

Background

In November 2006, California voters passed Proposition 84, the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006, which included \$54 million for the Sierra Nevada Conservancy (SNC), with approximately \$50 million to be granted to eligible projects throughout the Region. At this meeting, the Board is scheduled to consider approximately \$5 million in remaining Proposition 84 grant awards for the Preservation of Ranches and Agricultural Lands. After these awards are made, the SNC will have granted almost all of its allocated Proposition 84 funds, with the exception of funds that have been returned to the SNC due to projects coming in under budget or projects failing to reach completion. Expenditure of these remaining funds will be discussed under Agenda Item XI.

Now that the awards are nearly complete, SNC wishes to communicate to decision-makers and the public the many benefits resulting from the wise investment of Proposition 84 funds in the Sierra Nevada. To this end, SNC is creating a multimedia report that will tell the story of how state funding has made a difference in the Region. By incorporating text and video highlighting grantees' own words about specific project accomplishments, the report, *Investing in California's Watershed: SNC's Proposition 84 Grant Program*, will also help to make the case for future investment in the Sierra through vehicles such as the upcoming water bond or the greenhouse gas emission reduction cap-and-trade auction program.

Current Status

SNC Staff are completing an administrative draft of the *Investing in California's Watershed* report, which is being prepared for key decision-makers, including legislators, other agencies, allies, and partners within and outside the Region, in addition to local and statewide media. We are also developing a specific communications strategy to maximize the utility and distribution of the report, using print, electronic, and social media.

The highlight of the report will be a series of case studies or project profiles highlighting individual Proposition 84 funded projects and their outcomes. Together the project profiles will illustrate the geographic spread, range of project types, and, most importantly, breadth of benefits achieved, including:

- Working Landscapes Preservation
- Forest Health and Fire Prevention
- Water Quality Protection
- Watershed Health and Restoration
- Protection of Iconic Landscapes.

Next Steps

Staff will finalize the report after incorporating relevant data from today's grant authorizations, and distribute it to the intended audiences using a variety of strategies to

be outlined in the communications plan. Staff will provide copies of the final report to the Board at that time as well.

Recommendation

This is an informational item only; no formal action is needed by the Board at this time, although Boardmembers are encouraged to share their thoughts and comments.