

**NEVADA OFF-HIGHWAY VEHICLES PROGRAM
2021 GRANT APPLICATION**
Nevada Commission on Off-Highway Vehicles
Nevada Department of Conservation and Natural Resources

This application has FIVE sections which are all REQUIRED to be filled out in full.
To avoid disqualification, all application areas must be concise and complete; certifications must be signed and dated. Denied applications: correspondence will be sent to applicant by email describing the reason for declaring the application incomplete.

SECTION I - PROJECT AND APPLICANT INFORMATION

1. Project Name: **Avalanche Education and Outreach**
2. Project Dates: *Expected Start:* **1/2021** *Expected Completion:* **12/2022**
3. Applicant Name: **Sierra Avalanche Center (SAC)**

Mailing address: **11260 Donner Pass Rd. Ste. C1 - PMB 401 Truckee, CA 96161**

Authorized Official: **David Reichel, SAC Executive Director**

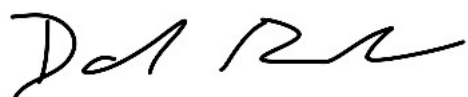
Phone: **530-545-3055**

Email: **davidr@sierraavalanchecenter.org**

4. Classification of Applicant: *(check one)*

- ☐ Federal ☐ State ☐ County ☐ Local/Municipal ☐ Other: _____
- ☐ Partnership ☒ Non-profit ☐ for Profit ☐ Individual

If the applicant is a corporate or legal entity, proof of good standing in the entity's state of incorporation is required. NAC 490.1345 (Note: grantees must have the capacity to implement and accomplish proposed project and properly administer awarded funds).



Applicant Signature
(David Reichel, SAC Executive Director)

Date 11/12/2020

5. Project Manager: **Travis Feist, SAC Education Coordinator**

Mailing address: **c/o Sierra Avalanche Center**

11260 Donner Pass Rd. Ste. C1, PMB 401 Truckee, CA 96161

Phone: **530-539-4843**

Email: **travis@sierraavalanchecenter.org**

6. Classification of Land Control: *(check all that apply)*

☒ **Federally managed public land** ☐ Private Land ☐ County ☐ City

☐ Other: _____

☐ Lease; Attach copy of lease with expiration date.

☐ R&PP; Attach copy of lease with expiration date.

If the proposed project is to be carried out on public land, attach any applicable written agreement with any government entity having jurisdiction over that land, including permits, leases, easements, and rights-of-way. NAC 490.135

7. Land Manager: **USFS Lake Tahoe Basin Management Unit**

Mailing address: **35 College Drive, South Lake Tahoe, CA 96150**

Phone: **(530) 543-2600**

Email: **daniel.cressy@usda.gov**

8. THE LANDOWNER MUST PROVIDE A LETTER STATING THAT:

(See example Appendix B)

- a) Landowner has read the Request for Grant Application package.
- b) Landowner agrees with the application and the terms of the grant.
- c) Landowner holds an interest in the subject land that is sufficient in scope and authority to allow the applicant to complete the proposed project and operate and maintain the proposed project after its completion.
- d) Landowner is legally committing to maintain the trail/facility and will allow public motorized access to such trail/facilities for 25 years or the normal life of the project; and
- e) Landowner agrees to provide any match or other tasks in the application that are assigned to Landowner.

The State may require the landowner/agency to be co-grantee on the grant agreement/contract.

9. Project Costs: *(Please do not submit match not directly related to the project)*

State OHV Grant Request: \$86,150 (33%)

Other Funds: \$178,000 (67%)

Total Project Amount \$264,150 (100%)

What are the sources or Partners for your leveraged (other) funds?

☐ Federal ☒ **Private** ☐ In-kind ☐ City/County ☐ Other

Type here: SAC has funds in-hand from private donors.

10. LETTERS OF SUPPORT FROM PARTNERS are required:

- a) Confirming they agree to the terms of the grant; and
- b) That they are committed to providing match/cash or other tasks in the application that are assigned to them.

Other letters of support are limited to three (3). Please attach them to the application.

11. Project Type(s) (NRS 490.069 Sec.2c) check all that apply:

- ☐ Studies or planning for trails and facilities;
 - Environmental Assessments and Environmental Impact Studies.
 - Other studies _____
- ☐ Acquisition of land for trails and facilities
- ☐ Mapping and signing of trails and facilities
- ☐ Reconstruction, enhancement or maintenance of existing trails and facilities
- ☐ Construction of new trails and facilities
- ☐ Restoration of areas that have been damaged by the use of off-highway vehicles.
- ☐ The construction of trail features, trailheads, parking, or other ancillary facilities which minimize impacts to environmentally sensitive areas or important wildlife habitat areas.
- ☐ Safety training and education related to the use of off highway vehicles and registration
- ☐ Compliance and enforcement (See Appendix C, Enforcement Strategy example)

Note: Operations & management, and purchase or lease of equipment associated directly with a project are eligible.

12. All Trail USERS: (check all that apply)

- ☐ Mountain Biking ☐ Hiking/Backpacking ☐ Equestrian ☐ Single track
motorcycle ☒ Snowmobiling ☒ Snowshoe/ski
☐ ATV quads ☐ Dune buggy ☐ UTV Side by side
☐ Race Course ☐ Skills riding course

Please explain how you intend to manage user interactions:

Component A. In-person Avalanche Rescue classes will only be offered to motorized users, so no user conflict related to method of travel would be expected among class participants. Classes will be held in the Mt Rose area, where motorized use is popular; is expected by non-motorized users; and motorized closures are clearly marked. Group size is limited to 10 participants per day, and activities will be closely managed to minimize class impacts on other users. Group management techniques will include hand signals, radios, and clear communication of routes, boundaries, and typical motorized and non-motorized use patterns.

Component B. Educational videos will be hosted on the SAC website and promoted via social media, where SAC has significant reach across user groups. Non-motorized users will see footage of motorized users riding responsibly and applying exemplary avalanche risk management techniques, and they will hear authoritative instructional narration from motorized users.

Component C. The SAC daily avalanche advisory and associated outreach are relevant and available to both motorized and non-motorized users. Language is carefully chosen to include both user groups. Images used, and field locations featured, are often specific to the method of travel chosen by SAC forecasters and field observers. This grant would support the use of images and field locations specific to motorized use, and thus support positive visibility of motorized use to all user groups.

13. **Scope of Work:** Please describe *exactly* what work will be completed. Programs, planning, NEPA, surveys, mapping, include miles of trail, trail type and other quantitative goals including a timeline for completing the work. NAC 490.1375. If purchase of equipment is included, please explain where/how it will be housed and maintained. (In order to avoid duplication, **do not include** justification or narrative in this section; refer to Section V, Scoring Narrative).

Component A. Avalanche Rescue classes (safety courses): In the Mt Rose area, provide four motorized-specific classes for free in 2021 and four of the same in '22. Avalanche Rescue classes follow the guidelines established by the American Avalanche Association. Each one-day class will have two instructors with capacity for ten participants, for a total capacity of forty participants in 2021 and forty in '22.

Component B. Avalanche safety video series (public education and outreach aimed at increasing OHV safety): In fall of 2017, SAC and NV OHV partnered on The Daily Flow motorized avalanche safety video and book. SAC proposes a follow-up project of a series of eleven shorter instructional videos. Scripting, filming, and editing in 2021, with social media release fall of '21 and winter of '22.

Component C. SAC avalanche advisory and outreach (public education and outreach aimed at increasing OHV safety): SAC provides free daily avalanche advisories, and participates in outreach to motorized users both in person and via social media. SAC is requesting NV OHV funding to contribute to these efforts. Winters of 2021 and '22.

14. **Standards/Guidelines that will be applied to your project:**

- ☐ Universal Access to Outdoor Recreation - A Design Guide
- ☐ USFS Standard Specifications for Construction & Maintenance of Trails
- ☐ BLM Handbook 9114-1 Trails
- ☐ NOHVCC Handbooks

Other: American Avalanche Association, <https://www.americanavalancheassociation.org/educators>

15. **Has the applicant received funding from the OHV Program in the past?**

- ☐ No ☒ Yes

Number of projects funded: 2

Amount of funding Received: \$6,000 and \$16,000

Number of projects Completed: 2

SECTION II – LOCATION, MAPS, PHOTOS

Project Location:

County: Not restricted to any specific county

Nearest Municipality/Town/City: Reno

Center of project: Only a portion of the project: Latitude: 39.3111 Longitude: -119.9278

If the shape-files for the trail system are available, please submit them in the e-file. The shape-files of the trail will be required at project end. Program will assist in the collection of the data if needed.

MAPS ARE A VERY IMPORTANT PART OF THE APPLICATION. THEY ARE REQUIRED AND CONSIDERED PART OF THE FINAL AGREEMENT IF FUNDED. PLEASE PROVIDE READABLE, PROFICIENT MAPS.

Required Maps: for all maps please include a legend, north arrow, scale, and map name. Topographic maps preferred. You may include *additional* aerial/google maps.

- ☐ **General location map** (showing project area within the state or county)
- ☐ Topographic map (7.5 minute series quadrangle, 1:24,000 scale) with project boundary and map name Township: _____ Range: _____ Sections _____
- ☐ **Detail map indicating specific project elements** (e.g., structures, trail alignment)
 - Maps larger than 11x17 will not be accepted

Please attach the following photographs:

- ☐ **Not Applicable**

SECTION III - Federal Lands or Other

Federal Environmental Compliance

A. If Federal funds or Land are a part of the project and NEPA was completed, indicate which document was produced, and **please attach the decision document to this application:**

- ☐ Record of Decision (ROD)
- ☐ Finding of No Significant Impact (FONSI)
- ☐ Categorical Exclusion (CX)
- ☐ SHPO 106 compliance/concurrence letter.
- ☐ Other compliance documents already completed. (do not attached the EA or EIS)
- ☐ **Not applicable**

SECTION IV - BUDGET

Proposed Budget:

- Grant request: \$86,150 (33%)
- SAC match: \$178,000 (67%)
- Total cost over two years: \$264,150

Component A. Motorized Avalanche Rescue classes: SAC already developed and delivered motorized Avalanche Rescue classes as a test in 2020, so additional development costs will be minimal. Primary expenses will be instructor pay, with some instructor training, materials and snowmobile maintenance, ongoing administrative work, and insurance.

- Cost: \$17,400
- Grant request: \$13,400 (77% of Component A total)
 - Instructor pay and instructor training: \$10,600
 - Materials and snowmobile maintenance: \$2,800
- SAC match for administrative staff and snowmobile insurance: \$4,000 (23% of Component A total)

Component B. Avalanche safety video series: Funding would go towards scripting, athletes' labor costs, filming, editing, and social media release.

- Cost: \$28,750
- Grant request: \$26,250 (91% of Component B total)
 - Contracting a videographer for filming and editing (estimate attached): \$20,000
 - Athletes' labor costs: \$6,250
- SAC match for scripting and social media release: \$2,500 (9% of Component B total)

Component C. SAC avalanche advisory and outreach: Cost estimates for winters 2021 and '22 includes both contract and SAC staff to create the advisory and interact/outreach with public, and motorized-specific social media. All amounts are less other grants, and less overhead. The amount requested from NV OHV is based on 20% SAC advisory web traffic coming from Nevada.

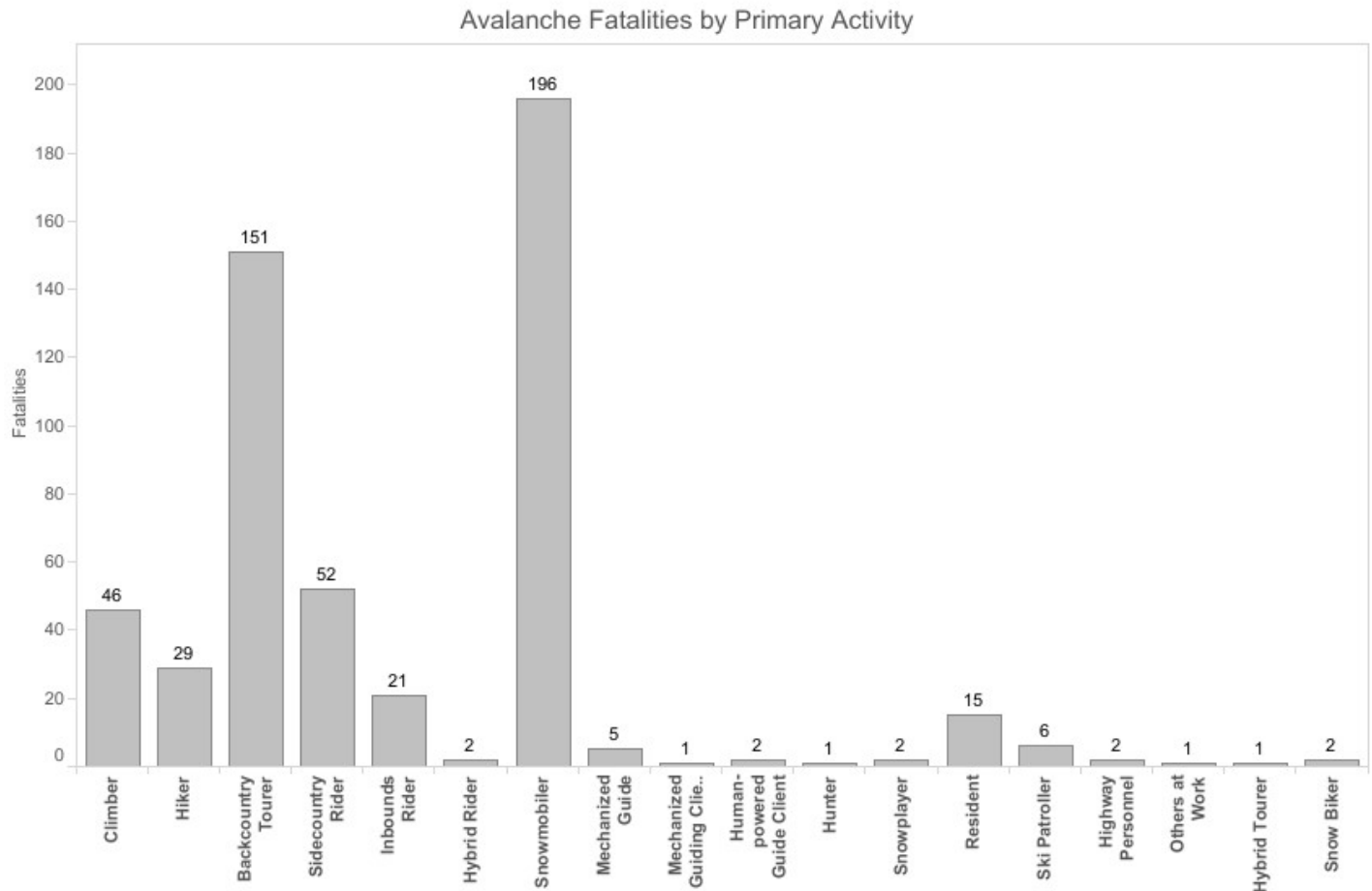
- Cost: \$218,000 (\$109,000 per winter)
- Grant request: \$46,500 (21% of Component C total)
 - SAC staff: \$36,500
 - Motorized-specific social media: \$10,000
- SAC match: \$171,500 (79% of Component C total)
 - Contract staff: \$48,000
 - SAC staff: \$111,500
 - Social media: \$12,000

SECTION V – PRIORITIES AND SCORING NARRATIVE

THE SCORING CRITERIA ARE LISTED IN ORDER OF PRIORITY.

Address the following Ten (10) criteria in the order listed below.

1. Public Education & Outreach aimed at increasing OHV safety. The primary goal of all three components of this project is to provide avalanche education and outreach specifically to winter motorized users. This user group leads all others in avalanche fatalities (the below table shows US fatalities since 2000). Data is unreliable on avalanche accidents that cause non-fatal injuries, but it's likely that similar patterns occur.



Component A: The Avalanche Rescue classes will be offered for free, specifically to motorized users. These classes are commonly available through ski guide services to non-motorized users, but none are offered for motorized users in the greater Tahoe area nor elsewhere in Nevada. SAC's curriculum emphasizes ongoing rescue practice with riding partners after the class ends, broadening the reach beyond immediate participants.

Component B: The video series and social media release build on the success of The Daily Flow video that SAC produced with NV OHV in 2018 (facebook.com/NevDCNR/posts/10156973958409289). This proposal is to create eleven short educational videos – one for each step in The Daily Flow avalanche risk management process - so that each step can be explained more thoroughly than in the current video, yet the length of each individual video will be short enough for social media purposes. This proposal is for the creation of the videos, and release of each video via social media. SAC has over 10,000 followers on Facebook and on Instagram, and 4,000 followers on Twitter (facebook.com/sacnonprofit).

Component C: The SAC avalanche advisory and outreach informs the public about avalanche conditions in the greater Tahoe area. The advisory is published every morning at 7am throughout the winter season. The advisory's information is tiered for users with varying needs, so users can simply look at the day's avalanche danger rating; or read a detailed forecast with weather, snowpack, and avalanche information; or view field analyses that include narratives, images, and videos. Users then apply the information to make safety plans for the day, by either reducing or avoiding exposure to the day's anticipated avalanches. 150 daily advisories were published for winter 2019/20, supported by 300 field observations submitted by SAC staff. The SAC website received just under 1,000,000 page views. Page views have increased over the years and that trend is expected to continue. 20% of website traffic comes from Nevada IP addresses.

SAC field staff (both contract and employee) travel in backcountry avalanche terrain every day throughout the winter to collect field observations that support the next day's avalanche advisory. SAC owns three snowmobiles for travel at popular motorized areas. Field staff interact with the recreating public, performing in-person outreach about the day's expected avalanche conditions and weather. SAC also proposes four formal outreach days specific to motorized users at Mt Rose (blue person/tent icon in detail map). Two days in 2021 and two in 2022. On these days, SAC field staff will remain in high visibility at the trailhead prior to continuing field work, handing out free Daily Flow stickers, books, and other educational materials.

In addition to in-person outreach, SAC proposes online educational outreach in the form of a social media campaign specific to motorized users. Although SAC's current social media audience is large, its budget does not provide opportunity for engagement with specific user groups. SAC would use an avalanche professional to create motorized-specific educational content, with follow-up engagement. Themes would include the short Daily Flow videos from project Component B, The written Daily Flow content hosted on the SAC website (developed in partnership with NV OVH in 2018), SAC field observations, and current events, incidents, and research relevant to the safety of winter motorized users.

4. Training: Describe the goals and objectives of your public training program.

Component A: Avalanche Rescue can be a stand-alone class, and is also recommended by the American Avalanche Association as a compliment to the Level 1 and for regular refreshers. The class is a prerequisite for the Level 2 and any professional-level avalanche classes.

SAC introduced two motorized Avalanche Rescue classes for free at Mt Rose as a test in 2020. Classes filled within minutes, and numerous people expressed frustration that SAC's capacity wasn't higher. SAC proposes doubling seasonal capacity with this project, while continuing to offer them for free.

Classes will meet online in advance to preview the agenda and logistics, then meet on the morning of the class at Mt Rose Hwy and ride together to the rescue practice site (blue snowmobile icon in detail map) for eight hours of training. Learning outcomes include:

- Recognize that companion rescue skills are necessary for travel in avalanche terrain.
- Apply travel protocols as taught on Level 1 classes, including trailhead checks.
- Demonstrate familiarity with rescue gear.
- Improve skills by completing companion rescue scenarios.
- Facilitate continued companion rescue practice with riding partners.
- Describe medical and traumatic problems associated with avalanche accidents.
- Plan for a self-evacuation and/or transition to an evacuation led by a SAR team.
- Assist with an organized rescue led by a SAR team.

Component B: Avalanche safety video series will include eleven short videos, intended for motorized users, on the following topics. Together, they describe a risk management system for use in avalanche terrain. Shared via social media, each video is likely to be seen by thousands to tens of thousands of users, both motorized and non-motorized.

- **Consider Your Partners:** Consider the qualities of your partners when you decide who to invite for the day, and again when you create safety margins.
- **Anticipate Conditions:** Use the forecast at SierraAvalancheCenter.org to anticipate weather, snowpack, and avalanche conditions for the day.
- **Create Safety Margins:** What kind of terrain is appropriate for the day? Are there locations to avoid and times to avoid them? Allow room for error.
- **Confirm Details:** Confirm details like route options, a time plan, and an emergency response plan. Let someone else know.
- **Stop to Talk:** At the trailhead and throughout the day, stop to talk about conditions, terrain, and group management.
- **Manage Your Group:** Use communication and spotting/spacing techniques that are appropriate for the conditions and terrain. Expose only one person at a time.
- **Maintain Awareness:** Use the Conditions Alerts and Terrain Alerts checklists to maintain awareness. The more Conditions Alerts present, the more Terrain Alerts you should avoid.
 - Maintain Awareness of **Conditions**
 - Maintain Awareness of **Terrain**
- **Debrief:** At the end of the day, debrief what went well and what didn't. Did you do things right or just get lucky?
- **Submit Observations:** Let SAC know what you observed, using language that you are comfortable with, and/or pictures and videos.

Component C: The SAC avalanche advisory (sierraavalanchecenter.org/advisory) is SAC's primary tool for educational outreach. An average of 6,500 website visitors per day use it to make their safety plans for travel in avalanche terrain. Any technical language used in the advisory is hyperlinked to an online encyclopedia hosted by the National Avalanche Center (a USFS product). The SAC advisory consists of the following:

- **The Bottom Line** is a short narrative summary of the rest of the advisory, and a graphic representing the day's forecasted avalanche danger.
- **Avalanche Problems** are listed in order of concern for the day, and include Avalanche Type, Location, Likelihood, and Size.
- **Recent Observations** summarizes the most relevant field observations collected in the days prior. This section includes links to detailed observations where images and videos are available.
- **Weather** including a narrative summary, current conditions, and an avalanche-specific forecast from the National Weather Service in Reno.

Additional educational outreach will occur through a social media campaign targeted to motorized users. Themes would include the short Daily Flow videos from project Component B, The written Daily Flow content hosted on the SAC website (developed in partnership with NV OVH in 2018), SAC field observations, and current events, incidents, and research relevant to the safety of winter motorized users.

6. Access - Describe how your project protects or Improves OHV access to recreation areas. Non-motorized users are the primary threat against winter motorized access. Non-motorized users throughout Northern Nevada and the surrounding regions will be exposed to this project, which will portray motorized users as responsible, knowledgeable members of the winter recreation community. Avalanches don't discriminate, and motorized users should be seen as equal stakeholders in efforts to improve public avalanche safety.

8. Partnerships & Matching Funds – The Sierra Avalanche Center is a 501(c)(3) not for profit organization that partners with the USFS. SAC's mission is to inform and educate the public about backcountry avalanche conditions in the greater Lake Tahoe area, and the USFS fully supports that. This project is at the core of SAC's mission, and the organization is dedicated to funding it.

9. Economic Integration – Winter motorsports is a booming market in the Tahoe region and throughout Northern Nevada. Virtually all powersports dealers in Northern Nevada sell snowmobiles, snowbike conversion kits, and accessories including technical outerwear and avalanche rescue gear. Over the past twenty years, winter motorized use has shifted from trail-oriented riding that generally avoided avalanche terrain, to off-trail "mountain" riding that occurs almost entirely in avalanche terrain. This project will help keep winter motorized users safe, and promote a positive image to other winter users – two things vital to the continued growth of winter motorsports.



United States
Department of
Agriculture

Forest
Service

Lake Tahoe Basin Management Unit

35 College Drive
South Lake Tahoe, CA 96150
530-543-2600
TDD: 530-543-0956

File Code: 2300

Date: November 4, 2020

David Reichel
Executive Director
Sierra Avalanche Center
11260 Donner Pass Road STE CI
Postal Mailbox 401
Truckee, California 96161

Dear Mr. Reichel:

The USDA Forest Service, Lake Tahoe Basin Management Unit (LTBMU), supports the efforts of the Sierra Avalanche Center to educate and promote safety awareness in our community and on those lands managed by the LTBMU. Your 501c (3) nonprofit organization is authorized under a formal agreement with the Tahoe National Forest to also jointly conduct winter safety programs for both motorized and non-motorized winter visitors on National Forest System lands within the Lake Tahoe Basin.

This is a letter of support for your application for the State of Nevada Off Highway Vehicle Grant. This program is in accordance with National Forest System land management goals of the LTBMU by increasing avalanche awareness, and education and safety of all forest users. The LTBMU supports the Sierra Avalanche Center as a partner in its community outreach efforts, including placement of avalanche advisory signage, distribution of educational brochures, conducting on-snow training, patrolling on snowmobiles and other projects supported through OSV and OHV program grants.

For additional questions regarding this matter please contact Daniel Cressy, Public Services Staff Officer, at (530) 543-2675 or daniel.cressy@usda.gov.

Sincerely,

MATTHEW JEDRA Digitally signed by
MATTHEW JEDRA
Date: 2020.11.04
15:04:48 -08'00'

for

DANELLE D. HARRISON
Acting Forest Supervisor



PROPOSAL

VIDEO PRODUCTION

SIERRA AVALANCHE CENTER

Goal:

Create 12 one minute videos for social media to inform and educate the public about backcountry avalanche safety.

Approach:

Work with the team at SAC to determine content for each video. Videos to be storyboarded/outlined and approved prior to shooting. Estimated production of these videos will require 5 full days in the Tahoe Backcountry. Each video is estimated to take 3-4 hours to film. Aerial/drone footage will also be captured either during the main video production days or at a later time. SAC will provide appropriate models or talent for each production. Motion graphics will also be added once picture lock has been approved. Generikal Design will produce, edit and deliver 12 finished one minute videos ready for social media distribution.

Usage:

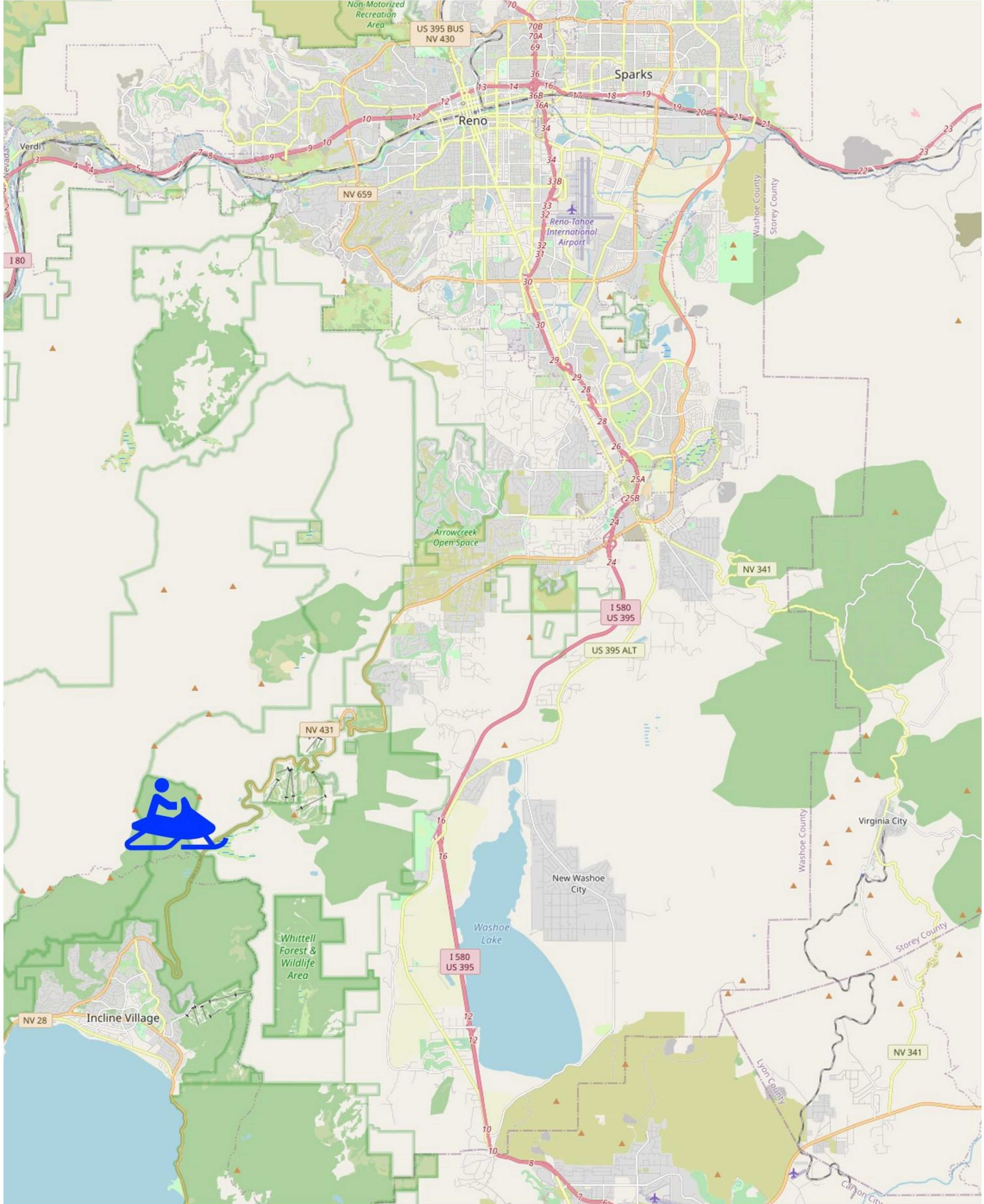
Raw video assets may be purchased with unlimited rights for legacy/signature usage. Generikal Design has the right to use approved content and finished tear sheets for portfolio ad personal promotional use. Generikal Design is a contracted employee and is held responsible for his own insurance and workers comp. Music will be licenced.

Rates:

Pre-Production: 8 hours - Planning, Meetings, Storyboards, etc. - \$75/hr	\$600
Video Production: 5 days - \$1500/day, 2 camera operators	\$7500
Aerial/Drone Video Production: 2 days - \$1000/day	\$2000
Video Editing: 4 hours per video - \$125/hr	\$6000
Motion Graphics: 2 hours per video - \$150/hr	\$3600
Music Licensing: \$25 per audio track	\$300
Total	\$20,000


Timing:

2021-2022



Mercator Projection
WGS84
USNG Zone 11SKD
 CALTOPO





N

MN

13°

