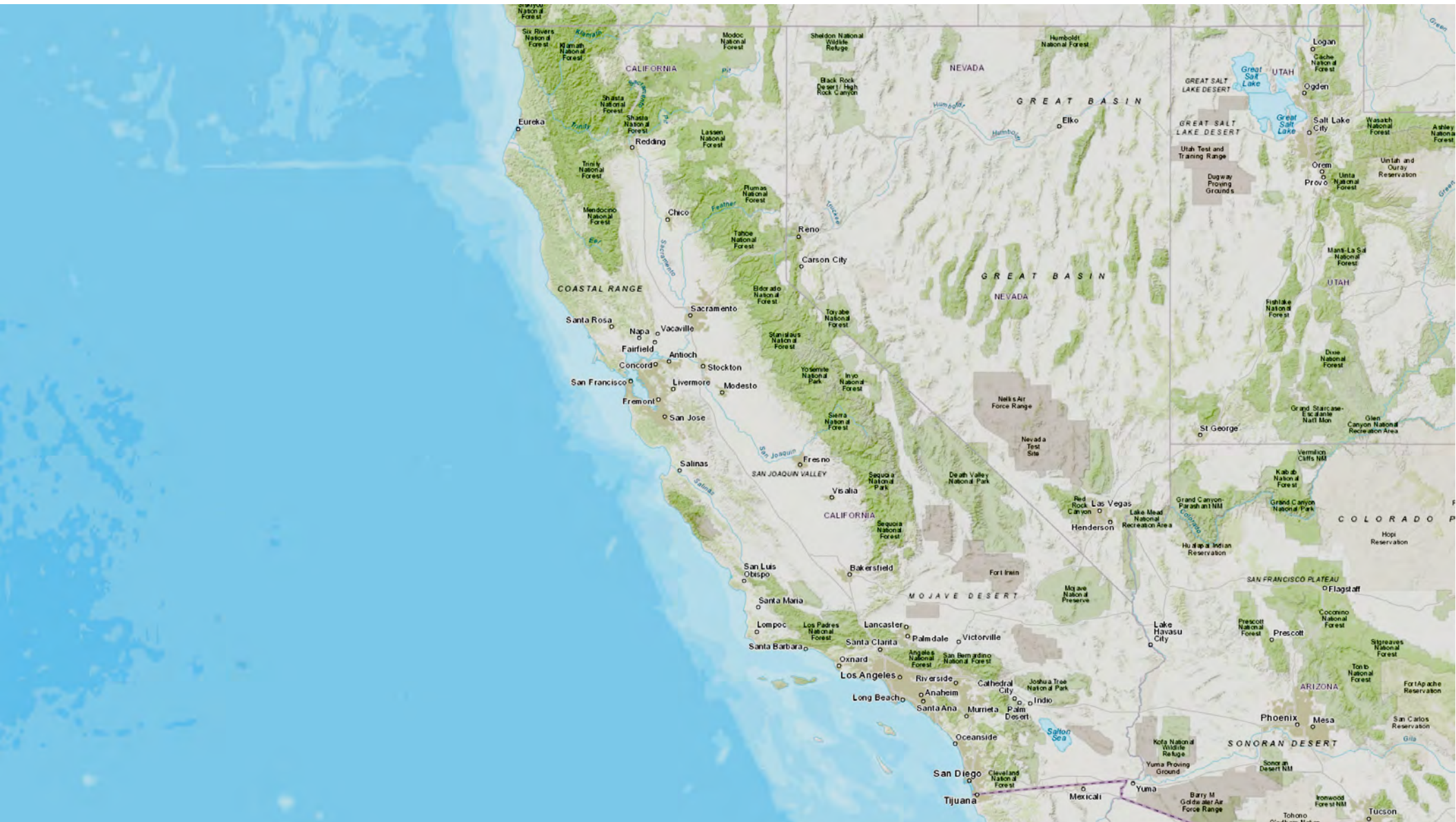
“The Outdoor Recreation Satellite Account (ORSA) also shows that inflation-adjusted (real) GDP for the outdoor recreation economy grew by 3.9 percent in 2017, faster than the 2.4 percent growth of the overall U.S. economy. Real gross output, compensation, and employment all grew faster in outdoor recreation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

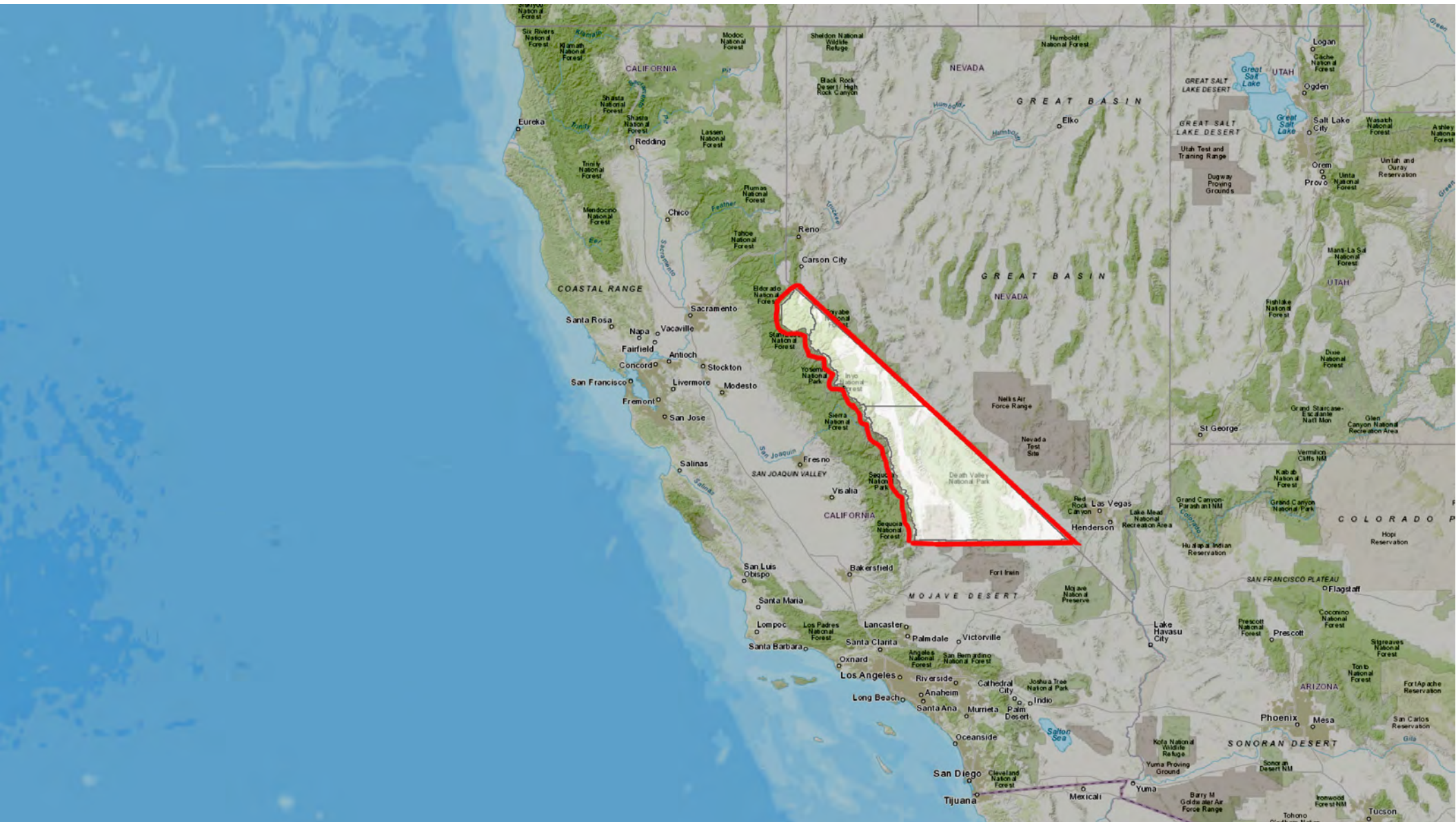


September 17 , 2018



August 30, 2019

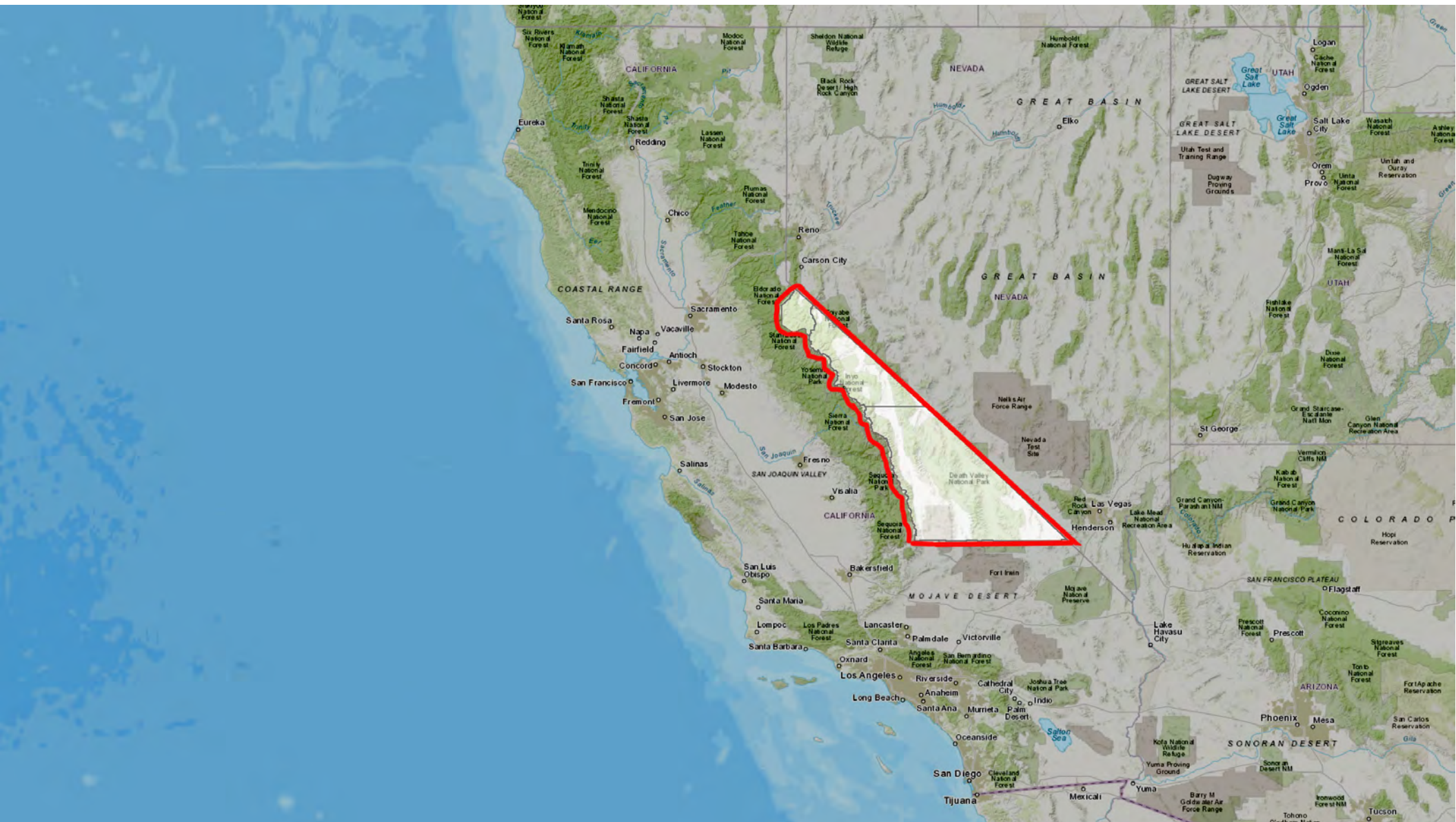












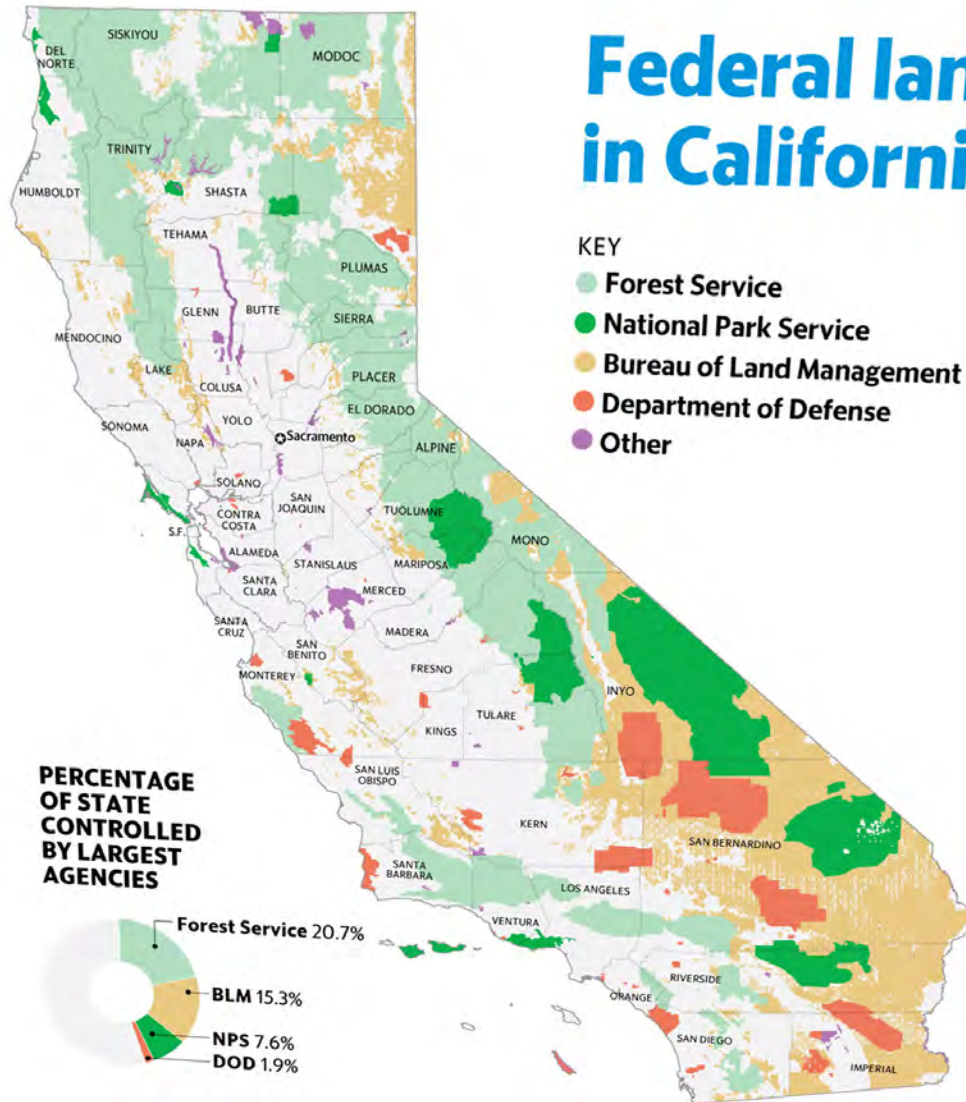
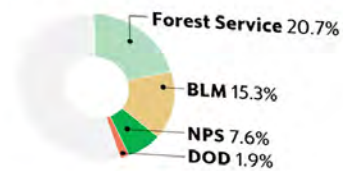


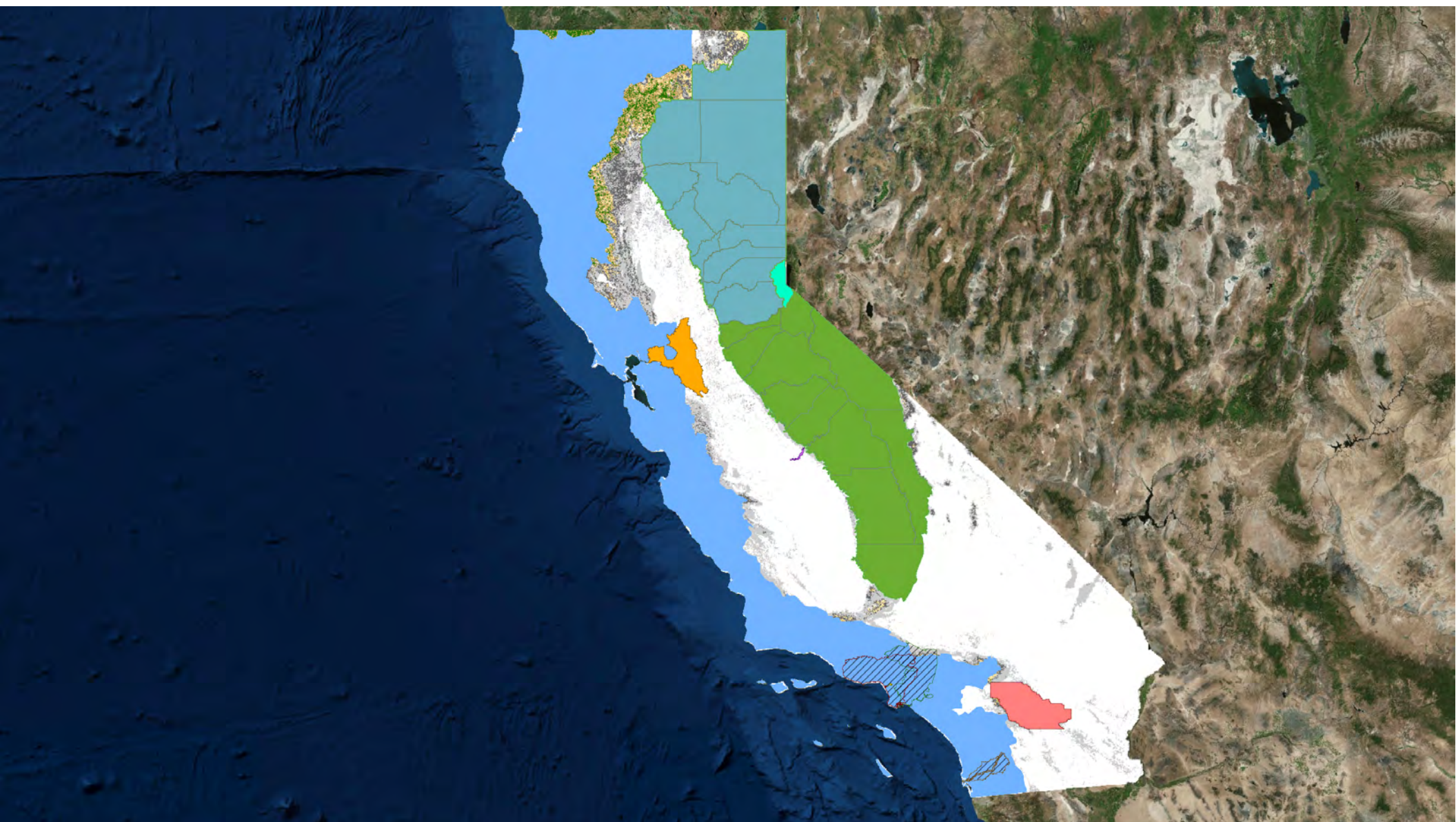
Federal land in California

KEY

- Forest Service
- National Park Service
- Bureau of Land Management
- Department of Defense
- Other

PERCENTAGE OF STATE CONTROLLED BY LARGEST AGENCIES









SIERRA NEVADA
CONSERVANCY

Securing California's Environmental and Economic Future

Protecting and Restoring the HEALTH and RESILIENCE of Sierra Nevada WATERSHEDS and COMMUNITIES

The Sierra Nevada Conservancy Strategic Plan 2019-2024

VIBRANT RECREATION AND TOURISM

Enhance, promote, and develop sustainable recreation and tourism opportunities in the Sierra Nevada Region.

The Sierra Nevada Region offers tremendous outdoor recreation opportunities that both rely on healthy watersheds and forests and support tourism and economic growth in California's rural communities.

INCREASE ACCESS TO PUBLIC LANDS

For many of the communities in the Region, revenue from recreation and tourism represents the largest portions of their economies, and jobs from recreation provide residents with the opportunity to work and thrive in their communities. Consistent with a surging national interest in outdoor recreation's role in the U.S. economy, the Sierra Nevada's outdoor recreation spectrum runs the full gamut: from highly developed ski resorts to backcountry wilderness; thousands of miles of trails for off highway vehicles, over snow vehicles, mountain biking, equestrianism, and hiking; world class fishing and hunting opportunities for a wide range of game; golf courses, marinas, wineries, and public parks; wildlife refuges; caves; and wild rivers. There is also a rich collection of cultural, historic, heritage, and tribal tourism attractions which are tied to both Californian and national history.

Information from the California Travel Impacts Report 2000-2017, completed in May 2018

IMPROVE LOCAL ECONOMIES

for Visit California, the state's tourism marketing agency, and the Governor's Office of Business Development, indicates that the Sierra Nevada Region generates billions of dollars in revenue annually. Visit California spends more than \$120 million per year marketing California to travelers around the world and relies heavily on the images and experiences produced in the Sierra Nevada Region. The collection of experiences available to Californians and visitors from around the world

make the Sierra Nevada a critical component of the California Experience.

Today, however, many of these benefits are at risk. A changing climate will likely affect recreational activities dependent on snow as well as summer activities dependent on water resources. If the size and scope of severe fire and tree mortality continue to grow due to climate change and drought, these resources and economic contributors may go away completely and take centuries, if ever, to return. Furthermore, recent policy objectives on both the federal and state level actively reinforce the timeliness of SNC investment in recreation and tourism and encourage action to take advantage of rising opportunities.

Providing for vibrant recreation and tourism across the Region is fundamentally linked with the outcomes of the other Regional Goals. Sustainable recreation and tourism is dependent upon, and connected to, the health and resilience of Sierra Nevada's communities and the ecological health of California's watersheds and forests. Working with partners to thoughtfully implement the strategies supporting this goal will protect these benefits and the resources that are unique to the Sierra Nevada Region.

This goal specifically addresses the SNC statutory program requirements to provide increased opportunities for recreation and tourism and increased access to public lands in a more significant way than previous efforts, and it may contribute to implementing existing state, federal, and local recreation plans for the Region.

Given all the above, the SNC will undertake the following strategies for the Vibrant Recreation and Tourism Regional Goal:

SUPPORT SUSTAINABLE RECREATION



The Initiative



VIBRANT RECREATION AND TOURISM

Enhance, promote, and develop sustainable recreation and tourism opportunities in the Sierra Nevada Region.

The Sierra Nevada Region offers tremendous outdoor recreation opportunities that both rely on healthy watersheds and forests and support tourism and economic growth in California's rural communities.

INCREASE ACCESS TO PUBLIC LANDS

For many of the communities in the Region, revenue from recreation and tourism represents the largest portions of their economies, and jobs from recreation provide residents with the opportunity to work and thrive in their communities. Consistent with a surging national interest in outdoor recreation's role in the U.S. economy, the Sierra Nevada's outdoor recreation spectrum runs the full gamut: from highly developed ski resorts to backcountry wilderness; thousands of miles of trails for off highway vehicles, over snow vehicles, mountain biking, equestrianism and hiking; world class fishing and hunting opportunities for a wide range of species; and public lands along rivers. There is also a rich collection of cultural, historic, heritage, and tribal tourism attractions which are tied to both Californian and national history.

Information from the California Travel Impacts Report 2000-2017, completed in May 2018

IMPROVE LOCAL ECONOMIES

Development, indicates that the Sierra Nevada Region generates billions of dollars in revenue annually. Visit California spends more than \$120 million per year marketing California to travelers around the world and relies heavily on the images and experiences produced in the Sierra Nevada Region. The collection of experiences available to Californians and visitors from around the world

make the Sierra Nevada a critical component of the California Experience.

Today, however, many of these benefits are at risk. A changing climate will likely affect recreational activities dependent on snow as well as summer activities dependent on water resources. If the size and severity of fire and tree mortality continue to grow due to climate change and drought, these resources and economic contributors may go away completely and take centuries, if ever, to return. Furthermore, recent policy objectives on both the federal and state level actively reinforce the time and investment in recreation and tourism to encourage action to take advantage of rising opportunities.

Providing for vibrant recreation and tourism across the Region is fundamentally linked with the outcomes of the other Regional Sustainable Development and Tourism Objectives upon, and connected to, the health and resilience

of Sierra Nevada's communities and the ecological health of California's watersheds and forests. Working in partnership to thoughtfully implement these strategies supporting this goal will protect these communities and the resources that are unique to the Sierra Nevada Region.

This plan specifically addresses the SNC statutory program commitments to provide increased opportunities for recreation and tourism and increased access to public lands in a more significant way through various efforts, and it may contribute to implementing existing state, federal, and local recreation plans for the Region.

Given all the above, the SNC will undertake the following strategies for the Vibrant Recreation and Tourism Regional Goal:



The Initiative



June 5, 2018



SIERRA NEVADA
CONSERVANCY



SIERRA NEVADA
CONSERVANCY

\$618,750

March 7, 2019



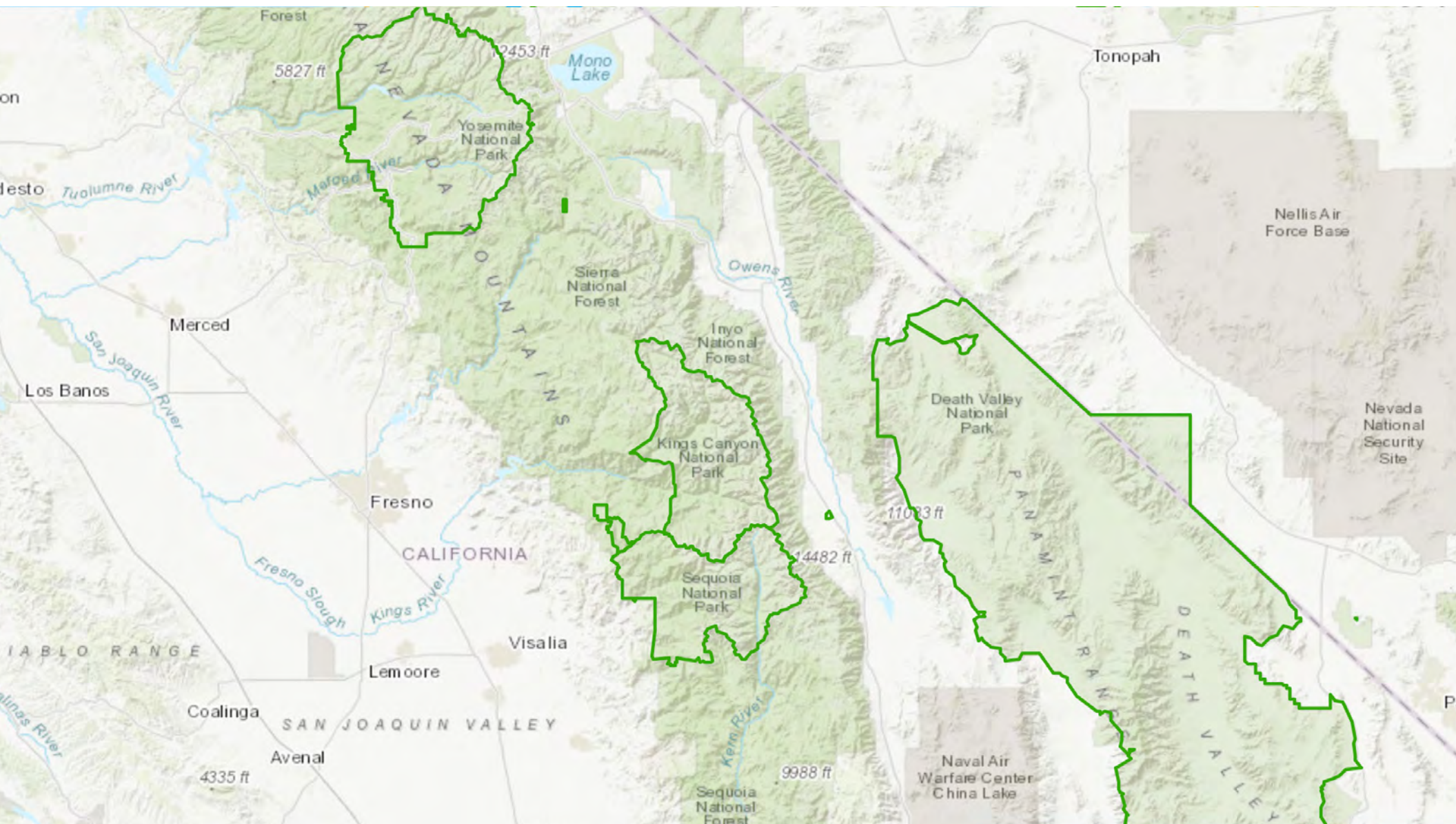
EASTERN SIERRA

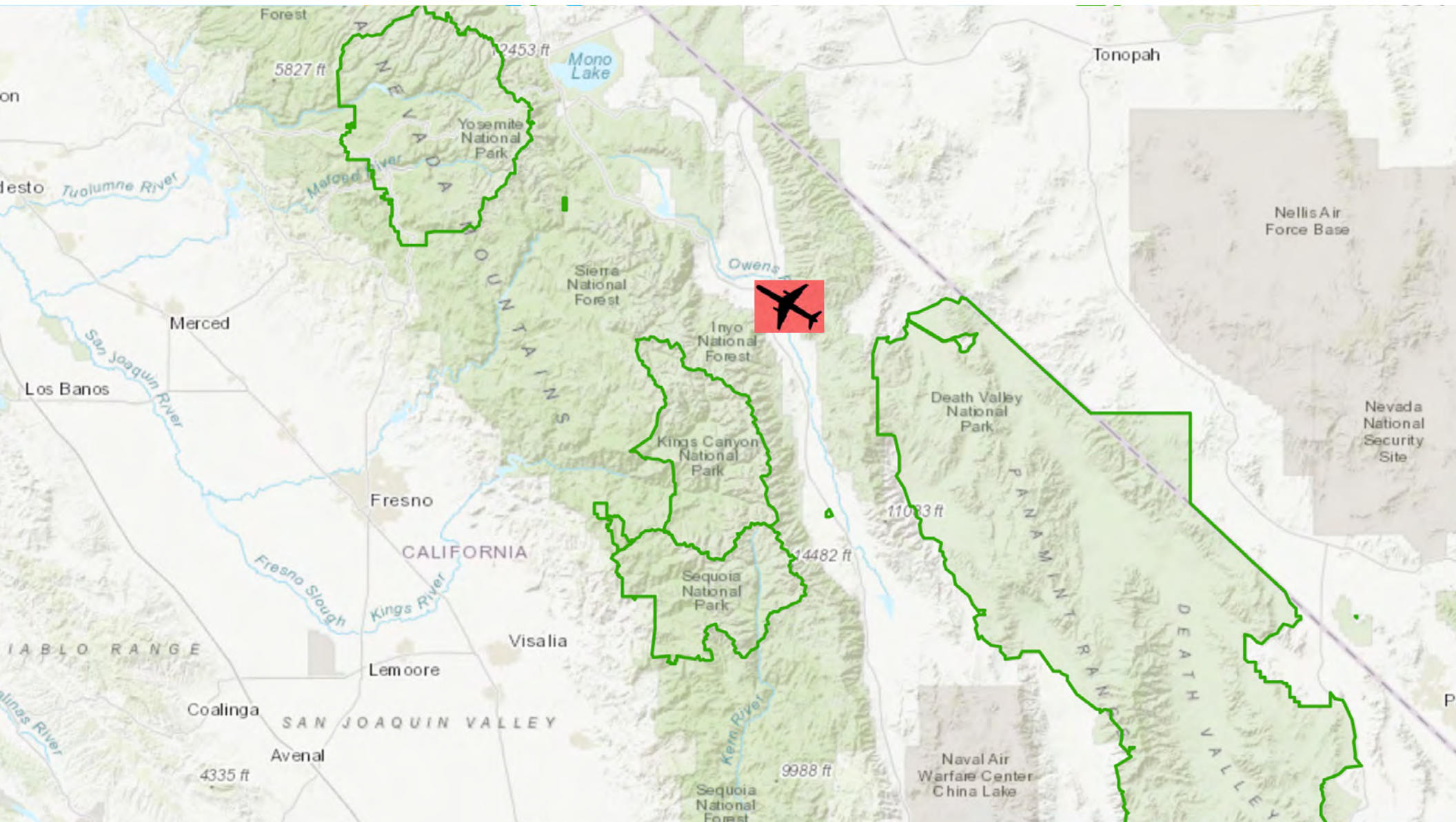
Sustainable Recreation Partnership

SUSTAINABLE RECREATION & TOURISM INITIATIVE

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









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.*



[◀ BACK TO PROGRAMS](#)

Destination Stewardship



Destination 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.

9/20/2019

[◀ BACK TO PROGRAMS](#)

Destination Stewardship



Destination 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.

9/20/2019



Regions Rise Together

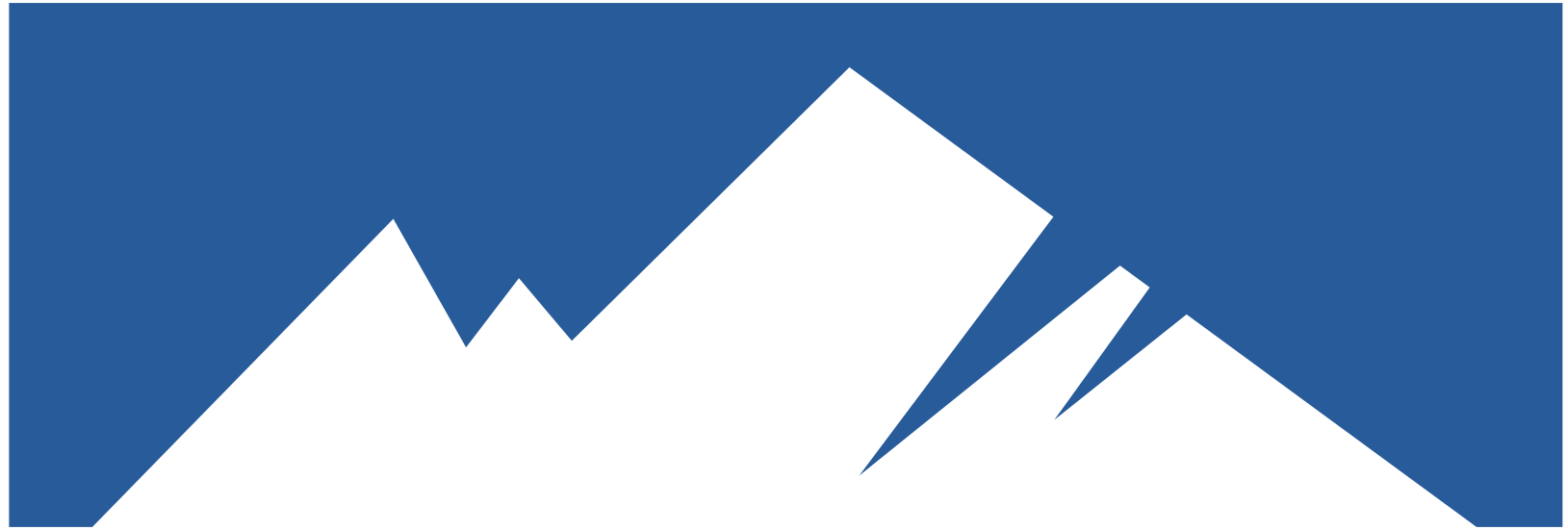
***Achieving inclusive and
sustainable growth across
all of California***

9/20/2019

September 2019



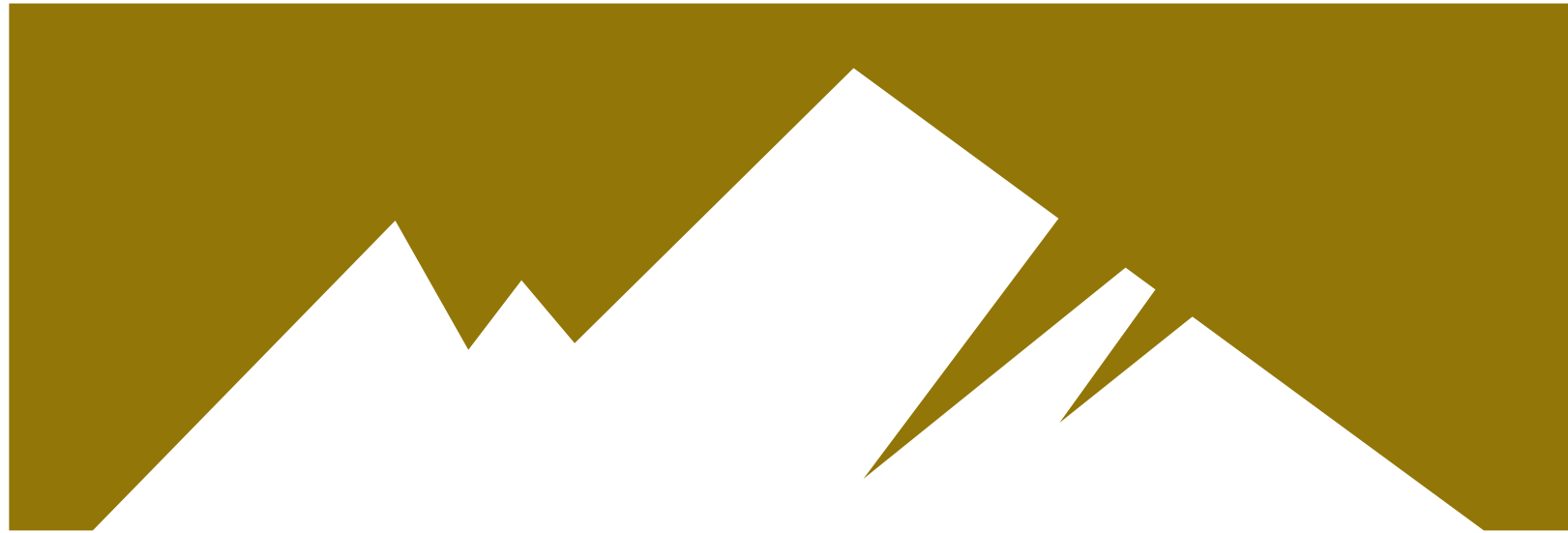
Why
What
How



EASTERN SIERRA

recreation collaborative





EASTERN SIERRA

Sustainable Recreation Partnership



July 18, 2017

- Mono County/Town of Mammoth Lakes joint meeting

July 18, 2017

- Mono County/Town of Mammoth Lakes joint meeting

July 2018

- Non Funded Challenge Cost Share Agreement
 - Mono County
 - Town of Mammoth Lakes
 - Inyo National Forest (USFS Region 5)
 - Humboldt/Toiyabe National Forest (USFS Region 4)

July 18, 2017

- Mono County/Town of Mammoth Lakes joint meeting

July 2018

- **Non Funded Challenge Cost Share Agreement**
 - Mono County
 - Town of Mammoth Lakes
 - Inyo National Forest (USFS Region 5)
 - Humboldt/Toiyabe National Forest (USFS Region 4)

"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**."

"**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**."

"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."

"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."

"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."

"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."

"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;

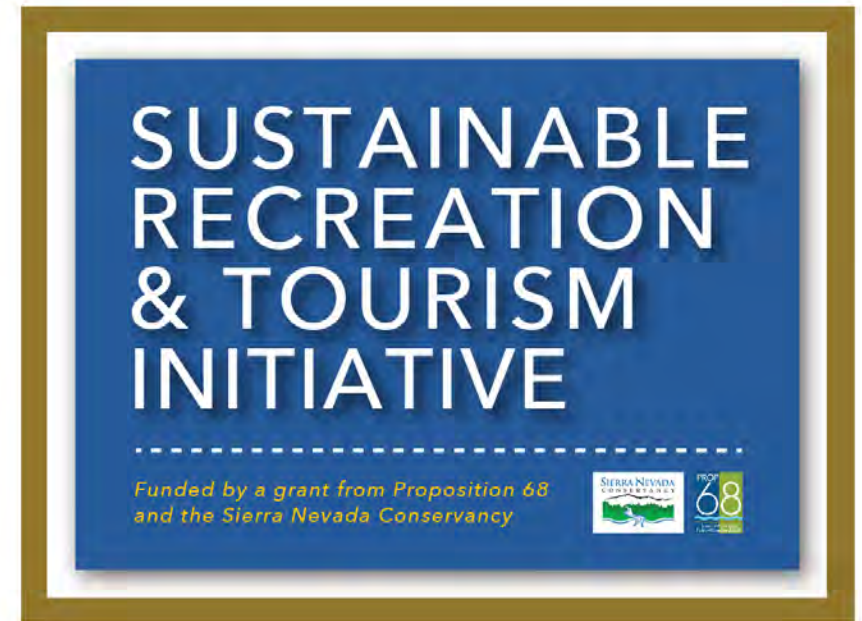
"County town recreational infrastructure maintenance, rehabilitation and new projects; identification and work program development; and

"Project planning including environmental review."



EASTERN SIERRA

Sustainable Recreation Partnership





\$618,750

March 7, 2019



ESSRP: Sustainable Recreation and Tourism Grant

NB: Project Budget Tasks Re-Ordered April 24, 2019

PROJECT COSTS: BUDGET CATEGORIES		SNC FUNDING
Regional Recreation Stakeholder Engagement — Del. #1	MEETINGS	TOTAL
Facilitator, event management, partner coordination	12	21,000
Convening and regional travel (quarterly)	12	12,000
Equipment rental & printing (quarterly)	12	6,000
Marketing, advertising, and promotion (quarterly)	12	15,000
Public Meeting reporting/documentation; website postings	12	6,000
Subtotal =		60,000
Climate Adaptation and Resilience Assessment — Del. #2	PROJECTS	TOTAL
Data collection & existing literature review (federal, state)	1	7,500
Data management and analysis	1	10,000
Climate Report: drafting and review	1	30,000
Climate Report: final document	1	10,000
Messaging development, outreach, and circulation	1	7,500
Subtotal =		65,000
Connection to Eastern Sierra Visitor Audience — Del. #3	PROJECTS	TOTAL
Website and content management	1	45,000
Partner development (Leave No Trace, CA climate change)	1	5,000
Convening and facilitation of Regional Marketing Partners	8	10,000
Deployment of Sierra Nevada Geotourism data and content	1	10,000
Brand/messaging development and approvals	1	30,000
Collateral and digital content production	1	40,000
Subtotal =		140,000
Project Prioritization and Implementation Plan — Del. #4	PROJECTS	TOTAL
Funding opportunities for ESSRP projects w/SNC staff	12	30,000
Development of recommended ESSRP projects for funding	8	100,000
Development of environmental analyses for ESSRP projects	8	100,000
Subtotal =		230,000
4 Deliverables subtotal =		495,000
SNC Project Reporting, Performance Measures	@ 15%	74,250
Administrative costs for Deliverables 1 - 4	@ 10%	49,500
GRANT TOTAL:		\$618,750

ESSRP: Sustainable Recreation and Tourism Grant

NB: Project Schedule Tasks Re-Ordered April 24, 2019

PROJECT SCHEDULE: TASKS / DELIVERABLES	TIMELINE
NOTE: Assumes project calendar May 2019–March 2022	
Regional Recreation Stakeholder Engagement — Del. #1	May 2019–Jan. 2022
12 quarterly Regional Recreation Stakeholder meetings	
12 meeting reports/outcomes posted to website	
Regular reporting and coordination with ESSRP (ongoing)	
Final deliverable reporting	Feb. 2022
Climate Adaptation and Resilience Assessment — Del. #2	
Data collection/existing literature review (fed., state, etc.)	May 2019–Sept. 2020
Data management and analysis (ongoing)	May 2019–Sept. 2020
1 report: drafting and review	Oct. 2019–June 2020
1 report: drafting of final document	June–Aug. 2020
1 draft messaging program: messaging, outreach, circulation	June–Aug. 2020
1 final messaging program	Sept. 2020
1 final report and distribution	Sept. 2020
Final deliverable reporting	Feb. 2022
Connection to Eastern Sierra Visitor Audience — Del. #3	
1 website and its content management	May 2019–Jan. 2022
6 partner opportunities: national, state, regional	May 2019–Mar. 2020
Analysis/integration of Geotourism data and content	May 2019–Mar. 2020
8 Regional Marketing Partners meetings (quarterly)	Mar. 2020–Jan. 2022
1 brand and messaging package development	Sept. 2020–Sept. 2021
Collateral and digital content production and distribution	Sept. 2021–Jan. 2022
Final deliverable reporting	Feb. 2022
Project Prioritization and Implementation Plan — Del. #4	May 2019 – Jan. 2022
12 reviews with SNC staff for ESSRP project funding	
8 ESSRP projects developed for project funding	
8 ESSRP projects developed for funding of enviro. analysis	
Final deliverable reporting	Feb. 2022
Estimated Project Completion Date	Feb. 2022

The Eastern Sierra Council of Governments (ESCOG)



ESCOG Regular/Recent Agenda Items

- Sustainable Recreation
- Digital 395 + Broadband Consortium
- Reliable Regional Air Service
- Housing
- Topics of Regional Concern

ESCOG Regular/Recent Agenda Items

- Sustainable Recreation
- Digital 395 + Broadband Consortium
- Reliable Regional Air Service
- Housing
- Topics of Regional Concern

ESCOG Administration

- Share a Common Clerk
- Joint Powers Authority

Applicant: Town of Mammoth Lakes*

Authorized Representative Dan Holler, Town Manager

Telephone/Email (760) 965-3601;
dholler@townofmammothlakes.ca.gov

Project Manager (if different than Authorized Rep.): N/A

Telephone/Email: N/A

Project Title: Eastern Sierra Office of Sustainable Recreation and Tourism

SNC Sub region: East

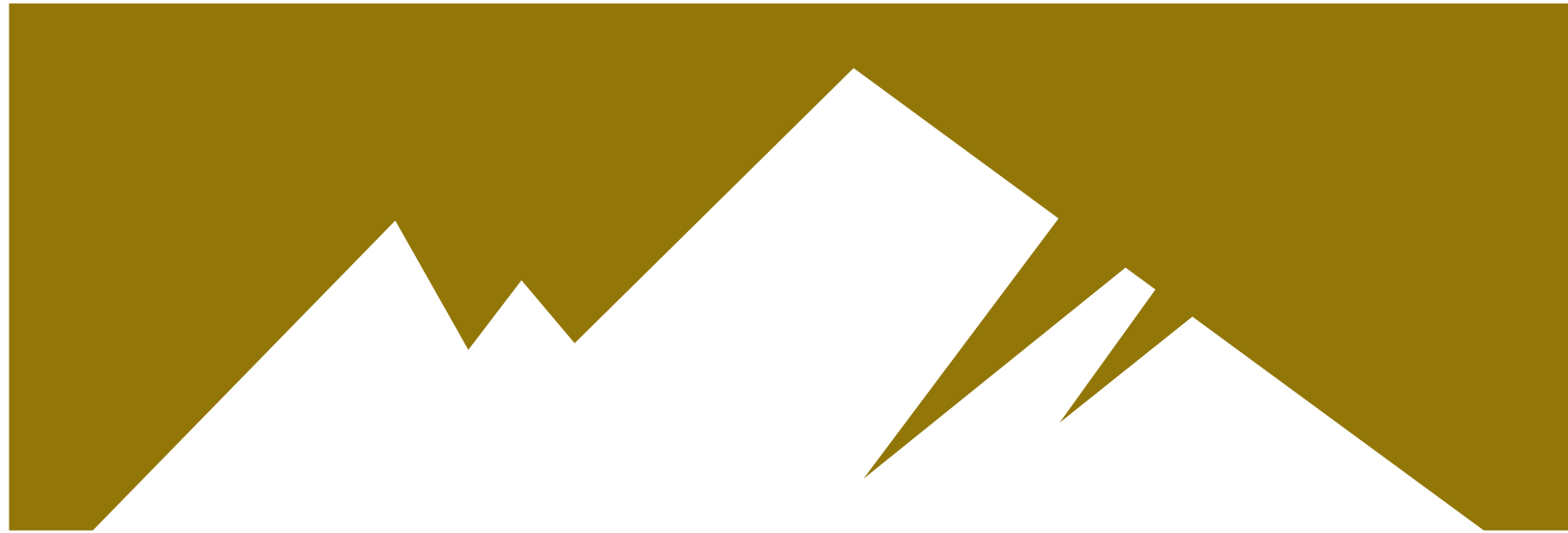
County: Mono, Inyo, Alpine

Area Representative: Matt Driscoll

Funding Amount Requested: \$618,750

“* The original intent was for this application to have been submitted by the Eastern Sierra Council of Governments (ESCOG) through a Joint Powers Authority (JPA) agreement that is currently under negotiation. **As the JPA has yet to be finalized, the Town of Mammoth Lakes respectfully submits this application of behalf of its regional partners.**”

“* The original intent was for this application to have been submitted by the Eastern Sierra Council of Governments (ESCOG) through a Joint Powers Authority (JPA) agreement that is currently under negotiation. **As the JPA has yet to be finalized, the Town of Mammoth Lakes respectfully submits this application of behalf of its regional partners.”**



EASTERN SIERRA

Sustainable Recreation Partnership



Why

What

How

Who



Other Potential Signatories to the ESSRP

- City of Bishop
- Inyo County
- Alpine County

Other Potential Signatories to the ESSRP

- City of Bishop
- Inyo County
- Alpine County – voted to Join on August 20, 2019

Other Potential Signatories to the ESSRP

- City of Bishop - voted to Join on September 9, 2019
- Inyo County
- Alpine County – voted to Join on August 20, 2019

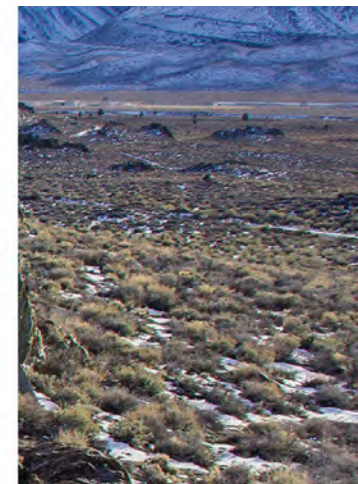
Why

What

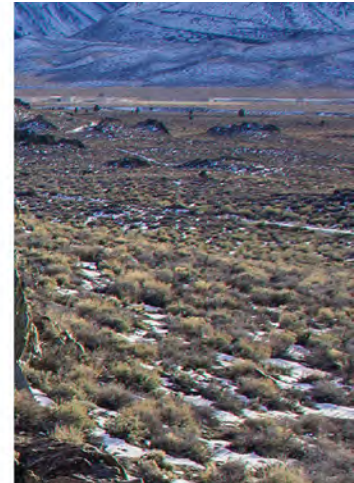
How

Who

When

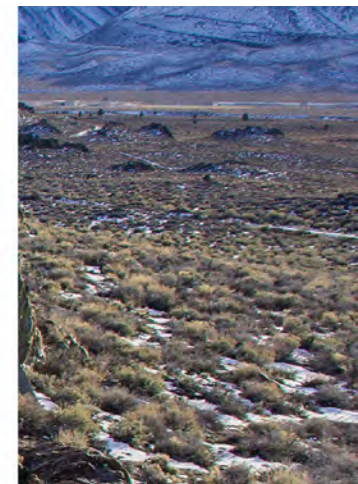


Deliverable #1 – “Regional Recreation Stakeholder Engagement”

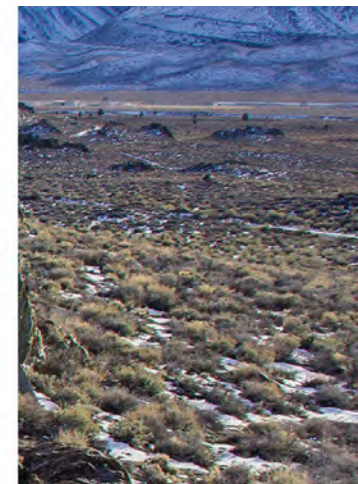


Deliverable #1 – “Regional Recreation Stakeholder Engagement”

Deliverable #2 – “Climate Adaptation and Resilience Assessment”



- Deliverable #1 – “Regional Recreation Stakeholder Engagement”
- Deliverable #2 – “Climate Adaptation and Resilience Assessment”
- Deliverable #3 – “Connection to the Eastern Sierra Visitor Audience”



- Deliverable #1 – “Regional Recreation Stakeholder Engagement”
- Deliverable #2 – “Climate Adaptation and Resilience Assessment”
- Deliverable #3 – “Connection to the Eastern Sierra Visitor Audience”
- Deliverable #4 – “Project Prioritization and Implementation Plan”

Deliverable #1 – September 2019 through January 2022



Project Description: "Regional Recreation Stakeholder Engagement" is the official name for Track 1 of the "Sustainable Recreation and Tourism Initiative". Efforts will include 12 facilitated meetings in Inyo, Mono, and Alpine counties starting in September of 2019. Stakeholder consensus, identified challenges, and emerging trends will be documented and shared on the project web page. Through these efforts, public support can be identified for programs and on the ground infrastructure investments.

Deliverable #1 – September 2019 through January 2022



Project Description: "Regional Recreation Stakeholder Engagement" is the official name for Track 1 of the "Sustainable Recreation and Tourism Initiative". Efforts will include 12 facilitated meetings in Inyo, Mono, and Alpine counties starting in September of 2019. Stakeholder consensus, identified challenges, and emerging trends will be documented and shared on the project web page. Through these efforts, public support can be identified for programs and on the ground infrastructure investments.

Deliverable #2 – September 2019 through September 2020



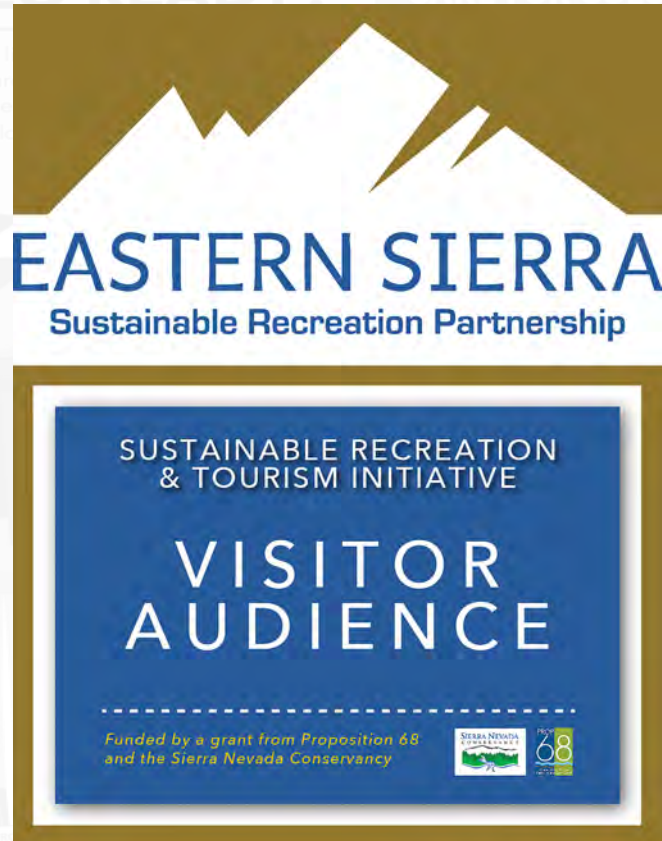
Project Description: "Climate Adaptation and Resilience Assessment" is the official name of Track 2 of the "Sustainable Recreation and Tourism Initiative". This track will produce a report developed through the "lens" of sustainable recreation documenting the value of natural-resource capital in the Eastern Sierra and the region's outdoor recreation economy. Also included will be a targeted messaging program to ensure meaningful and efficient distribution of the report's findings.

Deliverable #2 – September 2019 through September 2020



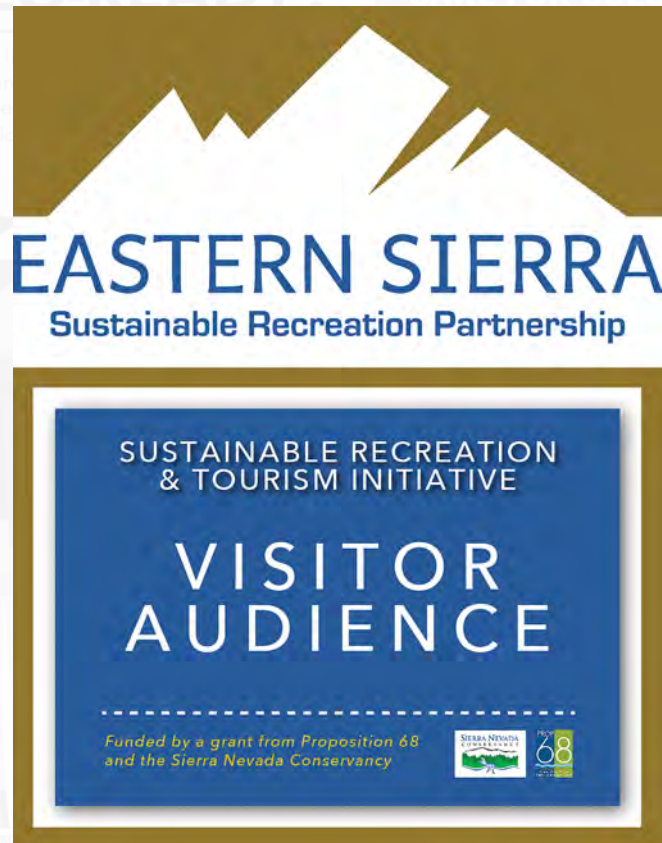
Project Description: "Climate Adaptation and Resilience Assessment" is the official name of Track 2 of the "Sustainable Recreation and Tourism Initiative". This track will produce a report developed through the "lens" of sustainable recreation documenting the value of natural-resource capital in the Eastern Sierra and the region's outdoor recreation economy. Also included will be a targeted messaging program to ensure meaningful and efficient distribution of the report's findings.

Deliverable #3 – November 2019 through January 2022



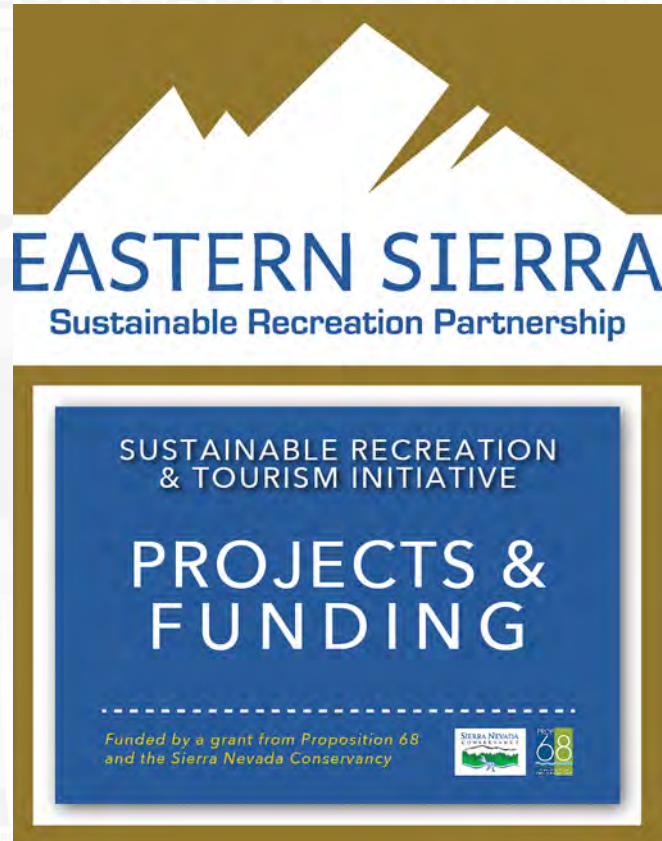
Project Description: "Connection to the Eastern Sierra Visitor Audience" is the official name of Track 3 of the "Sustainable Recreation and Tourism Initiative". Invited participants will convene for 8 quarterly meetings to assist with the creation of a 21st-century regional recreation identity for the Eastern Sierra. The overarching goal will be the development of the tools necessary to more efficiently and effectively communicate with the region's outdoor recreation audience.

Deliverable #3 – November 2019 through January 2022



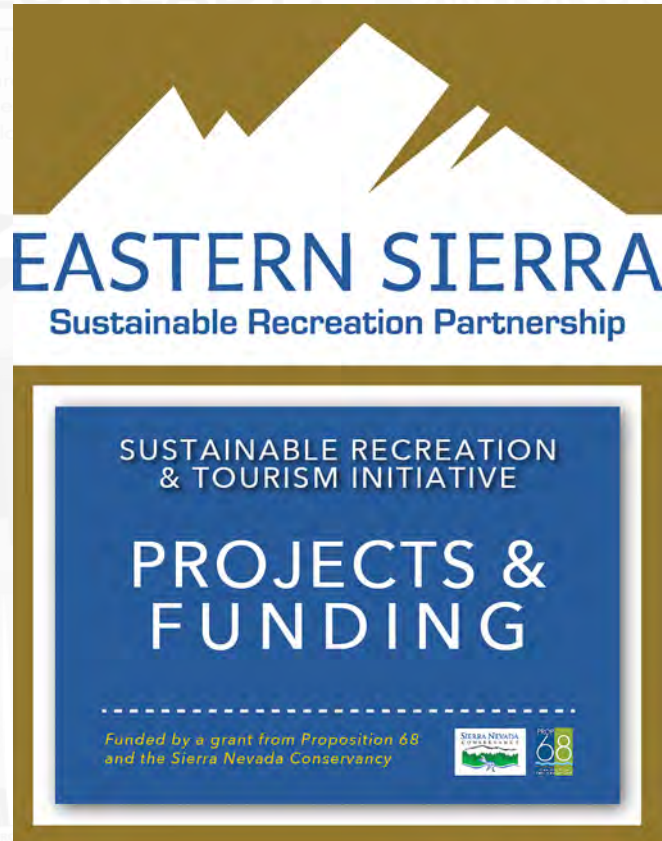
Project Description: "Connection to the Eastern Sierra Visitor Audience" is the official name of Track 3 of the "Sustainable Recreation and Tourism Initiative". **Invited participants will convene for 8 quarterly meetings to assist with the creation of a 21st-century regional recreation identity for the Eastern Sierra. The overarching goal will be the development of the tools necessary to more efficiently and effectively communicate with the region's outdoor recreation audience.**

Deliverable #4 – May 2019 through January 2022



Project Description: “Project Prioritization and Implementation Plan” is the official name of Track 4 of the “Sustainable Recreation and Tourism Initiative”. The ESSRP will collaborate with recreation stakeholders to identify projects eligible for funding via “out-of-region” financial opportunities. The “Sustainable Recreation and Tourism Initiative” will then provide technical assistance for the development of identified projects for their funding applications.

Deliverable #4 – May 2019 through January 2022



Project Description: “Project Prioritization and Implementation Plan” is the official name of Track 4 of the “Sustainable Recreation and Tourism Initiative”. **The ESSRP will collaborate with recreation stakeholders to identify projects eligible for funding via “out-of-region” financial opportunities. The “Sustainable Recreation and Tourism Initiative” will then provide technical assistance for the development of identified projects for their funding applications.**

Sign up to be kept informed
on all things ESSRP, including
the "Sustainable Recreation
and Tourism" project funded
by 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 JURISDICTIONS



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



KEEP ME INFORMED!

FIRST NAME*

LAST NAME*

EMAIL*

Send

ESSRP'S Sustainable Recreation and Tourism News Sign-Up

Thank you for expressing your desire to be kept informed on upcoming efforts by the Eastern Sierra Sustainable Recreation Partnership (ESSRP) and its "Sustainable Recreation and Tourism Project" funded by the Sierra Nevada Conservancy. As a grass roots effort, we very much appreciate the willingness of citizens such as yourself to stay engaged!

Here's what you need to know:

- Please fill out the fields under "Keep Me Informed" to receive ESSRP information and communications.
- We will remind you when public meetings or other events are happening and with plenty of advance notice.
- In an effort to spare expense, MLTPA (Mammoth Lakes Trails & Public Access Foundation) will be hosting ESSRP communications and providing supplementary online capacity. By providing your contact information, you will be added to the ESSRP mailing list hosted by MLTPA.

Thank you for your desire to stay informed!

Funding for the ESSRP Sustainable Recreation and Tourism Project has been provided by the Sierra Nevada Conservancy, an agency of the State of California.



[HOME](#) [ABOUT US](#) [PROJECTS](#) [SUPPORT](#) [ADVOCACY](#) [BLOG](#) [CONTACT](#)



<i>"WHAT RECREATION VALUES, PRINCIPLES, OR GUIDELINES DO WE WANT TO SEE INCLUDED IN THE INYO NATIONAL FOREST MANAGEMENT PLAN REVISION?" – EASTERN SIERRA RECREATION COLLABORATIVE, OCTOBER 14, 2014</i>					
STEWARDSHIP AND PARTNERSHIP	DIVERSE USE AND EXPERIENCES	RESOURCE PROTECTION	COMMUNICATION INFRASTRUCTURE	HEALTHY AND SUSTAINABLE	ACCESS FOR ALL
<input checked="" type="checkbox"/> Culture of Partnership and Citizen Stewardship <input checked="" type="checkbox"/> Maintain Positive Passion of Users <input checked="" type="checkbox"/> Community Stewardship of the Forest (and Vice Versa) <input checked="" type="checkbox"/> Facilitate Opportunities for Stewardship <input checked="" type="checkbox"/> Designated Role for Communities and Groups <input checked="" type="checkbox"/> Not Limited by Agency (USFS) Lack of Resources <input checked="" type="checkbox"/> Instill a Land Ethic to Engender Ownership and Responsibility	<input checked="" type="checkbox"/> Allowance for Broad Recreation Users & Types <input checked="" type="checkbox"/> Provide for a Diversity of Experiences <input checked="" type="checkbox"/> Respecting Others' Values & Differences <input checked="" type="checkbox"/> Provide for Primitive Recreation Opportunities <input checked="" type="checkbox"/> Balanced, Sustainable Opportunities for High Quality Recreation Experiences <input checked="" type="checkbox"/> Solitude	<input checked="" type="checkbox"/> Better Management of Wilderness and Front Country Alike <input checked="" type="checkbox"/> Protection of rare and Sensitive Plant and Animal Species & Habitat <input checked="" type="checkbox"/> Manage the Forest to Avoid Catastrophic Wildfire <input checked="" type="checkbox"/> Common Sense Site Specific Management <input checked="" type="checkbox"/> Limit Night Lighting – Forests Should Be Dark	<input checked="" type="checkbox"/> Education on the Trail and Clear Signage <input checked="" type="checkbox"/> Adequate Signage <input checked="" type="checkbox"/> Maps Based on Type of Use <input checked="" type="checkbox"/> Welcoming, Functioning, Well-Maintained Facilities <input checked="" type="checkbox"/> Caring, Ample, Professional USFS Staff That Fosters Problem Solving Through Creativity	<input checked="" type="checkbox"/> Healthy & Contiguous Habitat for Wildlife Dispersal <input checked="" type="checkbox"/> No Negative Impact to Environment or Resources <input checked="" type="checkbox"/> Maintain and Preserve Health of Land, Plants, & Animals Through Sustainable Use <input checked="" type="checkbox"/> Balance Recreation with Preservation <input checked="" type="checkbox"/> Solitude	<input checked="" type="checkbox"/> Diverse, Accessible, Welcoming Language & Information <input checked="" type="checkbox"/> "This Land Is Our Land" <input checked="" type="checkbox"/> More Kids in the Forest



SUSTAINABLE RECREATION & TOURISM INITIATIVE



Funding for this project has been provided by the Sierra Nevada Conservancy, an agency of the State of California, under the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018 (Proposition 68) and in support of the Sierra Nevada Watershed Improvement Program.



PUBLIC WORKSHOPS RECREATION STAKEHOLDERS

Part 1 | September 26, 2019 **Bishop 5-8 p.m.**

5:00 p.m. Informal Meet & Greet + Guided Historical Review

5:45 p.m. Introduction to The Sustainable Recreation & Tourism Project

Part 2 | October 17, 2019 **Bishop 5-8 p.m.**

5:00 p.m. Informal Meet & Greet + Guided Historical Review

5:45 p.m. Establishing a Regional "Table of Trust" and Criteria For Future Projects

Tallman Pavilion, Tri-County Fairgrounds,
475 Sierra Street, Bishop, CA

**Make sure what's
important to you
gets heard!**

What is the ESSRP?

The Eastern Sierra Sustainable Recreation Partnership (ESSRP) is a new "public/public" partnership between local and federal agencies to develop land stewardship solutions for the Eastern Sierra.

What is the Sustainable Recreation & Tourism Project?

The Sustainable Recreation & Tourism Project is a grant-funded, multi-year ESSRP project coordinating public input to identify projects for implementation region wide.

What is your role?

Your role is to provide local knowledge by identifying Eastside recreation opportunities and helping to determine what will matter most to the region. Make sure what's important to you gets heard!

**ALL RECREATION ENTHUSIASTS
FROM LONE PINE TO MARKLEEVILLE
ARE INVITED TO PARTICIPATE!**

For more details visit...
essrp.org

SUSTAINABLE RECREATION & TOURISM PROJECT



JOIN OUR
EMAIL LIST!



Funding for this project has been provided by the Sierra Nevada Conservancy, an agency of the State of California, under the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018 (Proposition 68) and in support of the Sierra Nevada Watershed Improvement Program.



Sustainable Recreation and Tourism for Eastern California

September 26, 2019

Thank You!

