



SIERRA NEVADA CONSERVANCY

Board Meeting Agenda May 2 and 3, 2007

Meeting Location
Lassen County Fairgrounds
Jensen Hall
Susanville, CA 96130

**May 2, 2007
Field Trip**

12:00 - 5:00 PM

Members of the Board and staff will participate in a field trip reviewing issues and activities relative to the Conservancy's mission in the Susanville area. The field trip will begin at Lassen Fairgrounds Jensen Hall (Members of the public may participate in the field trip and reception but are responsible for their own lunch and transportation). Limited space may be available, please call (530) 823-4672 to determine availability.

**May 3, 2007
Board Meeting**

9:00 AM

I. Call to Order

II. Roll Call

III. Approval of February 7, 2007 Meeting Minutes

IV. Public Comments

Provide an opportunity for the public to make comment on non-agenda items.

V. Chairman's Report

- a. Climate Action Team
- b. State Budget Update
- c. Secure Rural Schools and Community Self-Determination Act (Dahle)

VI. Executive Officer's Report

- a. Staffing/Budget Update
- b. Area Offices Update
- c. Annual Symposium Update
- d. Federal Managers/SNC Meeting
- e. Board meeting schedule
- f. Resource Conservation Districts – Potential Partnerships

VII. Deputy Attorney General's Report

VIII. North Sub-Region Counties Reports

Representatives of North Region will provide the Board with a brief overview of key information regarding their counties, including significant issues in the area of the SNC's mission.

IX. Action Plan Update and Implementation Update

The Board will be briefed on progress on the Action Plan.

X. Overview of Bureau of Land Management's (BLM) "Sierra Resource Management Plan and Long Term Vision for the Mother Lode"

The Board will receive an overview of BLM's Mother Lode Conservation Strategy from Bill Haigh, Folsom Field Manager.

XI. SNC Logo Competition

The Board will review Logo design finalist entries from the logo competition and may select the winning entries.

XII. SNC License Plate

The Board will be briefed on the status of the effort to create a Sierra Nevada Conservancy License Plate. The Board may act upon recommendations from staff and the board committee regarding selection of a license plate design concept and provide direction and authorization to staff to take the actions necessary to have the design approved by the Department of Motor Vehicles.

XIII. Program and Grant Guideline Development

The Board will review revised draft Program and Proposition 84 Grant Guidelines as well as public input received and may provide direction to staff regarding a revised second public review draft.

XIV. Executive Officer's Delegated Authority

The Board will consider and may act on an interim delegation of authority to staff, to enter into certain agreements and contracts for program development and technical assistance.

XV. Board Members' Comments

XVI. Public Comments

XVII. Adjournment

Meeting Materials are available on the SNC website at www.sierranevada.ca.gov. For additional information or submit written comment on any agenda item, please contact Ms. Grace at (530) 823-4672 or tgrace@sierranevada.ca.gov. or 11521 Blocker Drive, Suite 205, Auburn CA 95603. If you need reasonable accommodations please contact Ms. Grace at least *five* working days in advance, including documents in alternative formats. **Closed Session:** Following or at any time during the meeting, the Conservancy may recess or adjourn to closed session to consider pending or potential litigation; property negotiations; or personnel-related matters. Authority: Government Code Section 11126(a), (c) (7), or (e).



SIERRA NEVADA CONSERVANCY

February 7, 2007
Board Meeting Minutes

Location:

Board of Supervisors Chambers
810 Court Street
Jackson, CA 95642

I. Call to Order

Vice Chair Dahle convened the meeting at 1:08 PM.

II. Swearing in of New Boardmembers

New Boardmembers Byng Hunt, Mono County Supervisor representing the Eastern Region, and Robert Weygandt, Placer County Supervisor representing the Central Region, were administered the oath of office.

III. Roll Call

Present: Brian Dahle, Carol Whiteside, John Brissenden, Kim Yamaguchi, Louis Boitano, Bob Kirkwood, Robert Weygandt, Byng Hunt, BJ Kirwan, Mike Chrisman, John Lloyd, Byron Sher, Allen Ishida, Mike Tollefson, Mike Chapel (for Beth Pendleton), and Bill Haigh.

Absent: No members were absent.

IV. Approval of December 6, 2006 Board Meeting Minutes

Boardmember Yamaguchi asked that the minutes be corrected on Page 5 to indicate his statement was, "Butte County has a population of 215,000, with 42,000 residents in his district."

Boardmember Brissenden indicated that on Page 6, first paragraph, the word "on" should be stricken under Action Plan Update. In addition, under Program and Grant Guideline Development, strike "need" prior to "changes or adjustments" and on page 8, Izzy Martin is the CEO of the Sierra Fund. Boardmember Brissenden requested the record reflect his recusal on the License Plate Issue due to the involvement of The Sierra Fund (Boardmember Brissenden's wife sits on the board at The Sierra Fund). There were no other changes to the minutes.

Action: Boardmember Boitano moved and Boardmember Brissenden seconded a motion to approve the December 6, 2006 Board Meeting Minutes with noted

changes. The motion passed unanimously. Boardmembers Hunt and Weygant abstained from voting as new members to the Board.

V. Public Comment (non-agenda items)

Paul Stein - Welcomed the Board to Amador County and invited EO Branham and Boardmembers to tour the property at Copperopolis Community Plan in Calaveras County. Mr. Stein noted the new District 5 Supervisor, Russ Thomas, was the Copperopolis Community Plan architect.

Russ Thomas – Supervisor, Calaveras County, stated his desire of adding dedicated conservation easements of approximately 6,000 acres (from James & Kathy Morrissey) to the Copperopolis Community Plan. He stated that having SNC's help to facilitate this effort would be appreciated.

Greg Meyer – Representative of James and Kathy Morrissey, the property owners, are committed to preserving the open space and would be factored into the long-term plan of public use of private land. It is suggested the Board arrange a tour to the property and speak with the property owners.

Kathy Kuse-Brazil – Representing the Amador Fire Safe Council, with a mission to protect the people of Amador County and is strictly a grant-run organization. She indicated interest in grant opportunities in the area, which has a high senior population and significant wildland-urban interface.

Patty Jacobson - Urged the Board to create a clear-cutting task force to address the issue in the Sierra. She indicated that clear-cutting impacts everyone and the SNC strategic plan does not address the issue. Ms. Jacobson brought informational packets for the Board and posted pictures from Google Earth of clear-cut areas.

Ward Levalli – Representing Community Action Project, "CAP," stated their mission is to promote community-based democracy and greater public participation in local government. Welcomed Board to the Motherlode and wished the Board success in the mission.

Susan Robinson - A resident of Arnold, stated that 1/3 of the forests in Calaveras County are set for clear-cutting and will have a dramatic impact on residents and tourism in the County. Ms. Robinson urges SNC to become involved in the issue.

Barry Bolton - A resident of Arnold, urged the Board to create a task force to address clear-cutting and decide what point the SNC can take in the issue. He stated that the Conservancy should have an interest in the Region as a whole, not just public land.

Dick McCleary - USDA Central Sierra Natural Resource Conservation and Development, consisting of Amador, Calaveras, Tuolumne, Northern Mono, and

Alpine Counties, has been involved in over 12 million dollars' worth of projects that were completed in the past year.

John Buckley – Executive Director for Central Sierra Environmental Resource Center, indicated a State of the Sierra status report is needed, as a guide to where opportunities exist.

Robert Meese – President of The Sierra Executive Institute, a group that brings executives from the Sierra Nevada to help stimulate regional economy in smaller regions. He commended the SNC for its outreach efforts but expressed concern over the lack of attention paid to individual businesses in the community to deal with the water, land and the watersheds.

Virginia Landreth – Resident of Railroad Flat, supports the Calaveras Healthy Impact Product Solutions (CHIPS) program. The objective is to have a positive impact on the land with healthy forest practices.

Jerry Scott – Oak Woodland Conservation Group, described the group's mission as working with all stakeholders and hopes to work with the SNC.

Susan Bragstad – Amador City Amador Land Trus, holds 3,000 acres in easements, agriculture, historical, and scenic values of the region. Farms of Amador are also trying to protect and promote local agriculture.

Don Wells – LTA. There has been unpredicted growth on the Calaveras side of Lake Tallas and the forecast is for 100,000 residents. Would like help on focusing the planning.

Katherine Evatt - Foothill Conservancy, identified a few community projects that are compatible with the goals of SNC, such as working landscapes, promotion of sustainable forests, protecting and restoring watersheds, dam removal, strengthening the economy and preserving historical resources. Ms. Evatt stated the Foothill Conservancy is in need of technical assistance for a project relating to the protection of the Mokulumne River and promoting local river tourism.

VI. Chairman's Report – Vice Chair Dahle *indicated that at this time the Board would proceed to the Executive Officer Report Agenda Item VII until Chairman Chrisman arrived.*

VII. Executive Officer Report

a. Governor's Event

Executive Officer Jim Branham indicated that on January 4, staff attended the Governor's "Green Dream" Pre-Inaugural Event. SNC was one of the few State Departments asked to participate. Branham thanked Placer Grown for providing

fresh fruit, Apple Hill Growers Association for the hot apple cider, and the SNC staff for pulling the event together.

b. **Staffing update**

The goal continues to be the hiring of all base budget staff members by the end of the current fiscal year. He indicated the SNC would once again revert funds that were not expended for staff this year.

c. **Budget update**

The Governor's proposed budget includes the same level of base funding that SNC has in the current year, with some adjustment for cost of living. The budget also includes \$17.5 million of Proposition 84 funds, \$17 million of which would be allocated as grants throughout the region. The SNC staff will be working through the legislative process to assure the funds remain in the Governor's budget.

Boardmember Brissenden questioned the reimbursement authority in the proposed budget. Branham indicated it is simply there in the event that the SNC receives funds through reimbursement; otherwise, the funds could not be expended.

Boardmember Sher questioned whether the \$17.5 million in the Governor's Budget is the amount that the Governor's Office proposed or did SNC consult with them? Branham stated SNC consulted with the Governor's Office and that the \$17.5 million is the amount recommended by the SNC.

Branham asked Boardmember Lloyd to comment on the State Budget process. Lloyd reported that the Legislative Analyst Office (LAO) is reviewing the budget; a report will be released February 21. He indicated there will be an opportunity for revisions to the budget in April and once again in May. Following the May Revise, the Budget Conference Committee will be convened to address the difference between the Assembly and the Senate versions of the budget. Once those differences are resolved, the Budget will be sent to the Governor for approval.

Branham indicated he would hold meetings with legislative budget staff in the coming weeks.

d. **Area offices**

Branham indicated that SNC has signed an agreement for the Mariposa office, and arrangements are being made to secure necessary resources for the office. He indicated that Ken Jones and John Knott have been working with Federal Officials to secure the Bishop and Susanville office space. SNC staff has held initial conversations with Kern River Valley residents and will follow up with Supervisor McQuiston.

e. **Headquarters Office**

Branham recommended that the Board revisit the permanent headquarters search in September of this year. The current site is working well; however, the SNC is still receiving continued interest from surrounding communities.

Without objection from the Board, Branham indicated that staff would present a proposed process for securing a permanent headquarters at the September 2007 meeting.

f. **Proposed Annual Symposium**

Branham proposed that in conjunction with the September meeting, an annual symposium focused on climate change be held. He indicated that the potential impacts to Sierra Nevada snowpack and resulting effect on the state's water infrastructure could be significant. He indicated that the symposium provided an opportunity to understand the potential impacts, as well as addressing how the region could positively contribute and adapt. He also indicated that the event would serve to remind people around the state as to why the Sierra Nevada Region is so important. He commented there are a variety of governmental and non-governmental partners who were interested in assisting the SNC in this effort.

Boardmember Brissenden suggested looking at a "State of the Sierra" report at the symposium and have it become an annual event. Branham indicated that the plan was to have an annual event that would focus on a particular topic of importance to the Region.

Boardmember Sher stated that he thought the symposium and focus were a good idea and timely. He indicated that the symposium should also address the implementation of AB 32 (2006), relating to addressing greenhouse gas emissions.

Boardmember Kirkwood suggested it might be an opportunity for a foundation affiliated with the Conservancy to assist with the event, including publications, etc. Branham indicated that he agreed that is precisely what a foundation could do and stated that option would be pursued.

Branham indicated that the SNC staff will proceed with planning for the event and report back to the Board. He recommended that a committee of the Board be appointed to assist with planning the event. Boardmembers Brissenden and Kirwan volunteered to serve as the Board committee.

g. **Integrated Regional Watershed Management Planning (IRWMP) Workshop**

Branham stated that SNC is co-sponsoring the workshop with Sierra Nevada Alliance, the CABY (Cosumnes-American-Bear-Yuba) watershed group and the Mountain Counties Water Resources Association on March 9, 2007. He indicated that the SNC is prepared to assist Sierra groups interested in engaging in the IRWMP process. This meeting is open to the public.

h. **California Rangeland Coalition**

Branham indicated that he attended the second annual meeting of this group that is a coalition of ranchers, environmentalists and government agencies. The group's motto is "don't let the 5% that we disagree on get in the way of the 95% we do agree on." The group is sponsoring research, which will help inform a variety of discussions on key issues. He indicated that SNC staff would continue to stay involved with the group, as it is consistent with the SNC mission.

i. **Presentation by CSU Chico, Center for Economic Development (CED).**

Courtney Denehey and Gillian Murphy indicated that CED would like to donate copies of the annual economic reports for 11 counties within the Sierra Nevada Region to the SNC Library. A brief description was given of the services offered by the CED, their office locations, and examples of projects they have assisted in the region. Both expressed a desire to work with the SNC in the future to help develop economic opportunities in the Sierra Nevada Region.

j. **Saving the Sierra, Voices of Conservation in Action**

Jesikah Maria Ross and Catherine Stifter described their project, "Saving the Sierra, Voices of Conservation in Action," which is a public broadcasting project that includes a collection of conservation stories from around the Sierra. Information is distributed through radio, the website and presentations.

Chairman Chrisman asked how the topics and stories pursued are prioritized. Ms. Ross indicated that they listen to anyone who shares stories, and they rely on a range of "what's the news angle" to sell the ideas to the broadcast system. What are the stories you are going to tell about the Sierra? Groups like the Sierra Nevada Alliance and The Sierra Fund are on an advisory committee and help by weighing-in with ideas.

Boardmember Yamaguchi noted the gap between the rural and the urban communities and the importance of bridging the gap.

VI. Chairman's Report

Chairman Chrisman indicated Resources Agency entities had received approximately \$9.5 billion from bond initiatives, including \$500 million for the Wildlife Conservation Board. He indicated spending plans were being addressed in the legislative budget process and the Agency will continue to look for opportunities for coordination between various entities and programs.

VIII. Attorney General's Report

Deputy Attorney General Christine Sproul informed the Board that all members need to complete the ethics training that is available via the internet. The whole process takes approximately 1 hour 15 minutes. Boardmember Kirkwood asked if there was a deadline for when the training needed to be completed. Sproul indicated she would get back to Boardmembers on due date. She also indicated

that Conflict of Interest (COI) filings are due on April 2, 2007. She indicated that local officials would need to complete the state COI, as well as the local form.

IX. South Central Sub-Region Report

Boardmember Boitano introduced Tuolumne County Supervisor Paolo Maffei.

Supervisor Maffei stated that he works closely with the Central Sierra Resource Conservation and Development Council (RC&DC), as well as the local Resource Conservation District. The RC&DC is planning an upcoming watershed meeting where issues including storm water run-off will be addressed. He also indicated that he is hoping the various groups can address "smart growth" in the Sierra. He believes this is important to assist local communities to go a step beyond the normal planning process and go to the smart growth code. He also indicated he hoped the SNC could be helpful in dealing with the Phoenix Lake issue.

Boardmember Boitano introduced Supervisor Steve Wilensky of Calaveras County, who indicated he would speak at tomorrow's field tour, so he would not address the Board today.

Chairman Chrisman indicated that at this time the Board would proceed to the Sierra Nevada Conservancy License Plate agenda item XI.

XI. Sierra Nevada Conservancy License Plate

Executive Officer Branham indicated that the SNC continues to explore the process with the Department of Motor Vehicles (DMV) and believes there is steady progress. He also stated that discussions with The Sierra Fund relating to the marketing campaign have also progressed.

He indicated that Boardmembers Yamaguchi and Sher had worked with staff to identify design concepts that would serve as a basis for further development.

Boardmember Sher stated that the challenge is to come up with something that motorists will relate with the Sierra Nevada. Boardmember Yamaguchi commented on the various designs being considered and suggested a "less busy" design.

Boardmember Whiteside asked when the more size-restrictive design came into play with Department of Motor Vehicles. Branham indicated that due to concerns of the California Highway Patrol, the statute now does not allow for full plate designs.

Boardmember Kirkwood asked how the logo competition was going to relate to the plate design, indicating there would be an advantage to having the two together. Branham replied that elements of the logo would be incorporated into the final plate design, hopefully by the May Board meeting.

Boardmember Haigh suggested that one of the images resembled the BLM logo. He suggested that the available space should be fully utilized and "dead space" be eliminated.

Izzy Martin of The Sierra Fund informed the Board that TSF has begun to explore corporate and foundation partners including banking institutions, forestry companies and other businesses. She stressed the importance of identifying the right messages to sell the plate. Yamaguchi expressed his appreciation for the efforts of The Sierra Fund to date

Yamaguchi moved and Hunt seconded a motion to approve the staff recommendation that a final license plate design be provided to the Board at the May meeting. Boardmember Brissenden recused himself from the item.

X. Action Plan Update

Program Manager Bob Kingman referred to the updated action plan matrix, showing progress on a number of items. He also indicated that the SNC continued progress on examinations and job advertisements.

Kingman introduced Robert Trent of Velocity 7, consultants to the SNC. Mr. Trent presented the Board on overview of the logo competition involving high school students from throughout the region.

XII. Program and Grants Guidelines Development

Executive Officer Branham indicated that the staff had drafted Program Guidelines that were as comprehensive as possible and consistent with the Strategic Plan. He also stated that Proposition 84 Grants Guidelines had been drafted and would be reviewed along with the Program Guidelines. He acknowledged the efforts of Bob Kingman, Dean Cromwell and Charlie Willard in drafting the guidelines.

Branham referred the Board to the timeline in the Board materials. He stated that the workshops to be held in March and April would provide the public the opportunity to provide comments on both sets of guidelines. He indicated that the SNC would hold 18 workshops in the region and 2 outside the region. He also indicated that each sub-region would have a Board committee of two, including the Supervisor from the Sub-region and a statewide member, to assist with the comments from the sub-region, as identified in the Board materials.

Boardmembers Ishida and Kirwan indicated that the schedule presented a conflict for them; staff agreed to work to resolve the conflict.

Bob Kingman stated these are overall program guidelines and the last page shows a Table of Contents for the separate set of guidelines that will be for Prop 84 grants.

Branham explained for the first year's pot of money, staff recommends that an allocation be made to each sub-region and provide some funds for projects of Regional significance. He urged the Board to remain flexible on the formula and to be prepared to make changes in future years if need be.

Boardmember Kirkwood suggested that the differences between competitive grants and the strategic opportunity grants be made clearer and suggested the order be changed.

Boardmember Whiteside stated it might be easier to understand if the formula for distribution is written with percentages vs. dollar amounts. Boardmember Lloyd recommended that the organization remain flexible in the allocation of funds. Boardmember Yamaguchi expressed the importance of equitable distribution throughout the Region.

Branham stated that the Program Guidelines will be for all funding opportunities and the Proposition 84 Grants Guidelines will be specific to Proposition 84 funds.

Boardmember Sher questioned language in the Proposition 84 Grants Guidelines, which restricts funding to certain areas, given an earlier memo from staff indicating funds could be used for any activity consistent with the SNC mission. Branham indicated that the language in the section allocating funds to the SNC is quite specific as to how those funds can be used; however, he agreed that language in the statute cited in the earlier memo is confusing. Staff Counsel John Gussman suggested that there is some confusion in Proposition 84, but that based on consultation with the Attorney General's Office, the Guidelines reflect the most defensible interpretation. Branham indicated that staff would continue to research issue, but his recommendation is to go forward with the interpretation contained in the guidelines.

Branham indicated that the SNC would look forward to comments on the grant size limitations. He also stated that the guidelines communicated the position that the SNC does not view itself as a land management organization.

Boardmember Kirkwood noted equitable distribution is affected by population and acreage served. Branham pointed out that the language in the statute does not include population as a factor, but it could be considered. He suggested seeing what the public comment was on this issue. Kirkwood also suggested the guidelines are explicit regarding SNC not wanting to own and manage land.

Boardmember Kirwan commented that the SNC should not award grants that compete with funding already in place addressing air and water quality.

Kirkwood pointed out areas where he believed the guidelines do not accurately reflect language in the Strategic Plan. Branham indicated it was not staff's intent to create inconsistencies with the Strategic Plan, and staff would review language in question.

Kirwan suggested a footnote that makes clear the Strategic Plan "trumps" language in the guidelines.

Kirkwood also pointed out that the project evaluation section does not address the context of surrounding land and provides no sense of the lasting value of the grants.

XIII. *Bureau of Land Management Presentation, by Bill Haigh, will be tabled until the May meeting due to time constraints.*

XIV. Recognition of Senator Tim Leslie

Vice-chairman Brian Dahle recognized former State Senator and Assemblyman Tim Leslie. Dahle praised Senator Leslie for his leadership in creating the Sierra Nevada Conservancy. He presented him with a resolution from the Board.

Senator Leslie thanked the Board for the recognition and indicated that he had enjoyed watching the Board in action, working on the various issues addressed in the legislation. He pointed out the uniqueness of the SNC and particularly the strong role of county supervisors. He indicated that in his 20 years of legislative service, the legislation creating the SNC was his most "spectacular."

XV. Board Member Comments

Boardmember Ishida commented on how important it is to clarify during the outreach meetings that the Proposition 84 funds may not be available for all SNC program activities (due to language in the Proposition).

XVI. Public Comment

Richard Gresham - Placer County Resource Conservation District, requested an opportunity to make a formal presentation to the Board regarding RCDs and what they do. Gresham has had previous conversations with EO Branham and several Boardmembers and asks SNC to look at RCDs in the Region and see what type of partnerships could be created.

XVII. Adjourn the Meeting

Vice Chair Dahle adjourned the meeting at 5:08 PM.

**OVERALL BUDGET PLAN
FISCAL YEAR 2006-07
May 3, 2007**

(All figures represent estimates based on the best available information at this time).

	\$ IN THOUSANDS
AVAILABLE FUNDS*	\$3,738
 SIGNIFICANT EXPENSES ANTICIPATED	
CONSULTING AGREEMENTS**	\$1,400
FACILITIES OPERATION	\$400
EQUIPMENT/VEHICLE	\$350
STAFF & OPERATING EXPENSES	<u>\$1,588</u>
TOTAL 2006-07 FISCAL PLAN	\$3,738

* An additional \$200K has been authorized for expenditures in the event the SNC receives reimbursement funding.

** Consulting Agreement detail provided on page 2 & 3.

CONSULTING AGREEMENT DETAIL
May 3, 2007

(All figures represent estimates based on the best available information at this time).

OPERATIONS

**AGREEMENTS WITH OTHER
STATE AGENCIES**

2006-07
\$ IN THOUSANDS

DEPT OF FORESTRY AND FIRE PROTECTION

Providing Procurement-Delegation Authority support on an interim basis while we are seeking our own Delegation Authority for SNC. Includes support and acquisition costs for goods and services.

\$200

DEPT OF PARKS & RECREATION

Providing ongoing Human Resources support for SNC.

\$100

DEPT. OF GENERAL SERVICES

Providing ongoing Fiscal Services support for SNC.

\$75

OTHER STATE AGREEMENTS

Attorney General, Highway Patrol, Fleet, Water Resources, Data Center etc. Provides a variety of ongoing support for SNC.

\$115

SUBTOTAL OPERATIONS

\$490

CONSULTING AGREEMENT DETAIL
May 3, 2007

PROGRAM DEVELOPMENT

**PROGRAM DEVELOPMENT
AGREEMENTS WITH CONTRACTORS**

\$ IN THOUSANDS

Providing a Rapid Needs Assessment of Information Technology capabilities and needs in the SNC Region. Funded from 2005-06 fiscal year. (PSOMAS)	(\$150)
Providing strategic consulting & technical expertise in support of the Strategic, Action Plan development. Funded \$120 from 2005-06 fiscal year and \$75 from 2006-07. (CA STATE UNIV SACTO – CCP)	(\$120) \$75
Providing day-to-day support as needed for this fiscal year in the development and implementation of the initial Information Technology System for the SNC. (PROPOINT selected in October 2006)	\$50
Providing administration of a logo concept design competition among high school students throughout the SNC Region. (SEVENTH VELOCITY Selected November 2006)	\$63
Developing a five year, education and communication plan to support an increased understanding of the importance of the Sierra Nevada Region. (SEVENTH VELOCITY Selected November 2006)	\$143

CONSULTING AGREEMENT DETAIL
May 3, 2007

PROGRAM DEVELOPMENT (continued)

**PROGRAM DEVELOPMENT
AGREEMENTS WITH VENDORS**

\$ IN THOUSANDS

Mapping for the Sierra Nevada Conservancy
Boundary and pilot protected lands project.
(GreenInfo Network) \$10

Contract Funds Committed to date \$611

Additional Program Development consulting agreements
anticipated this fiscal year \$369

- Facilitation and organization of public workshops
- Graphics design and development for logo and license plate
- Develop plan to address technology needs
- Identification of key indices and performance measures
- Other tasks necessary to implement the Action Plan

SUBTOTAL PROGRAM DEVELOPMENT **(\$980)**
(\$270 of funds from 05-06 budget)

\$710

CONSULTING AGREEMENT DETAIL
May 3, 2007

PROGRAM IMPLEMENTATION

\$ IN THOUSANDS

Funds will be used for opportunities to provide limited support to community efforts and activities of various partners consistent with program goals.

\$200

- Support of Modoc Line Appraisal
- SBC Panel Sponsorship

**TOTAL AGREEMENTS PLANNED FOR THE
2006-07 FISCAL YEAR**

\$1,400

**GOVERNOR'S BUDGET PLAN
FISCAL YEAR 2007-08
AS OF JANUARY 10, 2007**

\$ IN THOUSANDS

2007-08 PROPOSED SUPPORT FUNDS

FUNDING SOURCE: CA. ENVIRONMENTAL LICENSE PLATE FUNDS

SIGNIFICANT EXPENSES ANTICIPATED EXPENDITURES

STAFF & OPERATING EXPENSES		\$ 1,654
CONTRACTS & COMMUNITY SUPPORT		\$ 1,500
INTERAGENCY AGREEMENTS	- \$400	
PROGRAM IMPLEMENTATION	- \$900	
COMMUNITY SUPPORT	- \$200	
FACILITIES OPERATION		\$ 400
EQUIPMENT & VEHICLES		<u>\$ 350</u>
TOTAL PROPOSED 2007-08 SUPPORT FUNDS		\$ 3,904

2007-08 BUDGET CHANGE PROPOSAL

FUNDING SOURCE: SAFE DRINKING WATER, WATER QUALITY & SUPPLY, FLOOD CONTROL, RIVER & COASTAL PROTECTION FUND OF 2006 - - - - PROPOSITION 84

STAFF & OPERATING EXPENSES		\$ 500
GRANT FUNDING		<u>\$17,000</u>
TOTAL 2007-08 BUDGET CHANGE PROPOSAL		\$17,500
2007-08 PROPOSED REIMBURSEMENT AUTHORITY		\$ 200
TOTAL GOVERNOR'S BUDGET PLAN		\$21,604

Meeting Summary

The Sierra Nevada Conservancy exists, in part, to provide strategic direction for the environmental, economic and social well-being of the Sierra Nevada. The Conservancy's program goals include coordinating and consulting with federal agencies in integrated project design, implementation and management.

The objective of the March 7, 2007 meeting was to identify priority areas for joint action by the Sierra Nevada Conservancy and its federal partners. Discussion centered on 1) the roles of the Conservancy and 2) the subject areas federal agencies seek Conservancy assistance with. These are briefly summarized as follows:

Conservancy Roles

- Build capacity in the Sierra overall and in Sierra communities
- Build coalitions
- Communicate the value of the Sierra
- Coalesce information
- Convene discussion
- Educate, cultivate citizen stewards (youth and adult)
- Facilitate creation of market / exchange mechanisms for ecosystem services
- Fund programs and projects
- Leverage funds
- Sponsor and conduct research

Conservancy and Federal Partners Shared Core Subject Areas

- Biomass management
- Ecological Integrity (urbanization, land conversion, ambiance, wildlife)
- Education and citizen stewardship
- Issues, opportunities and challenges of managing public land
- Recreation (accommodating needs and regularizing)
- Socio-economic development (working landscapes, portal communities)
- Water
- Wildfire prevention

Overall, emphasis was on the Conservancy as a clearinghouse for the region and subregions. The Conservancy's assistance as facilitator, coordinator and convener is sought.

There is enthusiasm for the Conservancy's leadership in communicating what the Sierra Nevada is and why the Sierra range is important.

Federal partners "Next Actions" (near term) include:

- Participate in Conservancy workshops in your region.
- Provide comments and suggestions regarding the Conservancy draft Program and Grant guidelines documents.
- Review the draft of this meeting report - verify accuracy of the record.
- Provide suggestions for, and participate in, climate change symposium.
- Communicate with Conservancy staff and with one another - following up on action items and discussions initiated.
- Participate in next federal partners meeting (date to be determined).
- Track progress and activities relevant to action items identified in this meeting.

Conservancy "Next Actions" (near term) include:

- Draft and distribute federal partners meeting report.
- Follow up on action items.
- Track progress on action items and progress areas identified.
- Communicate with federal partners - following up on action items and discussions initiated.
- Convene next Conservancy / federal partners meeting.

The following report provides detail, context and highlights from the discussion on March 7 and 8, 2007. This information can be used to inform the planning activities of the Conservancy and to remind Conservancy staff and federal partners about the strategic direction opportunities shared.

The notes feature five sections; 1) Conservancy program and grant draft guideline, 2) Priority areas for joint action, by region 3) Priority areas for joint action, by subject 4) Action Items and 5) A summary of the "Round Robin" session on March 8th. These sections reflect the discussions as they proceeded on the 7th and 8th. While there is some repetition in the "priority areas" discussed in either section, the information provided in each section is distinct, and toward different purpose. The information by region sets the context for specific follow-up activity in that geographic area, while the information by subject sets the context for follow-up activity in the domain of that subject area, throughout the Sierra. The information is summarized in tables to facilitate quick recall of the discussion and to facilitate a coherent, and trackable, course of action following from the discussion.

Participant Roster

DRAFT

Name	Affiliation	phone	email
Craig Axtell	NPS, Sequoia & Kings Cyn	559.565.3101	craig_axtell@nps.gov
Jeff Bailey	USFS, Inyo NF	760.873.2550	jbailey@fs.fed.gov
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Overview

Staff continues to make progress on completion of Organizational Goals in the Conservancy's Action Plan, adopted in July, 2006. The Action plan calls for substantial completion of seventeen action items by July, 2007.

An updated spreadsheet showing all of the Organizational Goals and tasks accomplished or underway has been attached to this report to illustrate progress in a matrix form. The goals are organized by their due dates as they appear in the adopted action plan (Attachment A).

Capacity Building

Since the February meeting, the Conservancy has hired three additional permanent staff, bringing the permanent staff level to nine. We continue to receive the services of several retired annuitants and special assistants hired through agreements with California State University, Sacramento, the Tahoe Conservancy and California Department of Forestry.

Examination and hiring interviews are being scheduled for several employee classifications throughout the region to meet the staffing needs of headquarter and area offices.

Progress on Specific Goals

- The Conservancy has retained the services of Psomas Consulting to assess information needs of the region as stated in Organizational Goals 2.1 and 2.2. Psomas has completed interviews with every county in the SNC region, and is compiling written questionnaire results. All of the information gathered and an analysis report will be circulated for review before the next board meeting. The Psomas assessment will be a useful tool in accomplishing Organizational Goal 5.1 and 3.2, and will contribute to Programmatic Goals as well.
- The Conservancy has retained the services of Velocity 7 and Associates to development a comprehensive Communication and Education Plan consistent with Organizational Goal 3.4. Significant public input will be sought during development of the plan. Velocity 7 will present a brief overview of the Plan Development process and an initial draft of the plan is included for review (Attachment B). Staff anticipates work to be completed by July 2007. Completion of this plan will be instrumental in educating the region and the state about the needs, resources, and activities with the Sierra Nevada.
- The Conservancy has retained the services of Velocity 7 and Associates to administer a logo competition for students in grades 9-12 throughout the region. Over \$20,000 in prizes has been donated from organizations throughout the

region for participants and their respective schools. The deadline for entries was March 30. After implementing an intensive outreach plan to contact all schools, teachers, and arts councils in the Sierra Nevada region, the contest yielded 244 high quality entries. With assistance from four Sierra Nevada arts councils, the staff and board subcommittee will present a recommendation for the top three design concepts at this meeting. Velocity 7 will present a brief overview of the contest achievements and highlights (Agenda Item XI). The process has provided an excellent opportunity for public outreach and education about the mission and goals of the Conservancy (Organizational Goals 3.4). The logo contest process will also be helpful in achieving Organizational Goals 2.2 and 5.3.

- Staff has entered into two small contracts with GreenInfo Network. The first is to complete a pilot GIS study to identify and map data related to Public and Conservation Trust Lands within the Sierra Nevada Region. Products from this study will include printed maps and a written analysis of availability and needs for similar GIS data throughout the region. Information gathered in the study will be useful in achieving Organizational Goals 2.1, 2.2, 3.2, 3.3, 4.1, 4.2, and 5.1 as well several Programmatic Goals and could lead to identification of additional needed research.

The second is to verify and map exact coordinates of the Sierra Nevada Conservancy service area boundary. A well defined boundary will soon be critical to determine eligibility of requests for prospective projects. With this in mind, a final map and set of coordinates is expected to be presented with Program and Grants Guidelines to the Board for possible adoption at its July, 2007 meeting.

- Staff continues researching and gathering information to build a comprehensive and dynamic database of potential funding sources for local partners in the region (Organizational Goal 5.2). A spreadsheet of existing resources is available for review on the SNC Website for immediate use throughout the region, and will continue to be updated and enhanced. A permanent Program staff member is expected to be hired before the next Board meeting to more fully research funding opportunities for partners in the Region. This database complements efforts to complete Organizational Goal 5.3 and several Programmatic Goals.
- Staff has been contributing time and review expertise to several ongoing regional planning efforts and programs consistent with Organizational Goal 3.3. Input on planning efforts include: Resources Agency Proposition 50 Grants Program, The Kern River Valley Specific Plan, The Modoc Line Trail, and Mammoth Lakes Trails and Public Access, sponsorship of the Sierra Business Council Annual Conference, and co-sponsorship of an Integrated Regional Watershed

Management Plan Workshop, and participating in process to help Sierra Nevada Alliance develop a Sierra Landscape Guide.

Expected Extension of Deadlines

While progress on Action Plan Goals is steady, there are some deadlines we expect to extend. Progress on these Goals is outlined in detail below:

Goal 1.1 - *Determine location of a permanent headquarters location that will meet the SNC's needs and add economic value to the community.*

The SNC headquarters is currently located in Auburn and is meeting the immediate needs of the organization. This topic is expected to be revisited at a later date after completion of other Action Plan Goals.

Goal 3.2 - *Based on this assessment and the information technology assessment, work with communities to develop a plan to address technological, communication, and technical assistance needs.*

Significant progress towards completing this goal will begin upon completion of Goal 3.1 (Rapid Needs Assessment), development of Program and Grants Guidelines, and analysis of potential project needs requested and gathered during recent guidelines workshops throughout the region. Staff anticipates goal to be completed by September 2007.

Goal 4.1 - *Develop, in collaboration with other organizations, environmental, economic and social well being indices to monitor the progress in the various program and geographic areas. The indices will identify the key indicators to be monitored and measured and clearly identify performance standards.*

(See note below Goal 4.2)

Goal 4.2 - *Develop a program activity tracking system to ensure equitable distribution, over time, of resources across the region, sub-regions and programs recognizing the need to act based on opportunity, available funding and regional differences*

Staff has been gathering data and meeting with partners to develop a consolidated approach to integrate these two goals and will continue to gather input prior to the July 2007 Board meeting. Staff anticipates completing a scope of work for the tasks to be presented to the Board in July. Completion of the tasks may take several months. A more defined completion date will be reported in July.

Goal 4.3 - *Create a sub-regional and region wide priority setting process, consistent with the statute, to guide staff and the Board in decision making.*

This goal requires additional participation by the Board as defined in statute, and will also directly relate to the developments associated with Goals 4.1 and 4.2. This issue, as it relates to the awarding of grants under Proposition 84, will be addressed at the July 2007 Board meeting.

In regards to the broader objective, progress has been made in this area through information gathered during outreach efforts for the development of the Strategic Plan, and Program and Grants Guidelines. It may also require additional outreach and facilitation of meetings in each of the sub-regions. Staff will continue to work the Board and our partners to address this action. Currently it is contemplated that completion of this goal may not occur until until Spring 2008.




Unless noted above, all other Action Plan Goals will be considered fulfilled by July, 2007.

Programmatic Goals

Upon adoption of Program and Grants Guidelines and hiring of Program staffs, a concerted effort will be made to increase accomplishment of all Programmatic Goals. In addition to the availability of grants, the SNC will be in a position to start providing and arranging for more technical assistance, facilitation, and project development.

Organizational Goal Number & Due Date*	Description of Goal	Completed	E-Library online	Psonas Contract for rapid needs assessment	Communication and Education Plan contract	Logo Concept contract	Funding Sources Database	GreenInfo GIS Study	Office Locations Selected	SNC Boundary Finalized	Proposition 50 Participation	Program Guideline Development	Grant Guideline Development	Develop Indices Development	Assessment contract	Guidelines workshops Query	IRWMP Conference	SNA Landscape Conference	SBC State of Sierra	Federal Managers Meeting	Additional Progress	
Goal 1.1 (April 2006)	Establish the SNC interim headquarters in Auburn																					
Goal 2.3 (June 2006)	Identify and make available access to key federal, state and local plans and other documents affecting the region to be considered in the development of program guidelines and priorities																					
Goal 2.1 (Jan 2007)	Conduct an informational needs assessment of governmental agencies, non-governmental organizations, private landowners, educational institutions, and other interested parties, to determine existing relevant information relating to SNC's mission, significant information gaps and potential sources of new information. In doing so, the SNC will build upon and enhance existing information infrastructure.																					
Goal 3.1 (Jan 2007)	Conduct a regional assessment to determine existing and potential regional and community education, shared learning and research projects that the SNC can support and enhance.																					Held several meetings with State and federal partners, key stakeholders, scientists, and educators
Goal 4.2 (Jan 2007)	Develop a program activity tracking system to ensure equitable distribution, over time, of resources across the region, subregions and programs recognizing the need to act based on opportunity, available funding and regional differences.																					Meeting with staff, partners and prospective consultants to develop a matrix tracking system.
Goal 5.1 (Jan 2007)	Develop and communicate funding needs of the region to the public, SNC partners, and decision makers at all levels (Ongoing, initial needs assessment January 2007).																					
Goal 4.1 (July 2007)	Develop, in collaboration with other organizations, environmental, economic and social well being indices to monitor the progress in the various program and geographic areas. The indices will identify the key indicators to be monitored and measured and clearly identify performance standards.																					Held several meetings with State and federal partners, key stakeholders, scientists, and educators
Goal 1.1 (July 2007)	Determine location of a permanent headquarters location that will meet the SNC's needs and add economic value to the community (July 2007)																					
Goal 1.2 (July 2007)	Establish satellite office locations based on available staff and resources and operational needs.																					
Goal 2.2 (July 2007)	Assess preferred dissemination methods, technological needs and data limitations of SNC partners. Develop overall data acquisition and dissemination requirements and a strategy to address SNC statutory and organizational needs, with an emphasis on improving communities' ability to access and use information.																					Retained Sac State CCCP Employee to update SNC Master Contact lists
Goal 3.2 (July 2007)	Based on this assessment and the information technology assessment, work with communities to develop a plan to address technological, communication, and technical assistance needs.																					
Goal 4.3 (July 2007)	Create a subregional and region wide priority setting process, consistent with the statute, to guide staff and the Board in decision making.																					
Goal 3.4 (Oct 2007)	Develop an education and communication plan to support increased understanding of the importance of the Sierra Nevada within the region and throughout the state.																					Developing advanced Interactive Web site design
Goal 5.2 (Oct 2007)	Leverage and improve funding options and opportunities by identifying and communicating potential funding sources to those engaged in project activities consistent with SNC's mission (Ongoing, with an initial inventory of funding sources by October 2007).																					Held several meetings with State and federal partners, key stakeholders, former grants administrators
Goal 1.3	Ensure an open and transparent decision-making process by adopting understandable rules, guidelines, and procedures for SNC business.																					Board authorized EO to write letters of support and notify board in July, 2006
Goal 1.4	Conduct an ongoing robust public outreach and feedback program within the region and in other key geographic areas important to the success of the program.																					Retained Sac State CCCP Employee to update SNC Master Contact lists
Goal 3.3	Support integrated regional and sub regional planning efforts, consistent with the SNC's mission.																					Participation in processes: Kern Valley Specific Plan, Mammoth Trails, Modoc Line trail
Goal 5.3	Identify and secure additional opportunities for stable funding for the SNC from all sources.																					Review of opportunities in addition to prop 84

* Sorted in order of due date.

KEY:  Completed  Goal met when completed  Contributes to goal

TO: Jim Branham
FR: Velocity7 Team
DA: April 17, 2007
RE: Sierra Nevada Conservancy Education and
Communication Plan

Purpose.

The Sierra Nevada Conservancy Education and Communications Plan is the blueprint for a sustained 5 year campaign to support increased understanding of the importance of the Sierra Nevada so as to facilitate a deep sense of stewardship of the region by urban and rural Californians.

Status.

The development of the Plan is on schedule with an anticipated completion date of July 26, 2007. Completed elements of the Plan include:

Task A	Research and Plan Development
Task B	Finalization of Draft Deliverables
Task C	Conceptual Education and Communication Plan
Task D	April 25 VideoConference and 1 Outreach Meeting. (Two more Outreach Meetings scheduled for May 8 and 10 th)
Task E	Report to SNC Board

By July 26, 2007 the remaining Tasks F and G -- Draft and Revised Draft Final Education and Communications Plan -- will be submitted for Board acceptance.

Public Outreach.

In developing the Plan, we have included an extensive degree of public outreach and discussion from within the Sierra Nevada and throughout California. This includes:

- "Listening Sessions" with critical and highly informed individuals with an understanding of the goals and objectives of the SNC (SNC board, staff, other agency directors, SCLTC, SNA, SBC)
- On-line survey of more than 100 stakeholders in the Sierra Nevada;
- Conduct two, three-hour meetings with key partners in Southern and Northern California representing a broad range of constituencies
- A live Video Conference Webcast broadcast from the headquarters of SNC with more than 30 key participants from throughout the region

Sierra Nevada Conservancy
Education and Communication
CONCEPTUAL PLAN

[Briefing paper outlining proposed contents of
final SNC Education and Communications Plan]

I. EXECUTIVE SUMMARY

Communication comprises the information distributed by the Sierra Nevada Conservancy (SNC) to audiences within and outside the Sierra, whether in person, in writing, over the airwaves or digitally. Effective communication serves to educate and inform constituents, engaging them in SNC's work, promoting policies and programs that create positive change in the region, and helping achieve SNC's overall organizational and programmatic goals.

This is a draft conceptual plan providing a framework for development of SNC's communication and education strategies and objectives within and outside the Sierra for the next 5 years. In addition to general information about the Sierra Nevada Conservancy and SNC's communications/education goals and objectives, the plan consists of the following primary elements:

- a. Target Audiences
- b. Key Messages
- c. Strategies, Tools and Tactics
- d. Assessment/Evaluation

II. ABOUT THE SIERRA NEVADA CONSERVANCY

This section will include existing information about SNC, including:

- Description, including Mission, Vision
- Governance Structure
- Program Areas
- Guiding Principles
- Key Objectives, and
- Implementation Strategies

III. SIERRA NEVADA CONSERVANCY COMMUNICATION AND EDUCATION PLAN: THE BLUEPRINT FOR A SUSTAINED 5 YEAR EFFORT TO SUPPORT INCREASED UNDERSTANDING OF THE SIERRA NEVADA

Communications/Education Goals and Objectives

- Develop a comprehensive and implementable 5-year Education and Communications Plan that identifies critical messages, target audiences, objectives, tasks, partnership opportunities and costs of various outreach options.
- Cultivate a well-informed group of current and future opinion leaders and decision makers within and outside the region regarding the Sierra Nevada, the benefits of the region to the state, and the need for significant investment in the region.
- Foster a sense of community and stewardship among residents of the Sierra Nevada, emphasizing, for example:
 - the economic, social and environmental benefits and values of the region and why it makes sense to protect them;
 - the interrelationships between people living within the region and the rest of the state, including stewardship, use and enjoyment of resources, stewardship funding and resource protection, etc.
- Develop a better understanding by California residents of the economic, social and environmental benefits the Sierra Nevada region provides to the state, emphasizing, for example:
 - what the region contributes to the state cumulatively and to the residents individually:
 - water: most important benefit to those outside the region;
 - recreation: most easily understood and visualized benefit to those outside the region;
 - other elements to be identified with input from key stakeholders;
 - why people within the region and throughout the state should care about what happens to the region, as it will affect their use and enjoyment of the region;
 - how the region's residents are the guardians of the state's water supply and other key resources.
- Explore how SNC can enhance its constituents' and partners' communication and education efforts through the development of SNC's own communications

systems and technologies, e.g. identify ways to use SNC headquarters and satellite offices to improve communications around the region.

- Increase funding and investment in the region, through, for example:
 - license plate
 - individual donors
 - private foundations
 - corporate partnerships
 - Legislature
 - Federal government.
- Increase the opportunities and capacities to partner with others to achieve SNC's mission.

a. Target Audiences

SNCs broad mission and multiple program areas require two-way communication with a number of target audiences – both internal to the organization and external, both within and outside the region, and covering all of the program areas and geographic subregions making up the region – in order to achieve SNC's overall goals and specific communications objectives.

Internal audiences include SNC staff and Board members. External audiences could include, for example:

Within Region

- Sierra populations;
- Local, State and Federal officials and agency representatives in the Sierra;
- Funding entities in the Sierra.

Outside Region

- California resource users, water agencies, recreationists, and others with an interest in the region;
- Federal, State and local decision-makers, agencies and funding entities outside the Sierra;
- Private funding entities outside the Sierra.

Specific Audiences Related to SNC Program Areas

- *Recreation and Tourism*, for example: Chambers of Commerce, recreation providers, park districts, tourism boards, etc.;
- *Natural, Cultural, Archaeological, and Historical*, for example: arts councils, historical associations, conservation organizations, tribal interest, etc.;
- *Working Landscapes*, for example: farmers, ranchers, timber operators, mining operators, groups or associations related to these uses, etc.;
- *Natural Disaster*, for example: fire safe councils, flood districts, CalFire, levee districts, etc.;
- *Air and Water Quality*, for example: air districts, water districts, wastewater districts, watershed organizations, air quality groups, etc.;
- *Local economy*, for example: economic development councils, sustainable community organizations, business groups, trade councils, etc.
- *Public land users*, for example: recreation groups, tourism boards, public land management agencies, local schools, etc.

Media

- Inside the region, for example: local and regional newspapers, community television and radio stations, commercial television and radio stations, web portals, blogs and broadcasts, Sierra-based periodicals, Sierra-based organizational publications, newsletters, websites, etc.
- Outside the region, for example: major newspapers, network television, satellite radio, commercial radio, non-Sierra-based periodicals, non-Sierra-based organizational publications, newsletters, websites, search engines, etc.

b. Key Messages

The Education and Communications Plan will suggest a set of Core Messages appropriate for all audiences, as well as a series of Specific Messages targeted to the audiences listed above.

In general, messages address:

- What is at stake (with an emphasis on the core concerns of the specific target audience)
- The problem or possible threat to what is at stake
- Suggested solution
- How the audience can be part of the solution (“call to action”).

Messages developed in this section will be concise, compelling and crafted in a way that will resonate with each target audience, capture their attention, and motivate them to take action.

Core Messages

The plan will recommend a set of “Core Messages” (including the SNC mission, vision, and values statements already developed) geared for general use across audiences, regions and program areas. Additional messages will also be developed related to the distinct features of this conservancy (e.g. its value to the region and the state) and why people should care about the region, SNC and its work.

Specific Messages

The plan will also include a separate set of key messages, determined by target audiences, tiering off the Core Messages with more specific elements directed to each audience. Examples include:

Within region

- **SIERRA POPULATIONS**, regarding the region’s values, threats to those values, benefits of protecting those values and opportunities for project funding and partnership;
- **LOCAL, STATE AND FEDERAL OFFICIALS AND AGENCY REPRESENTATIVES**, regarding the values of the region, the need for further investment in protecting and enhancing those values, and the opportunities for partnership with SNC to achieve these goals.

Outside region

- **CALIFORNIA RESOURCE USERS, WATER AGENCIES, RECREATIONISTS, AND OTHERS WITH AN INTEREST IN THE REGION**, regarding the values of the region, the relationship between the end users of resources or products from the region and those who live in the region and steward those resources, opportunities for partnerships between entities within and outside the region, and the need to support funding for protection and enhancement of the Sierra’s natural, social and financial resources;
- **FEDERAL, STATE AND LOCAL DECISION-MAKERS, AGENCIES AND FUNDING ENTITIES**, regarding the region’s important values, resources and products that affect the entire state, the threats to those values/resources/products, and the need to support increased investment in the region for protection and enhancement of those values/resources/products.

Specific audiences related to SNC Program Areas

- **RECREATION AND TOURISM**: regarding the benefits and potential impacts of tourism and economic development activities and partnership opportunities

with SNC to enhance tourism and support sustainable economic development and tourism activities within the region;

- **NATURAL, CULTURAL, ARCHAEOLOGICAL, AND HISTORICAL:** regarding the benefits of preserving the unique heritage of the Sierra region;
- **WORKING LANDSCAPES:** regarding partnership opportunities with SNC to keep agricultural land in production and provide the economic, social and natural benefits valued by the landowners and the communities in which they live and operate;
- **NATURAL DISASTER:** regarding the threats from natural disaster and partnership opportunities with SNC to address and reduce the risk of those threats;
- **AIR AND WATER QUALITY:** regarding the value of the region's air and water and partnership opportunities with SNC to address air and water quality issues to ensure high quality water and air for the region's residents and the rest of the state;
- **LOCAL ECONOMY:** regarding opportunities to increase or improve rural economies, business opportunities and partnerships to strengthen the local economy;
- **PUBLIC LAND USERS:** regarding opportunities to enhance and enjoy lands owned by the public.

Media

- **INSIDE AND OUTSIDE THE SIERRA:** newsworthy items, connected to different audiences' beliefs and values, that establish SNC as a credible news source and draw attention to an issue, announce a program, partnership or other solution, build support for SNC's work, make people aware of new programs or funding opportunities, announce an accomplishment or milestone, etc.

c. Strategies, Tools and Tactics

This section of the plan will detail strategies, tools and tactics for how to successfully deliver key messages to target audiences.

Strategies or tactics will include, for example, suggested outreach vehicles, key partnerships, alternative spokespeople or messengers, and more developed programs aimed at target audiences that support the objectives of this Education and Communication Plan.

This section will also recommend various combinations of communication tools for use with different audiences such as:

- **PRINT COMMUNICATIONS** – printed brochures, newsletters, fact sheets, press releases, letters, annual reports, direct mail, posters, etc., that people can touch, hold and keep;

- **ELECTRONIC COMMUNICATIONS** – websites and other information portals that people can use to learn about SNC and the electronic messages, e-newsletters, action alerts, web-based surveys and other electronically distributed materials or messages that can reach and solicit input or action from a much broader audience than print materials;
- **DISPLAY COMMUNICATIONS** – signage, displays, exhibits, PowerPoint presentations, models, and other information installed in a physical environment to encourage understanding about the region and SNC and its work or to encourage dialogue with an audience in a physical location (e.g. at a conference, the State Fair, etc.);
- **EDUCATION AND OUTREACH PROGRAMS** – programs to connect different users with the resources and to inform different audiences about the values and benefits of the region;
- **KEY PARTNERS AND PARTNERSHIPS** – programs to strengthen, utilize and build upon existing and prospective outreach and education efforts being carried out by key organizations, educators and communicators within and outside the region.

d. Assessment/Evaluation

This plan is meant to be a living document – one that will be a useful resource for SNC and its staff in carrying out its programs and charting and communicating success over time. To help evaluate progress, the plan will include benchmarks or milestones to help determine whether the various elements are leading to achievement of organizational and communications goals. Such evaluation will be “outcome”-oriented, rather than “output”-oriented, meaning that success will be determined by actions of target audiences, not just by the number of brochures sent out or the number of hits on the website.

IV. IMPLEMENTATION OPTIONS TO ACCOMPLISH COMMUNICATIONS AND EDUCATION

This section will outline a range of implementation options and cost estimates associated with each strategy or tactic, including information such as: relative cost-effectiveness, desired actions and outcomes, target audiences, likelihood of success, internal SNC capacity, overall budget, funding available for contract work, and possible partnerships.

The section will also include a recommendation for establishing a crisis communication plan in preparation for unforeseen issues such as an injury occurring on an SNC-sponsored project or activity, a natural or man-made disaster or emergency within the region, a sudden illness or death within the agency, etc. Components of a crisis communications plan include designation of official spokespeople, creation of a rapid or

emergency media response system, creation of an after-hours response system, and other elements.

Background

At the December 2005 Board meeting the Board directed the Executive Officer to explore the feasibility of conducting a SNC Logo Design Concept contest among high school students in the Region. During the course of early 2006 a number of options were considered. In September of 2006, a Request for Proposals was advertised seeking a consultant to oversee such a competition. In December of 2006, a contract was executed with Velocity 7 (V7), a consulting firm based in Nevada City.

Overview

Beginning in February of 2007, a logo design concept competition was initiated to obtain a logo concept with potential for use in the SNC's daily operations, and also to further public outreach and education efforts. The competition was open to all high school students either living in or attending school within the Region.

To provide strong incentives for competition participation, the V7 team raised over \$21,000 in prizes from a wide range of sponsors, including Sierra Pacific Industries, United Natural Foods, Sugar Bowl Ski Resort, Pixar Animation Studios, and a number of Sierra-based businesses representing different Sub-regions and diverse economic sectors. Rules were developed using best-practice models from other logo competitions, utilizing a mix of traditional and technologically driven delivery including mail, posting in public places, online downloads, and e-mail blasts.

The competition Web site, www.sierralogo.org was the primary implementation tool: informing, instructing, and providing a number of automated features such as the People's Choice contest and educational factoids on the Sierra. Educational features included a video on the Sierra Nevada, the SNC's mission, a SNC and Sierra overview, downloadable resource materials, and local arts council information for student support in the design process. Students were able to acquire the resource documents they needed to design a logo, enter, upload files, and vote for their favorite logo designs online. Instructors had access to video clips, reference materials, and classroom activities. The site was used to support field trips and class projects, and to make the logo competition an integrated learning experience.

Public relations and community outreach included dozens of local and regional media outlets and hundreds of thousands of page views. Public relations resources were available immediately through automated mailings with direct links to www.sierralogo.org. Logo entries came from each Sub-region within the SNC, demonstrating Region-wide participation.

Highlights

- Over 200,000 page views in local, state and regional media
- \$21,000 in prizes through sponsor donations
- 7,980 individuals contacted
- 2,350 posters distributed (mailed and posted throughout the Sierra)
- Hundreds of downloads from the Web site, including rules, posters and learning resources.
- 2,311 unique Web site visitors, with nearly 4,000 visits
- 244 qualified entries

Evaluation

The evaluation criteria used were the following:

- Quality and creativity
- Symbolizes vision and mission of the SNC
- Serves as an image of the SNC region
- Incorporates elements of the SNC license plate design
- Addresses all other logo requirements
- Artist's statement

A blind judging system allowed representatives from SNC staff and four arts councils reflecting different Sub-regions within the SNC to select 15 finalists. Following this review, Boardmembers Sher and Yamaguchi assisted staff in selecting the top three entries and an honorable mention to be recommended to the Board. These are Entry Numbers 573, 529, 609, and 576 respectively, and are shown in Attachment I along with the People's Choice winner, Number 279, that was previously determined from the Web site voting.

Staff Recommendation

The Board approve the recommendation of the Board committee and staff selecting a winning logo entry design as well as second and third place entries and an honorable mention. The recommended order of awards is Entry Numbers 573, 529, 609, and 576, respectively. Staff is further directed to take the actions necessary to develop a final logo based on the winning entry.



Entry 573 – Recommended for 1st Place



Entry 529 - Recommended for 2nd Place



Entry 609 – Recommended for 3rd Place



Entry 576 – Recommended for Honorable Mention



Entry 279 – People's Choice Award previously determined by online voting

Background

At the October 2006 Board meeting, the Board authorized the Executive Officer to take actions necessary to prepare an application to Department of Motor Vehicles (DMV) and appointed a Board committee consisting of Boardmembers Sher and Yamaguchi to provide guidance to staff.

At the December 2006 Board meeting the Board authorized the Executive Officer to take actions necessary, in consultation with Board committee, to produce a license plate design to be presented to the Board for approval at the February Board meeting. In addition, staff was directed to work with interested parties to explore options for the creation of a non-profit entity to oversee the license plate effort and meet the fiduciary responsibilities of collecting funds and transferring them to the SNC.

At the February 2007 Board meeting the Board provided general direction to the Committee and staff regarding design elements including a representation of water, snow-capped mountains, native vegetation, and/or native wildlife.

Overview of Statutory Provisions

In summary, the statute allows any State agency to submit an application to the Department of Motor Vehicles to create a specialized license plate to support the agency's program. DMV must issue the plate if the requesting agency is able to tender to DMV, within 1-year following the DMV's approval of the request, at least 7,500 valid applications for the specialized plate from motor vehicle owners, accompanied by the required initial fees. If the minimum of 7,500 applications cannot be met within 1-year after filing of the request, the agency may obtain a single 12-month extension, if it demonstrates to the DMV that it has (1) contacted all the existing applicants to ascertain whether they wish to continue their applications in effect, and (2) refunded the application fees to all applicants who do not desire to continue their applications. In no event may the agency collect or hold applications from vehicle owners beyond 24 months from the date of the initial request to DMV to sponsor the specialized plate. Fees for the specialized plates, in addition to the regular fees for an original registration or renewal of registration, are as follows:

- (1) For the original issuance of the plates, fifty dollars (\$50).
- (2) For a renewal of registration with the plates, forty dollars (\$40).
- (3) For transfer of the plates to another vehicle, fifteen dollars (\$15).
- (4) For each substitute replacement plate, thirty-five dollars (\$35).

SNC Responsibilities

Under provisions of the law, the SNC has the following responsibilities:

- Submit an application to DMV, requesting approval of a specialized plate, including plate design.
- Submit at least 7,500 paid license plate applications to DMV within 1-year of DMV's approval of the proposed plate.

Public funds may not be expended in the marketing of the specialized plates.

Once 7,500 applications have been submitted to DMV and a specialized plate has been issued, funds raised through plate sales and renewals (less the amount needed to defray DMV's costs of producing and administering the specialized plate), are available for appropriation to the SNC. During any fiscal year, the SNC may use up to 25% of the funds made available to it from the license plate fees to cover "administrative costs, marketing, or other promotional activities associated with encouraging applications for or renewal of the specialized plate."

It should also be noted, that according to DMV, once they have certified that at least 7,500 valid registrations have been submitted, it will be approximately 9-months before the first plate will be issued.

Design

Under provisions of the statute, the license plate may include a distinctive design, decal, or descriptive message in a space not larger than two inches by three inches to the left of the numerical series and a space not larger than five-eighths of an inch in height below the numerical series. Staff and the Board committee were directed to attempt to integrate design elements from the SNC Logo into the license plate design which, if the Board approves the license plate design, it will be developed into a final design in consultation with the DMV and the graphic design consultant.

Marketing

As noted above, state funds may not be expended for the marketing of the license plate. The SNC continues to coordinate with the Sierra Fund relative to development and implementation of a marketing plan. The SNC is currently discussing a proposed Memorandum of Agreement that will clearly identify the responsibilities of the SNC and the Sierra Fund.

Staff and Committee Recommendation

Staff and the Committee recommend that the Board approve the proposed License Plate design, authorizing staff to finalize the design in consultation with DMV and necessary graphic art consultants. Further, staff is directed to coordinate the development and implementation of a license plate marketing campaign with the Sierra Fund and other partners.

Background

At the February 2007 meeting, the Board approved draft Program and Proposition 84 Guidelines (the Guidelines) to serve as the basis for public discussion and comment. The Board also approved a plan to consider input on both sets of guidelines on a parallel track.

The Conservancy's enabling legislation and Strategic Plan call for the creation of program guidelines to direct Conservancy staff and Board in considering providing assistance, support and funding to entities in the region. An instrumental role of the Conservancy will be the administration of grant funds throughout its service area, which will require the creation of specific Grant Guidelines.

The Program Guidelines provide specific direction on how the Conservancy will carry out its Mission and Strategic Plan, how it will collaborate with partners, and how it will operate administratively. The guidelines further define the program areas of the Conservancy and identify types of projects and programs eligible for Conservancy support. The guidelines also identify the tools, resources, services and assistance available from the Conservancy and how to prioritize requests for assistance.

Grant Guidelines for the administration of Conservancy funds available from Proposition 84 will be developed to instruct applicants on all necessary requirements and procedures for requesting grants. The Proposition 84 Grant Guidelines will reflect the contents of the Program Guidelines, as well as address specific requirements of Proposition 84 (and any future legislative direction related to the Proposition).

Process

The first drafts of the Guidelines reflected substantial public input received through previous workshops and ongoing interaction with a variety of partners. At the February 2007 meeting, the Board provided staff additional direction as to various items contained in the Guidelines. The draft Guidelines were publicly released on February 14, 2007. On March 1, 2007 the first of 19 public workshops in the region occurred in Chico, with the final workshop being held on April 12, 2007 in Burney. The SNC also sponsored meetings in Auburn, San Francisco and Sacramento for partners to review and comment on the Guidelines. In all, the workshops resulted in attendance of more than 550 people. Notes reflecting the feedback received at each workshop are provided as part of this agenda item. Copies of these notes were provided to the Board Sub-regional committees for their respective sub-regions. Staff continues to review a number of issues raised in the public outreach process and may continue to address issues as part of the public review draft to be released in mid-May.

Based on the input received, revised second drafts of the Guidelines are also included as a part of this agenda item (XIII Appendix A and B).

Timeline

February 2007

Board reviewed first draft of Program Guidelines and draft outline of Grant Guidelines and provided direction to staff. A revised draft of each, reflecting Board input, was released for public review.

February 27 – April 12 2007

A series of public meetings was conducted throughout the Region, and staff met with a variety of stakeholders to gather input on draft Guidelines content.

May 2007

Revised drafts of the Program Guidelines and the Proposition 84 Grants Guidelines will be presented to the Board for review at the May Board meeting. These drafts will reflect comments received during the initial public review process.

A first draft of the Proposition 84 Grants Administrative Appendix will be reviewed by the Board at the May Board meeting. SNC will solicit input on this Appendix using a variety of outreach methods, including face-to-face meetings, “web conferences” and written and electronic comments following the May Board meeting.

Final drafts of the Program Guidelines and the Proposition 84 Grants Guidelines will be circulated in mid-May for an additional 30-day public comment period.

July 2007

Final drafts of the Conservancy’s Program and Proposition 84 Grants Guidelines will be considered for adoption by the Board at the July 26, 2007 Board meeting. Guidelines will be published as soon as feasible following adoption by the Board. A timeline for the application process and grant awards will be presented at the July 2007 meeting.

Previous Board Direction

At the February Board meeting, the Board provided direction on a number of key policy areas, including the following:

Guidance on the definitions of competitive and strategic opportunity grants (SOGs) as follows:

- Competitive Grants: These are grants funded by a single source with specific requirements (i.e. Proposition 84) to complete project implementation.

Specific guidelines will be developed defining the types of activities that are eligible for project funding.

- Strategic Opportunity Grants: These are grants funded through a number of possible sources to help recipients respond to time-sensitive opportunities for initial project planning and development, environmental review, appraisal services, or project implementation.

A distribution formula to address the equitable distribution issue as follows:

- Approximately \$9 million will be allocated in a competitive grant process across the Region.
- Approximately \$1 million in SOGs will be allocated to eligible applicants throughout each Sub-region to address needs in that Sub-Region (a total of \$6 million).
- Approximately \$2 million in SOGs will be awarded for projects that have Region-wide significance.

Grant amount limits as follows:

No limits are to be established for SOGs, allowing for maximum flexibility to meet needs within the Region. Grant limits for competitive grants be established at \$50,000 to \$1,000,000.

Board delegation of authority to Executive Officer as follows:

The Executive Officer is authorized to award SOGs not to exceed \$50,000 in instances where time constraints do not allow for Board action or there are other extenuating circumstances. In such instances the EO will report to the Board on such grants at the next scheduled Board meeting.

Policy guidance on land management issues as follows:

SNC does not anticipate permanent or long-term ownership of lands (either in fee title or less than fee title) or the management of lands. The SNC will engage in such efforts to the extent they are necessary to achieve program objectives and facilitate long-term solutions with partners in the Region.

Key Policy Issues

Based on the comments and suggested changes received during the public outreach process, a number of key issues have arisen. Staff is seeking further direction and/or clarification from the Board on the following issues:

PROGRAM GUIDELINES

Consistency with Strategic Plan

There are a number of project examples provided in the Guidelines which are not directly referenced in the Strategic Plan. It was our intent to include a wide array of potential projects consistent with, but not necessarily mentioned in, the Strategic Plan. Most potential projects do have a nexus to actions described in the Strategic Plan; however some would appear to be “new” ideas, albeit consistent with the Strategic Plan.

Recommendation: Make clear in the Guidelines that examples may not be expressly identified in the Strategic Plan but are consistent with the intent of the Plan. It is also recommended that following adoption of Guidelines, the Board consider modifications to the Strategic Plan based on the information obtained as part of this public outreach process.

Sub-regional Priority Setting

While the Guidelines call for Sub-regional priority setting, there is no clear direction as to how this will occur. Priorities can be set as part of the project review process or could be established prior to receipt of project proposals. The Board could use a number of approaches to dealing with this issue: a) establishment of Sub-regional working groups; b) Committees of the Board for each Sub-region; or c) full Board review of projects, taking into account input received through the public outreach efforts.

Recommendation: At this time, it is recommended that priority setting occur through the review of the full range of project proposals. For future years, the Board may wish to explore other options.

Consultation and Cooperation with Counties and Cities

According to statute, the SNC is to consult and cooperate with a county or city where a grant is proposed or an interest in real property is proposed to be acquired. There is a need to establish a policy governing how this process will work, including how project information is conveyed to local governments and how input is received and considered.

Recommendation: SNC staff communicate with local government representatives to determine the most efficient process to meet this requirement and present a proposed process to the Board at the July 2007 meeting.

Performance Measures and Indices

The Strategic Plan calls for the development of performance measures and indices of environmental, economic and social well-being. Staff has initiated discussions with various parties to meet with requirement.

Recommendation: Allow staff to continue to explore options for achieving this action, including entering into necessary agreements and/or contracts. Staff will provide a plan for addressing this issue at the July 2007 Board meeting.

PROPOSITION 84 GUIDELINES

Long Term Management

The requirement for a Long-Term Management Plan was generally accepted as necessary by members of the public; however questions were raised relative to the availability of funding to assist in funding long-term maintenance, the appropriate length of plans and appropriate measures of performance.

Recommendation: Timeframes for Site Improvement projects should be a minimum of 10 years, with the flexibility to require longer timeframes based on the nature of the project. It does not appear possible to provide for expenditure of grant funds beyond a maximum of 5 years as required in the bond act. The SNC should work with other agencies and organizations facing similar problems to identify innovative approaches to addressing long-term management and maintenance funding. Performance measures should be based on the specifics of the project, consistent with SNC's overarching measures.

Use of SOGs for Acquisition and Site Improvement Projects

It was pointed out that Acquisition and Site Improvement projects of less than \$50,000 were not fundable under either the Competitive or SOG programs. While it is unlikely that there will be a large number of acquisition projects under \$50,000, there may be numerous opportunities for site improvements projects at this level.

Recommendation: Allow the use of SOGs for acquisition and site improvement projects of less than \$50,000. Board approval should be required for such projects, and information requirements should be consistent with Competitive Grant projects.

Assistance in Completion of Environmental Review and Documentation

Significant input was received relative to the need for assistance in the completion of the environmental review and documentation process. The Guidelines provide for such support through SOGs and direct technical assistance.

Recommendation: The Guidelines should continue to allow for the use of SOG funds to assist with environmental assessment work, consistent with Proposition 84 limitation that no more than 10% of Program funds be spent on planning-related activities. It is also recommended that Competitive Grant funds should not be used for this purpose, although SNC may be able to assist in the role of responsible agency.

Awarding of Grants to Pay Off Loans Secured to Complete Projects

The question has been raised as to the ability and interest of using SNC granting funds to pay off loans that are secured as part of an acquisition project. Often, the opportunity to complete a transaction carries with it strict timeframes. In those instances, organizations are faced with the choice of securing funds through a loan or allowing the opportunity to pass. Legal staff is currently reviewing the question of whether Proposition 84 funds could be used for such a purpose. If the conclusion is that such grants are allowable, a decision needs to be made as to whether the guidelines should allow proposals of this type.

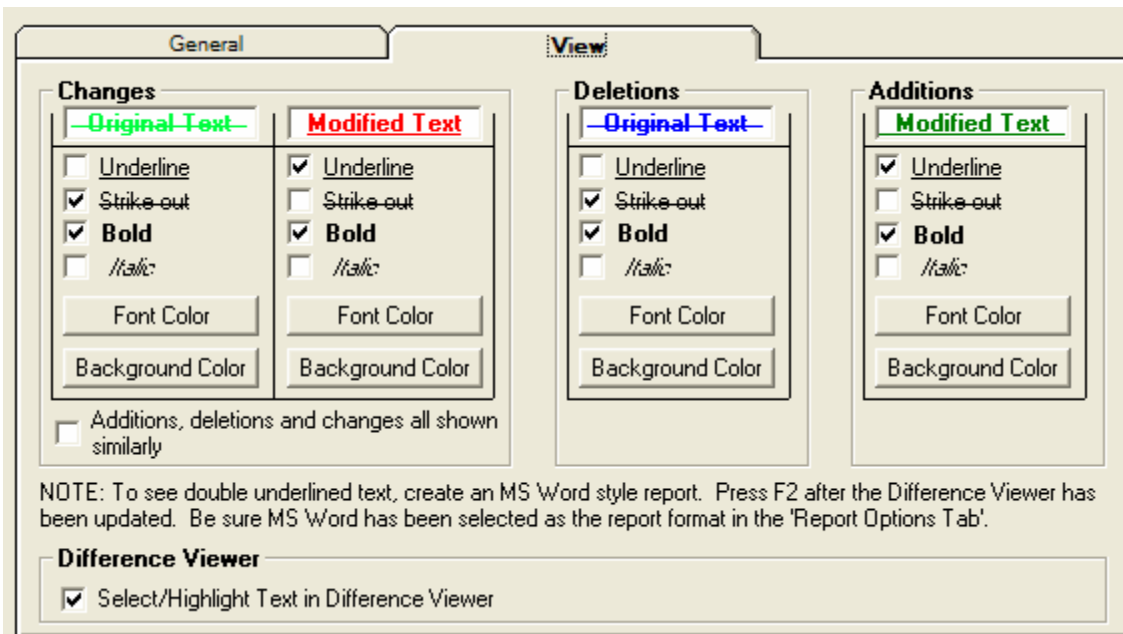
Recommendation: Provided that use of grant funds for this purpose is allowed, such grant requests should be permitted.

Delegation of Authority to the Executive Officer

Previous Board direction supported the concept of granting the EO the authority to issue SOGs of less than \$50,000 in instances where time constraints would not allow for Board action or other extenuating circumstances. The language was inadvertently omitted from the first draft of the document, although it was presented in concept at most workshops.

Recommendation: Include the delegation in the upcoming public review draft, provided that all acquisition and site improvement projects require Board approval.

The key below will help with the coloration codes of the document comparison. The attached document shows changes from the February 14, 2007 version used throughout the workshops, to the April 19, version including public comment.



~~PUBLIC ADMINISTRATIVE~~ REVIEW DRAFT, ~~FEBRUARY 14,~~ ~~APRIL 19,~~ -2007

PROGRAM GUIDELINES

The Sierra Nevada Conservancy initiates, encourages, and supports efforts that improve the environmental, economic and social well-being of the Sierra Nevada Region, its communities and the citizens of California.

~~PUBLIC ADMINISTRATIVE~~ REVIEW DRAFT, ~~FEBRUARY 14,~~ ~~APRIL 19,~~ -2007

Your Input:

~~The Conservancy is interested in receiving your input on the Program Guidelines. All comments will be recorded.~~

~~To submit additional comments:~~

~~E-mail: geninfo@sierranevada.ca.gov~~

~~-~~

~~Mail to: _____ Fax to: (530) 823-4665~~

~~_____ Sierra Nevada Conservancy
_____ 11521 Blocker Drive, Ste. 205
_____ Auburn, CA 95603~~

~~All comments must be received by Monday, April 16, 2007~~

~~Updates to the guidelines can be viewed on the Conservancy's website at
www.sierranevada.ca.gov~~

TABLE OF CONTENTS

I. PROGRAM ~~STATEMENT~~ STATEMENT 3
A. ~~Introduction~~ Introduction 3
B. Program ~~Goals~~ Goals 3
C. Availability of ~~Funds~~ Funds 4
D. ~~Administration~~ Administration 4
E. SNC Sub-Regions Defined 5
F. Program Areas ~~Defined~~ Defined 5
G. Consistency with Strategic ~~Plan~~ Plan 10
H. Flexible Approach to Assessment of Opportunities 11
J. Acquisitions 12
K. Receipt of Gifts 13
L. ~~Reversion~~ Reversion 13
II. PROJECT ~~INITIATION~~ INITIATION 13
A. Eligible ~~Applicants~~ Applicants 14
B. Application Process 15
III. PROJECT ~~EVALUATION~~ EVALUATION 15
A. Project ~~Submission~~ Submission 15
B. SNC Sub-Regional ~~Priorities~~ Priorities 15
C. SNC Regional ~~Priorities~~ Priorities 15
D. Project Evaluation Criteria 16
IV. PROJECT ~~IMPLEMENTATION~~ IMPLEMENTATION 17

I. PROGRAM STATEMENT

A. Introduction

Pursuant to Public Resources Code Sections 33300 et. seq., the Sierra Nevada Conservancy (SNC) has been created, in part, to ~~provide strategic direction for promote~~ the environmental, economic and social well-being of the Sierra Nevada. ~~The~~ SNC reflects a broad mission to be accomplished through a variety of activities in collaboration and cooperation with ~~different a wide array of~~ partners. Pursuant to this mandate and mission, the Conservancy adopts the following Program Guidelines.

The Sierra Nevada Conservancy Program is intended to integrate seven specific program areas defined in Section F of these guidelines. The Program recognizes the interdependence of all areas and the need to ensure the success of each to achieve the overall mission of the Conservancy.

B. Program ~~Goals~~ Guidance

SNC subscribes to ~~basic~~ a number of key objectives in guiding its ~~program goals. These include:~~ implementation, including:

- * Facilitating a wide variety of complementary projects and activities throughout the region to advance ~~environmental improvement and the~~ environmental, ~~economic and social well-being of Sierra Nevada residents;~~
- * Make every effort to ensure that, over time, Conservancy funding and other efforts are spread equitably across each of the various subregions and among the program areas, with adequate allowance for the variability of costs associated with individual regions and types of projects;
- * Maintaining a strong local presence and active public input and participation;
- * Coordinating, cooperating and consulting with governmental agencies, non-profit organizations, tribal organizations and other interested parties in integrated project design, implementation and management;
- * Educating Californians of the benefits they receive from the Sierra Nevada and of the general importance of the region;
- * Recognizing and addressing communities facing disproportionate environmental and economic burdens;
- * Keeping accurate and open financial records.

Per Statute, the Conservancy shall cooperate with and consult with the city or county where a grant is proposed or an interest in real property is proposed to be acquired; and shall, as necessary or appropriate, coordinate its efforts with other state agencies, non-profit organizations, or other interested parties. The Conservancy shall, as necessary and appropriate, cooperate and consult with a public water system that owns or operates facilities, including lands appurtenant thereto, where a grant is proposed or an interest in land is proposed to be acquired.

C. Availability of Funds

Funding for the Conservancy is appropriated through the State budget process on an annual basis. ~~The Legislature appropriated over three million dollars for SNC for baseline operations in each of its first two years.~~ Proposition 84 passed by California voters in 2006 ~~provides over 50~~ allocates \$54 million-

~~dollars for the SNC to accomplish its program goals, the SNC,~~ although these funds still need to be appropriated in the state budget. The Governor's 2007-08 budget proposes a total of \$21 million for the SNC, including \$17.5 million from the Proposition 84 ~~funds.~~ funds, \$17 million of which are proposed for grants.

The Conservancy will continue to seek funding in future fiscal years to allow continued implementation of the program. Project sponsors are encouraged to contact Conservancy staff for confirmation of funding amounts currently available under the program.

The authorizing statute for the Conservancy specifies seven program areas. Funds will be made available in an equitable and integrated ~~fashion~~ fashion, over time, across program areas and sub-regions. The SNC is committed to maximizing funding in support of projects and activities that meet the goals of the enabling statute and the SNC Strategic Plan and to minimizing ~~administrative~~ administrative costs.

D. Administration

The Conservancy is governed by a 16-member board, including 13 voting and 3-~~nonvoting non-voting~~ liaison members. The board sets policies for the organization and adopts program and grant guidelines. It determines sub-regional and Regional priorities and program emphasis. The Board oversees decisions on grants and loans as well as SNC's support of other efforts that help achieve SNC purposes. The Board may delegate certain decision-making authority to the Executive Officer.

The SNC staff implements programs under the direction of the Board, consistent with SNC policies and procedures. The staff provides assistance to public-~~agencies agencies,~~ and eligible non-profit and tribal organizations using a full array of tools. It monitors the ongoing status and success (benefits) of projects and provides reports to the SNC Board and the public.

E. SNC Sub-Regions Defined

As defined by statute, the SNC has six sub-regions. They consist of the following (bold indicates where all of the county is within the SNC boundaries):

* North Sierra consists of the Counties of Lassen, and portions of Modoc and Shasta;

* North Central Sierra is comprised of the Counties of Plumas, Sierra and portions of Butte and Tehama;

- * Central Sierra consists of the Counties of El Dorado, Nevada and portions of Placer, and Yuba;
- * South Central Sierra is comprised of the Counties of Amador, Calaveras, Mariposa, and Tuolumne;
- * East Sierra consists of the Counties of Alpine, Mono and portions of Inyo;
- * South Sierra is comprised of portions of the Counties of Fresno, Kern, Madera, and Tulare.

Specific Regional boundaries are available on the SNC's Web site at http://www.sierranevada.ca.gov/html/map_of_the_region_sub_regions.html staff may also be consulted relative to boundary questions.

F. Program Areas Defined

While the SNC has seven statutorily mandated program areas, a primary objective for the organization is the integration and harmonization between and among the program areas. The statute requires the SNC to, over time, equitably distribute funding and resources across program areas and sub-regions. The Strategic Plan emphasizes the importance of understanding the interrelationship ~~between~~ between the various program areas.

Given this focus, projects, and activities that address numerous program areas in an integrated manner will be given priority. The SNC will work with a wide array of stakeholders to identify opportunities for collaboration and cooperation to achieve multiple benefits. It is recognized that projects that address a single program area may be beneficial and may be supported in certain instances.

~~Given this focus, projects and activities that address numerous program areas in an integrated manner will be given priority. The SNC will work with a wide array of stakeholders to identify opportunities for collaboration and cooperation to achieve multiple benefits. It is recognized that projects that address a single program area may be beneficial and may be supported in certain instances.~~

The program areas are as follows:

- * Provide Increased Opportunities for Tourism and Recreation

The program area for Tourism and Recreation may involve related opportunities and experiences for residents and visitors, both traditional and non-traditional

(so-called "place-based or heritage tourism") forms. It may address existing activities ~~(including including~~ shoulder (periods adjacent to peak seasons) and ~~off-season)~~ off-season, or developing new opportunities. Illustrative examples may include assistance in:

- o Development and promotion of tourism related to agriculture;
- o Development and promotion of tourism related to ~~historical history~~ and ~~cultural sites; culture;~~
- o Development and promotion of tribal tourism;
- o Development and promotion of ecotourism;
- o Development and promotion of tourism related to hunting and fishing;
- o Development and promotion of tourism related to the arts;
- o Identification, enhancement and promotion of scenic byways;
- o Identification of opportunities for, and promotion of, shoulder and off-season activities;
- o Development and enhancement of visitor centers and interpretative opportunities;
- o Including information and educational Efforts aimed at reducing the ~~impact;~~ adverse impacts of recreational activities on the community and ~~environment,~~ including informational and educational efforts; environment;
- o Creation of web-based information on opportunities ~~in for~~ tourism and recreation throughout the Region;
- o Development and distribution of materials, signage and other promotional tools.

The program area also applies to support for related infrastructure. Possible examples are:

- o Increased public ~~access;~~ access, including ADA compliance assistance;
- o Assistance with ~~trails;~~ trails, including "rails to trails" projects;
- o Conversion of older infrastructure for recreational ~~opportunities, and~~ construction of ADA-compliant facilities; opportunities;
- o Development of new recreational facilities/opportunities;
- o Improvements to existing recreational facilities/opportunities.

* Protect, Conserve and Restore the Region's Physical, Cultural, Archaeological, Historical and Living Resources

This program area deals with protecting, conserving and restoring a broad array of resources. It is recognized that many other program areas also address these important resources. Some examples may include assistance in:

- o Improving watershed health;
- o Protecting and enhancing of fish and wildlife habitat;
- o Improving forest health;

- o Protecting and enhancing open space;
- o Conducting environmental and natural resource education;
- o Preservation of cultural ~~resources;~~
~~o Preservation of resources,~~ -historical buildings and ~~settings;~~
~~o Preservation of settings and~~ -western ~~heritage~~ heritage;
- o Preservation of Native American archeological and cultural resources;
- o Support of projects reducing the impacts of climate ~~change.~~ change on
watersheds and natural resources.

The SNC has a variety of tools that can be used to achieve the desired outcomes in this area. The SNC may provide this assistance through grants or direct provision of services. Examples may include:

- o Support for less than fee title acquisition of critical lands;
- o Support for fee title acquisition of critical ~~lands;~~ lands (by entities other than
the SNC);
- o facilitation of land or resource swap opportunities with state and federal agencies and private landowners;
- o Provision of technical assistance and scientific research/data;
- o Support for environmental, cultural and archeological education;
- o Provision of technical assistance for grant writing;
- o ~~creation~~ Assistance in identification -of ~~grant research libraries.~~
additional funding opportunities. -

* Aid in the Preservation of Working Landscapes

The program area for working landscapes involves those lands producing goods and commodities from the natural environment (most commonly farms, ranches and forests). These lands are an important part of the local economy, culture and social fabric, and can ~~benefit ecosystem services.~~ provide substantial
environmental benefits. - Examples of projects may include:

- o conservation easements or other mechanisms to help landowners maintain the economic viability of their working landscape-dependent businesses and provide environmental benefits;
- o efforts to preserve communities and events built around working landscapes such as rodeos, fairs, and festivals;
- o efforts to improve natural water storage and recharge ~~capacities~~ capacities;
- o support for incentive-based programs to achieve natural resource protection, including development and implementation of sustainable best management practices;
- o Support efforts to assure that necessary related infrastructure is in place;
o assistance in developing compatible activities such as ~~"agri-tourism"~~ "agri-
tourism" -and ~~eco-tourism";~~ "eco-tourism";

- o support of efforts to reduce the impacts of climate ~~change;~~ change (such as carbon sequestration, management practices, etc);
- o ~~assistance with~~ Support of ~~monitoring~~ activities, activities and provision of ~~technical assistance and data;~~
- o educational efforts relative to the contributions of working landscapes;
- o support for efforts to utilize ~~biomass for energy.~~ biomass.

Projects in this program area must also balance interests of communities, resource development and other opportunities. Some examples may include:

- o retaining community/historic character;
- o preserving rural communities;
- o research into and promotion of sustainable forestry or range management;
- o creation of resource-oriented activities and jobs;
- o creating opportunities for working landscape tourism;
- o providing neutral forums for policy discussion.

* Reduce the Risk of Natural Disasters, such as Wildfire

This program area is related to natural disaster risk such as from wildfire, floods, landslides, avalanches and volcanic events. Climate change is an additional concern. Hence, projects in this program area deal with these kinds of risks. Some examples include:

- o identification and planning to reduce risk of disasters;
- o providing data relative to natural disasters risk and tools to use such information;
- o fuels reduction and related fire safe activities;
- o Procurement of equipment necessary to reduce risk of disaster;
- o reduction of wildland urban interface (WUI) conflicts and exposure to risk;
- o including efforts to reduce the length of the WUI;
- o assistance in other projects that reduce natural disaster risk;
- o monitoring effectiveness of risk reduction efforts;
- o educational efforts relating to risk reduction.

The program may also assist in land use planning efforts of local governments or organizations. Illustrative projects may include such things as:

- o provision of information and technical assistance in General Plan analysis and amendments and other local planning efforts;
- o assistance to local organizations dealing with issues of natural disaster risk;
- o development of community plans for reduction of fire risk, flood risk and other natural disasters.

* Protect and Improve Water and Air Quality

The program area relates to water and air quality within SNC boundaries or interest.

In the case of water, concerns relate to historic and ongoing land use changes, the impact of catastrophic fire and climate change, and the effects of development on the demand for quality water and the ability to treat wastewater. SNC activities will be consistent with, but in no way ~~supplant~~ supplant, - regulatory efforts or requirements. Some examples of potential projects in the water quality program area may include:

- o water quality monitoring efforts;
- o water conservation efforts and programs;
- o integrated projects to enhance natural water storage capacity;
- o projects to enhance resiliency of natural water storage resources;
- o wetland and meadow restoration;
- o erosion control projects;
- o integrated watershed management planning efforts;
- o watershed restoration and enhancement resulting in improved water quality;
- o incentive-based programs to achieve improved water quality;
- o ~~communities with~~ infrastructure needs for wastewater systems.

In the case of air, interests relate to addressing factors that reduce air quality and reconciling land management activities with air quality standards. It is recognized that there are factors outside the SNC Region that adversely contribute to the area's air quality. Illustrative projects may include:

- o air quality monitoring;
- o ~~air shed assessment and management;~~
- o support for incentive-based programs to achieve improved air quality;
- o ~~development~~ Support -of ~~alternative approaches~~ activities -to ~~open~~ reduce -air ~~burning and traditional transportation;~~
- o ~~dust emissions in the Region (including land~~ -management and ~~abatement;~~
- o ~~development of non-motorized transportation facilities;~~ transportation); -
- o efforts that reduce the adverse impacts of climate change to the region, including carbon sequestration as a part of climate change mitigation.

* Assist the Regional Economy through the Operation of the Conservancy's Program

The economy of the Sierra Nevada has its roots in the natural environment via tourism, recreation, resource extraction and the production of agricultural products. Increasingly, the regional economy includes ~~more~~ diverse economic

activities that come from different goods and services. In general, actions and projects deal with maintaining and improving the economy of the region. Some examples may include:

- o purchasing and contracting for goods and services from within the Region whenever possible and feasible;
- o needs assessment, planning, and other aspects of sustainable economic development;
- o investing in advanced information technology, communications and other infrastructure that facilitates ~~sustainable~~ economic activity;
- o Facilitation of land or resource swap opportunities with State and federal agencies and private landowners;**
- o identifying economic impacts (positive and negative) of the SNC's actions.

The program area involves creation of activities and infrastructure that support the workforce and local communities. Illustrative examples may include:

- o job fairs and job training;
- o sustainable business development;
- o promotion of Sierra-based goods and ~~services by SNC~~ **services.**

* Undertake Efforts to Enhance Public Use and Enjoyment of Lands Owned by the Public

The program area deals with public lands and relates to the fact that ~~over 60%~~ **approximately 2/3** of the Sierra Nevada Region is owned by the public and managed by public agencies. ~~The This~~ program area supports projects to increase access to **and enjoyment of** public lands and to enhance opportunities for restoration and ~~improvements~~ **improvement** projects. Illustrative examples of projects might include:

- o development of additional points of access to public lands;
- o improvement and enhancement of existing access and recreational facilities;
- o ~~provide~~ **Provision of** well-managed access to public lands through acquisition of voluntary easements on private ~~lands~~ **lands;**
- o Correction or reduction of adverse impacts of public access;**
- o needs assessments and planning for restoration and improvement ~~projects.~~ **projects;**
- o Protection of public viewsheds;**
- o Assist with land management issues that affect public enjoyment;**
- o Support educational efforts that contribute to public use and enjoyment.**

Projects may also reflect the need to work cooperatively with land management agencies and others to address a variety of issues, including the need for

management or reduction of user conflicts. Some examples of projects are:

- o support for forums to discuss public land management issues and for public involvement;
- o ~~preparation and analysis~~ **Support** ~~of assessment,~~ planning and ~~environmental documents;~~ **assessment efforts affecting public use and enjoyment of public lands;**
- o support for community efforts to identify specific opportunities for sustainable public use and enjoyment of public ~~lands.~~ **lands;**
- o Support for efforts to promote enhanced management of public lands through management agreements and special use permits.

G. Consistency with Strategic Plan

The SNC is charged with a broad mission to be accomplished by a variety of activities in collaboration and cooperation with various partners. Consistent with statute, the SNC has adopted a Strategic Plan that is intended to guide its operations over the next five years. The Strategic Plan underscores the integrated interrelationship between the various program areas. The SNC emphasizes that activities that address multiple program areas in an integrated manner will be given priority. To this end, unless indicated otherwise by the SNC Board, programs and projects should reflect the goals and actions identified in the SNC Strategic Plan.

The Strategic Plan is meant to provide direction on the implementation of SNC programs and should not be viewed as providing detailed information relative to specific projects and activities that may be initiated or supported. Therefore, there are specific activities identified as potential projects in Section F of these Guidelines that may not be referenced directly in the SNC Strategic Plan, but that are consistent with the mission and goals of the SNC.

H. Flexible Approach to Assessment of Opportunities

SNC seeks to foster opportunities that are creative and flexible, take advantage of other available funds, promote multiple benefits or a single benefit of substantial public interest, and produce results that are clear and measurable. It is desirable that, to the extent feasible, programs and projects achieve **maximum** benefits ~~at for~~ ~~the lowest necessary cost~~ **funds expended** and in the shortest necessary amount of time. SNC may consider projects that border on SNC boundaries if they also involve lands or significantly affect lands within the SNC Region and would have substantial Sub-regional or Regional benefit.

Concurrent with the development of program guidelines, the SNC is developing a set of performance measures and indices of environmental, economic and social

well being. Performance measures will be used to determine the extent to which the SNC is implementing its program as described in the Strategic Plan and these guidelines. The indices will be used to evaluate the effect that the SNC's efforts are having on the overall well-being of the Region.

I. Available Tools, Methods and Resources

SNC has a wide variety of available tools, methods and resources to accomplish its program goals. These tools include, but are not limited to, the following:

* Issuance of grants

o Competitive Grants: These ~~are~~ grants ~~funded by~~ are awarded on a ~~single source set cycle~~ with ~~specific requirements (i.e. Proposition 84) to complete project implementation.~~ a formal review and evaluation process. -

Specific guidelines will be developed defining the types of activities that are eligible for project funding.

o Strategic Opportunity Grants: These ~~are~~ grants may be funded through a number of possible sources to help recipients respond to time sensitive opportunities for initial project planning and development, environmental review, appraisal services, or project implementation. They ~~will~~ may also be used to build capacity and develop grant administration skills for small organizations throughout the Region.

* Provision of loans. Specific guidelines for the provision of loans will be developed when funding sources for loan making become available.

* Funding or facilitating collaborative planning efforts, which involve interested entities and groups within the region.

* ~~Be~~ Serving as a neutral convener for parties wishing to make progress in discussing controversial issues.

* Provision of technical assistance to eligible entities to support program and project development and implementation.

* Conducting research in connection with the development and implementation of the SNC program.

* ~~Conduct~~ Conducting monitoring in connection with the development and implementation of the SNC program.

* ~~Provision of consulting and Support~~ educational ~~services or other resources where available.~~ efforts consistent with the SNC mission.

J. Acquisitions

The conservancy may acquire, or assist eligible partners to acquire, from willing sellers or transferors, an interest in any real property. However, the conservancy shall not acquire any real property in fee simple and shall not exercise the power of eminent domain.

The conservancy may make grants or loans to public ~~agencies, agencies and eligible~~ agencies and eligible nonprofit ~~organizations~~, and tribal organizations to acquire an interest in real property, including a fee interest in that property. Grant or loan funds shall be disbursed to a recipient entity only after the entity has entered into an agreement with the conservancy, on the terms and conditions specified by the conservancy. After approving a grant, the conservancy may assist the grantee in carrying out the purposes of the grant.

~~The conservancy shall cooperate with and consult with the city or county where a grant is proposed or an interest in real property is proposed to be acquired; and shall, as necessary or appropriate, coordinate its efforts with other state agencies, non-profit organizations, or other interested parties. The conservancy shall, as necessary and appropriate, cooperate and consult with a public water system that owns or operates facilities, including lands appurtenant thereto, where a grant is proposed or an interest in land is proposed to be acquired.~~

An entity applying for a grant from the conservancy to acquire an interest in real property shall specify all of the following in the grant application:

- (1) The intended use of the property.
- (2) The manner in which the land will be managed.
- (3) How the cost of ongoing management will be funded.

In the case of a grant of funds to ~~a nonprofit organization or tribal organization to~~ acquire an interest in real property, including, but not limited to, a fee interest, the agreement between the conservancy and the recipient- ~~nonprofit organization~~ shall require all of the following:

- (a) The purchase price of an interest in real property acquired by the nonprofit organization shall not exceed fair market value as established by an appraisal approved by the conservancy.
- (b) The terms under which the interest in real property is acquired shall be subject to the conservancy's approval.
- (c) An interest in real property to be acquired under the grant shall not be used as security for a debt unless the conservancy approves the transaction.
- (d) The transfer of an interest in the real property shall be subject to approval of

the conservancy, and a new agreement sufficient to protect the public interest shall be entered into between the conservancy and the transferee.

K. Receipt of Gifts

The conservancy may receive gifts, donations, grants, rents, royalties, and other assistance and funds from public and private sources. –

Except as specified in statute, the Conservancy may also receive an interest in real or personal property through transfer, succession, or other mode of acquisition generally recognized by law.

Subject to stipulations or other legal considerations, the Conservancy will use gifts in a manner consistent with accomplishing the goals of the Strategic Plan.

~~Subject to stipulations or other legal considerations, SNC will use gifts in a manner consistent with accomplishing the goals of the Strategic Plan.~~

L. Reversion

A deed or instrument by which the ~~nonprofit organization~~ grantee acquires an interest in real property under the grant shall include a power of termination on the part of the state. The deed or instrument shall provide that the state may exercise the power of termination by notice in the event of the nonprofit organization's violation of the purpose of the grant through breach of a material term or condition thereof, and that, upon recordation of the notice, full title to the interest in real property identified in the notice shall immediately vest in the state, or in another public agency or a nonprofit organization designated by the conservancy to which the state conveys or has conveyed its interest.

II. PROJECT INITIATION

It is desirable for potential requesters of project support to contact the Conservancy staff to discuss their proposed projects and to submit preliminary project proposals for review. This preliminary submittal process is intended to assist in the identification and design of qualifying proposals.

Conservancy staff are available to assist applicants in developing proposals which will meet program objectives, guidelines, and criteria. Staff may be contacted by phone or in person at the following locations:

Sierra Nevada Conservancy

Headquarters: for projects serving the entire Sierra Nevada ~~Region~~

11521 Region.

11521 -

Blocker Drive, Suite 205

Auburn, CA 95603 530-823-4670

Mt. Lassen Area Office: for projects serving the North, North Central , and Central Subregions.
2950 Riverside Drive
Susanville, CA 96130 (Phone-#) # TBD)

Mt. Whitney Area Office: for projects serving the South Central and South Subregions.

5039 Fairgrounds Road
Mariposa, California 95338 (Phone-#) # TBD)

Mt. Whitney Area Eastern Office: for projects serving the East Subregion.

351 Pacu Lane, Suite 300
Bishop, CA 93514 (Phone-#) # TBD)

A. Eligible Applicants

The Conservancy may make grants or loans to public agencies, nonprofit organizations, and tribal organizations as defined ~~in the Agency's enabling legislation:~~ below:

~~"Local public"~~ Public -agency" - means a city, county, district, or joint powers-
~~authority.~~ authority State Agency or Federal Agency. -

"Nonprofit organization" - means a private, nonprofit organization that qualifies for exempt status under Section 501(c)(3) of Title 26 of the United States Code, and that has among its principal charitable purposes preservation of land for scientific, educational, recreational, scenic, or open-space opportunities; or, protection of the natural environment, preservation or enhancement of wildlife; or, preservation of cultural and historical resources; or, efforts to provide for the enjoyment of public lands.

"Tribal organization" - means an Indian tribe, band, nation, or other organized group or community, or a tribal agency authorized by a tribe, which is recognized as eligible for special programs and services provided by the United States to Indians because of their status as Indians and is identified on pages 52829 to 52835, inclusive, of Number 250 of Volume 53 (December 29, 1988) of the Federal Register, as that list may be updated or amended from time to time.

B. Application Process

Competitive Grants for project implementation are awarded by the Conservancy

on an annual basis. Specific guidelines will be developed for each grant program that will identify the process, timeline and eligibility.

Applications for Strategic Opportunity Grants ~~for planning activities, project development, or project implementation~~ may be ~~given by the Conservancy~~ accepted at any time ~~throughout during~~ the year. ~~Applications for Strategic Opportunity~~ Following review by staff, Grants may be ~~accepted~~ authorized by the Board at any ~~time during~~ noticed Board meeting (or by the ~~year and will be evaluated~~ Executive Officer for grants under \$50,000 as delegated - by ~~staff and presented to~~ the ~~Board on an individual basis.~~ Board).

Specific Grant Guidelines and Application Instructions for Competitive and Strategic Opportunity Grants will be available to review and download from the Conservancy's Web site at www.sierranevada.ca.gov.

III.-

PROJECT EVALUATION

A. Project Submission

Upon receipt of preliminary submittals, staff will initially assess ~~their~~ consistency with ~~the general~~ eligibility criteria and objectives of the program. In cases where the staff finds that a project proposal is either incomplete or does not meet eligibility criteria, staff will work with the project applicant to complete or modify it for further consideration. Staff will next begin to consult with the project applicants, SNC sub-regional representatives, state and local agencies, interested non-profits, and other organizations with expertise or interest in the program area in order to gain input and help refine the proposals. This may include the identification of other funding sources for consideration by project applicants.

~~When staff determines that potential~~ project submittals ~~are complete~~ will be reviewed by staff for completeness and ~~are consistent~~ consistency with agency and ~~program priorities, they~~ program requirements. Eligible submittals will be evaluated based on criteria reviewing each grant program. Grant ward authorization will be ~~presented to~~ made by the ~~Conservancy~~ board ~~for final review and approval.~~ at a publicly noticed meeting. Projects approved under the Executive Officer's delegated authority will be ~~presented reported~~ to the Board at the first regularly scheduled meeting following approval.

B. SNC Sub-Regional Priorities

The statute governing the SNC charges the organization with identifying sub-

regional priorities. The SNC relies heavily on public input and the input of other governmental agencies and non-governmental organizations to determine priorities. Consistent with the requirement of "equitable distribution" and as part of its ongoing process, the Board will determine the appropriate manner to address priorities.

C. SNC Regional Priorities

As part of its ongoing process, the SNC will also identify Regional priorities, considering sub-regional priorities and other Region-wide information. The Board will determine the appropriate manner to address priorities.

D. Project Evaluation Criteria

Criteria for projects are based on program ~~requirements; requirements,~~ institutional capabilities, integration of program goals, funding needs throughout the ~~region; Region,~~ and ~~federal state federal, state,~~ and local plans, ~~including including, but not limited to:~~ general plans, recreation plans, community wildfire protection plans, urban water management plans and groundwater management plans.

Projects or portions of projects undertaken should be consistent with all applicable laws, including the California Environmental Quality Act and the National Environmental Policy Act (where appropriate), and SNC guidelines.

~~The following~~ criteria that will be utilized to evaluate and prioritize projects either directly undertaken or funded through grants, loans, or other actions by the Conservancy will be consistent with the following items, as appropriate to that activity (not listed in order of importance).

* Significant contribution to meeting multiple program goals in the SNC Strategic Plan - The project directly addresses multiple program ~~action items goals~~ in the SNC Strategic Plan. ~~In most cases, preference will be given to projects that directly meet sub-regional needs and priorities.~~

* Significant contribution to meeting a single program goal- in some instances it may not be possible to achieve multiple objectives, however, there is substantial benefit and the project represents a significant contribution to meeting SNC's goal in that program area

~~* Federal, state, and local plans, including general plans, recreation plans, urban water management plans and groundwater management plans - will be considered in evaluating proposed projects~~

- * The SNC evaluates projects considering what is occurring on surrounding lands, cognizant of potential impacts to those landscapes.
- * Cooperation and community support - The project has been formulated and developed in conjunction with other agencies and organizations that have an interest in the outcome of the project. The applicant demonstrates support of the project by other public agencies, landowners, non-profit organizations, tribal organizations, or other parties necessary for the successful implementation and long-term viability of the project. Community support and consensus are also key factors. Projects that require confidentiality will not be penalized.
- * Leveraging of Funds - The degree to which the project includes other funding partners to allow for maximum benefit accruing from expenditure of SNC funds.
- * Adequacy of design - If the project calls for construction of infrastructure, facilities and related items, the project should have an appropriate design. The project design should be appropriate to the type and level of use anticipated, and include measures, if necessary, to protect natural resources. Preference will be given to projects which provide facilities for a wide range of users, including the disabled.
- * Cost-effectiveness - ~~The project provides significant public benefit at the lowest necessary cost.~~ Preference will be given to projects which can be made more cost-effective through the use of resources of other agencies or organizations and/or inclusion of matching funds or in-lieu contributions by the applicants.
- * Implementability - The project can be implemented in a timely manner. If a project ~~is large and complex and~~ depends on other funding sources, the portion of the project to be funded by the Conservancy must be able to be implemented by itself in a manner consistent with the objectives of the SNC program area.
- * Sustainability - If applicable, the project involves an activity that can be repeated over a long period of time without causing damage to the environment and community.
- * Management and maintenance - The recipient of a grant or loan provided by the conservancy for the acquisition of real property shall provide for the management of the real property to be acquired as specified in the grant agreement. Management or maintenance plans for projects, programs, or other forms of conservancy assistance will be developed with recipients and included in formal agreements.

* Model - The project is useful as a model project in the program area or in other sub-regions. ~~Projects incorporating effective and innovative approaches~~ or partnerships will be ~~given preference.~~ encouraged.

IV. PROJECT IMPLEMENTATION

* Monitoring - SNC staff may visit project sites, consistent with agreements, (for projects based on the ground) during implementation to monitor progress and offer assistance if necessary.

* Documentation - SNC staff and project partners will document project implementation as specified in grant contract documents. Project photographs will be taken during implementation and archived with project files and may be used for additional SNC purposes.

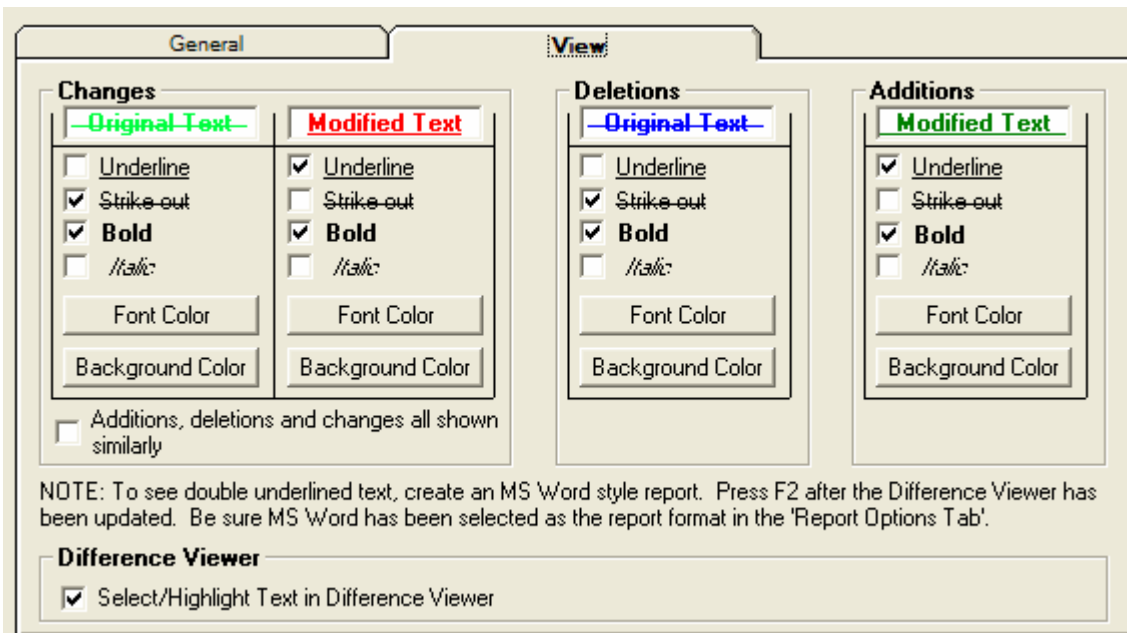
* Performance Standards - Performance standards will be identified in project plan documents and specifications and will be consistent with goals identified in the SNC strategic plan. Standards will be developed based on best available ~~knowledge~~ knowledge and updated as necessary. Analysis of standards will help identify indices to measure effectiveness of SNC program implementation.

Sierra Nevada Conservancy Agenda Item XIII
May 3, 2007 Program and Grant Guideline
Page 1 of 17

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The key below will help with the coloration codes of the document comparison. The attached document shows changes from the February 14, 2007 version used throughout the workshops, to the April 19, version including public comment.



~~PUBLIC ADMINISTRATIVE~~ REVIEW DRAFT, ~~FEBRUARY 21,~~ April 19, 2007

SIERRA NEVADA CONSERVANCY GRANT PROGRAM

FUNDED BY

Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal
Protection Bond Act of 2006

PROPOSITION 84

~~GRANTS~~ GRANT GUIDELINES

The Sierra Nevada Conservancy initiates, encourages, and supports efforts that improve the environmental, economic and social well-being of the Sierra Nevada Region, its communities and the citizens of California.

~~PUBLIC ADMINISTRATIVE~~ REVIEW DRAFT, ~~FEBRUARY 21,~~ April 19, 2007

~~Your Input~~

~~The Conservancy is interested in receiving your input on the Proposition-84 Grants Guidelines. All comments will be recorded.~~

~~To submit additional comments:~~

~~E-mail: _____geninfo@sierranevada.ca.gov~~

~~-~~

~~Mail to: _____ Fax to: (530) 823-4665 _____~~

~~_____Sierra Nevada Conservancy
_____11521 Blocker Drive, Ste. 205
_____Auburn, CA 95603~~

~~All comments must be received by Monday, April 16, 2007~~

~~Updates to the guidelines can be viewed on the Conservancy's website at
www.sierranevada.ca.gov.~~

TABLE OF CONTENTS

Introduction 1

~~Grant Program Requirements~~ 2

Eligible Applicants 2

~~General Requirements~~ 2

Program Areas 2

Eligible Projects 2

Eligible Costs 3

Issuance of Grants 3

Competitive ~~Grants~~ Grants 3

Application ~~Process~~ 4

~~Grant Selection Process~~ 4 Process 3

Acquisition Projects 4

Site Improvement Projects 5

~~Overview~~ 5

~~Land Tenure~~ 5

~~Land Tenure Requirements - Alternate Process~~ 5 ~~Project~~

~~Grant Proposal and Evaluation~~ 6

~~For ACQUISITION PROJECTS:~~ 8 PROJECTS: 7

For SITE IMPROVEMENT PROJECTS: 8

Strategic Opportunity ~~Grants~~ 11 Grants (SOG) 10

~~Application Process~~ 11

~~Process~~ 10

~~SOG Grant Proposal and Evaluation~~ 11

~~Proposal~~ 11 ~~Land and Water Benefits~~ 12

~~Threat~~ 12

~~Cooperation and Community Support~~ 12

~~APPENDIX A~~ 13 Benefits 11

Long Term Management Proposal 13

APPENDIX B 14

Program Geographic Area 14

APPENDIX C 15

Definitions 15

APPENDIX D 18

~~COMPETITIVE GRANT APPLICATION Packet Requirements and Checklist~~

18 Checklist for 18

APPENDIX E 21

STRATEGIC OPPORTUNITY GRANT APPLICATION Packet Requirements
and Checklist 21

Introduction

* California voters passed Proposition 84, the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coast Protection Bond Act of 2006 (the Act) on November 7, 2006. Proposition 84 added Section 75050 to the Public Resources Code (PRC), authorizing the Legislature to appropriate ~~\$928 million~~ funds for the protection and restoration of rivers, lakes and streams, their watersheds and associated land, water, and other natural resources. Section 75050 (j) allocates \$54 million of these funds for the Sierra Nevada Conservancy (SNC).

* The Laird-Leslie Sierra Nevada Conservancy Act, commencing with PRC Section 33300 - established the Sierra Nevada ~~Conservancy~~ Conservancy, - and Sections 33343 and 33346 established the authority for the SNC to administer grant funds.

* The Sierra Nevada Conservancy has adopted a Strategic Plan and is developing Program Guidelines in accordance with the statute, which provides direction for the SNC and the basis for ~~the~~ these grant guidelines.

* These guidelines establish the process used by the SNC to solicit applications, evaluate proposals and award grants under the Sierra Nevada Conservancy grant program from Proposition 84.

* Grant funds will be allocated through two primary approaches, competitive grants and strategic opportunity grants. These guidelines provide procedures for both types of grants.

* It is anticipated that approximately \$17 million from Proposition 84 will be allocated annually for 3 years beginning in 2007-08. For Fiscal Year 2007-08, the funds will be allocated as follows:

o Approximately \$9 million will be allocated through competitive grants across the SNC region to meet the purposes of the ~~SNC~~; SNC.

o Approximately \$6 million will be allocated as Strategic Opportunity Grants (SOG's) to eligible applicants to address ~~top priority~~ needs across the six Sub-Regions (\$1 million will be allocated for each sub-region).

o Approximately \$2 million in ~~SOGs~~ SOG's will be awarded for Projects that have ~~Region-wide~~ REGIONAL significance. The SNC Board will review this formula and determine the appropriate allocation for future year funding.

~~The SNC Board will review this formula and determine the appropriate allocation for future year funding.~~

* All terms or phrases appearing in CAPITALIZED ITALICS in this document are defined in Appendix C.

* An administrative ~~companion~~ manual ~~for~~ accompanies these grant guidelines ~~is being developed and will include~~ that includes all contractual and administrative forms for ~~approved grants~~ grant application and implementation.

~~Eligible Applicants~~ Grant Program Requirements

~~Grant funds may be awarded to public agencies, NONPROFIT ORGANIZATIONS~~ The Program will provide funding for the PROTECTION - and TRIBAL ORGANIZATIONS. RESTORATION of rivers, lakes and streams, their watersheds and associated land, water, and other natural resources within the boundaries of the Sierra Nevada Conservancy as defined by PRC Section 33302 (f) - see Appendix B for definition.

~~General Requirements~~ Eligible Applicants

~~The Program will provide funding for the PROTECTION~~ Grant funds may be awarded to PUBLIC AGENCIES, NONPROFIT 501C3 ORGANIZATIONS - and RESTORATION of rivers, lakes and streams, their watersheds and associated land, water, and other natural resources within the boundaries of the Sierra Nevada Conservancy as defined by PRC Section 33302 (f). TRIBAL ORGANIZATIONS.

Program Areas

PROJECTS must address one or more of the program areas of the SNC listed below:

- * Provide increased opportunities for tourism and recreation.
- * Protect, conserve, and restore the region's physical, cultural, archaeological, historical, and living resources.
- * Aid in the preservation of WORKING LANDSCAPES.
- * Reduce the risk of natural disasters, such as wildfires.
- * Protect and improve water and air quality.
- * Assist the regional economy through the operation of the conservancy's program.
- * Undertake efforts to enhance public use and enjoyment of lands owned

by the public.

- ~~(1) Provide increased opportunities for tourism and recreation.~~
- ~~(2) Protect, conserve, and restore the region's physical, cultural, archaeological, historical, and living resources.~~
- ~~(3) Aid in the preservation of WORKING LANDSCAPES.~~
- ~~(4) Reduce the risk of natural disasters, such as wildfires.~~
- ~~(5) Protect and improve water and air quality.~~
- ~~(6) Assist the regional economy through the operation of the conservancy's program.~~
- ~~(7) Undertake efforts to enhance public use and enjoyment of lands owned by the public.~~

Eligible Projects

Funds will be awarded for the planning or implementation of PROJECTS that are consistent with the provisions of the Program Guidelines and PROPOSITION 84. The SNC Program Guidelines contain examples of potential PROJECTS that may be helpful in considering creating proposals, recognizing that these examples are not meant to reflect a comprehensive list. ~~PROJECTS should generally address one of the following objectives:~~

- ~~1. PROTECTION or RESTORATION of agricultural, forest, or grazing land, or other working landscapes.~~
- ~~2. PROTECTION or RESTORATION of land adjacent In addition to or affecting rivers, streams, lakes, wetlands and associated lands.~~
- ~~3. PROTECTION or RESTORATION of land that mitigates or prevents current or anticipated adverse impacts being consistent with the Program Guidelines, PROJECTS must contribute to natural resources.~~
- ~~4. the PROTECTION or RESTORATION of rivers, lakes and streams, their watersheds and associated land, water, and other natural resources, including, resources. Projects may include, but are not limited to:~~

- ~~* Erosion control;~~
 - ~~* The control and elimination of exotic species;~~
 - ~~* Prescribed burning;~~
 - ~~* Fuel hazard reduction;~~
 - ~~* Road or trail elimination, road-to-trail conversion, trail reconstruction, trail relocation and associated removal of old or non-system trails;~~
 - ~~* The improvement of physical structures or facilities;~~
 - ~~* Natural recharge/storage of water; and~~
 - ~~* Wildlife habitat protection and enhancement.~~
- ~~Other requirements include:~~

- ~~* Applications must include a proposal for the long-term management of the resource protected or restored.~~
- ~~* APPLICANTS may apply for more than one PROJECT.~~
- ~~* PROJECTS must comply with the California Environmental Quality Act (CEQA), Division 13 (commencing with Section 21000).~~
- ~~* All real property or interest in real property shall be acquired from a willing seller (Public Resources Code, Section 75070.4).~~
- ~~* The program will provide funding for the protection and restoration of rivers, lakes and streams, their watersheds and associated land, water, and other natural resources within the boundaries of the Sierra Nevada Conservancy as defined by PRC Section 33302 (f).~~

o Prevention or amelioration of current or anticipated adverse impacts to natural resources.

o Preservation and/or enhancement of agricultural, forest, rangeland, or other WORKING LANDSCAPES.

o Reduction or prevention of soil erosion;

o Reduction of fuel hazards;

o Control and elimination of invasive species;

o Elimination, conversion, relocation and/or rehabilitation of roads and trails;

o Improvement of physical structures or facilities;

o Improvement of natural recharge/storage of water;

o Protection and enhancement of fish and wildlife habitat;

o Educational or interpretive activities;

o Community capacity-building; and

o Research.

Eligible Costs

~~Only direct costs specified in the Grant Agreement will be eligible for funding. All A description of ELIGIBLE COSTS must be supported by appropriate documentation. Direct costs include expenses necessary and unique to ineligible costs is provided in the PROJECT. Administrative Manual. Salaries and benefits of employees not directly assigned to a PROJECT including personnel, business services, information technology, janitorial, and salaries of supervisors and managers; and overhead such as rent, utilities, supplies, etc. are considered as "overhead" Administration - costs, and are as defined in the Manual, shall not eligible. exceed %.~~

Issuance of Grants

The SNC will award grants using two different approaches: Competitive grants and Strategic Opportunity grants. The process that will be used for each

approach is described in detail below. Applicants may consult with SNC staff ~~will work with applicants~~ to determine the most appropriate type of grant opportunity for potential projects.

As required by PRC 33342, the SNC shall cooperate with and consult with the city or county where a grant is proposed or an interest in real property is proposed to be acquired; and shall, as necessary or appropriate, coordinate its efforts with other state agencies, non-profit organizations, and other interested parties. The SNC shall, as necessary and appropriate, cooperate and consult with a public water system that owns or operates facilities, including lands appurtenant thereto, where a grant is proposed or an interest in land is proposed to be acquired.

A Grantee will agree to use and maintain the PROJECT funded with Grant monies only for the purposes of the Grant and only for the purposes for which the funds were requested and no other use, sale, or other disposition or conversion of the property shall be permitted except as authorized by a specific act of the Legislature and the property shall be replaced with property of equivalent value and usefulness as determined by the SNC.

Competitive Grants

~~Competitive Grants:~~ PROJECT applications ~~are~~ will be received on a set ~~schedule, reviewed by SNC staff and approved by SNC Board. They are ranked and selected based upon program specific criteria. The~~ annual schedule.

~~Competitive Grant process~~ Grants of between \$50,000 and \$1,000,000 will be ~~used to be address projects given~~ in two primary categories:

- 1) Acquisition projects, including less than fee title (conservation easements, purchase of ___ development rights, etc.) and fee title (in all cases only with willing ~~sellers) and~~ sellers).
- 2) Site improvement projects. ~~The grants will have a minimum award of \$50,000 and a maximum of \$1,000,000.~~

Competitive Grants will be awarded to projects based on the evaluation criteria beginning on page 6.

Application Process

Applicants will be required to submit a complete Application packet to the SNC by the posted deadline. ~~If submitted as a hard copy, it should be an unbound original with~~ all ~~appropriate signatures.~~ application materials and

forms will be available from the SNC Website or SNC offices by request. Applications may be submitted electronically. For electronic submittals, a hard copy of any signature pages ~~should~~ shall be submitted ~~as well, by the posted due date.~~ Each APPLICATION must include If submitted as a Table of Contents hard copy, it should be an unbound original ~~with the remaining documents in the order listed on the Checklist included in Appendix D.~~ All pages shall be numbered (handwritten numbers are acceptable). appropriate signatures.

NOTE: An APPLICANT may submit APPLICATIONS for more than one PROJECT; however, each PROJECT APPLICATION must have its own APPLICATION.

Letters include a Table of support are not required, however, may be submitted any time prior to Contents with the SNC'S announcement of recommendations for funding. Letters of support should be directed to remaining documents in the APPLICANT.

Grant Selection Process order listed on the Checklist included in Appendix D. All pages shall be numbered (handwritten numbers are acceptable).

* APPLICANTS submit a complete grant application to the SNC by the deadline.

* APPLICATION reviewed for completeness and eligibility.

* Complete, eligible APPLICATIONS evaluated by the SNC staff using the evaluation criteria described below. In evaluating projects, SNC staff may involve other parties as necessary and appropriate. NOTE:

* In evaluating APPLICATIONS, SNC An APPLICANT may consider awarding partial funding.

* Site visits will be scheduled submit APPLICATIONS for semi-finalists, as necessary and appropriate. more than one PROJECT; however, each PROJECT must have its own APPLICATION. Scores

Letters of support are not required, however, may be adjusted as a result of submitted any time prior to the site visit. Boards consideration of proposals.

* The SNC staff recommends PROJECTS for funding Letters of support should be directed to the BOARD. APPLICANT.

* The BOARD determines

To maintain fairness for all competitors, Conservancy staff will be able to provide information and assistance in developing competitive grant applications only to the final awards. point of submission.

Acquisition Projects

Overview

The SNC may make grants to public agencies, nonprofit organizations, and tribal organizations to acquire an interest in real property from willing sellers, including a fee ~~interest.~~ interest. (The SNC is prohibited by statute (PRC 33347) from acquiring fee title interest of real property itself). Grants shall be disbursed to a recipient entity only after the entity has entered into an agreement with the SNC, on the terms and conditions specified by the conservancy. After approving a grant, the SNC may ~~assist~~ provide technical assistance to the grantee ~~in carrying out the purposes to ensure efficient administration~~ of the ~~grant~~ grant.

Statutory Requirements

~~The SNC and APPLICANT shall cooperate with and consult with the city or county where a grant is proposed or an interest in real property is proposed to be acquired; and shall, as necessary or appropriate, coordinate its efforts with other state agencies, non-profit organizations, or other interested parties. The SNC and APPLICANT shall, as necessary and appropriate, cooperate and consult with a public water system that owns or operates facilities, including lands appurtenant thereto, where a grant is proposed or an interest in land is proposed to be acquired.~~

An ~~APPLICANT~~ for a grant ~~from the SNC application~~ to acquire an interest in real property shall specify all of the ~~following in the grant application:~~ following: -

- (1) The intended use of the property.
- (2) The manner in which the land will be managed.
- (3) How the cost of ongoing management will be funded.

In the case of a grant of funds to ~~a NONPROFIT ORGANIZATION or TRIBAL ORGANIZATION to~~ acquire an interest in real property, including, but not limited to, a fee interest, the agreement between the SNC and the recipient ~~NONPROFIT ORGANIZATION or TRIBAL ORGANIZATION~~ shall require all of the following:

- (a) The purchase price of an interest in real property acquired shall not exceed fair market value as established by an appraisal approved by the SNC.
- (b) The terms under which the interest in real property is acquired shall be subject to the SNC's approval.
- (c) An interest in real property to be acquired under the grant shall not be used as security for a debt unless the SNC approves the transaction.
- (d) The transfer of an interest in the real property shall be subject to approval of the SNC, and a new agreement sufficient to protect the public interest shall be entered into between the SNC and the transferee.

The PROJECT funded with grant funds may only be transferred to another eligible applicant with the concurrence of the SNC if the successor Grantee assumes the obligations ~~imposed~~ required under ~~this contract and with the concurrence of the~~ SNC contract.

A deed or instrument by which the ~~NONPROFIT ORGANIZATION or TRIBAL ORGANIZATION~~ grantee acquires an interest in real property under the grant shall include a power of termination on the part of the SNC. The deed or instrument shall provide that the SNC may exercise the power of termination by notice in the event of the ~~NONPROFIT ORGANIZATION or TRIBAL ORGANIZATION's~~ grantee's violation of the purpose of the grant through breach of a material term or condition thereof, and that, upon recordation of the notice, full title to the interest in real property identified in the notice shall immediately vest in the SNC, or in another public agency or a NONPROFIT ORGANIZATION or TRIBAL ORGANIZATION designated by the SNC to which the SNC conveys or has conveyed its interest.

Site Improvement Projects

Overview

These PROJECTS will PROTECT or RESTORE rivers, lakes and streams, their watersheds and associated land, water, or other natural resources. PROJECTS must also address one or more of the SNC's program goals (see Program Guidelines for some examples of projects). As described in the "Eligible Projects" section earlier in this document, a wide array of potential projects will be considered by SNC. Applicants are encouraged to consult with SNC staff in determining the appropriateness of potential projects.

~~Requirements~~

~~A Grantee will agree to use and maintain the PROJECT funded with Grant monies under this Contract only for the purposes of the Act and only for the purposes for which the funds were requested and no other use, sale, or other disposition or conversion of the property shall be permitted except as authorized by a specific act of the Legislature and the property shall be replaced with property of equivalent value and usefulness as determined by the SNC.~~

Land Tenure

APPLICANTS must certify to the SNC that they have adequate tenure to, and site control of, properties to be improved. APPLICANTS can include the recordation number(s) on the APPLICATION form or on a separate sheet attached to the APPLICATION form. Recordation numbers are found on the deed or may be obtained through the applicable county recorder's office.

Adequate tenure includes, but is not limited to:

* ~~Ownership Fee title ownership.~~

* An EASEMENT necessary for completion of the project consistent with the terms and conditions of the grant contract.

* ~~Agreements where the APPLICANT has adequate site control~~ control* for the purposes of the ~~PROJECT~~ PROJECT.

~~Adequate~~ Adequate -site control is the power or authority to:

* ~~Manage, direct, superintend, restrict, regulate, govern, administer, or oversee a plot of ground suitable or set apart~~ Conduct activities that are necessary for completion of the ~~planned~~ PROJECT use consistent with the terms and conditions of the grant contract.

Land Tenure Requirements - Alternate Process

When an APPLICANT does not have tenure at the time of APPLICATION, but intends to establish tenure via an agreement that will be signed upon GRANT award, the APPLICANT may choose to follow the alternate land tenure process by:

* Submitting a copy of the proposed agreement, as well as letters from the APPLICANT and the prospective landlord in which each commits to sign the proposed agreement should the APPLICATION be successful. The proposed agreement must meet the land tenure requirements listed previously and be reviewed and approved by the SNC.

* Once ~~the SNC has recommended the a~~ PROJECT has been authorized for funding, the APPLICANT must submit a fully-executed agreement which meets the land tenure requirements ~~prior~~ within 30 days of BOARD authorization ~~to~~ CONTRACT execution. execute the GRANT CONTRACT.

~~Project Grant~~ Proposal ~~and~~ Evaluation

The information provided in the ~~Project Proposals must address each of~~ proposal will allow the SNC TO evaluate the competing GRANT APPLICATIONS based on ~~the areas listed~~ criteria described ~~below.~~ _____

~~The information provided~~ As stated previously, ~~in the PROJECT proposal will allow the SNC order~~ TO evaluate the competing GRANT APPLICATIONS based on the criteria described below. be eligible for funding a PROJECT must, ~~In addition~~ a) contribute ~~to striving for objectivity and uniformity in evaluating proposals,~~ the SNC will make an effort to provide equitable geographic distribution PROTECTION and RESTORATION of rivers, lakes and streams, their watersheds and associated land, water, and other natural resources, and b) address one or more ~~of funds provided that sufficient well-qualified proposals exist~~

~~throughout the region. SNC program goals.~~

~~Projects will be evaluated on a variety of criteria In order to be eligible for funding, a PROJECT must determine which projects will provide for the PROTECTION and RESTORATION of rivers, lakes and streams, their watersheds and associated land, water, and other natural resources within the boundaries of greatest contribution to achieving the Sierra Nevada Conservancy as defined by PRC Section 33302 (f). SNC's mission, consistent with The project must also address one or more requirements of the SNC program goals described in # 1 below (additional information is provided in the SNC's Program Guidelines). Proposition 84.~~

~~Projects will be evaluated on a variety of criteria in order to determine which projects will provide the greatest contribution to achieving the SNC's mission.~~ Project proposals must provide information addressing each of the following criteria:

(The total points possible for each Application are 100).

~~1. What SNC program goals does Land and Water Benefits (Maximum of 25 points)~~

~~Describe how the project address (multiple benefits contributes to the PROTECTION AND RESTORATION of rivers, lakes and streams, their watersheds and associated land, water, and other natural resources. Include how the project addresses all direct and indirect benefits, avoidance of adverse impacts, and existing or potential threats to water and watersheds and other natural resources.~~

~~Points will be awarded additional points)? based on the degree to which the project benefits the identified resources.~~

~~2. SNC Program Goals (Maximum of 25 points)~~

~~Describe how the project contributes to each addresses the SNC program goal (if it a goal is not addressed, enter N/A). goals listed below. (Maximum Provide information for each of 20 points) the program goals that the project addresses.~~

- a) Provide increased opportunities for tourism and recreation.
- b) Protect, conserve, and restore the region's physical, cultural, archaeological, historical, and living resources.
- c) Aid in the preservation of working landscapes.
- d) Reduce the risk of natural disasters, such as wildfires.

- e) Protect and improve water and air quality.
- f) Assist the regional economy through the operation of the SNC's program.
- g) Undertake efforts to enhance public use and enjoyment of lands owned by the public.

~~2. Land and Water Benefits (Maximum of 20 points)~~ Points will be awarded based on the degree to which the project addresses multiple program goals.

~~Describe the benefits the PROJECT will provide for the protection and restoration of rivers, lakes and streams, their watersheds and associated land, water, and other natural resources within the boundaries of the Sierra Nevada Conservancy as defined by PRC Section 33302 (f). Include all direct and indirect impacts (or avoidance of adverse impacts) on water and watersheds, and other natural resources including wildlife habitat and working landscapes.~~

3. ~~Threat~~ Cooperation, Community Support, Leveraging - (Maximum of ~~10~~ 15 points)

A. Describe ~~any existing or potential threats to the PROJECT site~~ demonstrated community support and ~~what could happen if the PROJECT is not funded, and/or how the PROJECT would minimize or eliminate this threat. Description should also address the urgency of any existing or potential threat, including documentation of such urgency.~~ partners.

B. Describe the efforts to include various stakeholders in planning and/or implementation of the Project. Provide information on the following.

~~4.C. Describe consultation and~~ Cooperation with local, State, and Community Support (Maximum of 10 points) federal agencies including methods used to solicit participation.

D. Describe the ~~efforts to include various~~ use of stakeholders in ~~planning designing~~ and/or ~~implementation of implementing~~ the ~~Project.~~ Provide information on the following: Project including methods used to solicit participation.

~~* Methods used to obtain the ideas~~ E. Describe any monetary and/or in-kind support that is a part of ~~interested parties and public agency and non-profit partners~~

~~* Consultation with local agencies, including water agencies~~ the project.

~~* Notification~~ Note: Other contributions to ~~interested parties of the opportunity~~ project are not required to ~~participate, and approximate~~

number receive a grant; however, projects that include OTHER SOURCES - of interested parties notified FUNDS will be more competitive.

* Use of stakeholders in designing and/or implementing the Project

* Demonstrated community support for the project

5. Implementability (Maximum * Identify the source and amount of 10 points) funds already committed to the purchase and maintenance of the project and the expected timing of those funds. Cite specific dollar amounts for cash contributions, in-kind services, volunteer effort, technical expertise, etc.

* Explain how The project can will be implemented in a timely manner. If a project is large and complex completed using grant funds and depends on other funding sources, the portion of the project to be funded by the Conservancy must be able to be implemented by itself in a manner consistent with the objectives sources of the SNC program area. To be considered for funding, Projects must be ready to proceed funds and be completed before the timeframes for explain the current funding expire. timing of availability of all funding.

Points will be awarded based on the degree to which the project exhibits cooperation, community support and leveraging. (For projects that have confidentiality requirements, applicants should consult with SNC staff prior to submission). For ACQUISITION PROJECTS:

4. Implementability (Maximum of 10 points)

1. Indicate Describe how the parties involved project will be implemented in a timely manner. If a project depends on other funding sources, describe how the ACQUISITION, their roles, and whether portion of the APPLICANT- OR other any party owns an option project to buy be funded by the real property Conservancy can be implemented by itself. Applications that have completed all necessary planning, including, appraisals; issuance of all necessary permits; completed and adopted environmental documentation; necessary resolutions; letters of intent; and, all other items included in question. application Checklist (Appendix D) will be scored higher.

For ACQUISITION PROJECTS:

2.A. Address the status for each of the following: following, as appropriate: -

* CEQA compliance

* Agreements and Commitments from project partners-

~~* Comparable sales data~~

- * Appraisal
- * Preliminary title report
- * Property restrictions and/or encumbrances, easements, mineral rights
- * Negotiations of terms of sale, option to purchase or easement with a willing seller.

~~* Phase I or Phase II Environmental Assessment (Toxics Report)~~

~~* Project Budget~~

~~3. How did you determine the best vehicle for the Acquisition (i.e., fee simple, easement, etc.)?~~

~~* Schedule~~

~~4. Has a Phase I or Phase II Toxic Report been done? If so, briefly describe B. What other factors affect the findings, ACQUISITION'S timeline and completion? How will these factors be addressed?~~

~~5. What other factors affect C. Has there been any opposition to the ACQUISITION'S timeline PROJECT? If so, explain the nature of the concerns and completion? How will these you have addressed them. factors be addressed?~~

~~6. Has there been any opposition to the PROJECT? If so, explain the nature of the concerns and how you have addressed them.~~

For SITE IMPROVEMENT PROJECTS:

~~1. Indicate A. Indicate the land tenure held a. Address the status for each of the following:~~

~~B. Address the status for each of the following:~~

~~* CEQA compliance~~

~~* Permitting~~

~~* Commitments from PROJECT partners~~

~~* Availability of labor and materials~~

~~* Property restrictions and/or encumbrances, easements, mineral rights~~

~~* Availability of labor and materials~~

~~* Project Budget~~

~~* Schedule~~

~~2. What C. What other factors affect the SITE IMPROVEMENT'S timeline and completion? How will these factors be addressed?~~

~~3. Has D. Has there been any opposition to the PROJECT? If so, explain the nature of the concerns and how you addressed them.~~

~~6. Management, Maintenance, and Adequacy of Design (Maximum of 10 points)~~ Points will be awarded based on the degree to which the project is implementalable on a timely basis.

~~Applicants must demonstrate their ability to complete the 5. PROJECT Management and manage the PROJECT resources.~~ Adequacy of Design (Maximum of 10 points)

~~Describe~~ A. Describe the capability of Applicant agency and/or partners to provide for all relevant aspects of an integrated management process that includes PROJECT planning, ACQUISITION, RESTORATION, monitoring, operation, and maintenance. The Applicant should demonstrate that staff or partners involved in the PROJECT will utilize all the applicable basic elements of a PROJECT management process. Provide information on the following:

- * Applicant's or partners' demonstrated ability or type of training received to implement the proposed PROJECT.
- * All elements of ~~an excellent a~~ a management process including:
 - o The appropriate up-front planning that demonstrates the PROJECT need;
 - o The expertise needed to complete ~~your Acquisition~~ the PROJECT within the APPLICANT'S organization or partners;
 - o Utilizing appropriate design to obtain maximum sustainability of the proposed PROJECT;
 - o A demonstrated ability to design the PROJECT to minimize impact to the natural and cultural resources;
 - o Construction techniques that utilize aesthetic design and compatible or renewable material resources; and
 - o A monitoring and maintenance process that keeps the proposed PROJECT at intended standards.

Points will be awarded based on the degree to which the project demonstrates management capacity and adequacy of design.

6. Sustainability, Long Term Management and Maintenance (Maximum of 10 points)

A. Describe how the project is sustainable (involves an activity that can be repeated over a long period of time without causing damage to the environment and community). Include a description of what is occurring on surrounding lands and the effect it may have on the project's sustainability.

B. Describe the long-term management plan, how it will be implemented and provide assurances of implementation.

Points will be awarded based on the degree to which the project demonstrates sustainability.

7. Model Project Values (Maximum 5 points)

Describe how the project is useful as a model in the program area or in other sub-regions, if appropriate (i.e. innovative partnerships, approaches, problem-solving or research).

~~7. Cost Effectiveness and Other Sources of Funds (Maximum 10 points)~~
Points will be awarded based on the degree to which the project represents a potential model or utilizes innovative approaches.

~~Other sources of funds are not required to receive~~Grant Selection Process

~~* APPLICANTS submit a grant; however, projects that include complete grant application to the SNC by the deadline.~~

~~* APPLICATION reviewed by staff for completeness and eligibility.~~

~~* Complete, eligible APPLICATIONS evaluated by the SNC staff. In evaluating projects, SNC staff may involve other sources of funds will parties as necessary and appropriate.~~

~~* In evaluating APPLICATIONS, SNC may consider awarding partial funding with concurrence from grant applicant and with agreement that meaningful progress toward the goal can be more competitive. made. Both monetary~~

~~* Site visits will be scheduled for semi-finalists, as necessary and In-Kind support appropriate. Scores may be considered other sources adjusted as a result of funds. the site visit.~~

~~* The SNC staff recommends PROJECTS for funding to the BOARD. -~~

~~* The BOARD determines the final awards.~~

~~1. Identify the source and amount of funds already committed to the purchase and maintenance of the project and the expected timing of those funds. Cite specific dollar amounts for cash contributions, in-kind services, volunteer effort, technical expertise, etc. Strategic Opportunity Grants (SOG)~~

~~2. Explain how the project SOG grants will be completed using grant funds and other sources of funds and explain the timing of available on an on-going basis contingent upon availability of all funding. funds.~~

~~8. Sustainability, Long Term Management These grants are intended to provide the SNC flexibility to address various needs and Model time sensitive opportunities for all -Project Values (Maximum types in all~~

program areas consistent with Proposition 84. For the 2007/08 Fiscal year, each Sub-region has been allocated \$1 million for these grants; and a total of \$2 million has been allocated for projects of 10 points) REGIONAL SIGNIFICANCE.

~~If applicable, describe how the project is sustainable (involves an activity that can be repeated over along period of time without causing damage to the environment and community). Describe the long term management plan, how it will be implemented and assurances of implementation. Also, describe how the project is useful as a model~~Strategic Opportunity Grants (SOGs) are offered in the program area or in other sub-regions, if appropriate. three categories:

Category 1: Grants of less than \$50,000 may be awarded by the Board at any noticed meeting or by the Executive Officer in instances where there is a timeliness issue or extenuating circumstance (such awards will be reported to the Board at the next scheduled board meeting).

~~Strategic Opportunity~~Category 2: Grants of less than \$50,000 for acquisition and site improvements may be approved by the Board at a noticed Board meeting.

~~Strategic Opportunity~~Category 3: Grants (SOGs): Grant Requests are submitted to the SNC after consultation with SNC staff. Following review, grants will of \$50,000 or more may be awarded by the SNC Board or Executive Officer on an on-going basis. These grants are intended to provide the SNC flexibility to address various needs and time sensitive opportunities not addressed through the competitive grant process. at any noticed board meeting. There are is no limitations upper limit on Category 3 SOG award size. size, subject to fund availability. For the 2007/08 Fiscal year, each Sub-region has been allocated \$1 million for these grants. Projects eligible for SOGs include the following:

~~* Project related activities such as initial project planning and development, environmental review and appraisal services (could be a part of an acquisition or site improvement project)~~

~~* Implementation of projects that eligible for SOG's include, but are not directly related to acquisition or site improvement (could include capacity building, educational efforts, research studies, publications, or events).~~limited to, the following:

* Activities such as initial project planning and development, environmental review and appraisal services (could be a part of an acquisition or site improvement project);

* Implementation of projects that are not directly related to acquisition or site improvement (could include capacity building, educational efforts, research, publications, or events);

* Acquisition projects of less than \$50,000, including less than fee title (conservation easements, purchase of development rights, etc.) and fee title (in all cases only with willing sellers);

* Site improvement projects of less than \$50,000;

* Procurement of equipment necessary to ensure protection of water, watershed qualities, and related landscapes.

Application Process

* APPLICANTS consult with SNC staff to determine specific information needed as part of prior to a grant request. This may include a pre-project description.

* GRANT REQUEST submitted following consultation with SNC ~~staff~~ staff.

* GRANT REQUEST evaluated by the SNC ~~staff.~~

~~* In evaluating GRANT REQUEST, SNC may consider awarding partial funding.~~

~~* GRANT REQUEST approved by Board (Executive Officer may approve grants in limited circumstances under delegated authority).~~ staff for completeness and meeting program requirements.

~~Grant Proposal and Evaluation~~

~~Grant Requests must contain the information described in Appendix E. In evaluating proposals for SOG funding, the SNC will consider the following criteria, with a consideration of Sub-regional needs and priorities.~~

~~What SNC program goals does the project address (multiple benefits will be awarded additional points)? Describe how the project contributes to each program goal (if it a goal is not addressed, enter N/A).~~ SOG Grant Proposal

a) In order to be eligible for funding, a PROJECT must contribute to the PROTECTION and RESTORATION of rivers, lakes and streams, their watersheds and associated land, water, and other natural resources. The project must also address one or more of the SNC program goals.

The application additional information as follows:

Category 1 Grant Requests must contain the information described in Appendix E.

Category 2 For acquisition and site improvement projects, grant requests must contain the information in Appendix D.

Category 3 Grant requests must contain the information described in Appendix E.

Grant Proposal Evaluation

In evaluating proposals for Category 1 and 3 SOG funding, the SNC will use criteria, listed below, with a consideration of Sub-regional needs and priorities.

1. Land and Water Benefits

Describe how the PROJECT contributes to the PROTECTION AND RESTORATION of rivers, lakes and streams, their watersheds and associated land, water, and other natural resources. Include how the project addresses all direct and indirect benefits, avoidance of adverse impacts, and existing or potential threats to water and watersheds and other natural resources.

2. SNC Program Goals

Describe how the project addresses the SNC program goals listed below. Projects that address multiple program goals will be given priority.

a) * Provide increased opportunities for tourism and recreation.

b)

c) * Protect, conserve, and restore the region's physical, cultural, archaeological, historical, and living resources.

d)

e) * Aid in the preservation of working landscapes.

f)

g) * Reduce the risk of natural disasters, such as wildfires.

h)

i) * Protect and improve water and air quality.

j)

k) * Assist the regional economy through the operation of the SNC's program.

l)

m) * Undertake efforts to enhance public use and enjoyment of lands owned by the public.

3. Cooperation, Community Support, Leveraging

a) Describe demonstrated community support and project partners

b) Describe the efforts to include various stakeholders in planning and/or implementation of the Project. ~~Land and Water Benefits~~ Provide information on the following:

c) Describe ~~the benefits the PROJECT will provide for the PROTECTION~~ consultation and ~~RESTORATION~~ of rivers, lakes cooperation with local, State, and streams, their watersheds and associated land, water, and other natural resources within the boundaries of the Sierra Nevada Conservancy as defined by PRC Section 33302 (f). Include all direct and indirect impacts (or avoidance of adverse impacts) on water and watersheds, and other natural resources federal agencies including wildlife habitat and working landscapes. methods used to solicit participation.

~~Threat~~ d) Describe the involvement of stakeholders in designing and/or implementing the Project including methods used to solicit participation

e) Describe any ~~existing or potential threats to the project site and what could happen if the Project is not funded,~~ monetary and/or how in-kind support that are a part of the project would minimize or eliminate this threat. project. Description should also address Note: Other contributions to the urgency of any existing or potential threat, including documentation. project are not required to receive a grant; however, projects that include OTHER SOURCES of such urgency. FUNDS will be more competitive.

~~Cooperation~~ * Identify the source and ~~Community Support~~ amount of funds already committed to the purchase and/or maintenance of the project and the expected timing of those funds. Cite specific dollar amounts for cash contributions, in-kind services, volunteer effort, technical expertise, etc.

~~Describe~~ * Explain how the efforts to include various stakeholders in planning and/or implementation project will be completed using grant funds and OTHER SOURCES of FUNDS and explain the ~~Project.~~ timing of availability of all funding.

~~NOTE:~~ Provide information on

In evaluating proposals for Category 2 SOG funding, the SNC will consider the following: criteria used to evaluate competitive grant applications; however, a point system will not be utilized.

~~* Methods used to obtain the ideas of interested parties and public agency and non-profit partners~~

~~* Consultation with local agencies, including water agencies~~

~~* Notification to interested parties of the opportunity to participate, and approximate number of interested parties notified~~

~~* Use of stakeholders in designing and/or implementing the Project~~

~~* Demonstrated community support for the project~~ SOG Grant

Selection Process

* Complete, eligible APPLICATIONS evaluated by the SNC staff. In evaluating projects, SNC staff may involve other parties as necessary and appropriate.

* In evaluating APPLICATIONS, SNC may consider awarding partial funding with concurrence from grant applicant and with agreement that meaningful progress toward the goal can be made.

* Site visits will be scheduled for semi-finalists, as necessary and appropriate.

* The SNC staff recommends PROJECTS for funding to the BOARD (or EXECUTIVE OFFICER as appropriate).

* The Board (or Executive Officer under delegated authority) authorizing funding for successful applications.

APPENDIX A

LONG TERM MANAGEMENT PROPOSAL

Site Improvements and Properties acquired with grant funds, including less than fee title acquisitions, must be maintained to protect the value of the resource. The Long Term Management Proposal must also support the goals of the Project as presented in the Project Proposal Narrative. Long Term Management Proposals for Site improvement projects shall be for a minimum of 10 years or for a period determined to be necessary for successful project implementation. Property or easement acquisitions shall be in perpetuity.

1. Describe the long-term management (e.g., weed control, mosquito abatement, fencing, etc.) of the resource:

a. What is planned for the long-term management?

b. Who will perform the long-term management? Describe their experience in managing this type of resource.

c. How will the ongoing management be funded?

2. What, if any, future modifications/improvements may be ~~planned~~ considered for the resource (e.g., habitat improvement/restoration, recreation, public access, etc.)? How ~~will~~ would the property continue to meet the program requirements

with these improvements?

3. For Conservation Easements, describe your plan for stewardship and address ongoing funding to support the terms and conditions of the stewardship plan.

APPENDIX B

PROGRAM GEOGRAPHIC AREA

Project must be located in the boundaries of the Sierra Nevada Region to be eligible. PROJECTS bisected by the boundaries described are eligible for this program. PRC Section 33302 (f) defines the Sierra Nevada Region as the area lying within the Counties of Alpine, Amador, Butte, Calaveras, El Dorado, Fresno, Inyo, Kern, Lassen, Madera, Mariposa, Modoc, Mono, Nevada, Placer, Plumas, Shasta, Sierra, Tehama, Tulare, Tuolumne, and Yuba, described as the area bounded as follows:

On the east by the eastern boundary of the State of California; the crest of the White/Inyo ranges; and State Routes 395 and 14 south of Olancho; on the south by State Route 58, Tehachapi Creek, and Caliente Creek; on the west by the line of 1,250 feet above sea level from Caliente Creek to the Kern/Tulare County line; the lower level of the western slope's blue oak woodland, from the Kern/Tulare County line to ~~Big Bend above the Sacramento River near the~~ mouth of Seven-Mile Creek north of -Red Bluff; the Sacramento River from ~~Big Bend~~ Seven-Mile Creek -north to Cow Creek below Redding; Cow Creek, Little Cow Creek, Dry Creek, and ~~Dry Creek~~ the Shasta National Forest portion of Bear Mountain -Road, between the Sacramento River and Lake Shasta; the Pit River Arm of ~~Lake Shasta;~~ Shasta Lake; -the northerly boundary of the Pit River watershed; the southerly and easterly boundaries of Siskiyou County; and within Modoc County, the easterly boundary of the Klamath River watershed; and on the north by the northern boundary of the State of California; excluding both of the following:

- (1) The Lake Tahoe Region, as described in Section 66905.5 of the Government Code, where it is defined as "region."
- (2) The San Joaquin River Parkway, as described in Section 32510.

See http://www.sierranevada.ca.gov/html/map_of_the_region_sub_regions.html for map or contact staff to clarify whether PROJECT is located in an eligible area.

APPENDIX C

DEFINITIONS

Capitalized and italicized words and terms, other than the first word of each sentence, appear in the body of these ~~guidelines (excluding the sample resolution, Contract, and Contract Provisions)~~ guidelines. - These words are defined in the Definition Section below. Unless otherwise stated, the terms used in these Guidelines shall have the following meanings:

ACQUISITION - To obtain fee title interest or any other interest in real property including easements, leases and development rights. All rights so purchased are to be permanent. Rentals do not constitute Acquisition.

APPLICANT - Eligible entities as defined by the SNC program.

APPLICATION - The individual APPLICATION form and its required attachments for GRANTS pursuant to the SNC Program.

AUTHORIZED REPRESENTATIVE - The designated position authorized in the Resolution to sign all required Grant documents including, but not limited to the GRANT CONTRACT, the APPLICATION form, payment requests, and GRANT COMPLETION PACKET forms. The AUTHORIZED REPRESENTATIVE may designate an alternate by informing SNC in writing.

BOARD - The governing body of the Sierra Nevada Conservancy as authorized by PRC Section 33321.

BOND or BOND ACT - Proposition 84, Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coast Protection Bond Act of 2006

CAPITAL IMPROVEMENT—PROJECTS that utilize GRANT funds for ACQUISITION of land or SITE IMPROVEMENTS.

CEQA - the California Environmental Quality Act as stated in the Public Resources Code Section 21000 et seq.; Title 14 California Code of Regulations Section 15000 et seq. CEQA is a law establishing policies and procedures that require agencies to identify, disclose to decision makers and the public, and attempt to lessen significant impacts to environmental and Historical Resources that may occur as a result of the agency's proposed Project. For more information, refer to <http://ceres.ca.gov/ceqa/>.

CONSERVATION EASEMENT - Any limitation in a deed, will or other instrument in the form of an EASEMENT, restriction, covenant or condition which is or has

been executed by or on behalf of the owner of the land subject to such EASEMENT and is binding upon the successive owners of such land, and the purpose of which is to retain land predominantly in its natural, scenic, historical, agricultural, forested or open-space condition. (Civil Code Section 815.1)

COMPETITIVE - A process whereby Projects are ranked and selected based upon program specific criteria.

CONSERVANCY - Sierra Nevada Conservancy as defined in PRC Section 33302 (b).

CONTRACT - An agreement between the CONSERVANCY and the GRANTEE specifying the payment of funds by the CONSERVANCY for the performance of the PROJECT SCOPE within the CONTRACT PERFORMANCE PERIOD by the GRANTEE.

CONTRACT PERFORMANCE PERIOD - The period of time that the GRANT SCOPE ELIGIBLE COSTS may be incurred, and the work described in the GRANT SCOPE must be completed, billed and paid by the state. This period is the same as the beginning and ending dates of the CONTRACT. Eligible costs incurred during this period may be funded from the grant.

EASEMENT - An interest in land entitling the holder thereof to a limited use or enjoyment of the land in which the interest exists.

EXECUTIVE OFFICER - The person appointed the manager of the SNC.

FAIR MARKET VALUE - The value placed upon property as supported by an appraisal that has been reviewed and approved by the California Department of General Services or other designated authority.

ELIGIBLE COSTS - Expenses incurred by the Grantee during the Contract Performance Period of an approved Contract, which may be reimbursed by the Conservancy. (See ~~page~~ page 3) -

GRANT - Funds made available to a Grantee for Eligible Costs during a Contract Performance Period.

GRANTEE - An entity that has a Contract for Grant funds.

GRANT SCOPE - Description of the items of work to be completed with Grant Funds as described in the APPLICATION form and cost estimate.

HISTORICAL RESOURCE - Includes, but is not limited to, any building,

structure, site, area, place, artifact, or collection of artifacts that is historically or archaeologically significant in the cultural annals of California.

IN-KIND - Donations that are utilized on the PROJECT, including materials and services. These donations shall be eligible only as OTHER SOURCES OF FUNDS.

~~LOCAL PUBLIC AGENCY - A city, county, district, or joint powers authority.~~
NONPROFIT ORGANIZATION - a private, nonprofit organization ~~that qualifies for~~ qualified to do business in California and qualified ~~-~~ exempt status under Section 501(c)(3) of Title 26 of the United States ~~Code, and that has among its principal charitable purposes preservation of land for scientific, educational, recreational, scenic, or open-space opportunities; or, protection of the natural environment, preservation or enhancement of wildlife; or, preservation of cultural and historical resources; or, efforts to provide for the enjoyment of public lands.~~ Code. ~~-~~

OTHER SOURCES OF FUNDS - Cash or In-Kind contributions that are required ~~necessary~~ or used to complete the ACQUISITION or SITE IMPROVEMENT PROJECT beyond the GRANT FUNDS provided by this program.

PRESERVATION - Rehabilitation, stabilization, RESTORATION, development, and reconstruction, or any combination of those activities.

~~PROJECT - PROJECT-~~ The work to be accomplished with GRANT funds. ~~(See Eligible Projects on pp)-~~

PROJECT MANAGER- An employee of the SNC, who acts as a liaison with the APPLICANTS or GRANTEES and administers GRANT funds, ensures compliance with guidelines and the GRANT CONTRACT.

PROPOSITION 84 - See BOND.

PROTECTION - Those actions necessary to prevent harm or damage to persons, property or rivers, lakes, and streams, their watersheds and associated land, water, and other ~~natural resources~~ resources, or those actions necessary to allow the continued use and enjoyment of property or natural resources and includes acquisition, restoration, PRESERVATION and ~~interpretation (only CAPITOL OUTLAY costs are eligible)-~~ education.

PUBLIC AGENCIES - Any city, county, district, or joint powers authority; State agency; or federal agency.

REGION - Sierra Nevada Region as defined in PRC Section 33302 (f).

REGIONAL SIGNIFICANCE - providing benefits that affect all or a substantial portion of the SNC region.

RESTORATION - The improvement of physical structures or facilities and, in the case of natural systems and landscape features includes, but is not limited to, projects for the control of erosion, the control and elimination of ~~exotic~~ invasive species, prescribed burning, fuel hazard reduction, fencing out threats to existing or restored natural resources, road ~~or trail~~ elimination, ~~road-to-trail conversion, trail reconstruction, trail relocation and associated removal of old or non-system trails~~ and other plant and wildlife habitat improvement to increase the natural system value of the property.

SITE IMPROVEMENTS - Project activities constituting RESTORATION or PROTECTION or both.

SNC - Sierra Nevada ~~Conservancy as defined in PRC Section 33302 (b).~~ Conservancy.

STEWARDSHIP PLAN - Means a plan to provide ongoing implementation and management associated with the ACQUISITION of a CONSERVATION EASEMENT or SITE IMPROVEMENT PROJECT.

TOTAL PROJECT COST - The amount of the OTHER SOURCES OF FUNDS combined with the Grant request amount that is designated and necessary for the completion of a PROJECT.

TRAIL - A thoroughfare or track for pedestrian (including assistive mobility devices), skating or skateboarding, equestrian, skiing, canoeing, kayaking, ~~or~~ bicycling or off highway vehicle activities.

TRIBAL ORGANIZATION - Indian tribe, band, nation, or other organized group or community, or a tribal agency authorized by a tribe, which is recognized as eligible for special programs and services provided by the United States to Indians because of their status as Indians and is identified on pages 52829 to 52835, inclusive, of Number 250 of Volume 53 (December 29, 1988) of the Federal Register, as that list may be updated or amended from time to time.

WORKING LANDSCAPE(S) - Lands producing goods and commodities from the natural environment (most commonly farms, ranches, and forests). For many communities, these lands are an important part of the local economy, culture, and social fabric.

APPENDIX D

~~COMPETITIVE~~ GRANT APPLICATION Packet Requirements and Checklist
for
COMPETITIVE GRANTS and Category 2 Strategic Opportunity Grants.

The PROJECT APPLICATION shall consist of one copy of each of the items listed on the checklist (below). The items must be included in the order they appear on the checklist.

1. APPLICATION Form. The APPLICATION form must be completed and signed by the APPLICANT'S AUTHORIZED REPRESENTATIVE.
2. ~~Authorizing~~ Authorization to Apply or Resolution. Provide a copy of documentation of authority of applicant to submit application.
3. Project Proposal. Provide a written proposal, which answers each question or responds to each statement in the Project Proposal and Evaluation portion of these guidelines as it pertains to the Project

Limit the Project Proposal to no more than 10 pages, 8 1/2" x 11" paper, single-sided, double-spaced, with 12-point font. Attachments do not count as part of the 10 pages. Any pages beyond the 10-page limit will neither be reviewed nor scored.

4. Project Summary. Provide a summary (one-page maximum) that explains the Project and any associated elements that are in addition to acquisitions or site improvements to be funded by the grant. The summary will not be scored.

5. PROJECT Location Map. Provide a ~~map (city city or county) county~~ map with enough detail to allow a person unfamiliar with the area to locate the PROJECT. ~~(Should be before Site Plan and Topo maps)~~

6. Site Plan. (For SITE IMPROVEMENT PROJECTS)
For PROJECTS involving RESTORATION provide a drawing or depiction indicating scale, PROJECT orientation (north-south), what work the Grantee will accomplish, where the work will be done and the approximate square footage of any improvements that are part of the GRANT SCOPE. The plan should also indicate access points to the site if appropriate.

7. Topographic Map.
(For SITE IMPROVEMENT PROJECTS)
Submit a topographic map (APPLICANT to specify scale) that is detailed enough to identify the PROJECT elements as described in the GRANT SCOPE and include all parcels (owned or leased) that are part of the PROJECT site. As applicable, depict the PROJECT in relation to surrounding resources

including the affected watershed and where the project is located within the watershed. Also include information on vegetated areas, creeks, wetlands and other features including archeological sites and existing roads and TRAILS. Describe and locate any existing buildings on the PROJECT site.

OR

(For ACQUISITION PROJECTS)

Submit a topographic map (APPLICANT to specify scale) with parcels to be acquired shown and an indication of where the proposed PROJECT parcels will be located. As applicable, depict the PROJECT in relation to surrounding resources including the affected watershed and where the project is located within the watershed. Also include information on vegetated areas, creeks, wetlands and other features including archeological sites and existing roads and TRAILS. Describe and locate any existing buildings on the PROJECT site.

8. Photos of the PROJECT site. Submit adequate dated photos to show the area(s) to be RESTORED, PROTECTED or ACQUIRED.

9. Cost Estimate. Provide details on PROJECT costs. List GRANT funds and the amount of OTHER SOURCES OF FUNDS to be used on the PROJECT.

~~10. For ACQUISITION PROJECTS~~

~~Submit~~10. Submit a copy of a real estate ~~appraisal~~ appraisal
(For ACQUISITION PROJECTS)

11. ACQUISITION Schedule, Parcel Map, and Willing Seller Letter

(For ACQUISITION PROJECTS)

Provide an ACQUISITION schedule outlining the acreage and parcel number(s) to be acquired, estimated ACQUISITION date and estimated value of each parcel to be acquired. If applicable, include the estimated cost of relocation. Land or interests in land acquired with GRANT funds shall be acquired from a willing seller. Provide a letter from the seller(s) which indicates a willingness to sell or other documentation that the property is for sale. ~~All ACQUISITIONS~~ ACQUISITIONS, INCLUDING LESS THAN FEE TITLE (EASEMENTS) shall be in perpetuity. In addition, for ~~permanent~~ easements, submit a copy of the proposed easement language. ~~Permanent~~ easement agreements must guarantee the authority, in perpetuity, to use the property for the purposes specified in the APPLICATION.

12. Land Tenure

(For SITE IMPROVEMENT PROJECTS)

If property is owned in fee title, provide the recordation number(s) from the deed. If property is not owned in fee title, provide documentation (lease, easement, agreement, etc.) verifying that the land tenure requirement has been met.

13. California Environmental Quality Act (CEQA) for ~~ACQUISITION or SITE IMPROVEMENT PROJECTS~~, all PROJECTS - The Applicant is required to comply with CEQA. APPLICANTS should consult with SNC staff regarding the appropriate process and documents required.

14. Leases or Agreements. Provide a list of all other leases, agreements, memoranda of understanding, etc., affecting PROJECT lands or the future operation and maintenance thereof (if applicable), excluding those relevant to land tenure. If not applicable, state that it is not applicable.

15. Required Regulatory Permits (if applicable). Provide a list of existing and additional required permits, whether an application has been filed, contact information for the permitting agency staff, the status of ~~each, each~~ application, and indicate when permit approval is expected. If not applicable, state that it is not applicable. Examples could include:

- * California State Lands Commission
- * California Department of Fish and Game Permit
- * US Fish and Wildlife Service
- * US Army Corps of Engineers
- * Local permits
- * Regional Water Board Permits
- * Local permits

16. Long-Term Management Proposal - Provide a proposal to manage and operate the PROJECT or property acquired with grant funds in a manner consistent with the goals of the Program (See Appendix A).

APPENDIX E

STRATEGIC OPPORTUNITY GRANT APPLICATION Packet Requirements and Checklist

The PROJECT APPLICATION shall consist of one copy of each of the items listed on the checklist (below). The items must be included in the order they appear on the checklist.

1. APPLICATION Form. The APPLICATION form must be completed and signed by the APPLICANT'S AUTHORIZED REPRESENTATIVE.

2. Authorizing Resolution. Provide a copy of documentation of authority of applicant to submit application.

3. Project Proposal. Provide a written proposal, which answers each question or responds to each statement in the SOG Project Proposal and Evaluation portion of these guidelines as it pertains to the Project

Limit the Project Proposal to no more than 10 pages, 8 1/2" x 11" paper, single-sided, double-spaced, with 12-point font. Attachments do not count as part of the 10 pages. ~~Any pages beyond the 10-page limit will neither be reviewed nor scored.~~

4. Project Summary. Provide a summary (two-page maximum) that provides key elements of the Project, including a proposed budget.

~~5.5. California Environmental Quality Act (CEQA) APPLICANTS should consult Long-Term Management Proposal. Provide a proposal to manage and operate the PROJECT or property acquired with SNC staff regarding grant funds in a manner consistent with the appropriate process and documents required. goals of the Program (See Appendix A).~~

16. California Environmental Quality Act (CEQA) APPLICANTS should consult with SNC staff regarding the appropriate process and documents required.

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Background

In December 2005, the Conservancy Board adopted a general delegation of authority to the Executive Officer to carry out the regular administration of the Conservancy's operations, including authority to enter into contracts for administrative purposes and program development in amounts not to exceed \$50,000. At that time it was agreed that a future modification of the delegation would likely occur prior to the Conservancy issuing grants.

On October 5, 2006, the Board supplemented this standing authority in the area of contracts by adopting a resolution authorizing the Executive Officer to enter into contracts for services and related agreements as necessary and appropriate for the implementation of any action item specified in the Conservancy's Action Plan (adopted July 20, 2006).

At the December 7, 2006 meeting, the Board was advised that staff would be recommending an update to the Executive Officer's general delegation of authority during 2007. This recommendation, which staff expects to present to the Board in July, will modify staff's standing authority in order to address the Conservancy's evolving administrative needs, as well as the needs associated with implementing the grant program under Proposition 84.

Discussion

As staff continues work on the Action Plan and begins to address program development and implementation issues relating to the initiation of the Proposition 84 grants program, it may be prudent to encumber current-year funds prior to the next Board meeting. It is anticipated that contracts and agreements for consulting, needs assessment and technical support will be necessary for successful program implementation.

Recommendation

In order to facilitate the program development process through the remainder of the current fiscal year, and until the next Conservancy board meeting, on an interim basis until July 26, 2007, it recommended that the Board authorize the Executive Officer to enter into contracts and agreements for consulting, needs assessment, and technical support, in amounts not to exceed \$150,000 on an interim basis until July 26, 2007; provided, that the contracts and agreements are consistent with the Strategic Plan. The Executive Officer will consult with the Board Chairman on any such actions. In addition, a report on the details of all such contracts and agreements executed under the interim authority will be provided at the July 2007 Board meeting.

**Sierra Nevada Conservancy
DRAFT RESOLUTION 2007-001
Adopted
May 3, 2007**

The Sierra Nevada Conservancy hereby authorizes the Executive Officer, on an interim basis until July 26, 2007, to enter into contracts and agreements necessary for program development and implementation, in amounts not to exceed \$150,000; *provided*, that all such contracts and agreements shall be consistent with the Conservancy's enabling legislation and Strategic Plan, and shall comply with State contracting guidelines and applicable budget authority.

In WITNESS THEREOF, I have hereunto set my hand this 3rd day of May, 2007.

Mike Chrisman
Chairman of the Board