

SIERRA WORKS

WORKING GROUP MEETING RECAP



APRIL 10 & APRIL 17
OUTCOMES SUMMARY



MEETING RECORDINGS

April 10 Meeting: https://youtu.be/RH_s0DETehU?si=IUUjTFNU_3FT5OWb

April 17 Meeting: <https://youtu.be/hJp4628wAdo?si=pQq2dMzyCWRkkX2o>



WHY WE ASKED | WHY IT MATTERS

Aligning Local Voices to Regional Strategies

- The Activation Plan directly informs the Regional Strategic Plan deliverables.
- Survey responses and working group discussions set the foundation for shaping future investments in sustainable recreation and tourism.
- This process ensures community, business, and government priorities are reflected in regional planning.
- Input from April activities identifies critical themes, opportunities, and potential strategies for long-term success.



PARTICIPATION SNAPSHOT

Who We Heard From...

1. County Participation:

1. Inyo 47%, Mono 47%, Alpine 27%, Calaveras 23%, Tuolumne 20%, Mariposa 13%, Amador 10%, Others 3%.

2. Jobs First Familiarity:

1. 53% unfamiliar, 47% familiar.

3. Commitment:

1. 83% willing to continue participating in Working Groups and homework exercises.
2. 100% reviewed the 10-page Regional Strategic Plan before the meeting.



SURVEY FINDINGS

What the April Survey Told Us

- Partnerships with recreation organizations rated highest priority for the sector.
- Film collaboration seen as valuable but difficult without stronger incentives.
- Private investment supported cautiously — permitting hurdles a major concern.
- Visitor infrastructure and regional wayfinding received strong support, with digital options seen as promising.
- Fire hardening efforts supported, but Rec & Tourism connection needs clearer articulation.
- Infrastructure for events and cultural activities identified as a missing piece for economic resilience.



TOP PRIORITIES IDENTIFIED

Regional Priorities: What Matters Most

1. Sustainable funding
2. Regional collaboration
3. Enhancing visitor experience through infrastructure
4. Diversifying regional attractions
5. Strategic visitor management
6. Addressing climate change impacts
7. Promoting sustainable visitation



POLL RESULTS SNAPSHOT

What the April Survey Told Us

1. **Film/Media Collaboration:** *Majority prefer broadening from "film" to "media collaboration."*
2. **Arts & Culture Investment:** *Clear need for flexible, unrestricted funding and local partnerships.*
3. **Regional Funding Pool:** *Equity concerns flagged — needs further case study exploration.*
4. **Wayfinding:** *Digital and physical opportunities both identified, local tribal/cultural integration urged.*
5. **Event Infrastructure:** *Strongest support across all polls; seen as key to year-round economic stability.*
6. **Fire Hardening:** *Linked to recreation/tourism resilience; visitor safety planning a component.*
7. **Group Expansion:** *Business owners, tribal representatives underrepresented — need targeted outreach.*
8. **Recreation Development:** *Majority support for facilities close to communities while balancing wilderness protection.*
9. **Defining Sustainability:** *Words like stewardship, education, low impact emerged most often.*



KEY THEMES FROM DISCUSSIONS

Emerging Themes

- **Funding models must diversify** beyond grants (local revenue sources, ballot measures).
- **Partnerships are critical** — broader than just public agencies; must include business and tribal entities.
- Stewardship, sustainability, and placemaking must **guide growth** — not just visitor counts.
- Strategic investment needed in **infrastructure that strengthens local economies** and protects natural assets.
- **Ongoing collaboration and clear deliverables** needed beyond the Activation Plan timeline (post-2026).
- Planning should avoid East vs. West siloing and **look at regional integration wherever possible**.



KEY THEMES FROM DISCUSSIONS

How do you feel about the future of Rec & Tourism?



What 2-3 words come in mind when thinking of Sustainable Rec & Tourism look like?



NEXT STEPS

The Road Ahead

1. First draft Activation Plan ready for internal review by April 28. Working Group feedback loop to continue ahead of July meeting.
2. No additional survey before July — recap and framing questions to be circulated instead.
3. Focus areas for July: Event infrastructure, funding pathways (e.g., TMDs), stewardship values articulation.
4. Begin identifying long-term “home” for the Activation Plan deliverables post-2026.



FRAMING QUESTIONS FOR JULY

QUESTIONS FOR CONTINUED INPUT

1. What funding models (local, private, public) could sustain our recreation and tourism priorities?
2. How do we phase infrastructure investments strategically across diverse counties?
3. How do we define and practice stewardship at a regional level, not just a local one?
4. Who should ultimately “house” and advance the work started by the Working Group?
5. How do we maintain collaboration beyond project deadlines?



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Next Meeting: July 2025

