

Part 1: Review "Homework" Results*

What Are Our Region's Assets

- Stewardship programs
- Areas of public contact
 - Photo Library
 - Collateral
 - Maps
 - Guidebooks
 - Website
- Video
- Newsletter
- Public information /communications person
- Special events
- Public presentations
- Other

** Includes responses from 20 organizations*

Asset Survey Results – The Numbers*

Annual Visitation: 7.7 million

Individual organizations range from 0 – 4 million

Social Media:

Facebook Followers: 967,090
 Instagram Followers: 640,092
 Twitter Followers: 149,810
 Pinterest Followers: 54,013

Online Video Presence

YouTube
 Vimeo

Other

Linked In
 Phone Interactions

Website Users

Annual Page views: 30,949,253

Visitor Database:

Electronic: 587,409
 Mailing: 34,327

** Includes responses from 20 organizations*

Asset Survey Results – The Numbers *

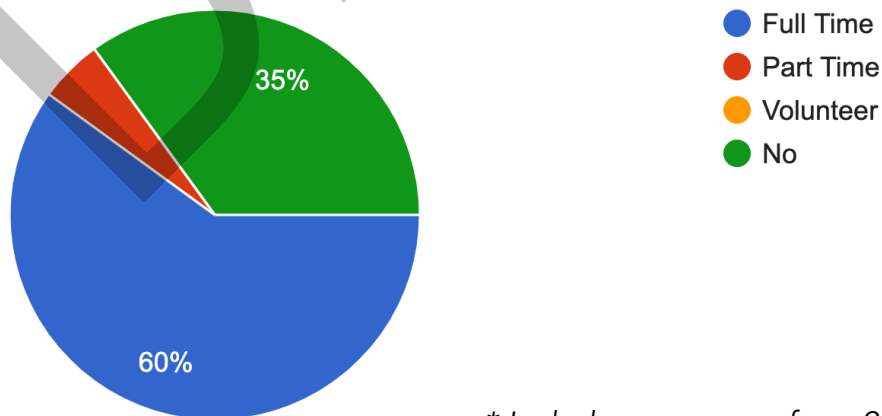
Do you produce the following?

Website	90%	(18 yes)
Brochures	80%	(16 yes)
Email Communications	80%	(16 yes)
Videos	80%	(16 yes)
Maps	50%	(10 yes)
Photo Library	40%	(8 yes)
Guidebooks	35%	(7 yes)
Print Newsletter	20%	(4 yes)

* Includes responses from 20 organizations

Asset Survey Results – The Numbers *

Do you have a designated public information /communications person?



* Includes responses from 20 organizations

Asset Survey Results – Signature Events*

Clean-up/Restoration/Revegetation * The Deathride * Blake Jones Trout Derby * Whiteout Extravaganza * Spring Expo * Sierra Cycle Challenge * In The Wilderness * .5k Fun Run * Eastern Sierra History Conference * Winter Adventures Series * Mountainfilm on Tour * Owens Lake Bird Festival * TriCounty Fair * Mule Days * Village Events * Business Excellence Awards/Gala * Customer Service Management Training Lunch * Trail Days * POOch Patrol * Film Events * Night of Lights * Gran Fondo * US Grand Prix * Eastern Sierra ATV Jamboree * Bridgeport Founder's Day Celebration * June Lake's Leaves in the Loop/Autumn Beer Festival * Mono Basin Bird Chautauqua * Tioga Pass Run * Friends of Bodie Day * Mono Basin Bird Chautauqua * Andrea Lawrence Award Dinner * Wild & Scenic Film Festival * Trail Skills Colleges * Trail Dirt Live * Annual Meeting * July 4 Fireworks Spectacular * Haunted Halloween at the Rink * Softball Tournaments * Markleeville Christmas Faire * Markleeville Star Gazing Event

** Responses range from events you produce to events you participate in*

Asset Survey Results – Event Based Stewardship Programs

Alabama Hills Stewardship Group, Inc.

- Our whole purpose is stewardship. We coordinate many volunteer days with the BLM throughout the year in the Alabama Hills. These include **educational walks, re-vegetation of damaged sites, and clean-up of bad behavior.**

Alpine County

- The County itself doesn't, but the Alpine Watershed Group and Alpine Trails Assoc. do.

Bishop Area Chamber of Commerce & Visitors Bureau

- We financially support the new Climbing Ranger program.

Asset Survey Results – Event Based Stewardship Programs

Eastern Sierra Conservation Corps

- **In the Wilderness Trips:** An introductory and immersive experiential learning program that provides 8-day, 40-mile wilderness backpacking experiences led by, and for, affinity spaces of women, women of color, or LGBTQ+ communities. It is entirely free of cost to participants, with leadership, training, gear, and transportation provided by ESCC.
- **SEKI - CC Crew** (Sequoia and Kings Canyon National Park Conservation Corps): A partnership with the Sequoia Parks Conservancy and the National Parks Foundation that allows **young adults to serve for a minimum of 8 weeks** with the National Parks Service.
- **WILDlands Technical Crews:** Our WILDlands (Wilderness Immersion Leadership and development) Technical Crews are geared specifically towards building the bench for the next generation of public lands **leadership**.

Asset Survey Results – Event Based Stewardship Programs

Eastern Sierra Interpretive Assn

- ESIA has a number of stewardship programs offered in conjunction with our Federal agency partners.

Friends of the Inyo

- ~ 15 stewardship events that are open to the public, from Lone Pine to Bridgeport, year-round.
- 12 stewardship events with different school, youth, or general groups (visiting and local) throughout the year (not generally open to the public).
- 3 week-long immersive backcountry volunteer projects, where we take volunteers into the back country to tackle a remote and important stewardship project.
- *Though these events, on a given year, we engage over 500 volunteers, for over 2000 volunteer hours.*

Asset Survey Results – Event Based Stewardship Programs

Mammoth Lakes Recreation

- **Trail Days** - MLR, MLTPA and TOML all partner on MLTS Trail Days events. These events are designed to **allow the public to engage and participate in trail and trailhead restoration and improvement projects.**
- **POOch Patrol** - MLR is partnered with Sierra Dog Ventures to hold POOch Patrol events throughout the year. These events are designed to **address pet waste and litter issues** in Mammoth Lakes and the surrounding communities.
- **Adopt-A-Trail** - MLR's Adopt-A-Trail program is designed to **engage with businesses, groups and volunteers to support local trails.** Adopters are able to both "sponsor" trails, or provide a set amount of volunteer hours to maintain and enhance a trail of their choosing.

Asset Survey Results – Event Based Stewardship Programs

Mammoth Lakes Recreation (contd.)

- **Tangle Free Waters** - MLR's Tangle Free Waters program is designed to **reduce the amount of plastic monofilament fishing line that ends up in our local lakes, rivers, creeks and streams.** Collection stations are placed near these bodies of water, along with signage encouraging fishermen to deposit their used or unwanted line, where it is subsequently collected and sent off for recycling.
- **Education/Outreach** - Mammoth Lakes Recreation typically hosts 3-4 **outreach/educational** events per year. These event often include a short movie, followed by a panel discussion. Past topics include climate change, public land use, diversity and health."

Asset Survey Results – Event Based Stewardship Programs

Humboldt-Toiyabe National Forest, Bridgeport Ranger District

- Not hosted by the Humboldt-Toiyabe National Forest, but partners such as Friends of Inyo host events on National Forest lands with our support and cooperation. We hope to increase these and develop more in the future.

Mammoth Lakes Tourism

- MLT Special Events Director Caroline Casey has begun **major efforts on water conservation and waste diversion and minimization.**

Mono County Economic Development

- Through Mono County Fish & Wildlife Commission and our co-funded Eastern Sierra Sustainable Recreation Coordinator, we support Tangle Free Waters program, Trails Maintenance programs, and Community Volunteer Trails Clean-up/Stewardship events, as well as annual financial support for Eastern Sierra Wildlife Care program, etc.

Asset Survey Results – Event Based Stewardship Programs

Mono Lake Committee

- We run the **Mono Lake Volunteer program** in partnership with the US Forest Service, California State Parks, and the Mono Lake Committee, with support from the Eastern Sierra Interpretive Association and the Bodie Foundation. Mono Lake Volunteers rove at visitation areas around the lake, staff a bird watching station, and answer questions at the Scenic Area Visitor Center.
- We also hold **volunteer workdays** for the public when needed. These are primarily for invasive weed pulling, tree watering, highway cleanup, and the Great Sierra River Cleanup.
- The **Mono Basin Outdoor Education Center programs** also have a stewardship component, where students do on the ground stewardship projects as part of their stay and learning experience in the Mono Basin.

Asset Survey Results – Event Based Stewardship Programs

Pacific Crest Trail Association

- We organize and run a series of volunteer training events called **Trail Skills College**; there are currently 8 of these weekend events scheduled throughout California, Oregon, and Washington. Each event teaches a broad range of trail maintenance skills—including managing volunteer crews, safety, tool handling, and more.

Town of Mammoth Lakes

- Town Clean Up Day

Asset Survey Results – Messaging Based Stewardship Programs

Alabama Hills Stewardship Group, Inc.

- We are just developing a new web page and making videos to counteract the damaging messaging and demonstrate how to help the Alabama Hills and recreation continue without the detrimental effects that now exist.

Alpine County

- The Alpine Biomass Collaborative has monthly meetings with presentations on forest and watershed health.

Bishop Area Chamber of Commerce & Visitors Bureau

- All our destination marketing strategically includes best practices messaging.

Eastern Sierra Interpretive Assn

- With Federal Agency partners ESIA is involved with a number of messaging/communications campaigns.

Asset Survey Results – Messaging Based Stewardship Programs

Friends of the Inyo

- **Trail Ambassador program**, where we staff trails in the Eastern Sierra, from Lone Pine to Bridgeport, educating the public on Leave No Trace best practices, though on-trail interactions, and scheduled interpretive hikes. Through this program, on a given year, we make contact with over 3000 individual visitor contacts on trails.
- We also **do educational programs in the local schools**, and with visiting school groups, in order to make sure the next generation of local and visiting land users know how best to recreate on our public lands.

Humboldt-Toiyabe National Forest, Bridgeport Ranger District

- Only at a Forest-level covering stewardship practices across the Humboldt-Toiyabe National Forest with periodic highlight of efforts on the Bridgeport Ranger District.

Asset Survey Results – Messaging Based Stewardship Programs

Inyo National Forest

- Yes via web and and social media.

Mammoth Lakes Recreation

- MLR works to educate and shape recreation and land use policy through the Eastern Sierra Sustainable Recreation Coordinator position. This position interfaces with both the public along with local and federal land managers to prioritize and fund sustainable recreation projects.
- MLR is a member of the Keep Long Valley Green coalition, which is working to preserve critical wetland habitat in Long and Little Round Valleys.

Mammoth Lakes Tourism

- Stewardship tips in our visitor guide, website and social media.

Asset Survey Results – Messaging Based Stewardship Programs

Mono Lake Committee

- The Committee runs a broad array of programs that are relevant to this survey. We are more than happy to explain how these work, our goals, participation, and philosophy behind them!

Mono County Economic Development

- **Mountain Manners:** Following Mono County's new branding message of "California's Great Beyond," we have incorporated an educational stewardship message into our communications - "With the Great Beyond comes great responsibility." Mountain Manners outlines the top best practices for behavior in the great outdoors in a friendly, informative, "no nonsense" way.
- As well, we include specific **wildfire prevention information** into our visitor communications.

DRAFT