

## Charter: Recreation Board Objective

**Prepared by/project manager:** Erika Seward, CDA Sr. Administrative Analyst

**Project Sponsor:** Trisha Tillotson, Community Development Agency Director

### 1. BACKGROUND AND PROJECT JUSTIFICATION:

Nevada County recognizes the connection between the health of people and ecosystems, tourism, outdoor recreation, and community resilience. The **Recreation Workgroup** will lead countywide planning and implementation efforts for the 2024 Recreation Board Objective:

*To promote sustainable recreation in partnership with community providers and other jurisdictions to enhance recreational access, support public health and safety, realize economic opportunities, and preserve natural resource assets.*

### 2. PROJECT SCOPE:

The Recreation Workgroup will further six initiatives, outlined below. The Project Manager will develop a workplan delineating timeline and responsibilities for tasks related to each initiative.

#### 1. **Finalize, adopt, and implement Nevada County Recreation and Resiliency Master Plan.**

- A. Develop implementation timeline for shovel-ready and priority projects.
- B. Coordinate with stakeholders and convene partners to advance suite of priority projects.
- C. Actively solicit grants and secure funding to support implementation.

*Note: Initiatives that follow align with Master Plan recommendations and this initiative*

#### 2. **Coordinate and implement strategies to promote health and safety at river crossings, lakes, trailheads, and other high-use or high-risk areas.**

- A. Manage grant and funding programs including the Outdoor Visitor Safety Fund; support opportunities for securing leveraged or match funding to enhance projects.
- B. Facilitate Convene, Champion & Catalyze (“CCC”) and South Yuba River Public Safety Cohort (“Cohort”) collaboratives; coordinate public safety and responsible recreation campaigns and solutions. *A separate Charter will be developed for the Cohort.*
- C. Lead Donner Summit visitor management coordination with USFS, Placer County and community-based organizations; advance visitor center and recreation projects.
- D. Promote sustainable outdoor recreation within tourism marketing plans, in coordination with the Economic Development Office, that ensures stewardship of natural resources.

#### 3. **Collaborate with other organizations and jurisdictions to leverage resources and optimize efforts to drive outcomes of enhanced recreation access, health and safety, economic development, and resource conservation.**

- A. Integrate and support destination stewardship and sustainable tourism practices.
- B. Prioritize and seek funding for shovel-ready projects identified within the Master Plan.
- C. Help connect and establish Recreation & Resiliency Hub Network in Nevada County.
- D. Reduce barriers to participation for at-risk youth and disadvantaged communities.
- E. Manage distribution of recreation mitigation funds.
- F. Support County Counsel with Truckee and Yuba River designations as navigable waters.

#### 4. **Build capacity and provide administrative support for Western County organized recreation by working with partner districts to make them viable and sustainable.**

- A. Advance administrative work plan and convene quarterly district meetings.
- B. Develop one central Recreation Resource Hub to increase public awareness and connections to resources and programs with recreation partners and the County Library.

- C. Assist with Prop 68 funding, capital project and maintenance investment opportunities, and gap loan requests, as needed.

**5. Develop and secure funding and strengthen case of support and advocacy to sustain recreation.**

- A. Establish and track metrics, and report on progress.
- B. Access and apply various metrics and tools to evaluate value of Outdoor Recreation economic impacts in Nevada County, contingent upon available funding and resources
- C. Support growth of Transient Occupancy Tax revenue.
- D. Cultivate and solicit multi-benefit grant and funding opportunities focused on climate, resilience, transportation, economic development, and resource conservation.

**6. Staff and manage collaborative effort to promote coordination and achieve desired outcomes.**

- A. Manage implementation of Recreation and Resiliency Master Plan.
- B. Facilitate Nevada County Recreation Coalition, quarterly meetings and communications.
- C. Continue the Recreation and Resiliency Internship program.
- D. Coordinate and leverage experience and capacity of existing and future collaboratives.
- E. Support nexus with Climate Resilience and Economic Development Objectives.

### 3. WORKGROUP MEMBERS – ROLES & RESPONSIBILITIES:

Team Member Name	Department	Roles/Responsibility
Erika Seward (ES)	CDA	<i>Project Manager</i>
Taylor Wolfe (TW)	PIO	<i>Communications Representative</i>
Vera De Ferrari (VDF)	CDA – Admin	<i>Budget/Fiscal Analyst, communications</i>
Alexander Hayes (AH)	CDA	<i>Temp administrative and project support</i>
Trisha Tillotson (TT)	CDA	<i>Executive Leadership Team, advisor</i>
Brian Foss (BF)	CDA	<i>Planning Director, advisor</i>
Kimberly Parker (KP)	CDA	<i>Econ Development, Go Nevada County</i>
Ariel Lovett (AL)	CEO	<i>Advocacy/project support; Climate lead</i>
Jeff Thorsby (JT)	BOS	<i>Advocacy and interagency support</i>
Amy Cobden (AC)	CEO	<i>Grants Coordinator</i>
Mandy Stewart (MS)	CEO/BOS	<i>East County liaison, CCC lead</i>
Recreation Intern (Intern)	CDA	<i>Administrative and project support</i>

**Board Champions:** *Rec Ad Hoc* Chair Hardy Bullock and Supervisor Sue Hoek; *South Yuba River Public Safety Cohort:* Supervisors Sue Hoek and Heidi Hall; *CCC:* Chair Hardy Bullock

### 4. HIGH LEVEL REQUIREMENTS:

The Workgroup will coordinate closely with existing work groups addressing similar issues.

**Major Stakeholders:**

- Key Community Partners include but are not limited to:
  - Public lands owners and managers (partial list): California State Parks, CA Department of Fish & Wildlife, Army Corps of Engineers, US Forest Service – Tahoe National Forest, Bureau of Land Management, Nevada Irrigation District, Pacific Gas and Electric, Bear Yuba Land Trust, Truckee Donner Land Trust, and others
  - South Yuba River Public Safety Cohort and CCC member organizations
  - Local governments, nonprofit organizations, and user groups (partial list): Town of Truckee, Visit Truckee Tahoe, Truckee Watershed Council, Sierra Business Council / Sierra Consortium; Placer

County, City of Nevada City, City of Grass Valley, Donners Summit Association, trail organizations, recreation providers

- Park Districts: Bear River, Oak Tree, Western Gateway, Truckee Donner
- Regional working groups: Tahoe-Truckee Sustainable Recreation & Tourism, Donner Lake Interagency Partnership for Stewardship (DIPS)

## Meetings and Method of Operation:

- 1) Recreation Workgroup Meetings: Staff meet monthly to coordinate progress on initiatives. An ad hoc will meet, as needed, to coordinate the Communications Plan.
  - a. *Second Monday at 1:00 pm; as needed Communications Ad-Hocs*
- 2) Recreation Coalition Meetings: Staff will convene quarterly recreation coalition meetings, coordinate stakeholder engagement, facilitate meetings, record and disseminate notes, track agreements and assignments. Quarterly email newsletters will be sent to members.
  - a. *Dates TBD in March, June, September, December*
- 3) Western Nevada County Recreation & Park District Meetings: Staff will convene and support quarterly meetings and provide administrative support, connect to resources, and help build capacity and operations.
  - a. *Meetings will take place on Recreation Coalition dates*
- 4) South Yuba River Public Safety Cohort (“Cohort”): Staff will convene and support monthly meetings with the multi-agency working group of federal, state, and community stakeholders to coordinate public safety and law enforcement in the South Yuba River corridor; Staff will develop a separate 2024 Charter with BOS Champions.
  - a. *Second Tuesday at 1:30-3pm from February to November*
- 5) Convene, Champion, and Catalyze (“CCC”) – Leadership Forum for Sustainability: Staff will support BOS Champion and coordinate monthly meetings with east County leaders.

## High Level Risks and Assumptions:

Ongoing, sustainable funding for maintaining existing or future programming may become a challenge in the future as program activities have mostly been supported by ARPA funds.

## 5. COMMUNICATIONS PLAN:

The Recreation content strategy is developed annually and updated as needed by the Recreation Workgroup, stakeholders, and Nevada County Public Information Office (PIO).

### 2024 Outreach, Campaigns, News and Events:

- a. Feb/March: last survey and engagement for Recreation & Resiliency Master Plan
- b. April: Board presentation and adoption of Recreation & Resiliency Master Plan
- c. May: Recreation Fair @ Health & Safety Carnival; South Yuba River Media Event
- d. June: Celebration of Trails Month with Board Proclamation
- e. June – September: Summer Peak Season Coordinated Safety Messaging (Cohort)
- f. September: Annual River Cleanup with Board Proclamation
- g. October: Heart of Gold Gravel Race & Festival
- h. November – March: Winter Peak Season Coordinated Messaging (CCC)
- i. Throughout: Outdoor Visitor Safety Fund and grant projects underway or completed

## 6. SUMMARY BUDGET (FY23-24, FY24-25 PENDING):

The Recreation Budget is approximately \$400-425K in ongoing costs, including staffing, overhead, basic services, and supplies. Project-specific costs approved and carrying over from current budget allocations include Donner Summit Visitor Center (\$500,000), Outdoor Visitor Safety Fund grants (\$844,050), Recreation Mitigation Funds and the ARPA-funded Yuba River access management, communications, Cohort coordination, and emergency response programs (\$113,840). Near-term projects of the Recreation & Resiliency Master Plan are supported by \$200,000 in ARPA funds to be obligated by December 2024.

# RECREATION CHARTER

Staff recommends that additional General Funds support implementation of the Recreation & Resiliency Master Plan to help sustain the Recreation Objective.

\$250,000 over 2 years (approx. \$125,000 per year)

Charter Budget Recreation					
Initiative/Project	Board Priority Assignments (GF/TOT)	Costs			Revenue Note
		Other Funded Costs	Unfunded Costs	Total Cost	
Recreation Operations	\$0	\$415,000		\$415,000	Ongoing operating costs/budget
Recreation & Resiliency Master Plan project implementation based on Board Direction	\$125,000	\$200,000		\$325,000	\$200,000 (ARPA)
Various projects underway		\$1,457,890		\$1,457,890	\$500,000 Donner Summit (GF)
<b>Total</b>	<b>\$125,000</b>	<b>\$2,072,890</b>		<b>\$2,197,890</b>	

Approved by (Project Sponsor): \_\_\_\_\_ Date: \_\_\_\_\_

Approved by CFO: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by CEO: \_\_\_\_\_ Date: \_\_\_\_\_

## APPENDIX A: RECREATION RESOURCE LINKS

<b><u><a href="https://NevadaCountyCA.gov/Recreation">NevadaCountyCA.gov/Recreation</a></u></b>	<i>Overview of CDA Recreation, programs, and resources</i>
<b><u><a href="https://GoNevadaCounty.com">GoNevadaCounty.com</a></u></b>	<i>Official tourism site; recreation blog posts, travel tips</i>
<b><u><a href="https://GoNevadaCounty.com/TravelAlerts">GoNevadaCounty.com/TravelAlerts</a></u></b>	<i>Travel news and public safety updates every Monday</i>
<b><u><a href="#">Nevada County Trail Finder</a></u></b>	<i>Mapping tool of countywide public trails</i>
<b>Recreation &amp; Resiliency Master Plan</b>	<i>Provides vision, projects, and funding recs, in progress</i>
- <b><u><a href="#">StoryMap</a></u></b>	<i>Public project overview with goals, maps and surveys</i>
o To avoid Firewall: <b><u><a href="#">Recreation and Resiliency in Nevada County (arcgis.com)</a></u></b>	