

**STATE OF CALIFORNIA SIERRA NEVADA CONSERVANCY**

**Sierra Nevada Conservancy Grant Program  
Safe Drinking Water, Water Quality and Supply, Flood Control,  
River and Coastal Protection Act of 2006 (Proposition 84)**

**Applicant: SOUTH YUBA RIVER CITIZENS LEAGUE**

**Project Title: THE GREAT SIERRA RIVER CLEANUP**

**Application Number: SNC 080082**

**PROJECT SCOPE**

This program will expand the activities of the Coastal Commission’s “Coastal Cleanup Day” program by introducing coordinated annual Sierra Nevada river cleanups in each Sierra county. In partnership with the Truckee River Watershed Council and the Coastal Commission, the South Yuba River Citizens League will:

- Enlist and train river cleanup coordinators in each Sierra Nevada county
- Hold 2 training conferences for coordinators with step-by-step workshops on recruiting volunteers, establishing cleanup sites, project publicity and promotion, and program monitoring and reporting
- Develop training materials, a region-wide media plan, publicity templates, and sponsorship materials for annual Sierra River Cleanup Days
- Secure region-wide sponsors for annual Cleanup Day events from 2010 onwards
- Act as the region-wide coordinator for the September 19, 2009 Great Sierra River Cleanup

**PROJECT SCHEDULE**

<b>DETAILED PROJECT DELIVERABLES</b>	<b>TIMELINE</b>
Complete workplan, outreach plan and media plan	February – March 2009
Develop public outreach materials, training materials, and sponsorship materials	May 2009
Hold 2 training workshops and finalize list of participating cleanup groups	May 2009
Six month progress report	July 2009
Develop Cleanup Day data collection and reporting protocols	August 2009
First Annual Great Sierra River Cleanup Day	September 19, 2009
Finalize list of sponsors approached and secured, program power point presentation, and online survey results	December 2009
<b>FINAL PAYMENT/FINAL PAYMENT REQUEST</b>	<b>February 27, 2010</b>

**PROJECT COSTS**

<b>PROJECT BUDGET CATEGORIES</b>	<b>TOTAL SNC FUNDING</b>
Program coordination (Including project management, training and recruiting of program leads, public outreach, and program monitoring and reporting)	\$61,400

Outreach and public relations materials	5,500
Direct administrative costs	10,000
<b>GRAND TOTAL</b>	<b>\$76,900</b>

### **PROJECT SUPPORT LETTERS**

- Eben Schwartz            Outreach Manager, California Coastal Commission
- Lisa Wallace             Executive Director, Truckee River Watershed Council

### **PROJECT PERFORMANCE MEASURES**

There are four Performance Measures common to all grants. In addition, grantees are required to include between one and three project-specific measures. Performance Measures listed here represent those proposed by applicants and may be modified through further discussion with SNC staff.

- Mass of Pollutants Reduced Per Year