

Sierra Nevada Conservancy-Progress Report

Sierra Nevada Conservancy Grant Program
Safe Drinking Water, Water Quality and Supply, Flood Control
River and Coastal Protection Act of 2008 (Proposition 84)

Grantee Name: Central Sierra Resource Conservation & Development, Inc.

Project title: Central Sierra Regional Smart Growth Conference

SNC Reference Number: SNC 070001 Submittal Date: 5/26/2010

Report Preparer: Dick McCleery Phone #: 209-257-1851 x101

Check one:

- 6-Month Progress Report
- Final Report

6-Month Progress Reports should reflect the previous six months. Final Reports should reflect the entire grant period.

A. Progress Report Summary: (Please provide a general description of work completed during this reporting period.)

Regional Smart Growth Conference Project has completed the following:

1. Recruitment and confirmation of speakers and venue
2. Develop agenda and initiate advertising utilizing save the date flyer, conference brochure, email and telephone announcements
3. Participant Conference Evaluation
4. Facilitate community charettes to advance smart growth implementation

B. Deliverables or Outcomes completed during this Reporting Period or Milestones Achieved: (Include specific information, such as public meetings held, agency participation, partnerships developed, or acres mapped, treated or restored.)

Milestones achieved were:

1. Confirmation from California Lieutenant Governor, John Garamendi, for Key Note Speaker at Gala Celebration
2. Flyer and Brochure development
3. Confirmation form Patrick Lucey, Aqua-Tex, British Columbia for smart development concepts and future goals
4. Expansion of sponsor list with the following:
 - a. Pacific Gas & Electric / Randy Herbst
 - b. Comcast / Lester Peppers
 - c. Sierra Pacific Foundation / Carolyn Emmerson Dietz
 - d. Tuolumne County Association of Realtors / Karen Burkhardt
 - e. Tuolumne Economic Development Authority / Lester Lingo
 - f. Tuolumne Me-Wuk Tribal Council / Jim Otterson
 - g. Black Oak Casino / Susan Day
 - h. Blue Mountain Minerals / Carey Haughy

- i. Tuolumne County Building Industry Assn. / Steve Madison
 - j. Tuolumne County Visitors Bureau / Nanci Sikes
 - k. Foothill Collaborative for Sustainability / Tamara Mitchell
 - l. California Gold Development Corp. / Scott Patterson
 - m. ACE/ESIS / Michael Strange
 - n. Mountain Springs Community LP / Ron Kopf
 - o. The Yosemite National Golf and Wetland Preserve / Troy Clavern
 - p. California Prudential Realty
 - q. USDA - Natural Resource Conservation Service
5. Expansion of supporters and partnerships with the following:
- a. Yosemite National Park
 - b. Mission Linen Supply
 - c. Foothill Conservancy
 - d. U.S. Forest Service
 - e. Bureau of Land Management
 - f. Bureau of Reclamation

C. Challenges or Opportunities Encountered: (Please describe what has worked and what hasn't; include any solutions you initiated to resolve problems. If your project is not on schedule, please explain why here.)

The formation of a multi county planning committee was strong organizational step to build multi count support and identify topics and speakers. The draw back of a planning committee was we did not have a single person project manager and organizational controls were non existent. One on one contacts were paramount to enlisting participants and interest. Paolo Maffei, as committee chair and Tuolumne Board of Supervisor, provided strategic networking invaluable to this project.

Monthly meetings of the Planning Committee kept things moving.

DVD production of conference was not accomplished. Contractor did not provide viable media to advance production of edited highlights of conference presentations. Volunteer staff was not able to provide satisfactory DVD product to show case conference.

Pre and Post Evaluation of Smart Growth knowledge was inadvertently presented as a post conference evaluation. See results summarized from evaluations returned.

Interest from Tuolumne City has generated a functional Charrette to advance planning and implementation. See attached results from Tuolumne Community Charrette, October 2009.

The Community of Lee Vining in Mono County has expressed an interest holding a Charrette focused on community and smart growth.

D. Unanticipated Successes Achieved: (Please describe any additional successes beyond completing scheduled tasks or meeting scheduled milestones.)

The confirmation from John Garamendi, California Lieutenant Governor, as key note speaker was a key contribution to conference success. Confirmation from Canadian Community Creeks Team Leader for National Riparian Service Team, Patrick Lucey, was also a key achievement.

Patrick has developed key solutions to urban creeks design elements and was a key contributor to conference technical validity and success.

Seventeen sponsors and their respective displays were attracted by this conference and added to the overall success. Conference Vendors contributed to the overall sponsor/volunteer list of 32.

E. Compare Actual Costs to Budgeted Costs: (Please refer to your grant agreement to list your deliverables/budget categories and budgeted costs compared to actual costs incurred during this reporting period in the table below.)

PROJECT BUDGET CATEGORIES	Budgeted SNC Dollars	Actual Dollars
Guest Speakers	9,000	1,569
Speaker Lodging	2,000	983
Advertising	5,000	7,744
Sound and video	1,000	3,396
Insurance	500	500
Project Management and reporting	2,500	5,972
GRAND TOTAL	20,000	20,164

Explanation: budget overruns were covered by registration fees.

F. Were there any other relevant materials produced under the terms of this Agreement that are not a part of the budgeted deliverables? If so, please attach copies. (Include digital photos, maps, media coverage of project, or other work products.)

Please see attached posters, fliers, and success stories produced by Central Sierra RC&D.

G. Next Steps: (Work anticipated in the next 6 months, including location and timing of any scheduled events related to the project.)

Continue facilitation of Tuolumne City Community Plan through facilitated Charrettes. Continue seeking opportunities to aid Community Planning within Central Sierra RC&D Counties.

Resources Leveraged: (What kind and amount of resources – funding or in-kind – outside of the SNC were you able to leverage, and how?)

The seventeen sponsors and provided an array of information and area resources important to smart planning of foothill communities. In-kind funding for display and personnel along with donations ranging from \$250 to \$2,000 and totaling \$15,000 was obtained from these sponsors. See sponsor list in “B” above.

Capacity-Building Results and Collaboration and Cooperation with Stakeholders: (What partnerships did you initiate or strengthen as a result of this project? How did they affect the project outcome? If applicable, how did this grant increase your organization’s capacity? What is your plan to sustain this increase?)

Description of Project Accomplishments:**1. How did the Project succeed in accomplishing its intent?**

Several participants made the following statement: “In the face of increasing population and increasing development pressures, the information provided in this conference gives us hope. Development can occur while maintaining environmental and quality of life standards.”

2. Describe any follow-on or indirect benefits resulting from the Project.

Recognition of Smart Growth principles and information sources were obtained by participants. Access to professional planners and facilitators with experience in Smart Growth concepts has enabled Central Sierra RC&D to assist communities with strategic community planning.

3. Describe any significant experiences, unanticipated results or noteworthy events that create a “wow” factor.

The presentation by Patrick Lucey, Sr. Aquatic Biologist, Aqua-Tex Scientific Consulting Ltd, “Smart Development, Watersheds and Climate Change,” (2:30 1st day) allowed conference participants to view development byproducts as resources not waste. Dr. Lucey provided examples and facts to show that people can live within our environment and safeguard environmental benefits.

4. Describe any Lessons Learned.

This was planned and implemented through a planning committee. Next time a project leader/manager for overall responsibility will be appointed. The professional in charge of the Charette Process & Exercise did not utilize the local setting for the conference as the exercise topic. This hampered local follow-up and implementation of Smart Growth concepts. The production of Conference Highlights on DVD turned out to be insurmountable. Editing video from all presentations and selecting the salient points for an efficient and informative DVD production was beyond the funding and volunteer capabilities of this project. Volunteers will continue to work on this for an eventual release.

5. How do you intend to share the results of your work on this project?

The many presentations and PowerPoint utilized during the conference are still used as references and provided to local communities as they are seeking to guide local development. We like to think that attitudes have changed as a result of the Smart Growth Conference. Planning and setting the framework to guide local development is catching on. The conference center, Tuolumne City Community Hall, provided chairs for conference participants. These chairs were the metal fold-up variety often available and were perceived to create comfort problems during the many presentations planned for this conference.

Event cushions were acquired and are available for use at follow-up events to assist with marketing the Smart Growth concepts. See cushion photo attached.

SNC-approved Performance Measures: (Please list each Performance Measure for your Project, as identified in your Grant Agreement, and the results/outcomes.)

1. Recruit and acquire guest speakers from relevant entities across the Sierra Nevada to speak at the conference on smart growth and related issues, including water.
Forty-six presenters, panel moderators and panelists were recruited for the Smart Growth Conference. A listing of these individuals and respective biographies are attached.
2. Develop and conduct a charette process in Tuolumne City, the purpose of which is to develop conceptual design alternatives and key smart growth strategies for the City, which would then be applied to other communities who will be represented at the event.
An introduction to the charette process was held on day two of the Smart Growth Conference. A follow up charette was held in Tuolumne City on Saturday October 24th, 2009. See attached results. Lee Vining in Mono County has recently community planning assistance and facilitation.
3. Conduct the charette process with a focus on implementing smart growth principles to protect watershed health and improve environmental quality.
This was conducted from 1:00 to 2:00 pm during the second day of the Smart Growth Conference. The exercise was lead by Darin Dinsmore, Patricia Hickson, and Cori L. Barraclough. The Tuolumne City charette on October 24th, 2009, was lead by Rudolph Ortega and Michael Strange.
4. Conduct a pre and post conference survey to determine the degree to which participants' perception of smart growth principles were positively impacted through attending this event.
Conference evaluation results are attached showing participants feedback for each of the 19 presentations. Participants rated each on how valuable the information was to them with "1" not valuable to "5" extremely valuable. The most common responses ranged from 3.0 to 5.0. Seven of the presentations had most common responses of 4.5 or 5.
5. Utilize in-kind resources for specific needs relative to the conference, including the facility, audio/visual equipment, meals and refreshments, and liability insurance.
Thirty-two Sponsors and volunteers are recognized for their assistance to the Smart Growth Conference. See attached listing. The primary volunteerism came from the planning committee headed by Paolo Maffei and Karen Berkhardt. Cash donations and in-kind contributions from these sponsors and volunteers allowed for the conference success with surplus funds for ongoing charette implementation to assist strategic community planning in foot hill communities.
6. Advertise the event through regional media outlets, including newsprint, radio, television, and other forms of outreach.
Media releases, organization email announcements, and radio spots were utilized to announce this event. See attached "Save The Date, Brochure, Media Release, and etc." Announcement materials were directed to regional cities and all California Counties. See city list. In addition to advance conference marketing seat cushions were utilized with Smart Growth and conference logo and Smart Growth pocket cards for use during and after the conference.
7. Allow the SNC and other Sierra Nevada organizations to display and distribute informational resources.
SNC received all announcement materials and representatives attended the conference.

Following are supporting document prepared during project implementation and referred to in this final report.