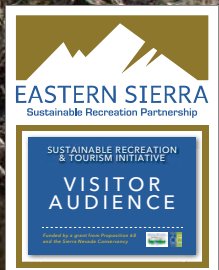




CONNECTION TO THE EASTERN SIERRA VISITOR AUDIENCE

"Visitor Connection Package: Review" Meeting 7



Land Acknowledgement

Welcome + Housekeeping + Agenda

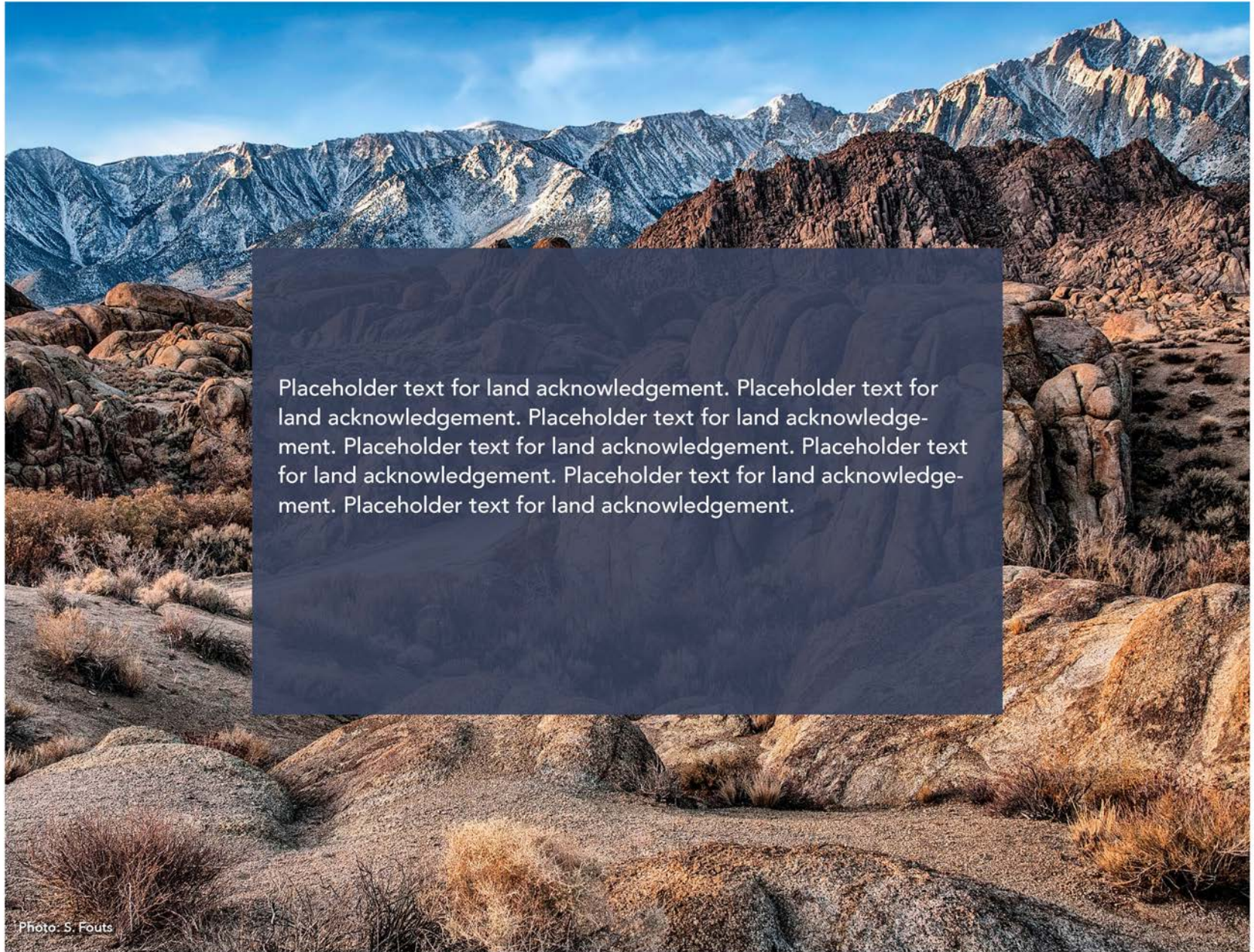
- Introduction to the Day
- VCP Review Part #1
- Quick Break
- VCP Review Part #2
- Discussion
- Wrap up

**EASTERN
SIERRA**

VISITOR CONNECTION PACKAGE



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



Placeholder text for land acknowledgement. Placeholder text for land acknowledgement. Placeholder text for land acknowledgement. Placeholder text for land acknowledgement. Placeholder text for land acknowledgement. Placeholder text for land acknowledgement.

VISITOR CONNECTION PACKAGE

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Introduction



1 Communication Assets

- *Summary of Combined Visitor Connection Working Group Assets*



2 Connecting with the Eastern Sierra Visitor

- *Persona: The Eastern Sierra Visitor*
- *Opportunity Statement*



3 Framing a Regional Message

- *Words that Tell the Eastern Sierra Story*
- *Messaging Themes for the Eastern Sierra*



4 Visualizing the Eastern Sierra

- *Aligning Images with Messaging Themes*
- *Rationale for Image Selections*



5 Implementing the Visitor Connection Program

- *Necessary Components for the Visitor Connection Program*
- *Guiding Principles*
- *Phased Action Plan*



INTRODUCTION

PLACEHOLDER FOR
FULL INTRODUCTION TO
THE VISITOR CONNECTION TRACK,
WORKING GROUP, AND PACKAGE

TBD

1

COMMUNICATION ASSETS

PLACEHOLDER FOR
FULL INTRODUCTION TO CHAPTER 1:
COMMUNICATION ASSETS

TBD

8M+

in-person
interactions

YR

EYES &
EARS

31M+

webpage
views

YR



1.2M+

Facebook
followers

SOCIAL
MEDIA



649,188

 → Instagram followers

194,210

 → Twitter followers

54,013

 → Pinterest followers

Other digital platforms in use:
Vimeo, YouTube, LinkedIn

Total
number
of email
newsletter
subscribers

637,832



Total
number
of print
newsletter
subscribers

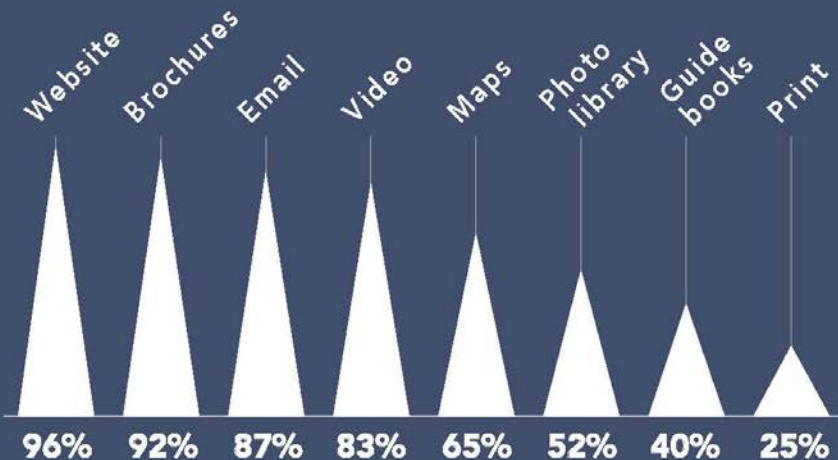
34,327



NEWS

CHANNELS

Percentage of organizations using:

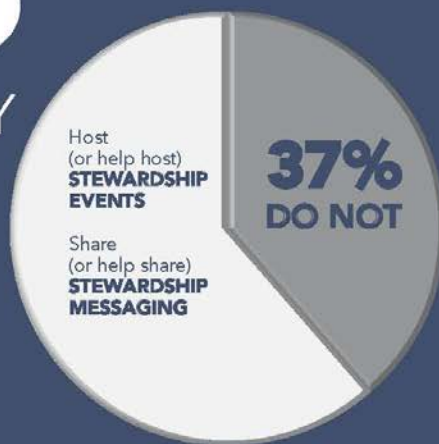


STEWARDSHIP

63%

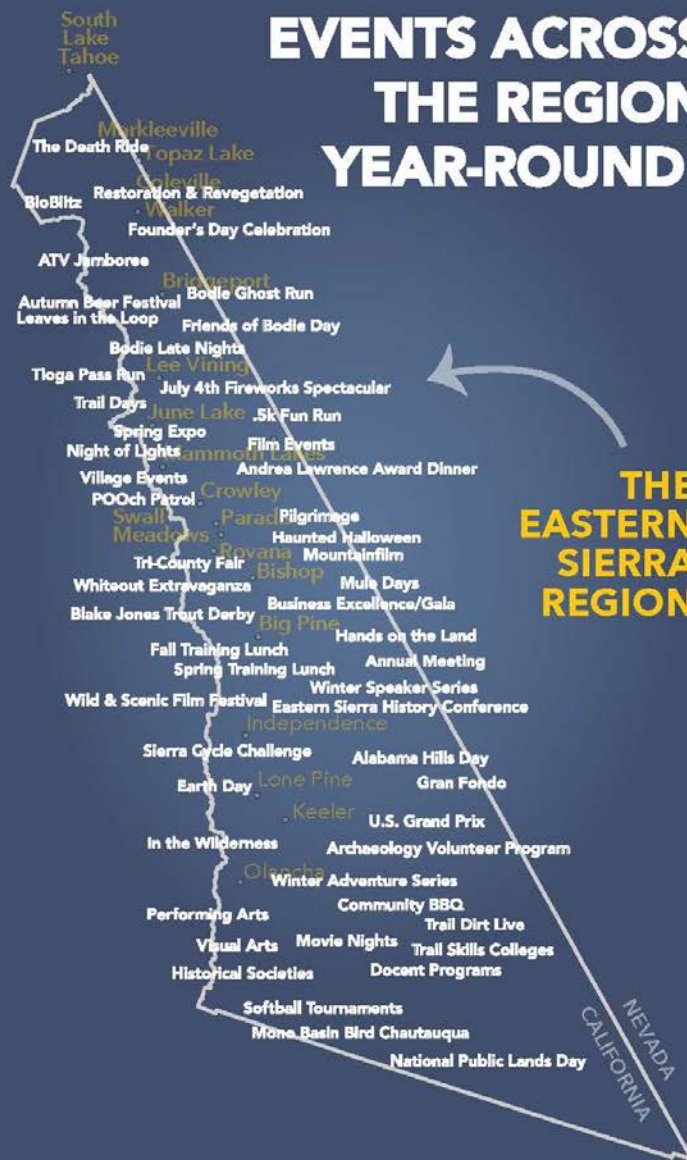
ARE CURRENTLY
PROMOTING
STEWARDSHIP
THROUGH
EVENTS OR
MESSAGING

Of participating
organizations...



REGIONAL EVENTS

EVENTS ACROSS THE REGION YEAR-ROUND!



2

CONNECTING WITH THE EASTERN SIERRA VISITOR

PLACEHOLDER FOR
FULL INTRODUCTION TO CHAPTER 2:
CONNECTING WITH
THE EASTERN SIERRA VISITOR

TBD

PERSONA: THE EASTERN SIERRA VISITOR

This person is motivated by the enjoyment and experience of time spent outside, regardless of whether they are exploring for the first time or going the distance to be distanced.

This visitor balances their personal ways of connecting to the outdoors with community or family-oriented activities. This includes a wide variety of outdoor activities and ways of accessing them.

They seek out beautiful and unique natural resources throughout the region.

This visitor sees the Eastern Sierra as a special place where they seek connection to the land, family, friends, ancestors, history, tradition or themselves. The importance of these experiences compels them to leave their regular environment and spend their time, energy and money in this pursuit.

While this person looks for connection in ways that are specific to them, they may or may not be aware of the complex history of the region or the realities and experiences of other visitors and local residents.

They expect to be able to re-create their positive experiences in the Eastern Sierra, and that the Eastern Sierra will always be here for them.

OPPORTUNITY STATEMENT

By working together as a network of regional organizations, we strive to leverage sought-after recreation experiences in the Eastern Sierra and emotional connections to the region for the purpose of preparing and educating both visitors and residents to embody a respectful mindset, promote visitor dispersion and motivate stewardship behaviors, directly contributing to the sustainability of natural resources and gateway communities.

3

FRAMING A REGIONAL MESSAGE

PLACEHOLDER FOR
FULL INTRODUCTION TO CHAPTER 3:
FRAMING A REGIONAL MESSAGE CHAPTER

TBD

BRAINSTORM EXERCISE 1 RESULTS

WORDS THAT TELL THE EASTERN SIERRA STORY

scenic dramatic
nature significant magnificent lasting
adventure connection
escape expansive timeless tradition
unique grand

BRAINSTORM EXERCISE 2 RESULTS

MESSAGING THEMES FOR THE EASTERN SIERRA

RESPECT - APPRECIATION - STEWARDSHIP

ESCAPE - ADVENTURE - SURPRISE

MEMORY - TRADITION - CONNECTION

EXPANSIVE - DRAMATIC - TIMELESS

4

VISUALIZING THE EASTERN SIERRA

PLACEHOLDER FOR
FULL INTRODUCTION TO CHAPTER 4:
VISUALIZING THE EASTERN SIERRA

TBD

VISUALIZATION EXERCISE RESULTS

ALIGNING IMAGES WITH MESSAGING THEMES

Respect - Appreciation - Stewardship



Escape - Adventure - Surprise



Memory - Tradition - Connection



Expansive - Dramatic - Timeless

RESPECT - APPRECIATION - STEWARDSHIP



Rationale for image selections:

- "This image represents Respect. The 'shame game' does not work to inspire people to do the right thing and to take appropriate actions; this image demonstrates mutual support and empathy, as well as community and engagement. While the image is obviously out of context for the Eastern Sierra, its values resonate. To be specific to our area, the image needs context outside of the immediate moment—a connection to all of the positive messages, but representing the unique timeline and cultures of the Eastern Sierra, and embracing multiple generations."

- "This image represents Appreciation. It articulates the enduring and ancient nature of the Eastern Sierra. The clean, clear and direct image aligns with Eastern Sierra values of strong character and constancy. It would benefit from the inclusion of human beings and the articulation of the human relationship to these values that are unique to the region. The bristlecones, as the world's oldest trees, command respect and appreciation and need stewardship."

- "This image represents Stewardship. It portrays a positive image of human beings actively engaged in caring for the land. For the Eastern Sierra, images of stewardship should include activities of education and interpretation, and should also represent multigenerational and multicultural efforts."

ESCAPE - ADVENTURE - SURPRISE



Rationale for image selections:

- "This image represents Escape and Surprise. The radio dish is a 'cool curiosity'—not what folks expect to see in the Eastern Sierra. On the other hand, the night-sky view is a regional feature. It is something that many people and places do not have, and it makes us think about the possibilities of what is out there. There is an interesting connection to the Dark Sky Consortium and their focus on stewardship of the night sky. Even the sky needs protection."

- "This image represents Escape. It is a big landscape shot. The person jumping brings to mind escape and freedom. This picture was chosen to represent the areas of the region that are desert, with less of an alpine feeling. The group intentionally did not select the traditional photos that might already be represented in regional marketing and communications. The group also discussed whether to show negative, but realistic, images, such as long lines at the grocery store, as a way of setting expectations and suggesting more-sustainable visitation decision-making, but did not select any of the negative photos offered."

- "This image represents Surprise and Adventure. It features a juxtaposition of swimming and ice in the water. This is unexpected; it's not the normal alignment. The group discussed the desire to show human-powered and back-country options rather than lift-assisted activities as a way to represent this theme. The large group discussed the need to be aware of the negative safety message of a single swimmer or solo adventurer; promoting this is not advised by regional search-and-rescue programs. Additionally, the notion of solitude is not a realistic representation of many popular destinations."

MEMORY - TRADITION - CONNECTION



Rationale for image selections:

- "This image represents multi-generational family use. It's important to represent a wide range of ages. Images that are close enough to show faces help represent people in the act of connecting with each other. They don't have to be actually doing their activity; images of people reminiscing afterwards really convey the experience of connecting and making memories. It's also important that the landscape where the adventure is occurring is unique to the area, not generic. Fun and joy are important qualities to convey."

- "This image represents Tradition in general. Traditional Native American handicrafts, which are unique to the region and something visitors would be interested in knowing more about, are especially important, as long as anything Native is represented respectfully (e.g., no images of petroglyphs). It shows someone executing a skill correctly, which speaks to the fact that any imagery should carefully avoid depicting anyone exhibiting incorrect etiquette or recreation behavior."

- "This image represents Tradition and inclusivity; that everyone is welcome is an important message. It's important to show a wide diversity of uses. Many activities have traditions here."

EXPANSIVE - DRAMATIC - TIMELESS



Rationale for image selections:

- "It is not clear if this is an image of dust, smoke or some natural weather event, but it is clear that, whatever it is, it is large and looming. That uncertainty prompts powerful discussion about impacts to the land and people, such as climate change, and provokes thoughts and questions about how our actions contribute to solutions or to furthering the problem. This image conveys the theme and an important issue, but the group did not know how to communicate what people should do to address it."
- "This image of a bristlecone pine is an apt symbol of nature's timeless beauty and shows one of the unique elements in the region. The surrounding landscape contrasting with the sky, combined with the angle of the photo and colors, brings out the other parts of the theme: dramatic and expansive. Another quality the group identified as important for visual associations with the Eastern Sierra is "authentic" or "real" images without filters. Nature can speak for itself, and it's important to avoid the misleading impression that the land is not impacted by visitation."
- "The group liked the irony of how at first it seemed like carefully laid-out historical artifacts, but, thinking about what the artifacts are, it was clear that it is actually rediscovered trash from the past. The group felt that this image allows for deeper consideration of what story our trash tells by prompting questions about human impacts, such as: "How long will your trash stay?", "Who will find your trash?" and "What does your trash say about your time?" This felt especially important after seeing increased visitation and different kinds of trash due to COVID-19."

Break

Part #2 - Visitor Connection Package

- Implementing the “Visitor Connection Program”
 - Necessary Components
 - Guiding Principles
 - Phased Action Plan
- Conclusion

5

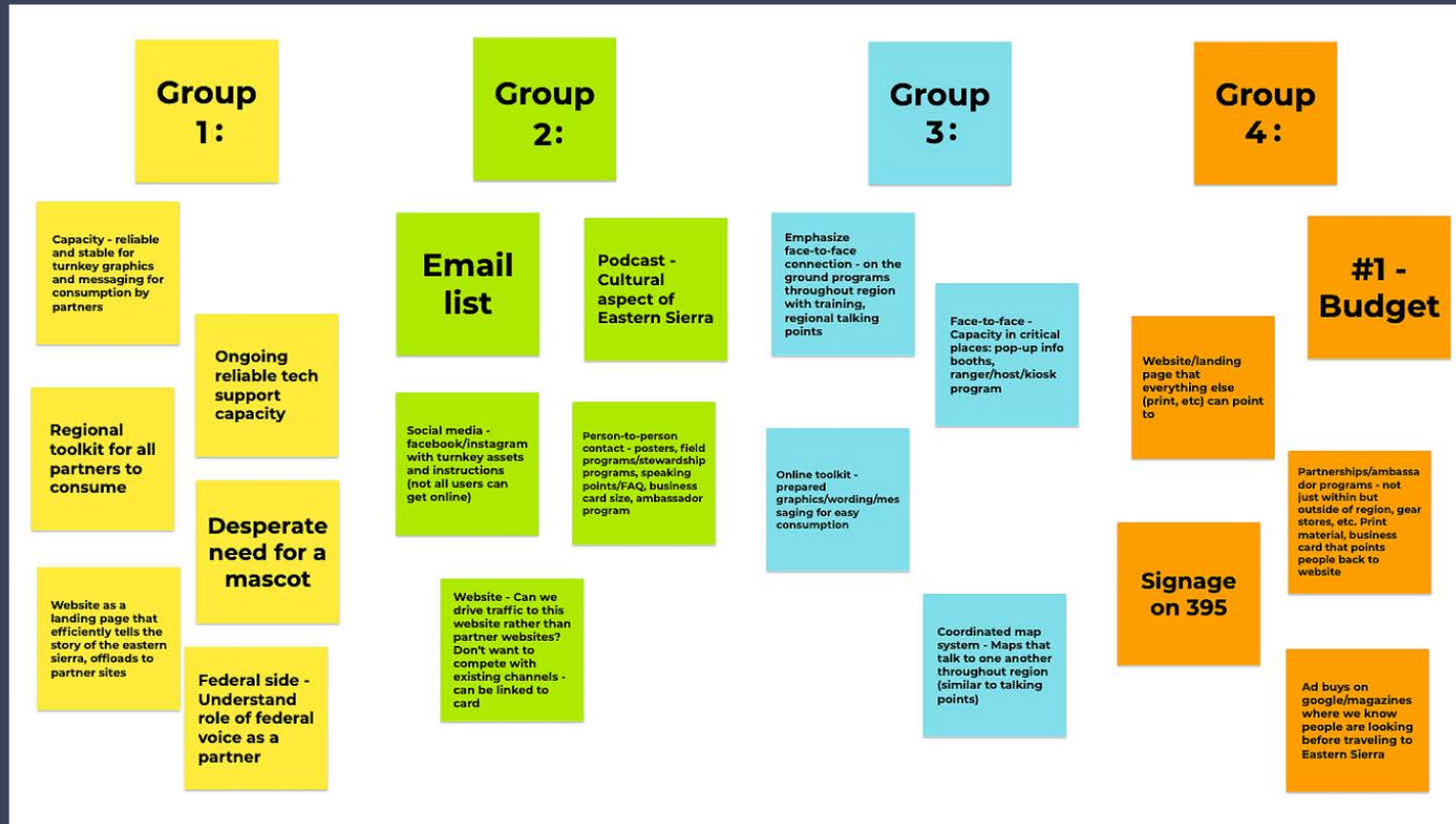
IMPLEMENTING THE VISITOR CONNECTION PROGRAM

PLACEHOLDER FOR
FULL INTRODUCTION TO CHAPTER 5:
IMPLEMENTING THE VISITOR
CONNECTION PROGRAM CHAPTER

TBD

BRAINSTORM EXERCISE RESULTS

NECESSARY COMPONENTS FOR THE VISITOR CONNECTION PROGRAM



VISITOR CONNECTION PROGRAM

GUIDING PRINCIPLES

The VISITOR CONNECTION PROGRAM should:

- Be **reliable**, **implementable** and **forward thinking**.
- Focus on stewardship education and the celebration of local culture.
- Utilize informed and collaborative decision-making.
- Employ a phased approach to develop tools and capacity.
- Leverage existing communication assets to engage visitors throughout their "sequence of encounter."
- Not compete with existing efforts in the region.

VISITOR CONNECTION PROGRAM PHASES



GROUP'S RECOMMENDED TOOLS & CHANNELS

Face-to-Face Interactions

Website Landing Page

Branded Digital Outreach Toolkit

Regional Handbook

Pop-Up Information Kiosks

Signage on Highway 395



ACTION PLAN

Secure funding for Phase I

Identify and coordinate regional face-to-face communication opportunities

Website: Build, develop & maintain

Create turnkey content for Digital Outreach Toolkit with assets for social media, newsletters and email lists

Create Regional Handbook content with training program for frontline employees

Coordinate Pop-Up Information Kiosk program

Coordinate Signage Implementation

Develop Visitor Connection Program Strategic Plan

PHASE I

PHASE II

PHASE III

PHASE III

PHASE II

PHASE I

VISITOR CONNECTION PROGRAM



VISITOR CONNECTION PROGRAM PHASES



GROUP'S RECOMMENDED TOOLS & CHANNELS

Website Upgrades

On-the-Ground Programs

Local Host & Ranger Programs

Out-of-Region Ambassador Partnerships

Analog Collateral

Regionally Coordinated Map Series

FAQ Handheld Product

Posters/Flyers

Business Card directing visitors to landing page and stewardship message

Expand Digital Collateral

Strategic digital ad buys

Toolkit expansion



ACTION PLAN

Secure funding for Phase II

Website upgrades made as required

Work with Advisory Committee and local organizations to develop on-the-ground priority programs

Create content for analog collateral, oversee production, coordinate distribution

Create additional digital collateral to be determined by Phase I Strategic Plan. Recommendations include video, radio ads, podcast, ad buys and additional turnkey graphics

Research Program preparation (look ahead)

Phase I ongoing:
Continued management
Review & refine program elements

PHASE I

PHASE II

PHASE III

PHASE III

PHASE II

PHASE I

VISITOR CONNECTION PROGRAM



VISITOR CONNECTION PROGRAM PHASES



GROUP'S RECOMMENDED TOOLS & CHANNELS

Expanded Content for Stewardship Education and Celebration of Local Culture

Support & Incentive Program

Visitor Connection Research Program

Other tools and channels to be determined



ACTION PLAN

Secure funding for Phase III

Create expanded content for stewardship education and the celebration of regional culture

Develop grant-based financial incentives for engagement from non-profits, businesses and more elements of the community

Establish a Research Program to better understand visitation audience and maximize messaging efficacy

Phase I & II ongoing:
Continued management
Review & refine program elements

PHASE I

PHASE II

PHASE III

PHASE III

PHASE II

PHASE I

VISITOR CONNECTION PROGRAM



VISITOR CONNECTION PROGRAM NEEDS

FOUNDATIONAL REQUIREMENTS

The VISITOR CONNECTION PROGRAM will require:

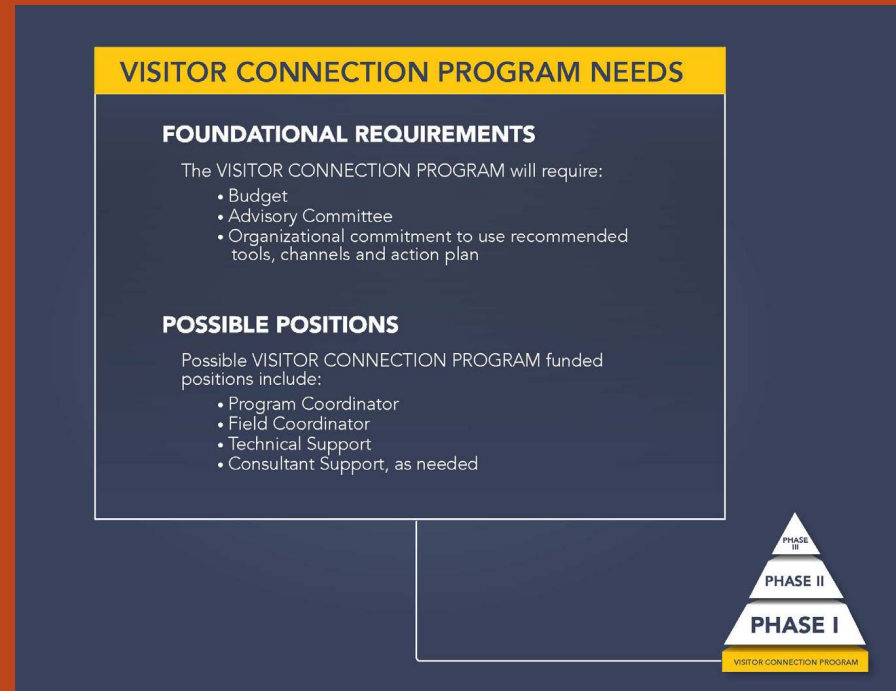
- Budget
- Advisory Committee
- Organizational commitment to use recommended tools, channels and action plan

POSSIBLE POSITIONS

Possible VISITOR CONNECTION PROGRAM funded positions include:

- Program Coordinator
- Field Coordinator
- Technical Support
- Consultant Support, as needed





SMG: Reflections



Discussion

- General Impressions?
- What's Missing?
- What would improve the Visitor Connection Package?

Wrap Up

- Group Zoom Photo
- Upcoming Events
 - Presentation to ESCOG
 - SMG Strategy Development
- Final Meeting Thursday February 18, 2021 @ 1:30 PM

Thank You!

Final Meeting #8 February 18th, 2021

“Project Recommendations
and Next Steps”



EASTERN SIERRA

Sustainable Recreation Partnership

SUSTAINABLE RECREATION
& TOURISM INITIATIVE

VISITOR AUDIENCE

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



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