



**Eastern Sierra Council of Governments (ESCOG)  
Joint Powers Authority Agenda**

**Friday, December 9, 2022, 8:30 a.m.**

**Meeting to be held in the Bishop Council Chambers and the Mammoth Lakes Council Chambers**

**Bishop Council Chambers 377 West Line Street, Bishop, CA 93514**

**Mammoth Lakes Council Chambers 437 Old Mammoth Rd., Ste Z Mammoth Lakes, CA 93546**

**Members of the Board**

**Town of Mammoth Lakes Councilmember John Wentworth - Chair,  
Inyo County Supervisor Dan Totheroh - Vice Chair, City of Bishop Councilmember Karen Schwartz,  
Mono County Supervisor Stacy Corless, Mono County Supervisor Bob Gardner,  
Inyo County Supervisor Jeff Griffiths, City of Bishop Councilmember Jim Ellis,  
Town of Mammoth Lakes Councilmember Lynda Salcido**

**NOTE:** In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Assistant Clerk at (760) 965-3615. Notification 48 hours prior to the meeting will enable the Town to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 13.102-35.104 ADA Title II)

**NOTE:** Materials related to an item on this agenda submitted after distribution of the agenda packet are available for public inspection in the Town Offices located at 437 Old Mammoth Road, Suite 230 during normal business hours. Such documents are also available on the ESCOG website at [www.escog.ca.gov](http://www.escog.ca.gov) subject to staff's ability to post the documents before the meeting.

**NOTE:** You may watch this meeting on the Town of Mammoth Lakes' (TOML) website at <https://pub-townofmammothlakes.escribemeetings.com/?Year=2022> , via Zoom or on TOML's local government cable channel 18.

Public comments may be submitted to the ESCOG Clerk at [clerk@townofmammothlakes.ca.gov](mailto:clerk@townofmammothlakes.ca.gov) before and during the meeting or may be made via Zoom or in person.

**ZOOM INFORMATION**

Join from a PC, Mac, iPad, iPhone or Android device:

Please click this URL to join. <https://monocounty.zoom.us/j/92421427651>

**Or join by phone:**

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 646 876 9923 or +1 301 715 8592 or +1 312 626 6799

**\*To raise your hand press \*9, To Unmute/Mute press \*6**

Webinar ID: 924 2142 7651

International numbers available: <https://monocounty.zoom.us/j/92421427651>

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**1. CALL TO ORDER AND ROLL CALL**

**2. PLEDGE OF ALLEGIANCE**

**3. PUBLIC COMMENTS**

Notice to the Public: This time is set aside to receive public comment on matters not calendared on the agenda. When recognized by the Chair, please state your name and address for the record and please limit your comments to three minutes. Under California law the Eastern Sierra Council of Governments Board is prohibited from generally discussing or taking action on items not included in the agenda; however, the Eastern Sierra Council of Governments Board may briefly respond to comments or questions from members of the public. Therefore, the Eastern Sierra Council of Governments Board will listen to all public comment but will not generally discuss the matter or take action on it.

**4. CONSENT AGENDA**

**4.1 Approve the minutes of the Regular Meeting of October 14, 2022**

**4.2 ESCOG Executive Director Job Description**

**4.3 Ratify Letter to the Governor's Office of Business and Economic Development Regarding the Community Economic Resiliency Fund Pilot Project**

**5. POLICY MATTERS**

**5.1 Receive a presentation from Sierra Business Council regarding the Sierra Climate Vulnerability Study**

**5.2 Receive a presentation from John Urdi, Mammoth Lakes Tourism, and Ashley Helms, Inyo County Airports, regarding Regional Air Service and Bishop Airport Operations for the 2022-2023 Flight Season**

**5.3 Receive Update on November 8, 2022 Election Results**

**5.4 Adopt 2023 ESCOG Meeting Schedule**

**5.5 Approve Request for Proposals for Buttermilk Infrastructure and Recreation Planning Initiative**

**5.6 Award Contract for Website Design Services**

**5.7 Executive Director Update Report**

**6. BOARD MEMBER/AGENCY REPORTS**

Informational reports from Member Agency representatives on committees, commissions, and organizations; general reports on Board Member activities

**7. REQUEST FOR FUTURE AGENDA ITEMS**

**8. ADJOURNMENT**

The ESCOG will adjourn to the next regular meeting scheduled to be held on February 10, 2023.



## Eastern Sierra Council of Governments (ESCOG) - Joint Powers Authority (JPA)

### Minutes of Regular Meeting

October 14, 2022, 8:30 a.m.

437 Old Mammoth Road, Suite Z, Mammoth Lakes

Members Present: Chair John Wentworth, Board Member Karen Schwartz, Board Member Stacy Corless, Board Member Bob Gardner, Board Member Jeff Griffiths, Board Member Lynda Salcido

Members Absent: Vice Chair Dan Totheroh, Board Member Jim Ellis

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#### 1. **CALL TO ORDER AND ROLL CALL**

Chair John Wentworth called the meeting to order at 8:33 a.m. in the Council Chamber, 437 Old Mammoth Road, Mammoth Lakes. Chair Wentworth and Board Members Karen Schwartz, Stacy Corless and Lynda Salcido attended the meeting in person. Board Members Bob Gardner and Jeff Griffiths joined the meeting via videoconference.

#### 2. **PLEDGE OF ALLEGIANCE**

City of Bishop City Administrator Deston Dishion led the Pledge of Allegiance.

#### 3. **PUBLIC COMMENTS**

There were no comments given at this time.

#### 4. **CONSENT AGENDA**

Moved by Board Member Stacy Corless  
Seconded by Board Member Lynda Salcido

Approve the Consent Agenda.

For (6): Chair John Wentworth, Board Member Karen Schwartz, Board Member Stacy Corless, Board Member Bob Gardner, Board Member Jeff Griffiths, and Board Member Lynda Salcido

Absent (2): Vice Chair Dan Totheroh, and Board Member Jim Ellis

Carried (6 to 0)

- 4.1 **Approve the minutes of the Regular Meeting of August 12, 2022**
- 4.2 **Approve the minutes of the Special Meeting of September 9, 2022**
- 4.3 **Approve the minutes of the Special Meeting of October 7, 2022**
- 4.4 **Approve a Letter of Support for the Whitebark Institute Grant Application to the Wildfire Recovery and Forest Resilience Directed Grant Program**
- 4.5 **Consideration of a Resolution of the Board of Directors of the Eastern Sierra Council of Governments Regarding the Need for Continued Virtual Meetings to Protect Public Health – AB 361**

**5. POLICY MATTERS**

**5.1 Executive Director Update on ESCOG: Community Economic Resiliency Fund Pilot Program**

Executive Director Elaine Kabala provided an update on the Community Economic Resiliency Fund Pilot Program.

There was discussion between Legal Counsel Grace Chuchla, Ms. Kabala and members of the Board.

**5.2 Receive a Presentation from Nick Wobbrock, Chief Operations Office, Blue Forest Conservation**

Blue Forest Conservation Chief Operations Officer Nick Wobbrock introduced Project Analyst Annapurna Holtzapple, and outlined the information in the Introduction to the Forest Resilience Bond (FRB) PowerPoint presentation.

There was discussion between Blue Forest staff, Executive Director Elaine Kabala, and members of the Board.

**5.3 Approve an Agreement Between the Eastern Sierra Council of Governments and Alta Planning + Design for the Provision of Trails Planning Services for the Eastern Sierra Towns-To-Trails Plan**

Chair John Wentworth recused himself from this item due to his position on the Board of Directors of the Mammoth Lakes Trails and Public Access Foundation which would be providing support on this project.



Executive Director Elaine Kabala outlined the information in the staff report.

There was discussion between Ms. Kabala and members of the Board.

Moved by Board Member Lynda Salcido

Seconded by Board Member Stacy Corless

Approve and authorize staff to execute the Agreement between the Eastern Sierra Council of Governments and Alta Planning + Design, Inc. for the provision of trail planning services for the Towns-to-Trails Plan for an amount not to exceed \$321,768.

For (5): Board Member Karen Schwartz, Board Member Stacy Corless, Board Member Bob Gardner, Board Member Jeff Griffiths, and Board Member Lynda Salcido

Abstain (1): Chair John Wentworth

Absent (2): Vice Chair Dan Totheroh, and Board Member Jim Ellis

Carried (5 to 0)

**5.4 Approve Contract Amendment No.1 to the Agreement between the Eastern Sierra Council of Governments and the Whitebark Institute of Interdisciplinary Environmental Services for the Provision of National Environmental Policy Act Services for the Eastern Sierra Pace and Scale Accelerator, and: Approve Contract Amendment No. 1 to the Agreement between the Eastern Sierra Council of Governments and the Whitebark Institute of Interdisciplinary Environmental Services for the Provision of Project Management Services for the Eastern Sierra Pace and Scale Accelerator.**

Chair John Wentworth returned to the meeting at 9:29 a.m.

Executive Director Elaine Kabala outlined the information in the staff report. Ms. Kabala reported that there was a correction to be made to the contract amendment for the project management contract to remove "for the Provision of National Environmental Policy Act (NEPA) Services" from the title of said amendment.

There was discussion between Ms. Kabala and members of the Board.

Moved by Board Member Stacy Corless  
Seconded by Board Member Karen Schwartz

Approve Contract Amendment No. 1 to the Agreement between the Eastern Sierra Council of Governments and the Whitebark Institute of Interdisciplinary Environmental Services for the Provision of National Environmental Policy Act (NEPA) Service for the Eastern Sierra Pace and Scale Accelerator.

Approve Contract Amendment No. 1 to the Agreement between the Eastern Sierra Council of Governments and the Whitebark Institute of Interdisciplinary Environmental Services for the Provision of Project Management Services for the Eastern Sierra Pace and Scale Accelerator as amended.

For (6): Chair John Wentworth, Board Member Karen Schwartz, Board Member Stacy Corless, Board Member Bob Gardner, Board Member Jeff Griffiths, and Board Member Lynda Salcido

Absent (2): Vice Chair Dan Totheroh, and Board Member Jim Ellis

Carried (6 to 0)

#### **5.5 Receive an Update on ESCOG Staffing from Staff and Regional Managers**

Executive Director Elaine Kabala outlined the information in the staff report.

SPEAKING FROM THE FLOOR:

Inyo County Chief Administrative Officer (CAO) Nate Greenberg spoke in support of housing Ms. Kabala's position within Inyo County, as well as an administrative support person for the ESCOG. Mr. Greenberg stated that he wanted to make sure that the City of Bishop was supported during Ms. Kabala's transition from their Planning Department to the full-time role as the Executive Director of the ESCOG.

City of Bishop City Administrator Deston Dishion spoke about the process Bishop had been going through in their quest to fill the position of Planner which would be vacant upon Ms. Kabala's successful transition to the full-time Executive Director position with the ESCOG.

Town of Mammoth Lakes Town Manager Dan Holler spoke about the Town's desire to support the City of Bishop in order to maximize Ms.

Kabala's time while she transitioned from her position with Bishop to the ESCOG while ensuring Bishop's Planning Department continued to be successful. Mr. Holler explained that the employment structure the Member Agency Managers were considering would be to employ Ms. Kabala, and potentially an administrative support position, with Inyo County rather than creating a Human Resources Department for the ESCOG, however, she would serve the ESCOG full-time and the Member Agencies would fund the position.

There was discussion between Ms. Kabala, the Member Agency Managers, and members of the Board.

Staff was given direction to continue discussions with the Member Agencies in order to move forward with Ms. Kabala's transition to the full-time position of Executive Director of the ESCOG.

**5.6 Approve Contract Amendment #4 for Administrative Services with Eastern Sierra Planning, LLC**

Executive Director Elaine Kabala outlined the information in the staff report.

There was discussion between Ms. Kabala and members of the Board.

Moved by Board Member Lynda Salcido

Seconded by Board Member Karen Schwartz

Approve Amendment Number 4 to the Agreement Between the Eastern Sierra Council of Governments and Eastern Sierra Planning for the Provision of Administrative Services amended to extend the date to 2/15/2023.

For (6): Chair John Wentworth, Board Member Karen Schwartz, Board Member Stacy Corless, Board Member Bob Gardner, Board Member Jeff Griffiths, and Board Member Lynda Salcido

Absent (2): Vice Chair Dan Totheroh, and Board Member Jim Ellis

Carried (6 to 0)

**5.7 Receive an Update on the Eastern Sierra Council of Governments Fair Political Practices Commission Conflict of Interest Code**

Legal Counsel Grace Chuchla outlined the information in the staff report. Ms. Chuchla noted that there was an edit to be made in Appendix A to

correct the Disclosure Category for Board Members to reflect Category 1, not Category 2.

There was discussion between Ms. Chuchla, Ms. Kabala and members of the Board.

Moved by Board Member Jeff Griffiths

Seconded by Board Member Bob Gardner

Adopt the resolution entitled "A Resolution of the Board of Directors of the Eastern Sierra Council of Governments Adopting Modifications to the Conflict of Interest Code as Proposed by the Fair Political Practices Commission" as amended.

For (6): Chair John Wentworth, Board Member Karen Schwartz, Board Member Stacy Corless, Board Member Bob Gardner, Board Member Jeff Griffiths, and Board Member Lynda Salcido

Absent (2): Vice Chair Dan Totheroh, and Board Member Jim Ellis

Carried (6 to 0)

#### **5.8 Receive an Update on Assembly Bill 2449**

Legal Counsel Grace Chuchla outlined the information in the staff report.

Board Member Jeff Griffiths left the meeting at 10:05 a.m.

There was discussion between Ms. Kabala and members of the Board.

CONSENSUS: There was consensus from the Board to continue holding its meetings under the provisions of Assembly Bill 361 until such time that it expired.

#### **5.9 Executive Director Update Report**

Executive Director Elaine Kabala provided an update on ongoing projects under the ESCOG's Sustainable Recreation Ecosystems Management Program (SREMP).

Chair John Wentworth requested that an item be added to a future agenda to discuss the potential for the ESCOG to get involved in project implementation.

There was discussion between Ms. Kabala and members of the Board.

## 6. **BOARD MEMBER/AGENCY REPORTS**

Board Member Stacy Corless reported that she had attended the State's Wildfire Resilience Taskforce on September 28th and encouraged the members of the Board to visit their website at [wildfiretaskforce.org](http://wildfiretaskforce.org) to obtain information about that meeting. She also attended the State Natural Resources Agency Kickoff Meeting on September 29th for the 30x30 Partnership Program. Ms. Corless said that the other members could go to the California Nature website to sign up for their news list and said that she would send out the website URL.

Board Member Bob Gardner reported that he had attended a meeting yesterday regarding the Yosemite reservation system, and said that there was an interesting article in the San Francisco Chronicle about wild horses in the Mono Basin which was getting some attention.

Board Member Karen Schwartz reported that the City of Bishop had been busy with a lot of tourists in town. Ms. Schwartz said that the City had sent a letter to the Los Angeles Department of Water and Power (LADWP) requesting some parcels near the Silver Peak project located by Pizza Factory and said that she had been working with City of Bishop City Administrator Deston Dishion on potentially selling the parcels they had requested. She said that she had attended an informal lunch with the Bishop Tribe yesterday and engaged in a discussion regarding housing issues and drug prevention. Ms. Schwartz suggested adding tribal representation to the ESCOG.

Chair John Wentworth provided a housing update, and said that modular units for The Parcel were currently stored at the airport and would be placed on the pedestals which had been constructed at The Parcel. Chair Wentworth reported that he was up for reelection for the TOML Town Council and said that our community was enjoying a classic Eastern Sierra fall without any smoke or forest closures. He said that there was still a lot of camping and hiking activity in the Onion Valley area.

Board Member Lynda Salcido reported that she had attended a tour at the airport yesterday to view The Parcel's modular homes. Ms. Salcido said that she felt the products used in them were very high quality.

TOML Town Manager Dan Holler provided a housing update and reported that he hoped to see up to two hundred and seventy units available in Mammoth Lakes within the next two years. Mr. Holler reported that the Town was buying and reselling units through the bridge program, spoke about the Homekey project with MLH for the Access Apartments, and said that Red's Meadow Road was now closed and that there would be prescribed burning in that area in addition to

the road construction efforts. He discussed expansion of grooming for winter trails including the Sherwin Creek Trailhead and Shady Rest, work with Forest Service on snowmobile trails, and coordination with Ormat Technologies and the United States Geological Survey (USGS) with regard to snow plowing and access to their wells. He said the Town recently celebrated the opening of some new trails in the Lakes Basin with a ribbon cutting, and said that they were looking at grant work through the Sierra Nevada Conservancy (SNC) for the Sherwins area.

There was discussion between Mr. Holler and members of the Board.

**7. REQUEST FOR FUTURE AGENDA ITEMS**

Board Member Stacy Corless suggested that the Board participate in an ESCOG Planning Session with a facilitator from the Institute for Local Government (ILG).

Chair John Wentworth requested an item be added to the next regular meeting for an Airport/Air Service update for both the Mammoth and Bishop Airports. He also requested that Executive Director Elaine Kabala provide an update to the Board with regard to the various State funding opportunities available.

There was discussion between Ms. Kabala and members of the Board.

**8. ADJOURNMENT**

The meeting was adjourned at 10:35 a.m. to the next regular meeting scheduled to be held on December 9, 2022.

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Angela Plaisted, Assistant Clerk



**Eastern Sierra Council of Governments (ESCOG)  
Joint Powers Authority Agenda**

**STAFF REPORT**

**To:** ESCOG Joint Powers Authority  
**From:** Elaine Kabala, Executive Director  
**Subject:** approve Job Description for ESCOG Executive Director  
**Meeting date:** December 9, 2022  
**Prepared on:** December 1, 2022  
**Attachments:** A) Job Description for Executive Director

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**BACKGROUND/HISTORY:**

In preparation to institutionalize ESCOG staff within a member agency, staff has prepared a job description describing the roles and responsibilities for the ESCOG Executive Director. Following Board approval of the attached, staff will continue to work with regional management and member agencies to establish a permanent position within a member agency organization.

**BUDGET IMPACTS:**

None.

**LEGAL REVIEW:**

ESCOG Counsel Grace Chuchla has reviewed this item and found that it complies with the law.

**RECOMMENDATION:**

Staff recommends the ESCOG Board review and approve the job description for the ESCOG Executive Director.

**Eastern Sierra Council of Governments  
Executive Director Position**

The Executive Director will be responsible for overseeing and implementation the strategic direction the Eastern Sierra Council of Governments (ESCOG) at the direction of the ESCOG Board. This individual will be responsible for developing, implementing, and managing strategies that advance regional priorities related to the regional sustainable recreation economy, ecosystem management objectives, economic development initiatives, broadband expansion and adoption, and other matters as identified by the ESCOG Board, and member agencies.

Key roles and responsibilities for the Executive Director include:

- Developing and implementing the ESCOG's strategic plan, with a focus on supporting the Sustainable Recreation and Ecosystem Management Program (SREMP), the Inyo Mono Broadband Consortium (IMBC), and the Community Economic Resiliency Fund (CERF) Pilot Program.
- Building and maintaining strong relationships with member agencies and other stakeholders to facilitate collaboration and coordination on regional planning and economic development initiatives.
- Serving as the primary spokesperson for the ESCOG, representing the organization at meetings, conferences, and other events.
- Providing leadership and guidance to ESCOG staff, including setting goals and priorities, managing budgets, and providing support and resources to ensure the successful implementation of the ESCOG's initiatives.
- Working with member agencies and other partners to identify and secure funding for regional planning and economic development projects, including grants, loans, and other financial resources.
- Analyzing data and other information to identify trends, opportunities, and challenges related to regional planning and economic development, and using this information to inform the ESCOG's strategic decisions and actions.

The Executive Director will provide the following services:

1. Executive and Administrative services consisting of
  - a. Providing oversight of all relevant and necessary activities supporting the Eastern Sierra Council of Governments (ESCOG) through oral and written communication;
  - b. Ensuring high quality management and staff support of ESCOG meetings, including managing agenda preparation, coordinating with all interested parties and their legal counsel, to running and overseeing ESCOG meetings;
  - c. Coordinating with ESCOG member staff and committee representatives on staff reports or other business;
  - d. Lead ESCOG through periodic budget assessments and budget reviews, incorporating short term and long-range planning.



## Attachment A

- e. Manage and provide executive oversight on ESCOG project expenditures.
2. Grant writing services consisting of:
  - a. Identification, research, and reporting of State, Federal and non-profit grant opportunities that align with ESCOG goals and priorities;
  - b. Grant coordination activities that may be required to qualify for various grants, such as public outreach, noticing or other requirements;
  - c. Grant writing and submission;
  - d. Coordination with each jurisdiction of the ESCOG if required;
  - e. Grant management and administration upon award.
3. Research and reporting to the Board on current regional programs for the ESCOG to engage with including those identified as priorities for the ESCOG such as/but not limited to:
  - a. The Sustainable Recreation and Ecosystem Management Program (SREMP), including implementation of the Sustainable Recreation and Tourism Initiative (SRTI)
  - b. The Inyo Mono Broadband Consortium (IMBC),
  - c. The Community Economic Resiliency Fund (CERF) Pilot Program.
4. Assistance, as needed or required, to establish infrastructure for ESCOG to be a self-sustaining organization for regional community and economic development, such as identification of grant opportunities for planning and economic development initiatives, including housing, transportation, and broadband services.

Attachment A



December 6, 2022

To: Honorable Dee Dee Myers, Senior Advisor and Director  
Governor's Office of Business and Economic Development (GO-Biz)

Honorable Samuel Assefa, Director  
Governor's Office of Planning and Research (OPR)

Honorable Natalie Palugyai, Secretary  
California Labor and Workforce Development Agency (LWDA)

From: Eastern Sierra Council of Governments

Submitted to: [WSBCERF@edd.ca.gov](mailto:WSBCERF@edd.ca.gov)

**RE: Economic Diversification Pilot Public Comments**

Thank you for the opportunity to comment on the Economic Diversification Pilot Projects Draft Guidelines (Pilot Projects). The Eastern Sierra Council of Governments (ESCOG) appreciates the diligent effort put forth by your agencies and is excited about the potential economic and community benefits of the program. On behalf of the ESCOG, I would like to provide the following initial comments:

**Comments**

1. Our primary concern is the inherent disadvantage to rural communities to participate in the pilot program under the requirements presented - specifically, the eligibility requirement that a pilot project proposal must be included as part of a plan approved or adopted within the past five years. Rural communities often lack the financial resources and staff capacity to be proactively prepared with actionable economic development or workforce training plans that are shovel-ready and awaiting funding opportunities, especially when involving multiple jurisdictions and authorities.
2. Further, the requirement that the pilot project meet all the forward-thinking CERF objectives, including regional collaboration and the State's climate goals, makes it even more difficult for rural communities to be competitive, particularly as many rural communities lack the regional economic development infrastructure and established collaboration of metropolitan jurisdictions.

3. The Pilot Project appears counterproductive to the standard planning methodology described by the CERF Program – i.e. first, the plan is developed based on stakeholder input and consensus, and then once adopted, the plan would be implemented. Eastern Sierra communities have been coordinating to dedicate capacity to leverage the CERF Program as a transformative opportunity for the region and it will be difficult to reallocate those same staff resources to project implementation just as these limited resources are being organized for the CERF Planning Phase.
4. Moreover, because the proposed pilot project is competitive and the regional economic resiliency plan has not yet been planned based on consensus, the pilot project may have the unintended consequences of increasing inter-jurisdictional competition for resources rather than nurturing regional collaboration in alignment with the State’s goal.
5. The structure of the guidelines presented will only serve a select group of people or a single community, rather than serving a region. Therefore, it does not align with CERF goals and objectives.
6. Furthermore, the timeline does not allow for time to engage disinvested groups and especially tribes. Building relationships and trust with tribes takes time, and we fear a rushed timeline will once again continue to disenfranchise these groups.
7. The timeline also does not allow time to engage and collaborate with Federal and other government land management partners, who have jurisdiction of over 90% of the land area in the Eastern Sierra region.

## Recommendations

1. The ESCOG requests that State extend the timeline to apply from four weeks to eight weeks to accommodate communities with less capacity to collaborate, identify an eligible project, codify budgets, and provide a thorough application. Preferably, moving the pilot project application to Fall 2023 or later may provide CERF regions with more time to identify eligible projects, build collaborative relationships and make strategic rather than reactive decisions.
2. The ESCOG also requests that the program be modified to guarantee that each CERF region who submits an application will receive funding. The CERF program assumes that regions are homogenous. This is not the case. Many large CERF regions will be unable to equitably identify a single project that will benefit the entire region. This would also allow regions to apply for, and be awarded, funding for multiple smaller projects that are divided by geography, thereby having greater overall impact.
3. We recommend the CERF program increase the number of projects that will be funded from 13 to 26 or more.

Thank you again for all you have done to prepare for the roll-out of the CERF program. We look forward to the process and appreciate your consideration of our comments. If you should have any questions, please contact Elaine Kabala, Executive Director at [ekabala@escog.ca.gov](mailto:ekabala@escog.ca.gov)

Sincerely,

John Wentworth  
Chair, Eastern Sierra Council of Governments

# The Sierra Nevada Regional Climate Change Vulnerability Assessment

Erika Harvey & Kaeleigh Reynolds, Sierra Business Council



# SB 379

Help the Sierra move towards a climate resilient region.

Collaborating with local governments and other planning and project partners with the “vulnerability assessment” and “adaptive capacity / implementation measures” aspects of SB 379.

# Project Boundaries



## Project Goals

Build capacity in the SNC region.

Evaluate risk based communities within the SNC.

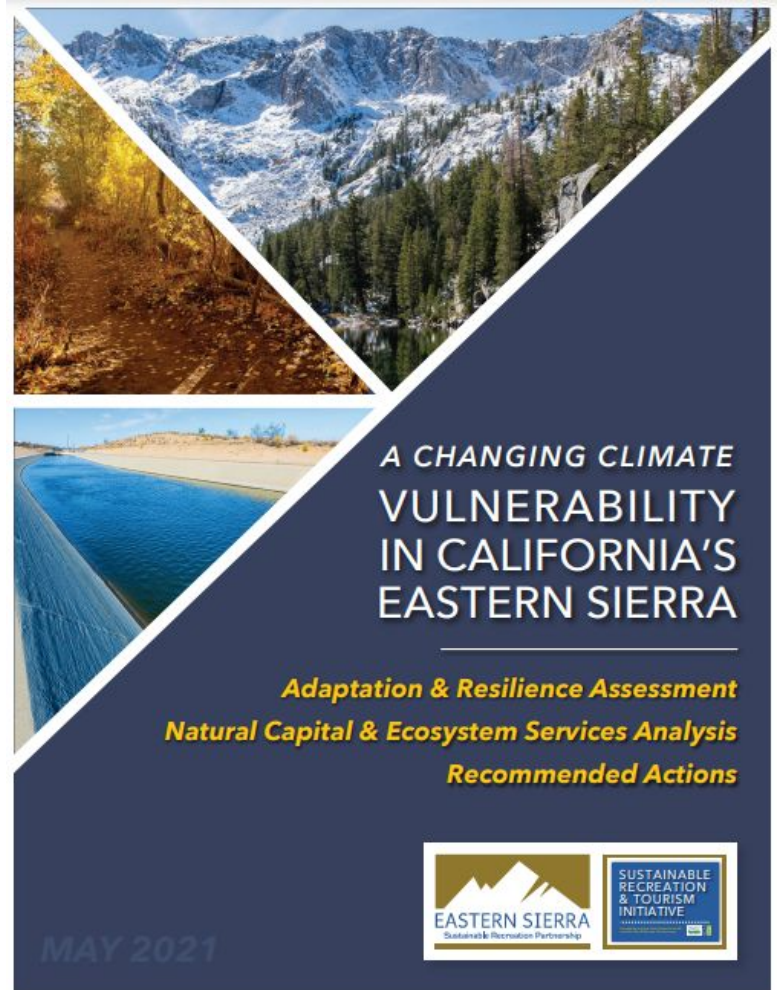
Identify knowledge gaps within our boundary and inform policy makers.

## Key Findings

Temperature rise, changing precipitation patterns and wildfire likelihood will increase across the region.

Most common vulnerable populations are residents without broadband, housing-burdened, people of color, and the elderly.

Overall low capacity in the region makes it difficult to adapt to climate hazards.







**SIERRA**  
BUSINESS COUNCIL

# Inyo and Mono County







# MONO COUNTY

Overall Risk Score (24.26/100)

## Climate Hazard Risk Score (7.41/10)

Mono County may experience a sixfold increase in extreme heat days above 84.4°F and a fourfold increase in warm nights above 48.4°F. Increasing temperatures may contribute to increased acreage burned during wildfire seasons over the next 40 years. Due to the overall high elevation of Mono County, the water supply may be relatively protected. Wildfire and wildfire-related impacts like smoke and forest closures are likely to cause the biggest impact to the local economy, as 61% of jobs are reliant on tourism and recreation.

Hazards	Modeled Historical (1961–1990)	Projected Range (2035–2064)	Average Percent Change from Historical
 <b>DAYTIME HEAT</b>	4 days	21–72 days	625%
 <b>WARM NIGHTS</b>	6 nights	16–49 nights	433%
 <b>ACREAGE BURNED</b>	7,008 acres	6,437–19,385 acres	77%
 <b>APRIL 1ST SWE</b>	6.7 inches	2.3–8.0 inches	-31%

## Human Impact Score (3.28/10)

Population of Mono County is ~14,310 residents (2019)



Sensitive Groups with Highest Populations	Percentage of population
People of Color	35%
Residents without broadband	34%
Housing-burdened residents	33%

With 34% of the population lacking high-speed internet access, most residents will have to rely on mobile devices for network connectivity. In the event of flooding, fire, or extreme heat, communication infrastructure (e.g., cell towers and power lines) will likely be impacted/damaged. This can cause delays in evacuation and emergency responses, further exacerbating dangerous situations.

The housing burdened statistic represents the percentage of rented and owned households paying more than 30% monthly income on housing-related costs. Housing-burdened populations have less disposable income to help them endure physical hazards. This population is less likely to afford homeowners or renters insurance, temporary relocation due to evacuations, or repairs/recovery in the aftermath of a natural disaster. They may have less long-term plans to stay in the community due to unaffordability. In 2019, Mono County had over 9,300 vacant houses, with over 7,700 vacant homes occasionally used by second-home owners, and 1,000 available for rent.

POC populations may have less resources and fewer lines of communication with first responders and local leaders. This can cause less communication among the population as a whole, and slow down mitigation and adaptation efforts. This population will need focused communication during fire season to ensure the entire community has an evacuation plan.







# INYO COUNTY

Overall Risk Score (24.12/100)

## Climate Hazard Risk Score (3.15/10)

Inyo County is uniquely situated to include Death Valley and Mount Whitney. This gives the county a small advantage in dealing with the climate crisis; the population is well versed in extreme heat and has a relatively protected water supply due to its high elevation mountains. Still extreme heat days above 100.8°F and warm nights above 68.8°F can pose a threat to residents without AC and natural and working lands. An increase in extreme weather will likely impact the tourism industry, which makes up 35% of employment opportunities in the county.

Hazards	Modeled Historical (1961–1990)	Projected Range (2035–2064)	Average Percent Change from Historical
 <p>DAYTIME HEAT</p>	4 days	22–64 days	800%
 <p>WARM NIGHTS</p>	4 nights	14–46 nights	600%
 <p>ACREAGE BURNED</p>	7,068 acres	4,972–9,707 acres	4.30%
 <p>APRIL 1ST SWE</p>	1.0 inches	0.5–1.3 inches	-20%

Human Impact Score (7.66/10)

Population of Inyo County is ~17,977 residents (2019)



Sensitive Groups with Highest Populations	Percentage of population
Residents without broadband	56%
Housing-burdened residents	38%
People of Color	38%

With 56% of the population lacking high-speed internet access, most residents will have to rely on mobile devices for network connectivity. In the event of flooding, fire, or extreme heat, communication infrastructure (e.g., cell towers and power lines) will likely be impacted/damaged. This can cause delays in evacuation and emergency responses, further exacerbating dangerous situations.

The housing burdened statistic represents the percentage of rented and owned households paying more than 30% monthly income on housing-related costs. Housing-burdened populations have less disposable income to help them endure physical hazards. This population is less likely to afford homeowners or renters insurance, temporary relocation due to evacuations, or repairs/recovery in the aftermath of a natural disaster. They may have less long-term plans to stay in the community due to unaffordability. In 2019, Inyo County had over 1,600 vacant houses, with over 776 vacant homes occasionally used by second-home owners, and 130 available for rent.

POC populations may have less resources and fewer lines of communication with first responders and local leaders. This can cause less communication among the population as a whole, and slow down mitigation and adaptation efforts. This population will need focused communication during fire season to ensure the entire community has an evacuation plan.

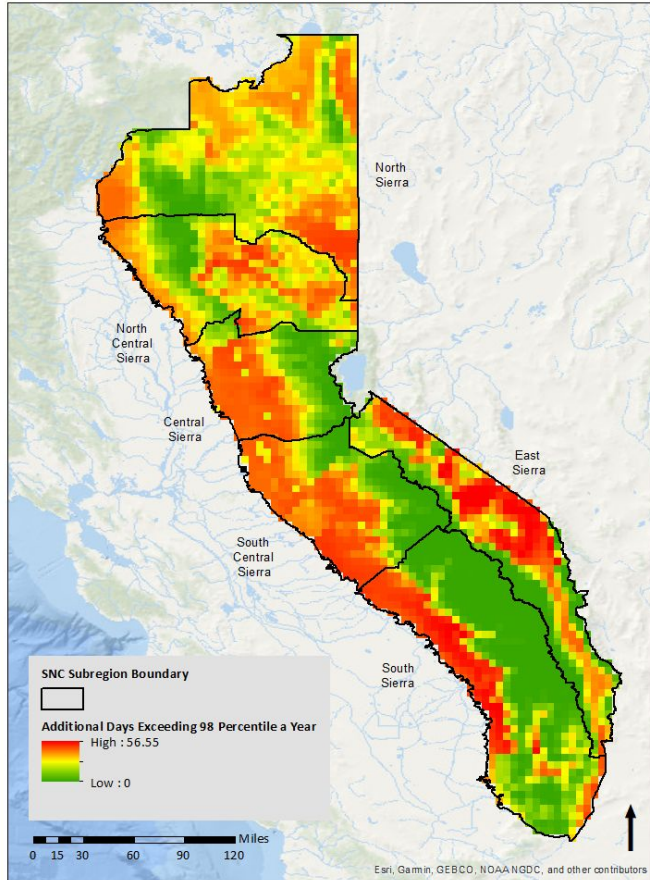


# Project Findings Overview



## Change in Number of Heat Days a Year 2036 - 2065

under RCP 8.5 Emissions



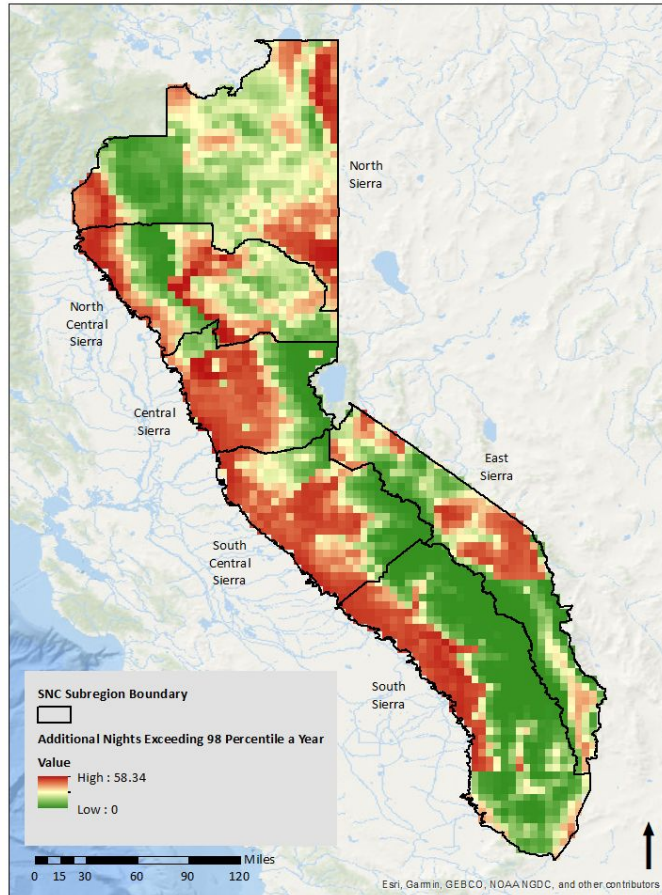
## Change in Number of Heat Days Per Year 2036-2065

SNC Sub Region	Average Range of Change Across the Sub Region <i>Range Includes Diverse Topographic Changes</i>	Average Change Across the Sub Region <i>Average Includes Diverse Topographic Changes</i>
North Sierra	Will increase 1–48 days a year	On average will increase 27 days a year
North Central Sierra	Will increase 1–50 days a year	On average will increase 27 days a year
Central Sierra	Will increase 1–48 days a year	On average will increase 26 days a year
East Sierra	Will increase 0–56 days a year	On average will increase 28 days a year
South Central Sierra	Will increase 0–49 days a year	On average will increase 27 days a year
South Sierra	Will increase 0–55 days a year	On average will increase 17 days a year

County	Average Increase in Days <i>Average Includes Diverse Topographic Changes</i>
Alpine	27.5
Amador	28.1
Butte	20.2
Calaveras	30.6
El Dorado	30.0
Fresno	13.7
Inyo	17.6
Kern	17.1
Lassen	28.2
Madera	21.8
Mariposa	31.3
Modoc	31.7
Mono	36.7
Nevada	28.3
Placer	22.4
Plumas	32.4
Shasta	20.9
Sierra	27.9
Tehama	22.9
Tulare	19.1
Tuolumne	24.5
Yuba	22.7

# Change in Number of Warm Nights a Year 2036 - 2065

under RCP 8.5 Emissions

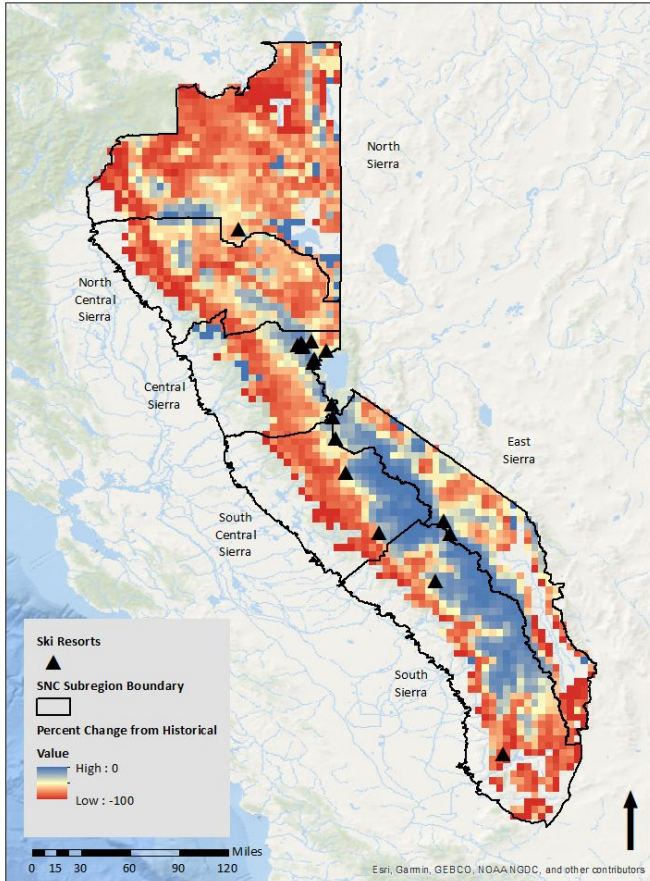


## Change in Warm Nights a Year 2036-2065

Subregion	Change Across the Subregion <i>Subregions Include Diverse Topographic Changes</i>	Average Change Across the Subregion <i>Average Includes Diverse Topographic Changes</i>
North Sierra	Will increase 1-56 nights a year	On average will increase 25 nights a year
North Central Sierra	Will increase 1-58 nights a year	On average will increase 28 nights a year
Central Sierra	Will increase 1-57 nights a year	On average will increase 31 nights a year
East Sierra	Will increase 0-52 nights a year	On average will increase 22 nights a year
South Central Sierra	Will increase 0-53 nights a year	On average will increase 39 nights a year
South Sierra	Will increase 0-55 days a year	On average will increase 17 days a year

County	Average Increase in Days <i>Average Includes Diverse Topographic Changes</i>
Alpine	27.5
Amador	29.8
Butte	24.1
Calaveras	33.9
El Dorado	32.8
Fresno	17.5
Inyo	12.1
Kern	12.9
Lassen	27.8
Madera	24.6
Mariposa	30.4
Modoc	29.4
Mono	29.4
Nevada	33.3
Placer	29.5
Plumas	29.9
Shasta	16.7
Sierra	25.7
Tehama	29.1
Tulare	18.5
Tuolumne	30.7
Yuba	22.2

Change in Snow Cover on January 1 2036 - 2065  
under RCP 8.5 Emissions



January 1 Snow Cover 2036-2065

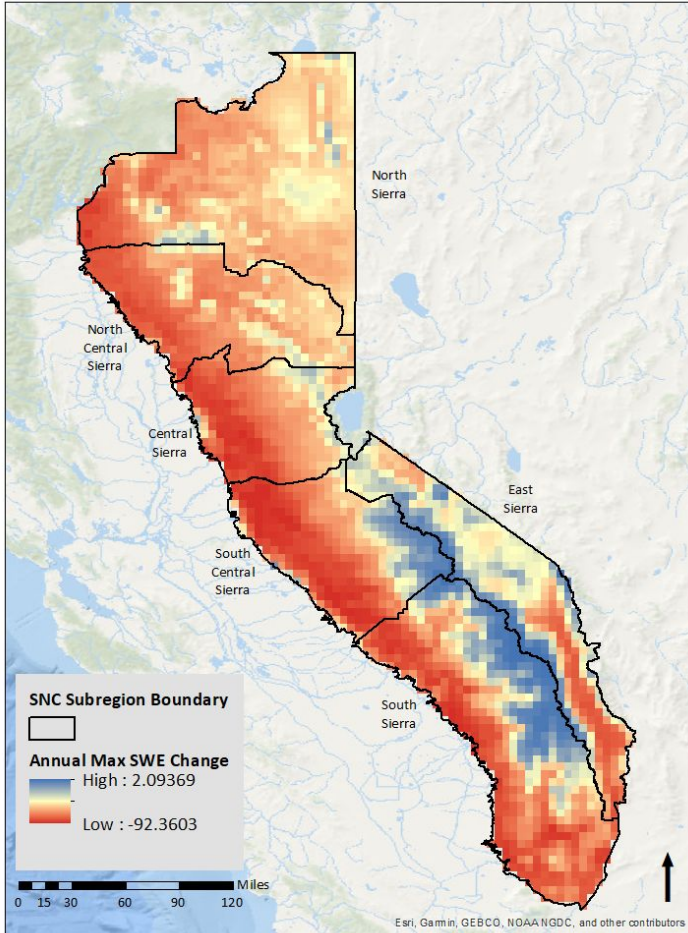
Subregion	Change Across the Subregion <i>Subregions Include Diverse Topographic Changes</i>	Average Change Across the Subregion <i>Average Includes Diverse Topographic Changes</i>
North Sierra	Will decrease 0%–100%	On average will decrease 68.3%
North Central Sierra	Will decrease 11.5%–100%	On average will decrease 62.6%
Central Sierra	Will decrease 0%–100%	On average will decrease 57%
East Sierra	Will decrease 0%–100%	On average will decrease 46.1%
South Central Sierra	Will decrease 1%–100%	On average will decrease 52.2%
South Sierra	Will decrease 0%–100%	On average will decrease 47%

County	Average Change in Percent <i>Average Includes Diverse Topographic Changes</i>
Alpine	-31.9
Amador	-65.3
Butte	-77.2
Calaveras	-75.6
El Dorado	-65.1
Fresno	-20.1
Inyo	-60.2
Kern	-84.6
Lassen	-62.7
Madera	-44.6
Mariposa	-53.7
Modoc	-76.0
Mono	-42.2
Nevada	-55.0
Placer	-53.0
Plumas	-60.5
Shasta	-68.9
Sierra	-53.7
Tehama	-71.1
Tulare	-45.2
Tuolumne	-44.9
Yuba	-31.2



# Annual Maximum SWE Change 2036 - 2065

under RCP 8.5 Emissions



## Change in Annual Max SWE 2036-2065

Subregion	Change Across the Subregion <i>Subregions Include Diverse Topographic Changes</i>	Average Change Across the Subregion <i>Average Includes Diverse Topographic Changes</i>
North Sierra	Will decrease 18.9%–89.3%	On average will decrease 58.58%
North Central Sierra	Will decrease 31.6%–88.6%	On average will decrease 65.3%
Central Sierra	Will decrease 23.25%–90.9%	On average will decrease 69.7%
East Sierra	Will decrease 2.05%–83.5%	On average will decrease 43.2%
South Central Sierra	Could decrease 92.4%, but could increase 0.4%	On average will decrease 63.7%
South Sierra	Could decrease 92.2% but could increase 2.1%	On average will decrease 54.5%

County	Average Change in Percent <i>Average Includes Diverse Topographic Changes</i>
Alpine	-40.4
Amador	-77.1
Butte	-76.4
Calaveras	-78.0
El Dorado	-72.5
Fresno	-41.2
Inyo	-53.4
Kern	-77.1
Lassen	-55.5
Madera	-58.2
Mariposa	-68.0
Modoc	-56.2
Mono	-35.9
Nevada	-67.0
Placer	-64.8
Plumas	-60.2
Shasta	-68.1
Sierra	-56.2
Tehama	-74.8
Tulare	-48.7
Tuolumne	-50.9
Yuba	-79.7

Tables coincide with the map on the previous page (data points are represented by grid colors). Snow levels are predicted to continue to recede in elevation. For example: as seen in the subregion table, higher elevations in the North Sierra Region will experience a minimum decrease of 18.9% in Annual Max SWE, whereas lower elevations will experience up to an 89.3% decrease in Annual Max SWE over the mid-century time period. On average Alpine county will experience a 40.4% decrease.

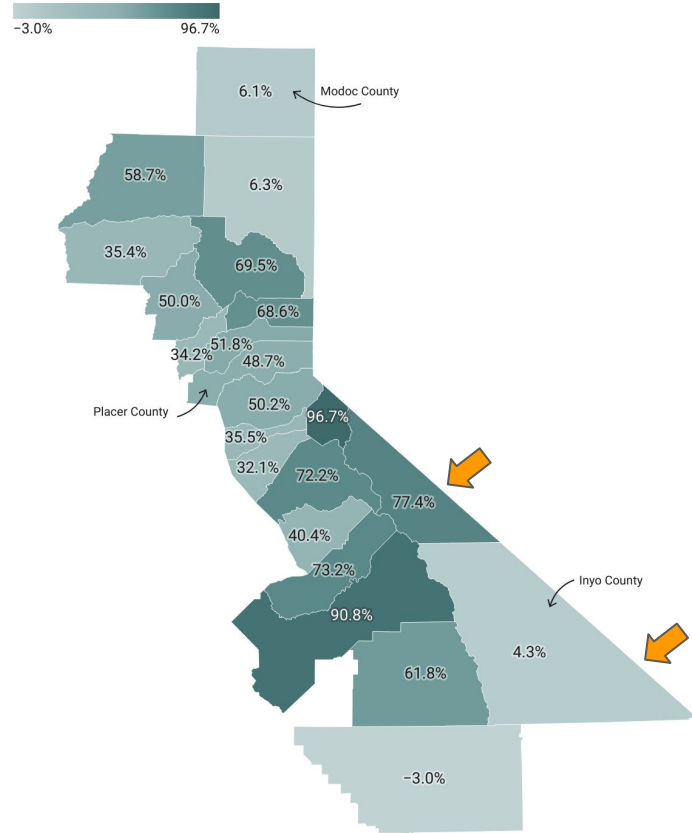
On average, Mono County can expect to experience a **~77.4%** **increase** from historical in acres burned during the mid-century.



Dixie Fire 2021  
<https://inciweb.nwcg.gov/incident/7801/>

### Percent Change in Acreage Burned




Percent Change in acreage burned by wildfire from Modeled Historical (1961-1990) to Modeled Mid-Century (2035-2069) under RCP 8.5.







# Economic Drivers & Top Climate Hazards

## Tourism

Top Hazards	Top Impacts
 <p>WILDFIRE</p>	 <p>SMOKE &amp; ASH</p>  <p>ECOSYSTEM DEGRADATION</p>





## Recreation

Top Hazards	Top Impacts
 <p>DROUGHT</p>  <p>WILDFIRE</p>	 <p>SMOKE &amp; ASH</p>  <p>ECOSYSTEM DEGRADATION</p>

## Natural Resources

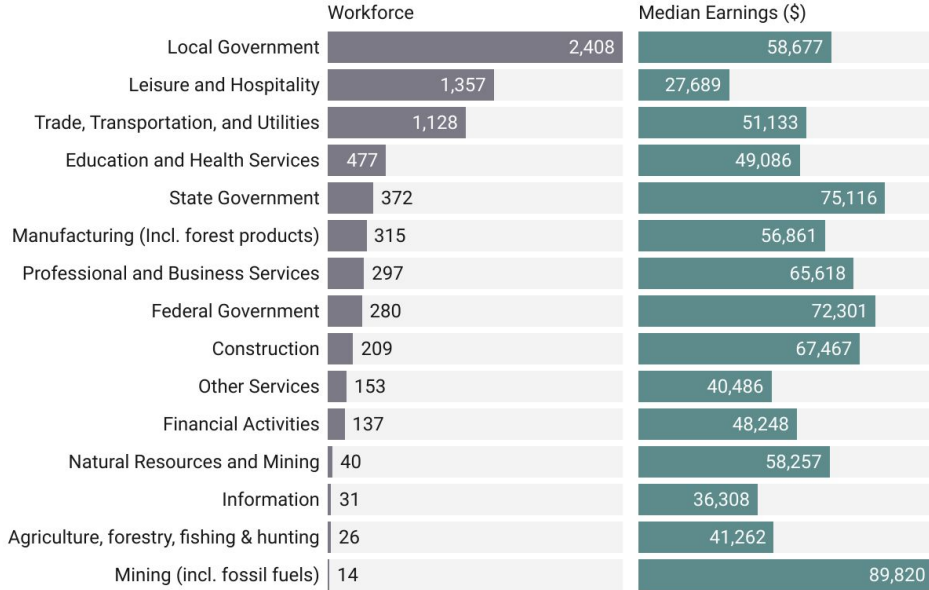
Top Hazards	Top Impacts
 <p>DROUGHT</p>  <p>WILDFIRE</p>	 <p>WATER QUALITY</p>  <p>ECOSYSTEM DEGRADATION</p>

## Agriculture

Top Hazards	Top Impacts
 <p>DROUGHT</p>  <p>EXTREME HEAT EVENTS</p>	 <p>WATER SHORTAGE</p>  <p>PUBLIC HEALTH EFFECTS</p>

# Income in Inyo County

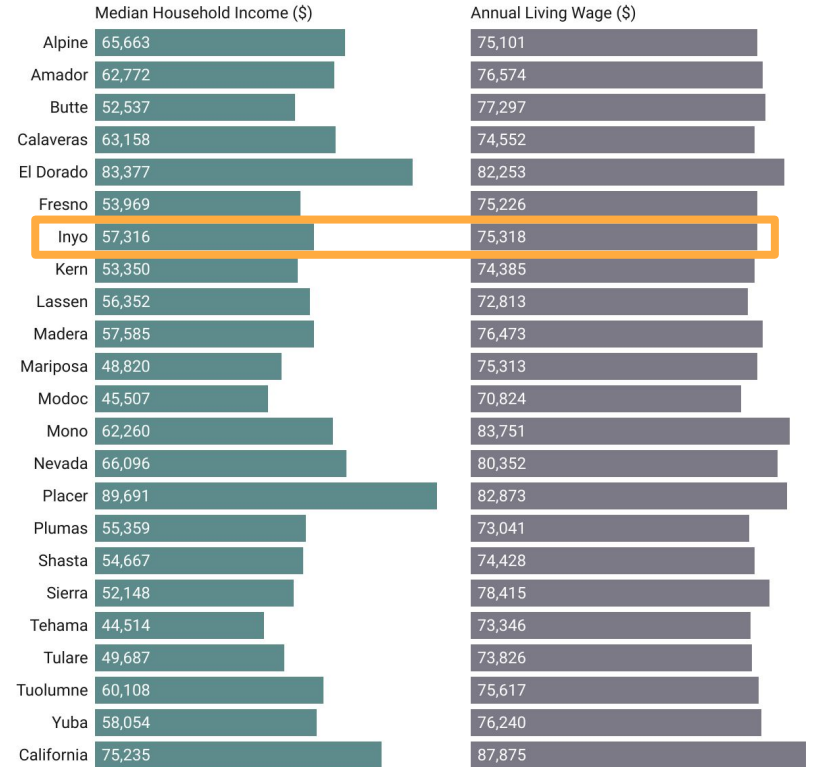
## Income and Workforce by Industry in Inyo County



Data year 2020.

Chart: Sierra Business Council • Source: ACS 5-year Estimate, US Census Bureau 2021. • Created with Datawrapper

## Median Household Income and Living Wage in the SNC Region

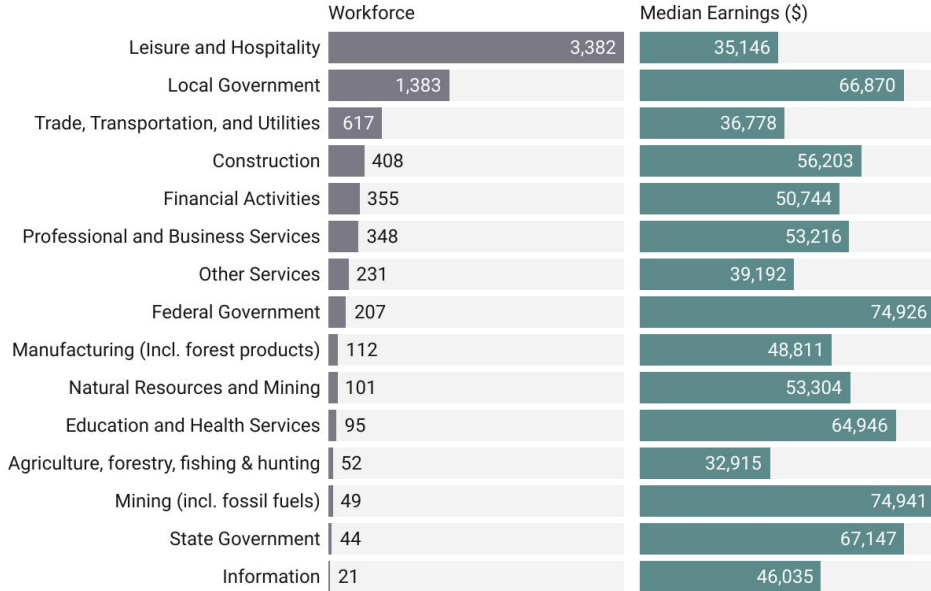


A household is defined as all people who occupy a housing unit as their primary residence. Annual living wage is defined as the annual combined salary necessary for two working adults with one child. MHI and living wages reported in 2019 dollars. Data Resolution: County Level.

Chart: Sierra Business Council • Source: MHI: U.S. Department of Commerce, 2020. Census Bureau, American Community Survey Office, Washington, D.C. as reported in Headwaters Economics' Demographics | Living Wage: Living Wage Calculator, MIT, 2020. • Created with Datawrapper

# Income in Mono County

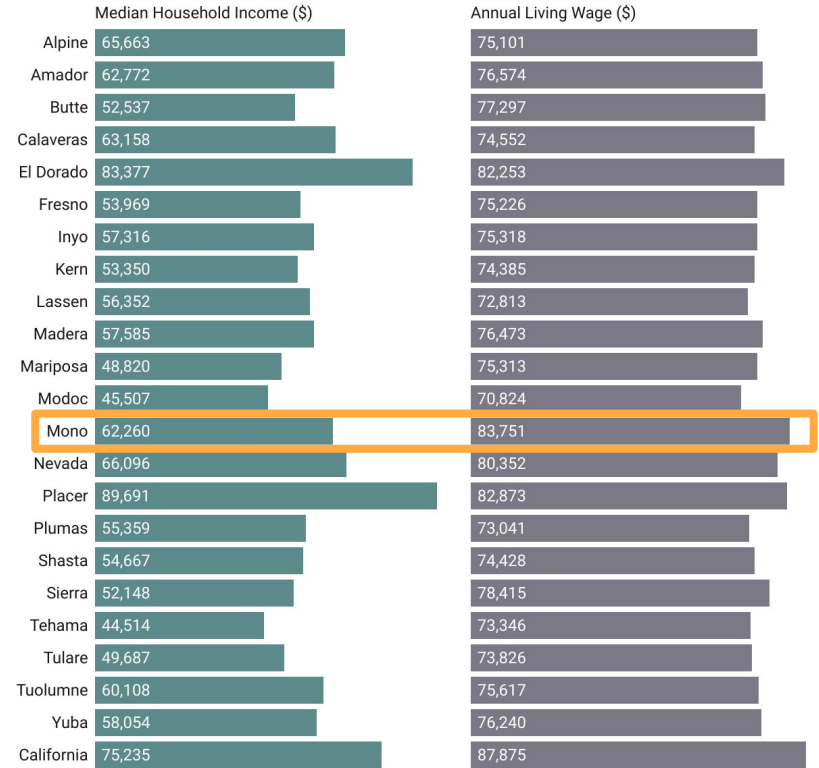
## Income and Workforce by Industry in Mono County



Data year 2020.

Chart: Sierra Business Council • Source: ACS 5-year Estimate, US Census Bureau 2021. • Created with Datawrapper

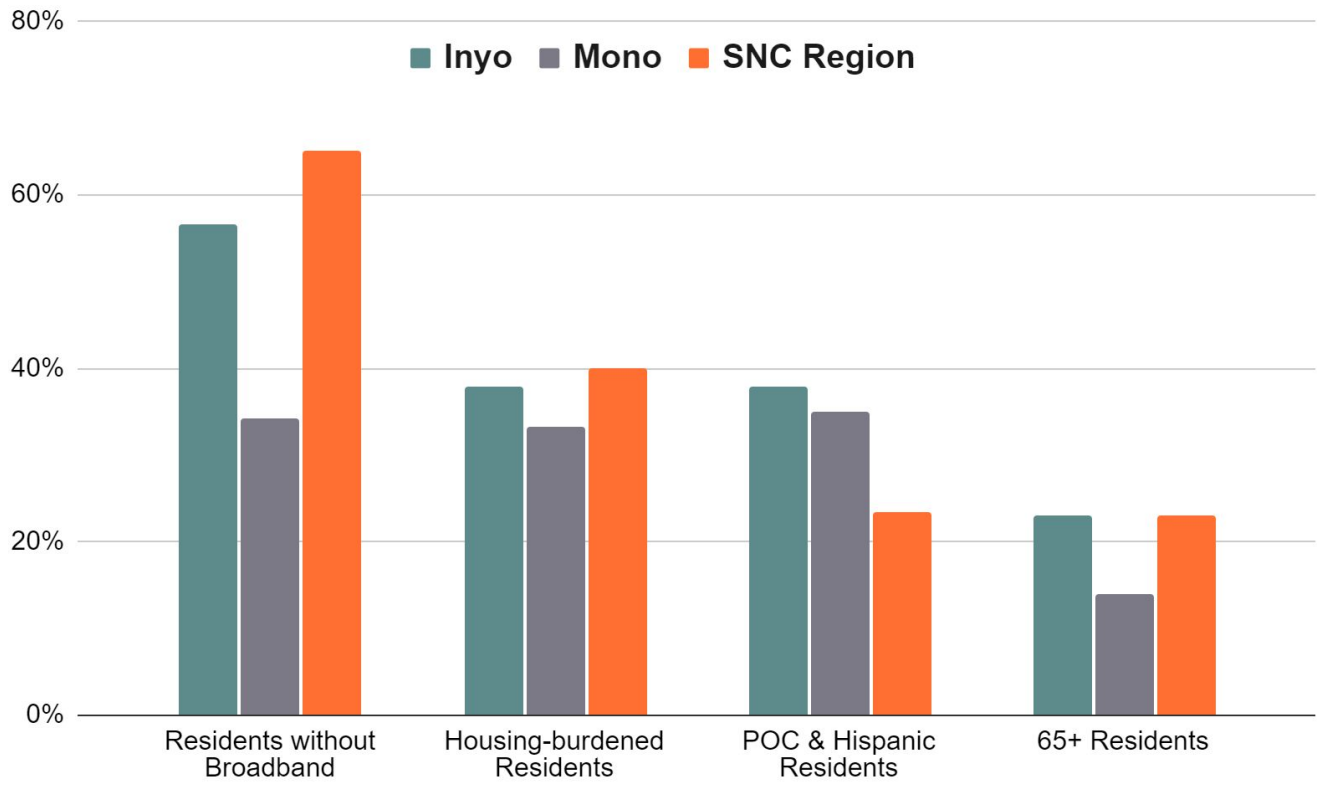
## Median Household Income and Living Wage in the SNC Region



A household is defined as all people who occupy a housing unit as their primary residence. Annual living wage is defined as the annual combined salary necessary for two working adults with one child. MHI and living wages reported in 2019 dollars. Data Resolution: County Level.

Chart: Sierra Business Council • Source: MHI: U.S. Department of Commerce, 2020. Census Bureau, American Community Survey Office, Washington, D.C. as reported in Headwaters Economics' Demographics | Living wage: Living Wage Calculator, MIT, 2020. • Created with Datawrapper

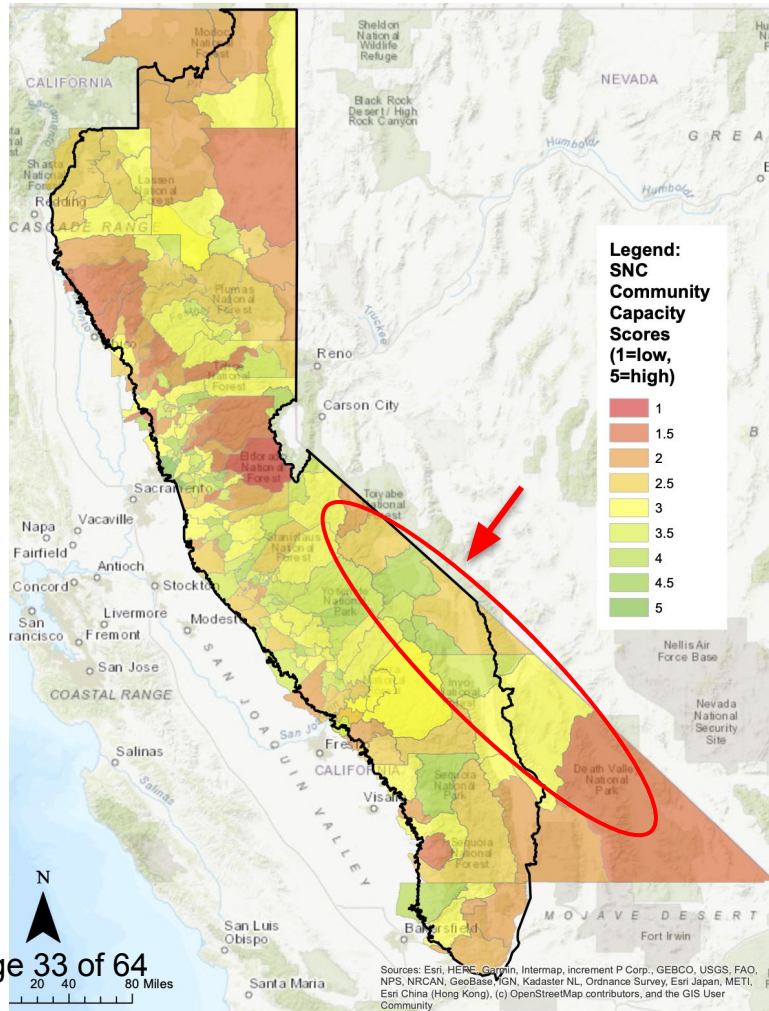
# Priority Vulnerable Populations in the Eastern Sierra



Broadband Source: Microsoft \*Estimated by excluding counties not fully within the boundary/majority of population resides outside the SNC region since full county data available only  
Housing, POC, Age Source: US Department of Commerce, 2020. Census Bureau, American Community Survey Office, Washington, D.C. as reported in Headwaters Economics' Demographics

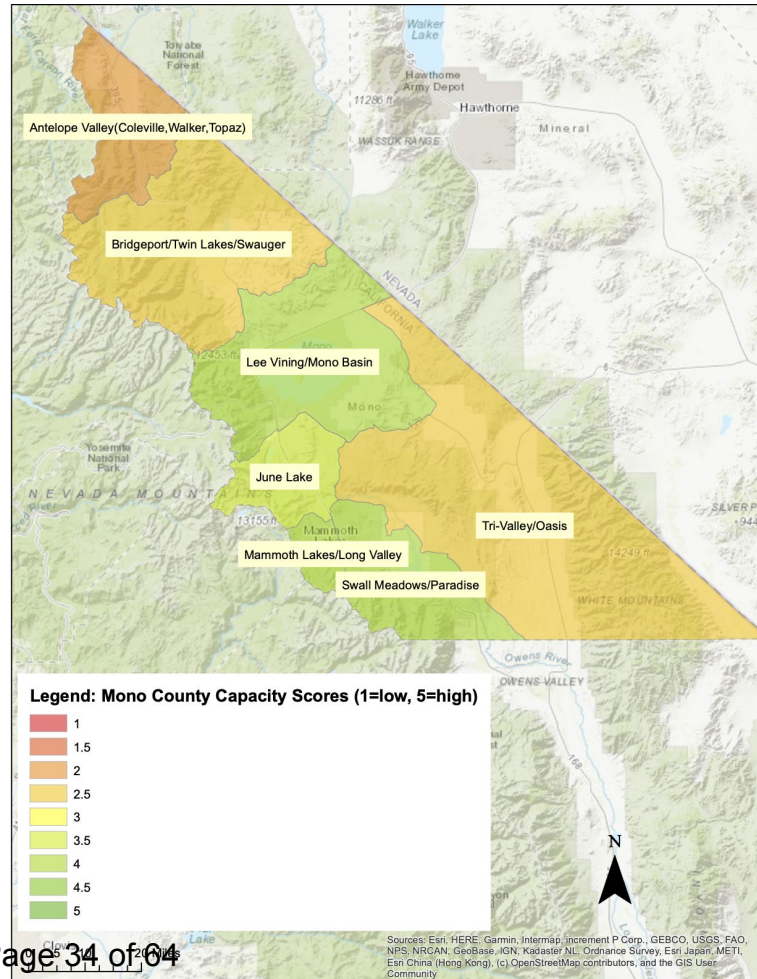
# Community Capacity

On average, the SNC Region rated themselves as a 3 out of 5 for capacity (only comparing themselves to other SNC communities).



# Community Capacity

The average community capacity score in Mono County was 3.2, giving it a higher average capacity than the SNC region as a whole.

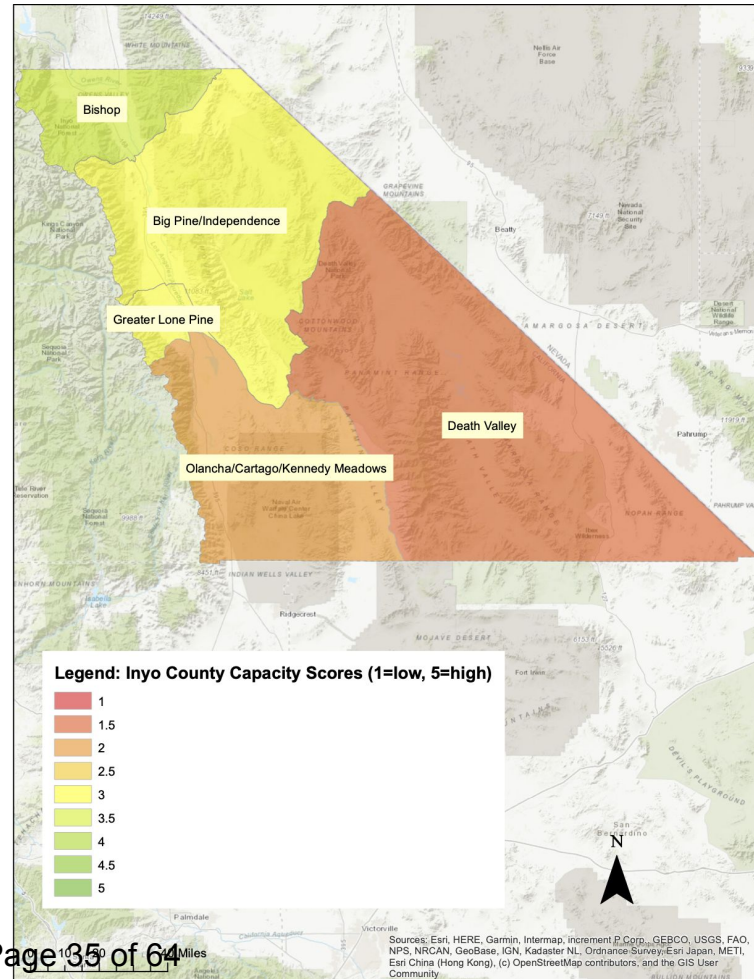




# Community Capacity

On average, Inyo County had lower community capacity scores relative to the SNC region as a whole.

The average score was 2.6, with scores ranging from 1.5–3.5, compared to a regional average of 3.

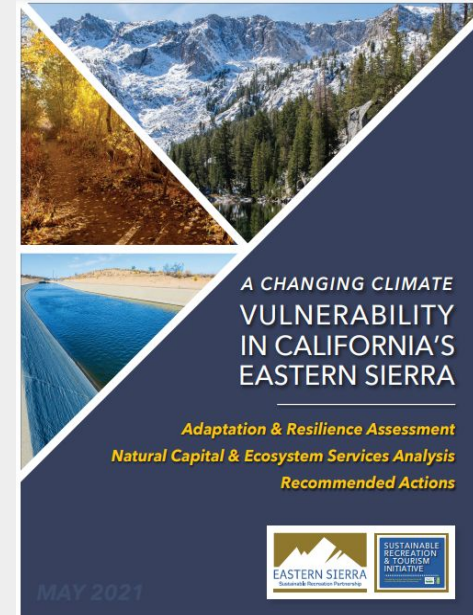
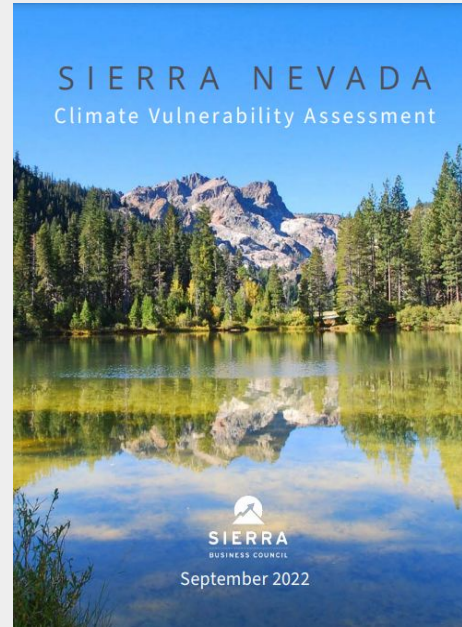


# Next Steps

## RISK PROFILES FOR COUNTIES IN THE SNC REGION

### Chapter 6 Summary:

- These profiles highlight county-level climate vulnerabilities and risks that could impact the SNC region's populations, economies, and communities.
- Summaries can be used to assist with developing climate resiliency. Scores are presented for each of the 22 counties within the SNC region. Higher scores indicate increased severity of climate change impacts.
- Most counties within the region will see the greatest increases in extreme heat days and acreage burned by wildfires, while the vulnerable groups with the highest county populations are the housing burdened, residents without high-speed internet, People of Color, and senior citizens.





# Identifying Barriers & Priorities



Staff  
Capacity



Funding



Project  
Pipeline



Collaboration



Data

Questions?



**Eastern Sierra Council of Governments (ESCOG)  
Joint Powers Authority Agenda**

**STAFF REPORT**

**To:** ESCOG Joint Powers Authority  
**From:** Elaine Kabala, Executive Director  
**Subject:** Receive a Presentation on 2022 Local Elections Results  
**Meeting date:** December 9, 2022  
**Prepared on:** December 1, 2022  
**Attachments:** A) Inyo County Supervisor District Map  
B) Mono County Supervisor District Map

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**BACKGROUND/HISTORY:**

This report provides a summary of the election results of the November 8, 2022 elections held in Inyo County and Mono County as it relates to ESCOG Board appointments and activities:

**City of Bishop**

The City of Bishop had two Council seats available for the November 2022 election. Councilmembers Schwartz and Muchovej filed papers for another term. No other candidates filed election papers and Councilmembers Schwartz and Muchovej will be reelected for another four-year term.

**Inyo County**

Inyo County had two Supervisor seats open for the November 2022 election in District 1 and District 3, serving North Bishop and West Bishop, respectively (refer to Attachment A). Ms. Trina Orrill was elected as District 1 Supervisor, by margin of 11.4%. Mr. Scott Marcellin was elected as District 3 Supervisor by a margin of 5.6%.

The ESCOG will require a new Board member be appointed from Inyo County to replace outgoing Supervisor Totheroh.

Inyo County also elected Ms. Stephanie Rennie as Inyo County Sheriff.

The Inyo County ballot also included Measure Q: Transient Occupancy Tax (TOT) Equal Share Act Ordinance, which would have expanded current TOT collection to campgrounds and RV parks. Measure Q was defeated by a margin of 6.56%.

The new Board of Supervisors will be seated in January.

## **Town of Mammoth Lakes**

The Town of Mammoth Lakes had three Council seats open during the November 2022 election. Ms. Chris Bubser was elected with 21.69% of the vote, followed by incumbent Councilmember John Wentworth with 20.68% of the vote, and thirdly Ms. Amanda Rice with 20.03% of the vote. New Councilmembers will be seated December 7, 2022.

The ESCOG will require a new Councilmember be appointed to replace outgoing Councilmember Salcido.

## **Mono County**

During the June 7, 2022 primary election, Mono County elected current Town of Mammoth Lakes Mayor Salcido as District 5 Supervisor, replacing outgoing Supervisor Corless. The ESCOG will require a new Supervisor be appointed to replace outgoing Supervisor Corless.

### **BUDGET IMPACTS:**

None.

### **LEGAL REVIEW:**

ESCOG Counsel Grace Chuchla has reviewed this item and found that it complies with the law.

### **RECOMMENDATION:**

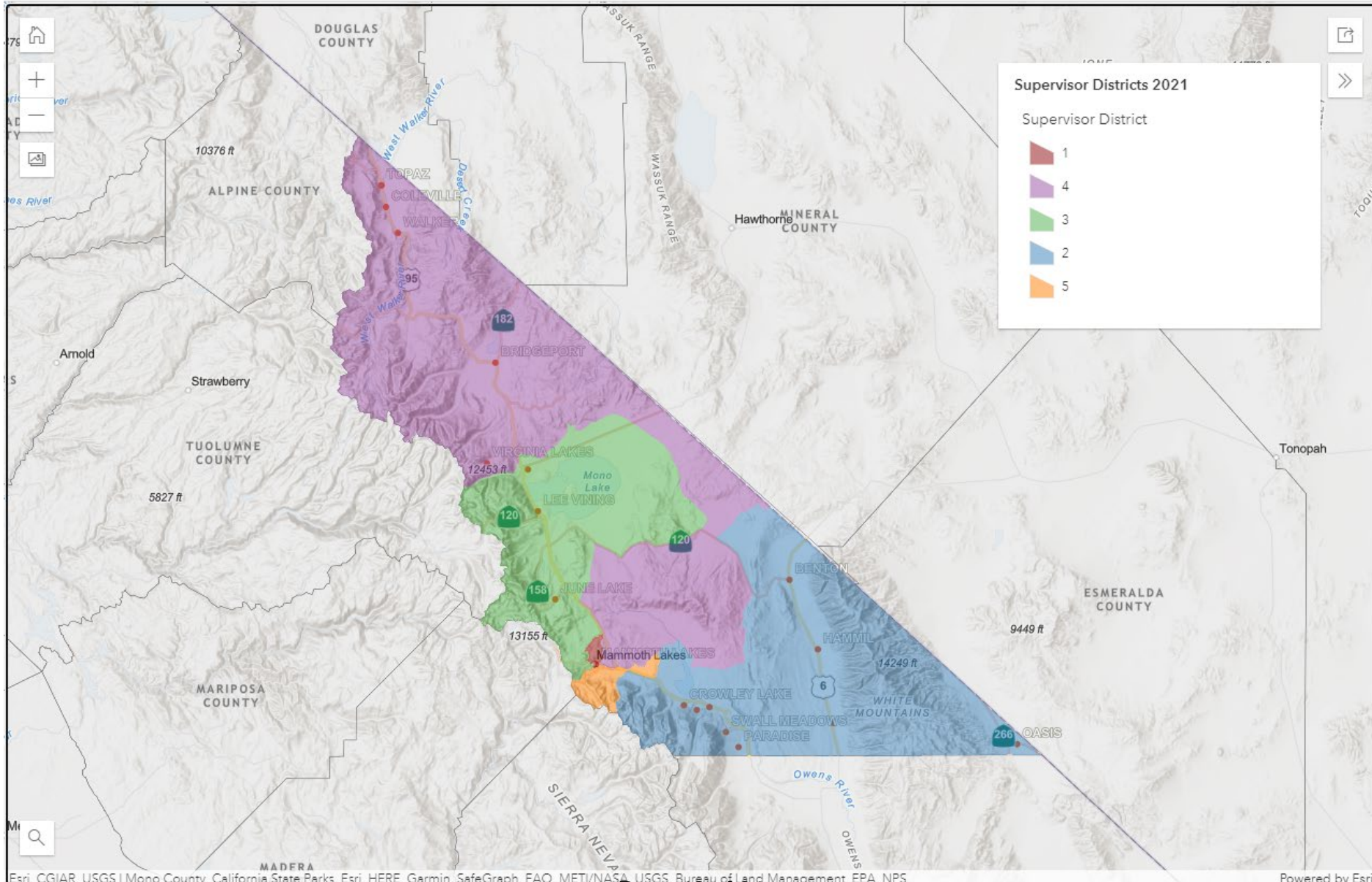
Staff recommends the ESCOG Board receive and discuss a presentation of the 2022 local election results.





# Mono County Supervisor Districts

Attachment B





**Eastern Sierra Council of Governments (ESCOG)  
Joint Powers Authority Agenda**

**STAFF REPORT**

**To:** ESCOG Joint Powers Authority  
**From:** Elaine Kabala, Executive Director  
**Subject:** Discussion and approval of 2023 ESCOG JPA Meeting Schedule  
**Meeting date:** December 9, 2022  
**Prepared on:** December 1, 2022  
**Attachments:** A) ESCOG JPA 2023 Meeting Schedule

**BACKGROUND/HISTORY:**

The Eastern Sierra Council of Governments Joint Powers Authority (ESCOG JPA) meets on the second Friday of every other month. The meetings are in part scheduled on the second Friday to facilitate participation in Eastern Sierra Transit Authority Meetings, which also fall on the second Friday of the month following the regular ESCOG meeting.

The proposed meeting schedule for 2023 is included below and also in Attachment A – ESCOG JPA meeting schedule.

Friday, February 10	8:30 AM	Mammoth Lakes Town Council Chamber
Friday, April 14	8:30 AM	Bishop City Council Chamber
Friday, June 9	8:30 AM	Mammoth Lakes Town Council Chamber
Friday, August 11	8:30 AM	Bishop City Council Chamber
Friday, October 13	8:30 AM	Mammoth Lakes Town Council Chamber
Friday, December 8	8:30 AM	Bishop City Council Chamber

**BUDGET IMPACTS:**

None.

**LEGAL REVIEW:**

ESCOG Counsel Grace Chuchla has reviewed this item and found that it complies with the law.

**RECOMMENDATION:**

Staff recommends the ESCOG Board discuss the proposed 2023 meeting schedule, make modifications as needed, and approve.





## EASTERN SIERRA COUNCIL OF GOVERNMENTS JPA MEETING SCHEDULE – 2023

Friday, February 10	8:30 AM	Mammoth Lakes Town Council Chamber
Friday, April 14	8:30 AM	Bishop City Council Chamber
Friday, June 9	8:30 AM	Mammoth Lakes Town Council Chamber
Friday, August 11	8:30 AM	Bishop City Council Chamber
Friday, October 13	8:30 AM	Mammoth Lakes Town Council Chamber
Friday, December 8	8:30 AM	Bishop City Council Chamber



## STAFF REPORT

**To:** ESCOG Joint Powers Authority

**From:** Elaine Kabala, ESCOG Staff

**Subject:** Approval of Request for Proposal (RFP) for Conceptual Recreation Planning Services for the Buttermilk Infrastructure and Recreation Planning Initiative

**Meeting date:** December 9, 2022

**Prepared on:** December 3, 2022

**Attachments:** A) RFP for Conceptual Recreation Planning Services for the Buttermilk Infrastructure and Planning Initiative

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### **BACKGROUND/HISTORY:**

On August 6, 2021, the ESCOG submitted a grant application to the National Fish and Wildlife Foundation (NFWF) in support of projects identified in the Sustainable Recreation and Tourism Initiative for regional recreation improvements, specifically for infrastructure improvements and recreation planning in the Buttermilk recreation area west of Bishop. The Buttermilk Infrastructure and Recreation Planning Initiative (BIRPI) will be implemented in two phases: the first phase will be to procure a double vault toilet to replace the existing vault toilet at the bouldering area and the second phase will be to develop a high level recreation plan for the greater Buttermilk area.

### **ANALYSIS/DISCUSSION:**

The attached RFP provides an overview of the goals of the project, defines the scope of work, and sets criteria for competitive applications and submission requirements.

The scope of work is as follows:

1. Conceptual Buttermilk Area Recreation Plan

- a. Data collection and development of informal and unofficial recreation impacts using GIS systems (use trails, unofficial parking, dispersed camping sites, etc);
  - b. Inclusion of GIS data including watershed and relevant recreation infrastructure from relevant land management agencies and authorities;
  - c. Mapping of all developed GIS data to inform stakeholder engagement;
  - d. Convening and professional facilitation of stakeholders including participation by relevant land management agencies. Consultant shall provide a stakeholder engagement plan, including no less than three public meetings for initial input and feedback on the draft and final conceptual plans, virtual engagement or surveys, and regular engagement with land management agencies;
  - e. Documentation of conceptual recommendations in a final report available both as a PDF document and an online/web based presence.
2. Trail Implementation
    - a. Trail delineation and construction projects to mitigate unofficial human activities as recommended by the Conceptual Buttermilk Area Recreation Plan effort and supported by appropriate environmental decisions as issued by the relevant land management agencies in the Buttermilk Bouldering Area.
  3. Signage Implementation
    - a. Signage and kiosk design and construction projects to mitigate unofficial human activities as recommended by the Conceptual Buttermilk Area Recreation Plan effort and supported by appropriate environmental decisions as issued by the relevant land management agencies in the Buttermilk Bouldering Area.
  4. Parking and Dispersed Camping Implementation
    - a. Implementation of soft surface parking and dispersed camping solutions as recommended by the Conceptual Buttermilk Area Recreation Plan effort and supported by appropriate environmental decisions as issued by the relevant land management agencies in the Buttermilk Bouldering Area.
  5. National Environmental Policy Act Compliance
    - a. The field studies may be required by the relevant decision makers for environmental decisions (NEPA or CEQA) to implement actions based on the documented results of the "Conceptual Planning: Trails, Signage, Parking" effort identified in this application. No implementation work will be done if the appropriate environmental decisions are no issued by the relevant land management agency.

**BUDGET IMPACTS:**

The grant award is for \$247,300.00. The budget includes \$127,500 to prepare the Conceptual Recreation Plan Buttermilk project area.

**LEGAL REVIEW:**

ESCOG Counsel Grace Chuchla has reviewed this item and found that it complies with the law.

**RECOMMENDATION:**

Staff requests the ESCOG Board review the RFP for Conceptual Recreation Planning Services for the Buttermilk Infrastructure and Planning Initiative, provide feedback to staff as appropriate and approve the RFP to be noticed for proposals.



**EASTERN SIERRA COUNCIL OF GOVERNMENTS  
Joint Powers Authority**

**Request for Proposals for Conceptual Recreation Planning Services  
for the  
Buttermilk Infrastructure and Planning Initiative**

**Proposal deadline:** xxxxxxxx

**Requesting Organization:** Eastern Sierra Council of Governments

**Contact:** Elaine Kabala, Executive Director, [ekabala@escog.ca.gov](mailto:ekabala@escog.ca.gov)

## **Overview**

The Eastern Sierra Council of Governments is seeking proposals from qualified consulting agencies to provide public facilitation and recreation planning services for the development of the Buttermilk Infrastructure and Planning Initiative (BIRPI). The Buttermilk Infrastructure and Recreation Planning Initiative (BIRPI) will address the need for immediate recreation planning and infrastructure improvements in the Buttermilk Bouldering Area as well as long-term conceptual recreation planning in the Buttermilk Project Area (see Attachment A: Project Area). The BIRPI Plan was nominated as a regional priority for sustainable recreation projects in the Eastern Sierra through the Sierra Nevada Conservancy funding Sustainable Recreation and Tourism Initiative. The BIRPI is funded through a National Fish and Wildfire Foundation grant.

The Buttermilk Project Area has emerged as an iconic destination in the Eastern Sierra Region and has seen increasing numbers of visitors in recent years, straining existing recreation infrastructure while presenting opportunities to improve the visitor experience and conserve natural resource assets through engaged recreation management. The initiation of reliable commercial air service into the Eastern Sierra via the Bishop Airport and Inyo County in the Fall of 2021 will add additional visitors and additional pressures onto existing recreation infrastructure and most certainly onto the natural resources of the Owens watershed. Inspired by guidebooks with 5-star reviews and a compelling presence on social media, bouldering in the Buttermilk and the Bishop region has earned a well-deserved reputation as "...some of the best bouldering in the world." The unrelenting popularity of similar recreation activities in the Buttermilk Project Area that surround the Buttermilk Bouldering Area - Pine Creek, the Tungsten Hills, the Happy and Sad Boulders, and the spectacular yet fragile natural resources that compel such enthusiastic visitation - will benefit from the recreation infrastructure improvements and conceptual recreation planning work proposed in this application.

Conceptual recreation planning in the Buttermilk Project Area – which includes the Buttermilk Bouldering Area, Horton Lakes trailhead, the Tungsten Hills, the Happy and Sad boulders, Pine Creek Canyon, two Bureau of Land Management campgrounds, and two Inyo County campgrounds – will focus on the interconnected nature of recreation activities in the Project Area and the documentation of needs and gaps for future recreation infrastructure improvements. The conceptual planning effort will be a stakeholder driven collaborative effort, including GIS data collection to document informal/unofficial recreation impacts such as use trails, road, unofficial parking opportunities, and dispersed camping sites; inclusion of corporate GIS datasets from relevant land management agencies and authorities including watershed and existing recreation infrastructure; mapping of all developed GIS data for use with a collaborative stakeholder driven planning process; convening of stakeholders at professionally facilitated public meetings including participation by relevant land management agencies; and documentation of the conceptual recommendations in a final report available both as a document and an online presence such as a GIS Storymap.

The successful consultant will be selected through a competitive Request for Proposals (RFP) process. The period of performance will be through September 30, 2023.

## **Scope of Work**

Conceptual Buttermilk Area Recreation Plan

The selected consultant will document current conditions (official and unofficial), convene stakeholders, facilitate, and then document the results of a conceptual recreation planning effort in the Buttermilk Project Area that will identify projects to mitigate and support human recreation activities that will protect valuable watersheds and conserve precious natural resources. The scope of work for this task will include:

1. Data collection and development of informal and unofficial recreation impacts using GIS systems (use trails, unofficial parking, dispersed camping sites, etc);
2. Inclusion of GIS data including watershed and relevant recreation infrastructure from relevant land management agencies and authorities;
3. Mapping of all developed GIS data to inform stakeholder engagement;
4. Convening and professional facilitation of willing stakeholders including participation by relevant land management agencies. Consultant shall provide a stakeholder engagement plan, including no less than three public meetings for initial input and feedback on the draft and final conceptual plans, virtual engagement or surveys, and regular engagement with land management agencies ;
5. Documentation of conceptual recommendations in a final report available both as a PDF document and an online/web based presence. Cost estimate for this work is \$75,000.

#### Trail Implementation

The selected consultant will implement trail delineation and construction projects to mitigate unofficial human activities as recommended by the Conceptual Buttermilk Area Recreation Plan effort and supported by appropriate environmental decisions as issued by the relevant land management agencies in the Buttermilk Bouldering Area. Cost estimate of \$5,000 is based on analogous regional efforts and the identification of existing use trails by the Access Fund, Bishop Climbers Coalition, and the Climbing Rangers Program. Substantial volunteer participation in this effort is anticipated.

#### Signage Implementation

The selected consultant will implement signage and kiosk implementation and construction projects to mitigate unofficial human activities as recommended by the Conceptual Buttermilk Area Recreation Plan effort and supported by appropriate environmental decisions as issued by the relevant land management agencies in the Buttermilk Bouldering Area. Cost estimate of \$15,000 is based on analogous regional efforts including existing signing efforts on site. Substantial volunteer participation in this effort is anticipated.

#### Parking and Dispersed Camping Implementation

The selected consultant will mitigate unofficial human activities by implementing soft surface parking solutions as recommended by the Conceptual Buttermilk Area Recreation Plan effort and supported by appropriate environmental decisions as issued by the relevant land management agencies in the Buttermilk Bouldering Area. Cost estimate of \$25,000 is based on analogous regional efforts.

#### National Environmental Policy Act Compliance

The field studies may be required by the relevant decision makers for environmental decisions (NEPA or CEQA) to implement actions based on the documented results of the "Conceptual Planning: Trails, Signage, Parking" effort identified in this application. Cost estimate of \$7,500 is a placeholder based on assumptions that the "Conceptual Planning: Trails, Signage, Parking"

will not identify any actions requiring additional environmental analysis. Funds will not be spent if no additional environmental analysis is required.

### **Criteria for Competitive Applications**

The evaluation criteria listed below will be used to evaluate proposals for the purpose of ranking them based on how fully each proposal meets the requirements of this RFP. Consultants may be asked to modify objectives, work plans, or budgets prior to final approval of the award.

1. **Understanding of the Scope of Work.** A statement demonstrating a thorough understanding of the BIRPI plan requirements, as well as ability to comply with all reporting outreach requirements of the National Fish and Wildlife Foundation grant award. The proposal should demonstrate the Consultant's qualifications in recreation and trails planning, collaborative planning and stakeholder outreach, GIS mapping, and familiarity with the operations of federal and other public land managers with jurisdiction over the project. In the project overview, describe the general project approach and process to be employed, describe the proposed project schedule including timeline of major milestones, deliverables, and completion. The proposal must demonstrate the capacity of the consultant to ensure the successful completion of all tasks described in the National Fish and Wildlife Foundation grant agreement.
2. **Technical Approach.** The proposed technical approach for fulfilling the scope of work must demonstrate familiarity with the desired outcomes of the BIRPI plan.
3. **Qualifications of Proposed Personnel.** The proposal should describe relevant professional experience in the following areas: (a) Trails and recreation planning, (b) Collaborative meeting facilitation and stakeholder driving planning processes, (c) familiarity with inter-jurisdictional planning efforts, including familiarity with the operations and procedures of the U.S. Forest Service, Bureau of Land Management, and Los Angeles Department of Water and Power, (d) implementation of soft surface infrastructure delineation, (e) management of complex, multidisciplinary projects, including coordination with local volunteer organizations.
4. **Contractor's Past Performance.** The proposal should: (a) Identify individuals from the firm's professionals and any sub-contractors who will work on the project along with a brief summary of the individual(s) and their experience; (b) Include a description of the firm's prior work relevant to this RFP including the name, address, and phone number of client references and the primary contact persons.
5. **Timeframe Flow Chart.** Submit a flow chart with estimated project timeframe for meeting important project targets.
6. **Cost Proposal.** The cost proposal budget should be cost effective and should maximize the value for monies requested in the contractor's budget. Proposal costs should be the minimum necessary to adequately achieve the stated scope of work.

### **Submission Requirements**

Submission requirements will include two distinct and separate documents: 1) Technical Proposal, and 2) Cost Proposal.

Interested parties will submit proposals via email to Elaine Kabala (ekabala@escog.ca.gov) and provide the information as described below:

1. Technical Proposal:
  - a. Narrative - Concise description of the work plan to include the following sections from the Criteria for Competitive Applications:
    - Understanding of the Scope of Work,



- Technical Approach,
  - Qualifications of Proposed Personnel,
  - The Contractor's Past Performance.
  - Timeframe Flowchart.
  - Contact Information - Primary contact person, company name, address, phone, email, and website.
2. Cost Proposal: The Cost Proposal includes the proposal budget and budget justification.



## STAFF REPORT

**To:** ESCOG Joint Powers Authority  
**From:** Elaine Kabala, ESCOG Staff  
**Subject:** Award Contract for Website Design Services to Pinion Ranch Consulting  
**Meeting date:** December 9, 2022  
**Prepared on:** December 3, 2022  
**Attachments:** A) Pinion Ranch Consulting Website Design Proposal

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### **BACKGROUND/HISTORY:**

On November 14, 2022 ESCOG staff issued a request for quote to three website designers to update the ESCOG website to provide a more user-friendly platform for staff to make regular updates, and to provide project landing pages to allow for public information and input on ESCOG activities. Staff received two proposals by the application period deadline of December 1, 2022. Both proposals were within the budgeted amount for website design included in the FY 22-23 budget.

Staff is recommending the contract is awarded to Pinion Ranch Consulting. Pinion Ranch Consulting was selected based on their tailored proposal in response to the ESCOG's needs, with specific emphasis on content migration to ensure maintenance of ESCOG's meeting archives and experience working with government organizations. Pinion Ranch Consulting has demonstrated an ability to create visually appealing sites while following industry best practices. The total cost of this project is a not-to-exceed amount of \$9,300, including Americans with Disabilities compliance, with the option for ongoing website maintenance at a cost of \$120/hour.

### **BUDGET IMPACTS:**

The FY 22-23 ESCOG budget included \$10,000 for development of an updated website.

**LEGAL REVIEW:**

ESCOG Counsel Grace Chuchla has reviewed this item and found that it complies with the law.

**RECOMMENDATION:**

Staff requests the ESCOG Board approve the selection of Pinion Ranch Consulting as the winning bidder and direct staff to negotiate execute a contract with Pinion Ranch Consulting, for an amount not-to-exceed \$9,300.

# PROPOSAL - WEBSITE DESIGN

EASTERN SIERRA COUNCIL OF GOVERNMENTS

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## PROJECT TEAM

Hi, my name is Matt Ulery and I run Pinon Ranch Consulting. I am based out of Bishop and I work with small businesses and non-profit organizations throughout the Eastern Sierra.

I am passionate about providing and educating my clients about the technology resources they need to engage with their constituents. From websites to social media to email campaign tools; we love empowering our clients to grow their business and deepen their impact in our community.

With over 20 years of experience in small businesses, non-profit organizations, and government agencies; we know that there is never a one size fits all solution. Our extensive and varied experience provides our clients with invaluable solutions and insights. One of our favorite things in the world is working with our clients to understand their challenges and identify the right solution.

We strongly believe that a high quality website is the bare minimum for businesses and organizations now. The most successful websites make it easy for visitors to find the information they need quickly. Now more than ever, making the website mobile friendly is a requirement that cannot be overlooked. We take great pride in designing websites that are easy for visitors to navigate, while also making it very easy for staff to update and manage the website.

We know that when you speak with our clients that you will hear them tell you about the quality of our work, our dedication to their success, our patience with training and educating them, and our impeccable follow-through and delivery.

I look forward to talking with you more about a new website for ESCOG to inform and engage our community around the amazing work you all are doing.

Matt Ulery  
Pinon Ranch Consulting  
<https://pinonranchconsulting.com/>

Email - [matt@pinonranchconsulting.com](mailto:matt@pinonranchconsulting.com)  
Phone - 760.937.8199

Linked-In - [www.linkedin.com/in/ulery](http://www.linkedin.com/in/ulery)

# PROPOSAL - WEBSITE DESIGN

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## EXAMPLES OF WORK

The Pinon Ranch Consulting website is the best place to see a complete breakdown of our portfolio of work and the services we provide to our clients.

Pinon Ranch Consulting

<https://pinonranchconsulting.com/>

Mammoth Mountain Community Foundation

<https://mammothfoundation.org/>

Mammoth Gran Fondo

<https://www.mammothgranfondo.com/>

Blomgren Ranch

<https://www.blomgrenranch.com/>

Arizona Legends RV Resort

<https://www.arizonalegendsrv.com/>

Eastside Velo

<https://www.eastsidevelo.org/>

SEMBA

<https://www.sembabike.org/>

Mammoth Shirt Company

<https://mammothshirtco.com/>

Eastern Sierra Mountain Club

<https://easternsierramountainclub.com/>

Britton Architecture

<https://brittonarchitecture.com/>

Additionally, we are currently building new websites for local businesses and organizations, including:

Mammoth Lakes Recreation

Black Velvet Coffee



# PROPOSAL - WEBSITE DESIGN

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## CLIENT REFERENCES

### **Mammoth Mountain Community Foundation Mammoth Gran Fondo**

Tamara Bankson - Executive Director  
Email - [t.bankson@mammothfoundation.org](mailto:t.bankson@mammothfoundation.org)  
Phone - 760-709-2682

### **Blomgren Ranch Arizona Legends RV Resort**

Elena Blomgren - Owner  
Email - [ecarelena@yahoo.com](mailto:ecarelena@yahoo.com)  
Mobile - 818-424-2954

### **Mammoth Lakes Recreation**

Kim Anaclerio - Program Director  
Email - [kim@mammothlakesrecreation.org](mailto:kim@mammothlakesrecreation.org)  
Mobile - 530-520-5590

# PROPOSAL - WEBSITE DESIGN

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## **WEBSITE PLATFORM + HOSTING**

In our experience, many clients have become frustrated and unhappy with their WordPress sites. For clients, like ESCOG, that have the desire to enable staff (who are not full-time website designers/builders) to easily update the website with a consistent and professional look, our recommendation would be the Squarespace platform.

Squarespace offers a beautiful, simple, and very reliable platform to host the vast majority of small business and non-profit websites. The user interface is very easy to learn for staff. Additionally, the Squarespace platform provides tools to customize the website layout for desktop vs mobile so you can have the best of both worlds and dial in your mobile layout.

The annual fees to Squarespace for website hosting are not included in this quote - we will work with ESCOG staff to identify the right options - this would likely be the Squarespace Business plan which is typically around \$275 a year - price varies depending on discount and my special "website builder" status with Squarespace will also save you some money on your first year fees.

## **EMAIL TOOL PLATFORM**

ESCOG will need a comprehensive and professional email tool platform to communicate with their constituents. We can discuss this more in the initial meetings, but I would suggest one of two options - Mailchimp or the Squarespace integrated email tool - there are pluses and minuses to both platforms that we will need to explore further based on your specific expected usage.

Either option will include custom email templates that we can tailor to your specific ESCOG branding, targeted sign-up forms so constituents can opt into interest groups based on project or anything ESCOG related.

There are costs associated with either email tool platform that are primarily based on the size of your email list and the frequency with which you email them per month. We can explore all options and find the best one to meet your needs today and in the future.

I will also provide training to ESCOG staff on how to create emails, how to manage your email database, and other best practices with email campaigns.

# PROPOSAL - WEBSITE DESIGN

EASTERN SIERRA COUNCIL OF GOVERNMENTS

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## PROJECT TIMELINE + STRATEGY

The outline provided below is our suggested approach to the re-design of the ESCOG website.

Many of the dates for meetings are flexible and we can work with each other's calendars to find the best dates for remote or in-person meetings.

I am also happy to provide detailed and frequent updates to key stakeholders, the frequency and detail of these updates can be discussed to meet your needs.

### **Finalize SiteMap + Old/New Migration Plan + Content Provision Plan**

December 15, 2022 —> December 22, 2022

Our first order of business would be to meet with the key stakeholders to finalize the new SiteMap for the website. We would also work with these stakeholders to identify the migration of content from the old site - what to keep, what to let go, and what to move where in the new site.

This meeting would also help us to identify the content that would need to be provided by ESCOG staff for the new website. For example - program descriptions, support documents, logos, and pictures.

This meeting would also be where we identify what third party services we need to integrate to align with existing staff operations. For example, the new email list sign-up tool.

### **First Round Build Out**

December 22, 2022 —> January 4, 2023

We would build out the initial framework of the website based on the agreed upon SiteMap.

This initial framework would include all site navigation, all page layout, and page layout templates for future projects and site expansion.

### **ESCOG Content Provision Deadline**

January 5, 2023

This would be the deadline for ESCOG to provide any required content, photos, logos, or other agreed upon deliverables determined in the first meeting.

*Please Note - if this deadline is missed, then the following timeline will shift to accommodate.*

# PROPOSAL - WEBSITE DESIGN

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## **Second Round Build Out + Email Tool Set Up and Integration**

January 6, 2023 —> January 27, 2023

In this section, we will combine all the additional content provided by ESCOG with the new website framework. This is the exciting part where the website really takes form.

We will also put a significant amount of time during this section to take care of initial site SEO work, initial mobile layout, and overall testing.

We will also be adding in the necessary accounts and API keys for Google Analytics and Google reCaptcha - to provide us with additional analytics and form submission spam protection.

We will also build out the email tool that ESCOG will be using; including email templates, email interest group sign-up sheets, all back-end setup, and integration with the new website.

## **ESCOG Website Review and Feedback**

January 28, 2023 —> February 10, 2023

During this time, the ESCOG staff and board members will have access to the new site to review and provide any and all feedback.

We would end this period with a quick meeting of all stakeholders to discuss feedback to ensure there are no conflicting requests and to gain additional clarity around edits/feedback.

## **Third Round Build Out**

February 11, 2023 —> February 16, 2023

Armed with all the feedback and edits to the site provided by ESCOG, we will make any necessary updates to the site.

We will also do a final pass-through of the site SEO, execute any additional mobile layout work, and do an extensive final round of testing throughout the site.

# PROPOSAL - WEBSITE DESIGN

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## **ESCOG Final Sign-Off Meeting**

February 17, 2023

This will be a final meeting with ESCOG staff to review the site before launch and answer any last minute questions. This meeting can be in-person or remote.

## **Website Launch + Domain Change-Over**

February 18, 2023 —> February 19, 2023

We would change over all the necessary settings within the domain host to point to our new website, update and ensure our SSL certificate is working, and then set up our Google Search Console account to accept the new website "sitemap" so that the Google search engine bots will index all the new pages and layout.

## **ESCOG Staff Training - Website + Email Tool**

February 20, 2023 —> March 3, 2022

We would schedule an initial deeper dive training session (two hours) with the appropriate ESCOG staff and then provide four additional one hour training sessions that week to provide repetitive skill/operation training on the tasks they will be performing throughout the website - this would be one week with the website and then one week with the email tool.

We would also provide a video library to your staff with guided tutorials on the most common tasks that staff are performing. We have found this to be helpful to our clients and also helps with training future staff at no additional cost to the organization.



# PROPOSAL - WEBSITE DESIGN

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## PROJECT BUDGET

The tables below provide an estimated number of hours to complete each of the areas described above.

The estimate provided below would be a **“Will Not Exceed”** number.

Our goal is always to come in under budget and our detailed time accounting will allow us to provide updates to ESCOG staff on our budgeted vs actual at any time.

Cost Area	Estimated Hours	Estimated Cost
Site Planning - Launch Meeting	3 hours	\$360
First Round Build Out	10 hours	\$1200
Site Navigation	2 hours	\$240
Second Round Build Out	15 hours	\$1800
ESCOG Review + Feedback	3 hours	\$360
Third Round Build Out	5 hours	\$600
SEO Work	4 hours	\$480
Mobile/Responsive Design	8 hours	\$960
Testing	4 hours	\$480
Domain + SSL	2 hours	\$240
Training - Website	6 hours	\$720
Email Tool - Set-Up / Integration	6 hours	\$720
Training - Email Tool	6 hours	\$720
<b>Total</b>	<b>74</b>	<b>\$8,800</b>

# PROPOSAL - WEBSITE DESIGN

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## **ON-GOING WEBSITE + EMAIL TOOL SUPPORT**

We are happy to offer the following options in regards to on-going website and email tool support:

### **Hourly - \$120/hour**

We can do support on an as needed basis and you only pay for what you need. This is how we work with the vast majority of our clients after their new website is launched.

### **One Month - \$1,000 (10 hours)**

We can offer a package deal where you would get ten hours in one month for us to provide any additional training or support to ESCOG staff with the website.

### **Custom**

We are also happy to discuss other ongoing support options to meet your needs and budget.