



June 20, 2018

Sierra Nevada Conservancy
11521 Blocker Drive, Suite 205,
Auburn CA 95603

Re: Strategic Assessment Strategies Feedback

Dear Trystan,

Thank you for the opportunity to provide feedback on the development of the SNC Strategic Plan. We wholeheartedly support the goals and existing strategies identified by the SNC in the current assessment. We are pleased to offer the following suggestions for consideration as you continue developing the Strategic Plan and would be happy to discuss in greater detail at any time.

Here are our suggestions:

Healthy Watersheds and Forests

Policy:

1. Add a strategy for supporting local governments/agency/district policies OR add local-level planning efforts to Strategy 8
2. Identify/ support the removal of policy barriers to the utilization of biomass/woody byproducts.

Funding & Investment

1. Invest in innovative or proven models for implementing local, subregional, or regional scale biomass initiatives.

Design and Field Test New Ways of Doing Business:

3. Strategy 13 – add Tribal Agreements to the list

Vibrant Recreation and Tourism

Under Developing partnerships and resources OR Design and field test new ways of doing business:

1. Support and leverage innovative public-private partnerships to address recreation and tourism-related challenges, such as infrastructure and transportation challenges.



Funding and investments:

1. Invest in visitor incentives for sustainable tourism.

Communications/Telling the Story

1. Rebrand, invest, and promote summer, off-season and year-round recreation opportunities and destinations, especially destinations off the beaten track, to help spread out the concentration of visitors and create more stable jobs.
2. Empower local communities, especially tourism/service/recreation employees, to act as stewardship ambassadors and encourage sustainable tourism.
3. Support/promote local knowledge and stories to educate and inspire visitors about the region, climate impacts, and sustainable tourism.

Strategic Lands Conserved

Needs Assessment:

1. Prioritize research and identification of lands that should be conserved due to characteristics relating to climate change resilience, such as wildlife corridors for migrating species or wildlife shifts, recreational access changes due to changing landscape conditions, shifting agricultural lands, and other climate-related effects.

Resilient Sierra Nevada Communities

Development Resource: see “A Practical Guide to Building Climate Resilience” attached.

Needs Assessment

1. Research and identify, i.e. conduct a vulnerability assessment (with partners as needed), of the highest-risk communities and regional social assets, including tribal cultural resources, hospitals, water sources, etc. at risk to climate/drought/wildfire/other impacts in order to prioritize investment and effort in and around the most vulnerable communities, locations, and assets.
2. Research and identify long-term threats to resilience using existing and new projection models, such as Cal-Adapt, in order to balance short term resilience priorities with long-term resilience priorities.
3. Design or adopt a tool or mechanism for monitoring and regularly reassessing overall regional resilience based on the prioritization of the most vulnerable communities and assets.



Developing Partnerships and Resources OR [Add] Design and Field Test New Ways of Doing Business

1. Develop ongoing mechanisms for engaging communities, especially vulnerable populations and historically underrepresented populations, throughout the Sierra in resilience strategies and actions.
2. Identify and address barriers to participation for vulnerable & underrepresented populations and representatives of these populations, such as equity or diversity groups, family resource centers, etc; For example, host tribal workshops directly within tribal communities.
3. Train and educate internal staff and partners on understanding and addressing regional equity, vulnerability, and diversity issues and barriers.
4. Align resilience actions and planning with hazard mitigation/emergency preparedness partners.
5. Identify and support/align with local climate adaptation/resilience efforts.

Policy

1. Mainstream resilience considerations into all internal SNC decision-making processes and program guidelines.

Funding and Investments

1. Prioritize investment in and around front-line, or at-risk/high-vulnerability populations and critical assets, such as hospitals, low-income communities, key drinking water supplies, etc.
2. Prioritize investment in projects with multiple co-benefits, such as carbon sequestration, equity, economic opportunity, capacity building, etc. to bolster community long-term resilience from a multi-pronged approach.
3. Incorporate resilience considerations into all funding programs and requirements.

Communications/Telling the Story

1. Continue/increase promotion and amplification of the importance of the region's social and environmental resilience to the resilience of the entire state, including the vulnerability, risks, and actions needed, in order to build statewide understanding and investment in resilient Sierra communities.

Impactful Regional Identity

Funding and Investments



1. Identify urban partners/support urban-rural partnerships and develop increased understanding and support for urban/downstream investment in Sierra Nevada resources and resilience activities.
2. Identify/support/scale innovative or well-functioning existing models for financing upper watershed restoration activities using funds or financing from urban/downstream partners.

Communications/Telling the Story

1. Support/promote recognition within the region of a regional identity and regional priorities and continue to build support and buy-in from existing and new/nontraditional partners.

Thank you for your leadership on these critical regional efforts, and the opportunity to provide feedback. We look forward to continued partnership.

Sincerely,

Steve Frisch
President
Sierra Business Council