

Sierra Nevada Conservancy 2011 Action Plan

The following represent the major initiatives and activities to be undertaken by the Sierra Nevada Conservancy (SNC) during calendar year 2011.

Grant Program

The SNC will award approximately \$10 million in grants at the March Board meeting. The SNC will also determine the approach to be used in awarding the remaining \$10 million in Proposition 84 grant funds over the next two fiscal years, 2011-12 and 2012-13. And finally, the SNC will develop processes necessary to comply with new reporting requirements related to bond expenditures and future bond sales.

Performance Measures: Award \$10 million in grants to high benefit projects; develop grant guidelines and issue RFP for distribution of at least half of the remaining Proposition 84 funds (~\$5 million); meet all reporting deadlines and garner continued recognition by the Natural Resources Agency for timely and complete reporting.

Strategic Plan

The SNC will hold workshops throughout the Region to gather input on the development of its new Strategic Plan as well as providing stakeholders with the opportunity to provide input via our Web site. A first draft of the new Strategic Plan will be provided to the Board in June, followed by a public comment period. A final draft Plan will be presented to Board for review and approval at the September 2011 meeting.

Performance Measures: Participation in workshops and/or online input from at least 100 people, representing a wide variety of interests; Board adoption of the Plan in September followed by the development of 2012 Action Plan for the SNC to be adopted by the Board in December.

External Outreach

The SNC will continue building relationships with key constituents, stakeholders and decision-makers outside of the Sierra Nevada Region to increase their understanding of, and support for, the Sierra, including the benefits of the Region to the State and the need for increased investment in the Region. To that end, the SNC will be an active first-time member of the State Agency Steering Committee for the 2013 Update of the State Water Plan, including convening and coordinating Regional participation in the update process; continue to meet with key members of the new administration, the legislature and key Valley, urban and other stakeholder groups outside the Sierra.

Performance Measures: Conduct a minimum of 15 individual meetings with key legislators, decision-makers and other stakeholders from outside the Region; organize participation by regional stakeholders in at least three DWR Water Plan Update venues; establish quarterly meetings with "sister" State agencies, such as other conservancies and the Wildlife Conservation Board, to coordinate efforts at the State level.

Sierra Nevada Forest and Community Initiative

The SNC will continue to coordinate implementation of the Sierra Nevada Forest and Community Initiative (SNFCI), working closely with the SNFCI Regional Coordinating Council. The goals of SNFCI are to support the implementation of fuels reduction and sustainable forest management practices, incubate local economic opportunities to utilize forest biomass to create jobs and improve Sierra community social well-being. The Initiative involves strong coordination with local forest collaboratives and will work with the SNFCI Regional Coordinating Council to support these efforts.

Performance Measures: Achieve support of SNFCI Regional Coordinating Council for 3 or more policy positions on key issues; continue, and or, initiate support of 4 or more local collaborative efforts; identify at least 3 tangible on the ground outcomes resulting from SNFCI efforts.

Great Sierra River Cleanup

The SNC will coordinate the 3rd Annual Great Sierra River Cleanup in September 2011. This event has become the flagship event for the SNC. In 2010, more than 4,000 volunteers joined together to remove approximately 141 tons of trash and recyclables from rivers throughout the Sierra Nevada.

Performance Measures: Successfully plan and implement event; increase number of participants by 25 percent; increase sponsorship by 100 percent.

Geotourism

The SNC will continue to coordinate with the Sierra Business Council, National Geographic and numerous local partners in completing the Sierra Nevada Geotourism Project phases in the Southern Sierra and the Sierra Cascade areas. The project also intends to launch a mobile phone application early in the year.

Performance Measures: Complete all nomination phases and make a free downloadable mobile phone app available. Aim for a minimum of doubling the amount of web-traffic visiting the site on a monthly basis. Complete research study to assess Web site impact and response in communities.

Sierra Day in the Capitol

The SNC will coordinate efforts to bring a broad array of stakeholders together to visit the State Capitol. The purpose of the day is to educate legislators, staff and administration officials on the importance of the Sierra Nevada Region, with an emphasis on the Region's contribution to the state's water supply. This year's event is scheduled for April 6.

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Performance Measures: Increase participation in the event by 20 percent; with a focus on broadening the range of interests represented; increase the number of sponsoring organizations by 10 percent.

Sierra Nevada Water Report

A Sierra Nevada Water Report will be released in March of 2011, articulating and emphasizing the importance of the Sierra Nevada as it relates to the Region's contribution to the state's economic and environmental well being. An additional Water Fact Booklet will be published and Sierra Nevada Water Seminars will be provided at the State Capitol. The SNC plans to launch the report as part of Sierra Day in the Capitol and will work to distribute the report and booklets to policy makers, media and the public.

Performance Measures: Publish report and distribute up to 1,000 copies of the report and 500 copies of the booklet to key stakeholders and public; post information on SNC Web site; 25 people in attendance at water seminars.

Mokelumne Watershed Environmental Benefits Project

The purpose of the program is to conduct a watershed-scale analysis to identify opportunities to engage the managers of the watershed's ecosystem services and the numerous beneficiaries of these services, into a process to protect and restore the watershed's health. A primary approach is to provide private and public land managers in the Mokelumne Watershed support and incentives to implement water and land management practices that ensure watershed sustainability. The project is in the planning stages.

Performance Measures: At least 85 stakeholders engaged in the project; at least two organizations providing direct resources to the project, totaling at least \$1 million; complete program plan and communications plan.

Sierra Nevada System Indicators

The SNC will publish a Sierra Nevada System Indicators Report to measure progress in improving the environmental, economic and social well-being of the Sierra Nevada Region. These Indicators will be used by the SNC staff and Board, and externally by SNC partners and other interested parties to promote Regional understanding, make sound investments, guide strategic planning, and help us to gauge the results of our efforts. Continued research and development of some of the indicators will continue after issuance of the draft report, planned for June.

Performance Measures: Complete the Sierra Nevada System Indicators Report and post information on the SNC Web site; complete data collection and analysis for remaining System Indicators; use data and findings in decision-making processes at the SNC as well as educating other stakeholders regarding their uses.

Pacific Forest and Watershed Lands Stewardship Council

Continue discussions for the development of certain future agreements between the SNC and the Stewardship Council based on the authority given to the Executive Officer by the Board in September, 2010. The scope of work and the compensation to be provided for duties will be set forth in the negotiated agreements. A funding mechanism will be put in place to allow transfer of funds from the Stewardship Council to the SNC for duties performed under the agreements. In addition, a specific scope of work for the “Plan to Monitor the Physical and Economic Impacts of the Land Conservation Commitment” will be completed.

Performance Measures: Execution of any necessary changes to the existing memorandum of understanding between SNC and Stewardship Council to reflect additional agreed upon tasks; completion of necessary agreements to carry out identified tasks; and, establishment of special deposit account to pay for related work.