



**EXHIBIT A  
PROPOSAL COVER PAGE**

Proposal Type

- Concept Proposal for Demonstration Projects and Processes

Organization Name (Lead Applicant)

Sonoma Resource Conservation District

Organization Type

- Federally recognized Indian Tribe
- California State Indian Tribe
- Public agency
- Local or state agency/special district
- Resource Conservation District
- Non-profit organization
- Public utility
- Other: \_\_\_\_\_

Contact Name/Title

Name: Jason Wells

Title: Forester

Email: jwells@sonomarc.d.org

Phone Number (include area code): 707-569-1448 x 107

Organization Address (City, County, State, Zip Code):

1221 Farmers Lane, Suite F Santa Rosa, CA 95405

Authorized Representative (if different from the contact name)

Name: Valerie Quinto

Title: Executive Director

Email: vminton@sonomarc.d.org

Phone Number (include area code): 707-569-1448 x 102

Certification of Authority

By signing below, the person executing the certificate on behalf of the proposer affirmatively represents that s/he has the requisite legal authority to do so on behalf of the proposer. Both the person executing this proposal on behalf of the proposer and proposer understand that the NCRP is relying on this representation in receiving and considering this proposal. The person signing below hereby acknowledges that s/he has read the entire Request for Proposals document and has complied with all requirements listed therein.

Official Authorized to Sign for Proposal

Valerie Quinto

Signature

3/13/2020

Date



Statement of Qualifications  
North Coast Resource Partnership RFFC  
Demonstration Projects RFP  
March 2020

1221 Farmers Lane, Suite F  
Santa Rosa, CA 95405  
707.569.1448  
[sonomarcdd.org](http://sonomarcdd.org)

## Background and Experience

The Sonoma Resource Conservation District (RCD) is a non-regulatory, local, special district empowered to manage soil, water, fish and wildlife resources for conservation. In existence since the 1940s, RCDs are local grassroots conservation delivery systems that identify local conservation problems and guide solutions on a voluntary basis. The Sonoma RCD covers 919,000 acres, or over 85% of Sonoma County, and includes the Russian River, Petaluma River, Sonoma Creek, Stemple Creek, and Gualala River Watersheds. The RCD is almost exclusively grant and fee for service funded with a small amount of local property tax leveraged into millions of dollars each year.

We have a professional staff of thirteen and a volunteer board consisting of seven Directors who represent a broad variety of interests and experience in sustainable agriculture, public policy, and land use. Together, this team brings unique strengths to every project we approach:

- Deep understanding of local conditions, both social and environmental.
- Strong relationships with landowners and partner organizations, and commitment to meaningful collaboration.
- Demonstrated ability to get conversation done on the ground.
- Interdisciplinary skillset, including agriculture, facilitation and community planning, engineering, hydrology, forestry, ecology, education, and project management.
- Providing services in rural areas not served by city conservation programs.
- As local government we are transparent and accountable to the public.

Sonoma RCD has a successful history procuring grant funding for our programs. We have administered funding from federal, state and local agencies, and private foundations including: the Sonoma County Water Agency, Sonoma County Ag + Open Space District, State Water Resources Control Board, CalFire, CalTrans, CA State Coastal Conservancy, CA Department of Fish & Wildlife, CA Department of Conservation, CA State Parks, CA Wildlife Conservation Board, National Marine Fisheries Service, National Fish and Wildlife Foundation, U.S Department of Agriculture, Sonoma County Community Foundation, S.D. Bechtel Jr. Foundation, among others.

Our LandSmart® programs and are carried out through partnerships with landowners striving to achieve productive lands and thriving streams. Our four programs offered under the LandSmart umbrella include: Plans, On-the-Ground Projects, Water Resources, and Education.

## Key Personnel

### **VALERIE MINTON QUINTO, EXECUTIVE DIRECTOR**

- B.S. Biology (emphasis Ecology and Evolutionary Biology), Sonoma State University

Valerie has worked in the field of natural resources since 2006 and has developed a strong background in ecology, water quality, agricultural conservation, and public policy. Valerie began her service at the RCD in 2008. Over the years she played many different roles on the team,

gaining experience in all program areas as well as operations, finance, and fundraising, and in 2017 she was selected to serve at the RCD's Executive Director. In this role, Valerie oversees the RCD's day-to-day functions while providing strategic direction for the future, building partnerships, and advocating for the RCD at the local, state, and federal levels. She serves at the direction of the RCD's Board of Directors, and works in partnership with the entire RCD team. A life-long Sonoma County resident, Valerie is very active in her community, including serving as Chair of the North Coast Regional Water Quality Control Board.

### **JASON WELLS, FORESTER**

- Registered Profession Forester #3014
- B.S. Forestry (emphasis Forest Conservation), Humboldt State University

Jason is a California Registered Professional Forester (RPF), whose focus at the RCD is to provide technical and planning assistance to landowners, help build a forestry program capable of addressing vegetation and fuels management concerns throughout the county, as well as address post-fire recovery efforts. Jason's work supports the missions of the Sonoma and Gold Ridge RCDs. Born and raised in Petaluma, he graduated from Humboldt State University with a B.S. in Forestry with an emphasis in Forest Conservation; He then worked for six years in private industry throughout Humboldt and Mendocino Counties. His experience includes writing CEQA equivalent Timber Harvest Plan documents, integrating knowledge of forest operations with environmental impact mitigations, silviculture (applied forest ecology), forest health and protection, economics of forest management, and road design and layout. Jason has also been certified by the California Department of Forestry and Fire Protection (CALFIRE) to conduct archaeological surveys for plans in which CALFIRE is lead agency.

### **CHRISTINE KUEHN, EDUCATION & COMMUNICATIONS MANAGER**

- B.A. Environmental Studies and Planning (emphasis conservation and restoration, minor Geography), Sonoma State University

Christine has worked in the field of natural resources since 2012, with an emphasis on youth and community education as well as communications and marketing design. As the manager of all LandSmart Education programs, she coordinates and executes three subprograms for the RCD: FARMS Leadership programming for high school youth, TEAM elementary youth field trips, and annual technical workshops designed for land owners and land managers in our region. Christine also plays a pivotal role in leading RCD community outreach efforts and the designing of program marketing materials.

### **Example Projects**

Our **LandSmart Education** program creates connections and inspires conservation through a series of engaging educational opportunities for community members of all ages. Youth programs offer innovative hands on learning experiences at local farms. A distinctive public outings series highlights local protected agricultural properties and the importance of

conservation as a tool in working landscapes. Annual workshops are designed to deliver cutting edge information and resources about land management techniques available through RCD and partner programs with topics including water management and conservation, fish and wildlife habitat enhancement, erosion control, soil health, and carbon sequestration.

Example Education projects/programs include:

- FARMS Leadership (high school): <https://sonomarc.org/programs/education/farms-leadership/>
- FARMS Advanced (high school): <https://sonomarc.org/programs/education/farms-advanced/>
- TEAM (elementary school): <https://sonomarc.org/programs/education/team-program/>

## Proposed Sub-contractor

### **Mendocino County Resource Conservation District**

The mission of the Mendocino County Resource Conservation District (MCRCD) is to conserve, protect and restore wild and working landscapes to enhance the health of the water, soil and forests in Mendocino County. MCRCD is a non-regulatory, public agency providing conservation leadership through technical, financial, and educational support for voluntary stewardship of natural resources on public and private lands in our community. MCRCD works with communities to voluntarily conserve, protect, and restore natural resources in a landscape that supports agriculture, timberland, wild lands, and urban areas. We provide technical assistance, educational programs, monitoring and assessment services to landowners, and secure millions of dollars in grant funding to help meet local and regional conservation goals. MCRCD serves as a clearinghouse of information on natural resources conservation, technical guidance, permitting, and financial assistance programs for landowners interested in implementing conservation practices or habitat enhancement. MCRCD uses a watershed approach in addressing natural resource issues, collaborating closely with federal, state, county, and other local resource agencies and organizations. MCRCD also works closely with industry associations, community groups, businesses, schools, and the general public. 100% of our annual funding comes from local, state and federal grant programs, professional service agreements, and tax-deductible donations.

The MCRCD has built up a strong team, staffed with a high level of technical expertise, a number who have been with the organization for many years. They have a proven track record of completing projects successfully and maintaining and developing strong landowner and agency partner relationships. MCRCD has developed its reputation in the County and among the many diverse communities as a leader in natural resources management. All staff present themselves professionally and deliver professional results benefitting the landowner and the land.

Mary Mayeda, RPF and Program Manager for MCRCD, will be the lead partner on this project. Mayeda, has extensive experience with both fuel reduction and forest health timber and stewardship projects and postfire salvage when working for the USDA Forest Service on the Plumas and Tahoe National Forests. Since January 2016, she has provided the forestry technical assistance for the Natural Resources Conservation Service (NRCS) for their Environmental Quality Incentives Program (EQIP). Mayeda provides landowner assistance and develop prescription for contract for 27 practices including, but not limited to, forest health, fuel reduction, habitat enhancement, woody residue treatment following catastrophic events, and reforestation.

Mayeda will be assisted by Deborah Stanger-Edelman with the Project Learning Tree in-classroom lessons. Stanger-Edelman is a Project Manager for MCRCD, working on topics as diverse as drought contingency planning, watershed education, groundwater monitoring and non-native plant removal. She has a master’s degree in ecology and environmental policy analysis from UC Davis. Prior to joining MCRCD, she worked for the Golden Gate National Parks Conservancy, where she managed a creek restoration project, and the University of California Cooperative Extension in Ukiah, where she helped develop the California Naturalist Program. She is a co-author of The California Naturalist Handbook (UC Press, 2013).

## Hourly Rates

Sonoma RCD		Mendocino County RCD	
Staff	Hourly Rate	Staff	Hourly Rate
Valerie Quinto, Executive Director	\$129	Megan McClure, Executive Director	\$110
Jason Wells, Forester	\$111	Mary Mayeda, Forester	\$95
Christine Kuehn, Education & Communications Specialist	\$106	Deborah Stanger-Edelman, Project Manager	\$90
Staff Accountant	\$100	Ursula Butler, Business Manager	\$85

## References

### ***Sonoma RCD***

Mary Kimball, Executive Director, Center for Land-Based Learning

Office: (530) 795-1520; Mobile: (530) 510-0196; Email: [mary@landbasedlearning.org](mailto:mary@landbasedlearning.org)

Amy Ricard, Community Relations Specialist, Sonoma County Ag + Open Space District

Office: (707) 565-7261; Email: [amy.ricard@sonoma-county.org](mailto:amy.ricard@sonoma-county.org)

### ***Mendocino County RCD***

Gordon Oslund, Principal, Ukiah High School

Phone: (707) 472-5750; Email: [goslund@uusd.net](mailto:goslund@uusd.net)

James Snyder, Principal, Anderson Valley Junior/Senior High School

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## NCRP DEMONSTRATION PROJECT AND PROCESSES CONCEPT PROPOSAL BUDGET AND SCHEDULE

Project Name: North Coast Forestry Education Program – Inspiring the Next Generation

Major Tasks	Task Description	NCRP Task Budget	Funding Match *	Total Task Budget	Scaled NCRP Budget **	Start Date	End Date
Project Administration	In cooperation with the County of Humboldt sign a sub-grantee agreement for work to be completed on this project. Develop invoices with support documentation.	\$7,452.00	\$0.00	\$7,452.00	\$7,452.00	6/1/20	7/31/21
Project Reporting	Data collection, performance measures, and project reporting of outcomes/lessons learned	\$12,360.00	\$0.00	\$12,360.00	\$12,360.00	7/1/20	7/31/21
PLT High School Program Execution	Conduct and attend PLT facilitator training, establish relationships with high schools, review and prepare lesson plans, implement 12 lessons; includes travel and supplies	\$45,221.00	\$2,500.00	\$47,721.00	\$27,578.00	7/1/20	4/30/21
Community College Forestry Career Seminar Execution	Create and implement two-part seminar series at two community colleges, partnering with career centers and high school academic advisors to reach students; includes travel, materials, and busing stipend to facilitate attendance	\$28,599.60	\$2,500.00	\$31,099.60	\$14,299.80	1/1/21	4/30/21
Project Closeout	Included under admin and reporting tasks	\$0.00	\$0.00	\$0.00	\$0.00		4/30/21
<b>Total NCRP 2020 Demonstration Project Request</b>		<b>\$93,632.60</b>	<b>\$5,000.00</b>	<b>\$98,632.60</b>	<b>\$61,689.80</b>		
<p><b>* List the sources and status of matching funds:</b>  Cash match from Mendocino Redwood Company</p>							
<p><b>** Is Requested Budget scalable? If yes, indicate scaled totals; if no leave as \$0.</b>  Project scalability information for the reviewers (optional): Scaled NCRP budget assumes conducting half of the amount of lessons in classrooms for the PLT High School Program from 12 lessons to 6 lessons and conducting the Community College Seminar at only one campus instead of two.</p>							





**EXHIBIT C**

**CONCEPT PROPOSAL FOR DEMONSTRATION PROJECTS AND PROCESSES**

Please complete a Concept Proposal (maximum 5 pages) that demonstrate an understanding of the NCRP and the NCRP RFFC grant goals and objectives and describes a proposed approach for demonstration projects, including (but not limited to) innovations in vegetation management, evaluation of new equipment and practices, tool/template development, programmatic approaches to regulation/permitting, policy enhancements, economic innovations and opportunities.

Project Name:

*North Coast Forestry Education Program - Inspiring the Next Generation*

1. Project Description [2000 characters max.]  
The Project Description should include: the intended purpose of the project; a problem statement: why the project or process is needed; setting and background; the major components of the project or process; a description of how the project or process will be implemented; and a summary of the expected benefits, and detailed information about how this project or process supports and achieves the objectives of the NCRP RFFC objectives.
2. Specific Project Goals/Objectives
3. Describe how the project or process addresses the NCRP Goals and Objectives and the intent of the NCRP Regional Forest and Fire Capacity Program Block Grant.
4. Describe how the project is scalable, replicable, measurable, innovative and results in outcomes that will increase the scope and scale of multi-benefit forest management in the North Coast.
5. Describe the need for the project and how the project addresses forest health and climate change/extreme event resiliency.
6. Describe the location and size of the project and the communities served by this project.
7. List and describe the partnerships involved in the project and local and/or political support.
8. List the estimated quantifiable, measurable benefits expected to result from the proposed project.
9. List any scientific studies, plans, designs or reports completed for the project or process.
10. Describe the approach to data collection, performance measures, and project reporting of outcomes/lessons learned.

### *1. Project Description [2000 characters max.]*

*The Project Description should include: the intended purpose of the project; a problem statement: why the project or process is needed; setting and background; the major components of the project or process; a description of how the project or process will be implemented; and a summary of the expected benefits, and detailed information about how this project or process supports and achieves the objectives of the NCRP RFFC objectives.*

The purpose of the *North Coast Forestry Education Program – Inspiring the Next Generation* project is to connect young adults to forest ecosystem and management resources and careers through a high school in-classroom program and community college career seminars.

There is currently a lack of understanding in California of the role of active forest management to create a healthy, resilient forest ecosystem. Additionally, there are not enough natural resource professionals in the workforce to meet the State's goal to increase the pace and scale of forest management activities.

In order for the State to meet its goals for fire and climate change mitigation we must prioritize recruitment into the field of forest management. The opportunity lies in the classroom. Today's students are the future decision makers to address our ecological challenges. In order to expand forestry education, state agencies, educators, and conservation organizations need to fully understand the scope required to implement a robust forestry education program before committing to implementation. This project will create a "how-to" toolkit of lesson plans, informational material, professional contacts, and a detailed outline of resources needed to launch a forestry educational program.

Public policy promoting suppression of all fire and historic logging have led to overly dense forest stands crowded with unhealthy trees and brush that, coupled with a rapidly changing climate, has fueled catastrophic wildfires that are increasing in size and frequency. The California Governor set fuel reduction treatment goals for half a million acres annually, but the State does not have the workforce to meet this goal. Fuel management activities in California requires a Registered Professional Forester (RPF), but the number of practicing RPFs is dwindling.

This project will target high school and community college levels to promote and foster the next generation of forestry professionals. This pilot project will document resources needed to run an in-classroom forestry education program within 4-8 high schools executing 12 Project Learning Tree lessons, and develop and implement a forestry pathway seminar series at 2 community colleges that will inspire students into career paths in forestry, fire ecology, fire management, and natural resources.

### *2. Specific Project Goals/Objectives*

The overarching goal of the project is to inspire the next generation of forestry and natural resource professionals, further enhancing the capacity of the forest management workforce and further committing the North Coast to long-term forest and ecosystem health.

The goal of the high school education program is to educate and engage students and teachers about forest ecosystem management. Objective 1 of this goal is to utilize existing curriculum materials through Project Learning Tree to provide multi-disciplinary, hands-on forestry lessons that support the Next Generation Science Standards (NGSS) and are correlated to a wide selection of California State Science Standards. Objective 2 is to foster lasting relationships between North Coast high schools and RCDs, and introduce students and teachers to existing forestry education programs in California, such as the Forest Institute for Teachers, Project Learning Tree, and the Forestry Challenge. The benefits of connecting educators to existing forestry programs will be felt long term, well after the grant period has expired. Objective 3 is to assess and document the amount of time and funding it takes to start and maintain a high school forestry education program.

The goal of the community college seminar series is to expose young adults to the foundational principles of applied forest ecology, how forest management affects society, and inspire careers within the field of forestry and natural resources. Objective 1 of this goal is to teach the need for active forest management in a complex forest ecosystem, and to give insight into the thought and planning process involved in natural resource management. Objective 2 of this

goal is to connect young adults to practicing professionals displaying the multiple career paths and niches within forestry and natural resources.

*3. Describe how the project or process addresses the NCRP Goals and Objectives and the intent of the NCRP Regional Forest and Fire Capacity Program Block Grant.*

This project directly relates to the NCRP Goal 3 of improving ecosystem function, climate adaptation, and water quality as it focuses on inspiring the next generation of resource professionals that will take on the Partnership's cause. Outside of direct educational impacts to schools in two partner counties, the project will directly serve the Partnership as a whole with the production of a "how to" toolkit that will help other entities within the North Coast reproduce this program. This pilot project intends to explore the difficulties associated with educational outreach and partnership development and come up with solutions for streamlining. We will document actual costs associated with the process of contacting new schools and districts, as well as conducting direct outreach to teachers, administrators, and students. We develop a survey to better understand barriers to participation in newly available programming, and to ask for feedback on the usefulness of our program in terms of lessons learned, and also what could be improved in terms of our outreach campaign to reach other educators and students.

Additionally, to improve the economic vitality of the region by conserving and improving the economic benefits of North Coast Region working landscapes, NCRP Goal 2, we must promote the ecological knowledge of the population to understand and care about the natural resources that make the North Coast unique. Furthermore, the project will show young adults who will be entering the workforce in the next 2-5 years that there are fulfilling job opportunities locally, and this will reduce the number working-age people from leaving the region in search of employment opportunities.

This project will expose young adults to the complex and exciting field of forestry and natural resources, educating them on forest ecosystem processes and the need for active forest management. Forestry education in schools is often an overlooked solution to the State's vegetation management issue, but can have the broadest, longest lasting impact that relates to the NCRP RFFC program. We expect to reach at least 250 students who will hopefully share their new knowledge with their families and friends, acting as a catalyst to start changing public perception around forestry and fuels management. By helping young adults understand the need for forest management, this project is helping correct the general misunderstanding of the forest products industry and subsequently help support local infrastructure. Additionally, this project reaches young adults at the time in their lives where they are starting to think about their future careers. By working with these age groups, this project is fostering the next generation of land managers and policy makers who will affect the long-term management and health of our forested ecosystems. Through forestry education lessons and presenting a diverse career panel, this project is letting students know that there are natural resource jobs locally in the North Coast and are supporting future workforce development and enhancing future capacity in the field. Forests operate on much longer time scales than humans, and we must look to the younger generations to carry active, sound management well into the future.

In order to expand forestry education and promote natural resource careers, both state agencies, educators, and conservation organizations need to fully understand the costs in both materials and time needed to implement a robust forestry education program in both high schools and community colleges before committing to implementation. This project will create a "how-to" toolkit of lesson plans, informational material, professional contacts, and a detailed outline of hours needed to launch this type of educational program in areas throughout the North Coast region, directly supporting intraregional cooperation and information sharing, NCRP Goal 1.

Given the anticipated effects of climate change, there has never been a more critical time to focus attention on the public's understanding of resource management and the future of the field in the region.

*4. Describe how the project is scalable, replicable, measurable, innovative and results in outcomes that will increase the scope and scale of multi-benefit forest management in the North Coast.*

Without public understanding and support for active forest management, and without the trained professionals needed to implement work, this scope and scale of multi-benefit forest management and not increase. This project will work with the students – future voters and workforce – to help them understand and become excited about multi-benefit forest management.

This project is scalable to fit any size community. The power of educational programs conducted within the State's school system is that they are only limited by an educator's time. This project leverages an existing educational program that is designed to support the Next Generation Science Standards (NGSS) and is correlated to a wide selection of California State Science Standards, allowing lessons to be easily integrated into any accredited school. The project will integrate Science, Technology, Engineering, and Mathematics (STEM) into hands-on activities, which will advance student understanding of these skill areas and the many career pathways within the forestry and natural resource industry.

This project is unique in that it will be bringing professional foresters directly into classrooms to speak about stewardship of natural resources. These lessons have the ability to not only inspire students in this field but will also create critical pipelines to support industry needs and forest management demands. We anticipate that this in-classroom approach will maximize teacher exposure to Project Learning Tree (PLT) and other existing forestry education programs such as the Forestry Institute for Teachers (FIT) and the Forestry Challenge, which will increase participation and support the incorporation of forestry education into their existing curriculum. RCD staff would directly promote the Forestry Challenge to students to get outside of the classroom, gain significant hands-on field experience, and have fun with other like-minded youth in the region. In order to increase participation in these underutilized forest education programs in the North Coast Region, it is imperative that teachers and students throughout our communities are made aware of the opportunities they provide. Success for this program will be measured by surveying teachers and students to gauge their level of forestry knowledge before and after implementing programs in the North Coast Forestry Education Program. Surveys will also track interest in programs such as PLT, FIT, and Forestry Challenge. If additional funding is secured outside of this grant period, follow-up surveys can track actual participation in these programs.

This pilot project will assess the amount of time and funding it would take for RCDs to run an in-school forestry education program by tracking costs and hours to get trained, build/maintain relationships with teachers, and prepare for and implement Project Learning Tree lesson plans. The project will develop a detailed "how to" toolkit allowing other organizations to easily replicate the programs and understand what resources it will take to start this type of program, increasing opportunities for young adults in their area to learn more about natural resource management. RCD staff will also assess the Project Learning Tree lesson plans for additional needs, such as translation to different languages (e.g., Spanish) or modify lessons to be more specific to the North Coast vegetation types. Project will include survey for teachers and students to gauge interest in the Forestry Institute for Teachers and Forestry Challenge. The completion of this pilot program will facilitate the implementation of these programs within Napa RCD, Humboldt RCD, Trinity RCD, and Lake County RCD.

*5. Describe the need for the project and how the project addresses forest health and climate change/extreme event resiliency.*

Due to the complexity of forest ecosystems, the planning and implementation of fuel management and timber harvest activities in California requires oversight by a Registered Professional Forester (RPF), but the numbers of practicing Registered Professional Foresters in the state are dwindling at a rapid pace. A multi-decadal reduction in annual timber harvests within the state, an activity that traditionally provided the mainstay of employment for foresters, and a growing disconnect between residents and California's wildlands has kept the field of forestry out of the public eye. There are currently approximately 1,145 licensed RPFs in California, a state that boasts 33 million acres of forestland and urban forest canopy. In a 2019 survey conducted by the Office of Professional Foresters Registration, 48% of responding RPFs said they plan to retire within the next 10 years. Moreover, many of these RPFs are either currently working and living out of state, retired, or working outside the field of forestry, further decreasing the number of available professionals in the workforce to assist in the much-needed management of California's forests. The project

will directly address forest health and climate resiliency by taking action to increase the number of potential future foresters and other natural resource professionals needed to responsibly manage the North Coast's forests.

*6. Describe the location and size of the project and the communities served by this project.*

The project is located throughout the counties of Sonoma and Mendocino reaching between 4 and 8 high schools and two community college campuses. Southern and central Sonoma County hosts some of the most urban population in the North Coast with populations becoming more rural and dispersed as you move north through Mendocino County. This cross-county project will provide much needed educational benefits to both types of populations – rural and urban – increasing the diversity of the electorate served. By targeting schools with a diverse student population, the project will be able to reach communities that otherwise may not have the ability to access or ability to attend general public workshops during the evening or weekend. Additionally, the project will offer transportation to bring high school juniors and seniors to the colleges to help these young adults think about future college majors and career paths.

*7. List and describe the partnerships involved in the project and local and/or political support.*

The project is a partnership between Sonoma Resource Conservation District and Mendocino County Resource Conservation District. Sonoma and Mendocino County Resource Conservation Districts have a long-standing partnership working across jurisdiction, supporting each other's programs, sharing staff and resources, and collaborating on regional initiatives. The project is supported by the Sonoma County Forest Conservation Working Group, The California Licensed Foresters Association, Mendocino Junior College, and Mendocino Redwood Company.

*8. List the estimated quantifiable, measurable benefits expected to result from the proposed project.*

For the high school program, four RCD staff will be trained to facilitate and implement Project Learning Tree (PLT) curriculum, establish relationships with 4-8 schools, and execute 12 PLT 45-minute lessons within the classroom. The project will also deliver two seminar series on forest management consisting of two sessions each to be delivered in the project area, resulting in a total of four sessions. One electronic toolkit will be developed to assess the success of the program and to quantify the costs associated with supporting similar efforts in other areas.

*9. List any scientific studies, plans, designs or reports completed for the project or process.*

The project will culminate with a report on actual hours needed, funds expended, teacher feedback, and successes associated with the project. A presentation and structure for a 2-hour seminar on applied ecology will also be produced through this project and included in the "how to" toolkit that will be made available for download on the NCRP website.

*10. Describe the approach to data collection, performance measures, and project reporting of outcomes/lessons learned.*

Surveys will be conducted at the conclusion of each session. For high school teachers the intent of the survey will be to find out if they are satisfied with the content of the program, what changes they would like to see in terms of content, assess how our communication was with them and if there are improvements to be made, and assess their level of continued interest in working with the RCDs. For high school and community college student participants, the survey will be developed to assess student's level of understanding and interest in forestry/natural resources careers before and after the lesson or seminar. The toolkit will also provide a narrative for other organizations to follow in terms of what worked and what didn't when conducting outreach, coordinating guest speakers, or interacting with students. The toolkit will provide a generally standard approach for other organizations to develop similar outreach programs and understand the financial and time commitments needed to implement a successful program.