



SIERRA
CLUB

June 2007
Volume 44 No. 6

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General Meeting

No meetings scheduled June-August. Have a great summer; we'll see you September 28!

Meanwhile:

Chapter Potluck picnic with Los Padres Forestwatch

June 23, 12 - 4 p.m.

Plus a hike in the hills!

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SANTA LUCIAN



Protecting and
Preserving the
Central Coast

The official newsletter of the Santa Lucia Chapter of the Sierra Club • San Luis Obispo County, California

Chapter Launches \$250k Fund Drive

\$81,000 in donations jump-start Sustainability Circle campaign

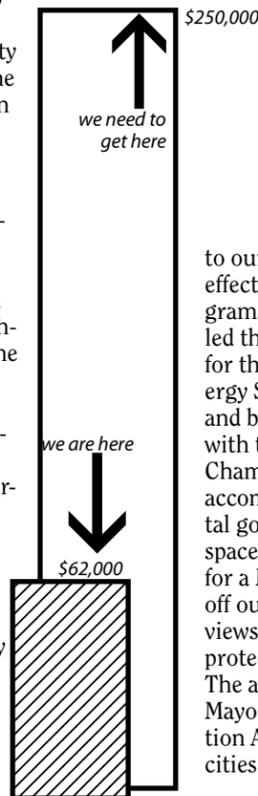
Last January, The Executive Committee of the Santa Lucia Chapter embarked on a major fundraising campaign, starting with goal-setting and budgeting, followed by a schedule of small-group informational meetings.

These groups, named "Sustainability Circles," are dedicated to providing the financial support necessary to sustain the Santa Lucia Chapter's expanding programs.

Two major donations have set the Sustainability Circle campaign in motion. The first, in honor of Walter Sharp, Robin Macdonald and Thomas Sharp, is for \$50,000. The second, an anonymous pledge of a \$25,000 matching fund that must be matched by June 2008, has already generated \$6,000 toward our goal.

"Since only a small portion of member dues are returned by Sierra Club National to fund local programs, assuring the Chapter's financial health is a do-or-die priority," said Chapter Treasurer Steven Marx. "These contributions bode well for our overall success."

The fund drive is motivated both by urgency and confidence. The chapter's influence as environmental leaders and educators has increased as a function of public receptiveness



to our message and to the effectiveness of our programs. We initiated and led the organizing effort for the 2006 Smart Energy Solutions Summit, and built a partnership with the San Luis Obispo Chamber of Commerce to accomplish environmental goals such as open space protection, support for a Marine Sanctuary off our coast, and strong viewed ordinances to protect our quality of life. The adoption of the U.S. Mayors Climate Protection Agreement by three cities with more on the

way is the result of the Sierra Club's Cool Cities initiative, which has depended on the efforts of tireless volunteers and our extraordinary staff.

These accomplishments have created a demand for more leadership, educational services and new partnerships with many community groups, including city and county officials, chambers of commerce, SLO Greenbuild, Cal Poly environmental organizations, and citizen advocacy groups and individuals.

In order to meet these demands, in

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Getting Smart Growth Candidates Elected

Question: How do you shift growth management decision-making from what's good for the development industry to what's best for local residents and the environment?

Answer: By electing decision-makers committed to smart growth and other responsible growth management policies.

This is the focus of the latest addition (Chapter 42) to *How To Win Land Development Issues*, a 280-page book that can be downloaded free from the website of Community & Environmental Defense Services (CEDS).

The book was written by CEDS president Richard Klein, former chair of the Greater Baltimore Group of the Sierra Club and a former member of the Sierra Club's national sprawl committee.

The intent of Chapter 42, *Electing & Retaining Decision-Makers Committed To Responsible Growth Management*, is to encourage activists to focus their limited time and dollars on getting good decision-makers elected rather than just fighting specific development projects. For what it costs to fight

one project, local activists can frequently get one or two good candidates elected to local growth-management decision-making positions. Once the local decision-making body is dominated by responsible growth management candidates, activists will prevent far more bad development ventures than they ever could fighting sprawl one project at a time.

The other 41 chapters in *How To Win Land Development Issues* focus on stopping projects that are so poorly planned that the impact to the environment or nearby residents cannot be ignored. In addition to this book, a number of other publications can be downloaded from the CEDS website: www.ceds.org. CEDS will attempt to answer specific questions from activists free of charge by phone or email: 1-800-773-4571 or info@ceds.org. They will

also review plans of concern to local activists free of charge. During the review, CEDS will identify potential impacts and how the project might be modified to resolve adverse effects. But plan reviews must be scheduled, so contact CEDS before forwarding any documents.

CEDS exists solely to help people defend their community and environment from the impact of sprawl, bad zoning decisions, and flawed development projects. A nationwide network of more than 130 attorneys and dozens of other professionals including planners, environmental scientists, traffic engineers, political strategists, and fund raisers, CEDS clients win 75% of the time, a far greater success rate than

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photo/Kevin Walsh

It's time for America to get smart about energy and be less dependent on dwindling oil reserves. We need to increase our use of clean, renewable energy sources like wind and solar power.

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Contributions, gifts and dues to the Sierra Club are not tax deductible; they support our effective, citizen-based advocacy and lobbying efforts. Your dues include \$7.50 for a subscription to Sierra magazine and \$1.00 for your Chapter newsletter.

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Outings, events, and more!

In Memoriam

thanks to donors

To Jim and Kay Barbour and the Estero Radio Club for their donations in memory of Stanford Vincent Smalley.

To Hazel Lange, Cleve & Anne Nash, Anne McMahon, Dora L. Lane, Naomi and David Blakely, Doug and Lee Buckmaster, Kat and Ted McConnell, Dorothy Ertel, Mary Francoeur and Ann K. Dennis for their donations in memory of Lynn Christie.

To Lorraine E. Guglielmini, Alfreda Dockery, Clayton & Ruth Bahl, Bob and LaVerne McDonnell, Mark and Debbie Rose, Patricia C. Randall, Cleve & Anne Nash, Lindie Banks, Brenda G. Hoover and Valerie Bentz for their donations in memory of Bea Morrow.

Take Back the Light SLO squares the circle on CFLs

As you read this, the SLO County Integrated Waste Management Authority's "take back" recycling program should be in full swing -- good news for everyone wondering what to do with their dead batteries and worried about the mercury content of fluorescent tubes and Compact Fluorescent Bulbs.

"Statewide, there less than 50 take-back locations for CFLs," said IWMA General Manager Bill Morrell. "We are going to have 300 in this county. Ultimately, we hope that everybody who sells CFLs will agree to take them back."

At the urging of Teddy Llovet, leader of SLO's grassroots "Bulbs Across America" campaign, the receptacles at each retail location will include the warning label to make it clear that you should avoid breaking the bulbs. There are separate receptacles for batteries, bulbs and fluorescent tubes.

"My concern is a potential lack of consumer understanding, the realization that the reason to do this is the gas inside the bulbs, that the point is to avoid the release of mercury that will occur if they break the bulbs by tossing them carelessly into the box," said Llovet. "The consumer needs to take on some extra awareness and personal responsibility."

All Miner's Ace Hardware stores have signed up, as well as Pacific Home & Garden. At press time, Home Depot was still on the fence.

Eco Solutions, a contractor who runs household hazardous waste facili-

ties, will pick up monthly and ship CFLs & tubes to Veolia Environmental, a recycler in Arizona that has EPA-certified recycling equipment to recover glass & mercury.

IWMA's take-back program is made possible by a grant from California Integrated Waste Management. IWMA processed 700,000 of household hazardous waste at their five recycling sites last year, keeping it out of landfills

While disposal is free, pick-up service are not. For and senior communities and those who don't drive, IWMA will pick up for 30 to 60 dollars.

Every CFL bulb used keeps 8 incandescent bulbs out of landfills, and cuts by 80 percent the amount of mercury put into the environment by power plants in producing the energy to power one conventional bulb.

For a list of SLO County take-back locations, go to www.iwma.com.



HopeDance

The LOCAL FiLM Festival, SLO City Library, corner of Osos & Palm.

Friday, June 8

7:00p.m. A Crude Awakening
with Bob Banner

Saturday, June 9

2:30p.m. Independent America
with Adam Hill

4:00p.m. Slow Food Revolution
with Kathleen de Chadenedes

5:30p.m. Dinner break with Debbie Bennett (please call for reservations, 550-2487; prices are separate from the film ticket; \$10 per meal.)

6:30p.m. Ourtown
with Lee Perkins from Oppose Wal-mart

8:00p.m. Gordo (short film)

8:30p.m. Indies Under Fire
with Jim Hill from Novel Experience Books.

\$40 for the entire festival or \$10 each film. Call (805) 544-9663 for details. Visit www.hopedance.org for flyers, reviews, trailers. Festival tickets available from HopeDance, PO Box 15609, San Luis Obispo, CA 93406.

A Will is a Way
Make a commitment to the next generation by remembering the Sierra Club in your will. Your support will help others preserve the intricate balance of nature.

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photo/Dave Wicks

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The *Santa Lucian* is published 10 times a year. Articles, environmental information and letters to the editor are welcome. The deadline for each issue is the 7th of the prior month.

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COUNCIL OF CLUB LEADERS

The Executive Committee meets the fourth Friday of every month at 4:00 p.m. at the chapter office, located at 1204 Nipomo St., San Luis Obispo. All members are welcome to attend.

Committee Chairs

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Richard Kranzdorf

Conservation
Ken Smokoska

Membership
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Letters

send to: sierra8@charter.net, or P.O. Box 15755, San Luis Obispo, CA 93406. Letters may be edited for space.

Dear Editor,

I noticed the “don’t renew Diablo license” on your web site. Better get into the current times. The anti-nuclear stance is being revised by the nations lead environmentalists because of the issue of global warming. Global warming is a much greater near term consequence and threat to human existence than is nuclear power and waste storage. If you stop Diablo from getting relicensed they will have to build 10 coal plants to replace it with the associated environmental devastation.

I read the commentary of the article on page 9 (“Taking Issue,” <http://santalucia.sierraclub.org/lucian/2007/mar07.pdf>). I respectfully disagree that it debunks nuclear power as a solution to global warming. The commentary lacks facts, calculations or sources of scientific merit. The statement of having to build 1,000 nuclear reactors around the world to combat global warming is especially fallacious. The power density of a nuclear plant far exceeds that of any other power generation process. If global warming cannot be counteracted by nuclear power then the we are all doomed. Keep in mind several things:

1. Nuclear power has been producing about 20% of this country’s energy for over 30 years without any major health risks or loss of life. Diablo is a prefect example and it even went through an earthquake.

2. The cost of nuclear generation per kilowatt is very low. It almost meets hydroelectric. When P&GE was forced to deregulate several years ago, they had to publish the per-kilowatt costs of all their plants. Diablo was astonishing low... lower than any other plant except some of their hydro plants. That is why they kept Diablo and sold off the other dogs like the Morro Bay plant. Nuclear was more expensive when we had 50 cent gas... in 1970.

3. Japan has beaten us in the automobile, Steel industry, electronics, and other products markets. Today Japan is 30% nuclear and they plan to increase this to 37% in 2009 and 41% in 2014. They are not stupid people.

4. Our goal is to get off the oil standard and convert to electric or hydrogen fuel for our cars. This will take a *huge* increase in amount of electric energy production. We don’t want that increase to be generated with coal, oil or gas. Wind, solar or hydro do not have a prayer in meeting this increase. If we switch to electric or hydrogen vehicles were the energy is provided by hydrocarbon fuels we are robbing Peter to pay Paul. This would be the height of lunacy.

Only time will tell how this issue plays out. Unfortunately, some scientists believe the global warming tipping point is only 10 years away. If we keep screwing around and don’t start some major CO2 reductions, it will be too late.

Cal Phillips
Cayucos, CA

Our “Taking Issue” commentary on the use of global warming by the nuclear lobby as a tool to support a nuclear revival debunked that campaign by citing sources and reports that possess the requisite scientific merit, themselves replete with further scientific sources cited within their pages that further buttress their conclusions. The “1,000 nuclear reactors” estimate is to be found in the 2003 MIT study “The Future of Nuclear Power” and a report by the Institute for Energy and Environmental Research. It is a conservative estimate, with a need for 2,000 reactors equally likely at the high end.

This month, the California Energy Commission embarked on a study of the full costs of the nuclear energy cycle.

As to the rest, here’s the best response we’ve seen anywhere to the supposed need for nuclear expansion:

Existing technologies for more efficient end-use can save three-fourths of U.S. electricity at an average cost of around 1 cent per kilowatt-hour—cheaper than running a coal or nuclear power plant, let alone building one. Scores of utilities have demonstrated and implemented at scale, rapid, large, predictable, and extremely cheap “negawatts” (saved electricity). California’s per-capita use of electricity has been flat for 30 years while per-capita real income rose 79 percent.

My household saves 90 percent of electricity and 99 percent of space and water heating energy with a 10-month payback using 1983 technology. My team’s redesign of some \$30 billion worth of facilities in 29 sectors normally finds energy savings of 30-60 percent in retrofits (paying back in about 3 years) and 40-90 percent in new installations (typically with lower capital cost).

And each of the 60 to 80 known obstacles to implementing energy efficiency can be turned into a business opportunity.

On the supply side, “micropower”—small-scale generation that emits little or no carbon dioxide—provided one-sixth of the world’s electricity and one-third of its new electricity in 2005, meeting from one-sixth to more than one-half of all electrical needs in 13 industrial countries. The smaller of micropower’s components, distributed renewable sources of electricity, was a \$56 billion global equipment market in 2006, while the larger, combined-heat-and-power, was probably even larger. Micropower added four times the electricity and 8 to 11 times the capacity that nuclear power added globally in 2005, now produces more electricity than nuclear power does, and is financed by private risk capital.

Micropower plus “negawatts,” now provide more than half of the world’s new electrical services.

Nuclear power is unnecessary and uneconomic, so we needn’t debate its safety. As retirements of aging plants overwhelm construction, global capacity and output will decline (as they did slightly in 2006). Most independent analysts doubt the private capital market will finance any new nuclear plants. Even in the United States, where new subsidies would roughly repay the next six units’ entire capital cost, Standard & Poor’s said this wouldn’t materially improve the builders’ credit ratings. I expect this experiment will be like defibrillating a corpse: It’ll jump, but it won’t revive.

Nuclear power’s market meltdown is good for global development: Saving electricity needs around 1,000 times less capital and repays it about 10 times faster than supplying more electricity. Shifting capital to saving electricity can potentially turn the power sector (now gobbling one-fourth of global development capital) into a net funder of other development needs. Further, an efficient, diverse, dispersed, and renewable energy system can make major supply failures, whether caused by accident or malice, impossible by design rather than (as now) inevitable by design.

The nuclear phaseout will also speed climate protection, because buying negawatts and micropower instead will save 2 to 10 times more carbon per dollar, and will do so more quickly. And it can belatedly stem nuclear proliferation, too, by removing from commerce

a vast flow of ingredients of do-it-yourself bomb kits in civilian disguise.

This would make bomb ingredients harder to get, more conspicuous to try to get, and far costlier politically if caught trying to get, because the motive for wanting them would be unmasked as unambiguously military.

Thus, acknowledging and accepting the market collapse of nuclear power is an important step toward a fairer, richer, cooler, and safer world.

Amory B. Lovins
Rocky Mountain Institute

Dear Editor,

The current *Santa Lucian* makes note of the “polluting” LNG terminals and that the Sierra Club is attempting to block their development in California (“Victory at Sea,” May). This strikes me to be at odds with the goal of working our way back from carbon dependency toward renewables. It seems to me that natural gas is an important part of the solution, a bridge energy source that should be embraced rather than resisted. A large-scale renewable infrastructure should be pursued as an emergency, but will take extraordinary time and investment to achieve. A natural gas-based energy infrastructure is already partially in place and can be exploited quickly.

Some points regarding natural gas that I think are well known, but somehow get lost in the discussion of more provocative approaches:

- The lowest carbon emitting production car is a Honda Civic that runs on compressed natural gas, not a Prius. It’s not clear that plug-in hybrids will do any better, since the electricity will have to come from (generally, carbon emitting) stationary source in the near term.
- The IPCC report on solutions to global warming embraces natural gas in the bridging fashion suggested above. The IPCC has repeatedly championed this approach.

- There is an abundant supply of natural gas. “Peak gas” is quite distant and while North America has an abundant supply of gas today, we are a minor player (3% of the proved reserves), using our supply rapidly. For the gas “Saudi Arabias” (Russia, Iran, Qatar) to be suppliers to us, transoceanic shipment of LNG or derived liquid products is required. We’re already working very hard to make ourselves energy dependent, again.

Then there is the simple arithmetic which contributes to all of the above and makes gas, as we know, a relatively clean source of energy. The arithmetic argues for rapid replacement of oil and coal with gas.

And then there is the issue of leading other countries away from coal -- the best way is to set an example and quickly get our carbon footprint down. The quickest way is with natural gas as a bridge, replacement energy source.

All this comes back to the point at the beginning of this note. Where does the claim about polluting LNG terminals come from? What kind of pollution and how severe? What is the track record of pollution at the existing LNG terminals? (And, realize, if the terminals don’t come here, they’ll go to Mexico or the Gulf Coast. Is that the right thing? Is that morally or environmentally better?) I see the polluting claim frequently in Sierra Club documents, but there is no referenced proof (that I’ve found). I’d like to see some data that adequately deals with the contextual points above.

My editorial point is that the Sierra

Club should be partnering to make LNG safe, environmentally acceptable/pollution free, while championing the elimination of all coal and oil electricity generation plants, worldwide. In addition, the Sierra Club should be working/lobbying hardest on sequestration of carbon dioxide and accelerating proof that this can work and be cost effective.

I remain quite optimistic that technology will contribute good solutions for energy production. Advances are coming at a rapid pace. But solutions will take time to mature and scale. In the interim, it seems that collaborative approaches to attractive (not ideal) solutions are what’s needed.

B. K. Richard
San Luis Obispo

We direct both Mr. Phillips and Mr. Richard to the report, “Tackling Climate Change,” released this year by the American Solar Energy Society (www.ases.org), which shows how we can meet our needs through a combination of efficiency and renewables – and excluding coal, nuclear and natural gas – if we have the political will. In response to Mr. Richard’s points regarding LNG, we offer the following:

The basic premise here is that we are to shift our dependence on one fossil fuel (oil) to another (natural gas).

And while natural gas does burn cleaner than coal, the processing that liquefied natural gas entails, from extraction through combustion, actually puts its greenhouse gas emissions in the range of coal. The facts on LNG pollution are cited in the California Coastal Commission staff report on BHP Billiton’s proposed LNG terminal, and are on view in the paper “Comparative Life Cycle Air Emissions of Globally Sourced Natural Gas and Coal for Electricity Generation,” presented by Carnegie Mellon’s civil and environmental engineering division at the January 2007 Electric Utilities Environmental Conference.

As Governor Schwarzenegger put it to the *San Francisco Chronicle* in musing on LNG: “But it is again, at the same time, one of those things where you don’t want to go and protect on the one side the environment and have less greenhouse gas emissions and then on the other hand, you create more.” The industry has done a heroic job of pulling the wool over everyone’s eyes on this point.

The writer is by now aware that, subsequent to the publication of the article, the Governor sided with the State Lands Commission and the Coastal Commission in rejecting the application for an LNG terminal off the Oxnard/Malibu coast. He said “any LNG import facility must meet the strict environmental standards California demands to continue to improve our air quality, protect our coast and preserve our marine environment. The Cabrillo Port LNG project, as designed, fails to meet that test.”

As for a “bridge,” LNG facilities have a minimum lifespan of 40 to 50 years and are not a bridge to a renewable future. They are much more likely to undermine the push toward renewables.

No one should be reassured that Russia, Iran and Qatar control roughly 60% of the supply of LNG, and are talking about cartels. The writer appears to rebut his own argument in saying “We’re already working very hard to make ourselves energy dependent, again.”

That is exactly what LNG will do.

Susan Jordan, Director
California Coastal Protection Network

Candidates

continued from page 1

citizens usually experience. The CEDS approach to waging land use and zoning battles is not only more successful, but also far less expensive compared to that employed by many attorneys. About two-thirds of CEDS clients take the free assistance and run with the campaign on their own. The other third hire CEDS to manage a portion or all of their campaign, which is how CEDS stays in business.

Chapter 42 (abridged):

Electing & Retaining Decision-Makers Committed To Responsible Growth Management

By Richard Klein, CEDS

I get more than a dozen calls a week from people throughout the country concerned about proposed development projects or growth in general. A question common to these conversations is: How can I guarantee that growth will be managed responsibly in the future?

My answer is always the same: About the closest thing to a guarantee is to elect decision-makers who are committed to responsible growth management, then provide them with the support they need to do their job.

By responsible growth management I mean a set of laws and policies designed to ensure that development preserves and enhances quality of life for current and future residents. This is actually the first part of my definition of responsible growth management.

The second and most critical part is electing a local legislative body, a mayor, a county executive, and other decision-makers who are firmly committed to administering and enforcing these laws and policies in a way that preserves and enhances quality of life. Without decision-makers committed to responsible growth management, you and other citizens will continually be plagued by the occasional fatally-flawed project along with poorly-planned growth in general. There just isn't a set of laws, policies, or programs that can be put in place which will deliver responsible growth management as assuredly as electing good decision-makers and then supporting them aggressively throughout their term in office.

If you are considering a commitment of \$5,000 or \$10,000 to hire a lawyer and fight a development project, yet you are really concerned about how growth is being managed throughout your area, not just one project, then consider using a portion or all of these funds to help elect a pro-growth management decision-maker. Since most growth-management decisions are made at the local level and local elections are relatively inexpensive to win, the pooled resources of you and your allies could make a big difference. For example, a study of the 2004 elections in 50 New Jersey municipalities (towns-cities) showed candidates raised an average of \$16,645 with businesses and business PACs contributing an average of \$1,315. In 2005, the median amount spent by winning candidates who ran for mayor in 38 Massachusetts cities was \$38,751, with a range of \$607 to \$2,361,830 (Boston).

Most of us live in towns where local elections are won for the average amount spent in New Jersey -- \$16,645 -- or we live in larger cities and counties where a winning candidate will spend about \$40,000 to win a seat on the local legislative body.

Citizens will usually spend \$20,000 to \$50,000 opposing a single development at the administrative hearing level then into the appellate courts. If these same funds were applied to a local election,

HOW TO WIN LAND DEVELOPMENT ISSUES

A Citizens Guide To Preserving & Enhancing Quality of Life in Developing Areas Through Responsible Growth Management

By Richard D. Klein

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citizens might get one or two pro-growth-management candidates into decision-making positions.

So if your goal is to improve growth management throughout your town, city, or county, consider instead investing your time and money in the electoral process.

Can Responsible Growth Management Candidates Win?

The answer to this question is, of course, a resounding **yes!**

American voters strongly support Smart Growth and other responsible growth management policies. According to the Land Trust Alliance and The Trust for Public Land, voters have supported 75% to 80% of the open space preservation measures on ballots throughout the United States in elections since 2001. In 2006 alone, voters approved a record \$6.03 billion nationally for local conservation spending.

It is not just ballot measures voters support but responsible growth-management candidates too. In 2002, land use attorney and citizen advocate Tom Dernoga won a seat on the County Council of Prince George's County, Maryland, based on a responsible growth management platform. Also in 2002, Michigan governor Jennifer M. Granholm won her election in part because she has been a leading Smart Growth advocate. In 2006, Democrat Timothy M. Kaine was elected Governor of Virginia. Shortly after the election he announced that his first priority would be to give local decision-makers the authority to limit growth to prevent sprawl from aggravating traffic congestion.

Clearly, candidates committed to responsible growth management can win local and statewide races. In 2006, the Bush administration's generally perceived poor land use policies hurt 37% of candidates running for U.S. Senate seats in Washington state. It even now appears that responsible growth management may be a key issue in the 2008 Presidential elections.

Finding Good Candidates

Who makes the best candidate: Those with a long history of commitment to managing growth responsibly. Beware of candidates who lack such a history or only recently became advocates of responsible growth management. You may find that once in office their lip-service is paid to Smart Growth

but their vote always goes to development interests.

The best candidates and those who remain fully committed once in office are those who lead efforts to protect their neighbors from a flawed development proposal or from poorly planned growth in general. In fact, many of our former clients now sit on the local and statewide decision-maker bodies overseeing growth management. First we help them defeat a flawed project then we help them become responsible growth management decision-makers.

It used to be that Democrats were more supportive of responsible growth management when compared to Republicans. Fortunately, that just isn't true anymore. In fact, one of the most effective elected officials I know is a Republican.

Baltimore County Councilman T. Bryan McIntire has probably preserved more rural land than any other local elected official in the United States. Since this Republican was first elected to the Council in 1994, he has preserved more than 90,000 acres of farm and forest land! He has also won passage of measures to help farm owners recover substantial equity from their land while also preserving it from development.

So how do you determine if a candidate truly is committed to managing growth responsibly? Well, there is no fool-proof test but the best place to begin is to have a long conversation with the candidate. What you will be looking for is indications of how much thought they have given to responsible growth management. Hopefully they have specific ideas about what they want to accomplish and a strategy for how to pull the accomplishment off once in office. Following are some other good indicators.

1. Will the candidate go on record as supporting the specific changes to law or the new growth management programs you are advocating? By on record I mean will the candidate make a formal, public announcement that they support your position. If the candidate feels your approach may not be the best way to improve growth management, do they have an equally effective alternative? If yes, will the candidate then go on record supporting the alternative?

2. Do the candidate's campaign finance records show significant contributions from development companies, real estate interests, or others who traditionally have not supported

responsible growth management?

3. Has the candidate been endorsed by development companies, real estate interests, or others that do not support responsible growth management?

4. Have pro-growth-management groups like the Sierra Club endorsed the candidate?

It is rare that a candidate can win an election running on just one issue, even growth management. But candidates who support responsible growth management tend to support other issues which have broad appeal among voters. So when searching for candidates to back, do not become fixated on their growth-management position. Instead, consider the compatibility of their entire platform with their position on growth management. If a significant conflict exists then the warning bells should sound. In the end, an ideal candidate is one who impresses you as fully committed to responsible growth management and is the most electable given their position on all other campaign issues.

Setting the Agenda

To get candidates elected who are committed to responsible growth management, you must make this one of the hottest issue in the next election. To make growth-management a hot campaign issue you must show voters how:

- the current approach to growth-management has harmed their quality of life; and
- how responsible growth-management could prevent further harm and enhance the quality of life most voters enjoy.

It is far more likely you will make growth-management a hot topic on the campaign trail if you focus not on your pet peeves but those growth issues voters find most disturbing or compelling. For example, you may be concerned about how a proposed development project will increase through-traffic on your residential street. Your goal may be to change local law to limit how much traffic can be added to residential streets. If a large percentage of voters live on streets where through traffic is an issue, then this may be a good topic to organize around. However, it is likely that a larger portion of voters view rush-hour traffic congestion as a more critical issue. A candidate who pledges to deal with traffic congestion would likely garner more votes than one focusing on through-traffic.

How do you determine which growth related issues are of greatest concern to voters? Following are some of the many ways for answering this question.

1. You could talk to your friends on the local legislative body and ask what issues tend to result in the largest turnout at hearings and what issues they get the most calls about.

2. Review past issues of local newspapers to gain an insight into the issues which get the most coverage or those which tend to generate the greatest number of Letters To The Editor.

3. Look at past elections and any growth-related issues candidates ran on; both winning and losing candidates. Try to determine which issues tended to be associated with the candidates who won their election.

While the three preceding approaches will give you an indication of the issues voters feel most strongly about, polling voters directly is the best approach.

Polling to Identify Hot-Button Issues

Past voter polling on growth management usually shows five issues rank among the top: traffic congestion, school overcrowding, loss of open space, other environmental issues, and property taxes.

In rural areas the loss of small-town atmosphere tends to be the most strongly felt growth impact. A poll is the most effective way of learning what issues voters presently care about and how to frame your proposed solution to

maximize voter support. For example, it may be your perception that voters in your small town are against a proposed big-box store because of added traffic congestion. However, a poll might reveal that while many voters express some concern about traffic, they are more deeply troubled by the impact of the big-box on main street businesses and the loss of the friendly atmosphere in their small-town. Polling data can also indicate how new issues might be framed to capture voter attention.

Continuing with the big-box example, the poll might show that voters believe these stores add hundreds of new car trips a day to local roads. When they learn the increase is more on the order of 3,000 to 12,000 trips per day voters may move this impact to first place on their list of reasons why our town is better off without a big-box store.

The professionals in the business recommend polling no less 200 voters, preferably 400-500. By polling I do not mean simply calling 200 phone numbers, but actually completing the survey questionnaire with 200 randomly selected voters. If you have a long questionnaire then you may only complete two or three surveys per hour. But for a survey focused on one topic, like growth management, the questionnaire could be shorter. Even then you likely will complete no more than four or five surveys per hour. Completing 200 questionnaires would require 40 to 100 volunteer hours. Surveys are best done where multiple phone lines are present in one location, such as a large office. If you have, say, five volunteers calling from 6:00 to 9:00 p.m. on weekday evenings, it would take three to seven evenings to get 200 completed questionnaires.

Before going to the considerable effort involved in conducting your own poll see what data already exists. First of all, there is a good chance the candidate or their party already has polling data or plans to survey voters. If growth management questions were not included in the last poll, then push to make them part of the next.

Following are several examples of public opinion polls focusing on growth management. Use the questions in these three examples as a guide to the type of questions you might include in your survey.

- Attitudes and Perceptions about Land Use on the Eastern Shore [Maryland] www.eslc.org/pdf/fullpublicreport.pdf
- A digest of California public opinion on...Growth and Development www.field.com/fieldpollonline/subscribers/COI-02-May-Population.pdf
- Vermonters Awareness of and Attitudes Towards Sprawl Development in 2002 <http://crs.uvm.edu/vtrpoll/2002/sprawl.html>

Other sources of polling data:

- A number of local or regional governments will conduct a public opinion survey among residents at various times, such as when a master plan is up for revision. So check with the local planning office or the legislative body to see if polling data is available.
- State government also conducts polls. Search the website for the following state agencies for polling data: land planning; housing or community development; economic development; or natural resources, conservation, and environmental protection.
- A regional or statewide smart growth advocacy group may have conducted a recent survey as well. You will find several of these groups for your state on the CEDS State-By-State Resources webpage: www.ceds.org/links
- Check with faculty at state universities to see if they have relevant polling data. Begin with planning and political science departments. Also ask if there is anyone on the faculty who has expertise in public opinion polling. You may wish to tap this professor for help in drafting a questionnaire and other tasks critical to accurate polling.

Polling, like many of the other topics addressed in this book, requires a fair degree of expertise to be done well. However, if you are operating on a shoestring budget and existing polling results are inadequate, then consider conducting your own survey. Advice on how to put a poll together can be found in *Public Opinion Polling: A Handbook For Public Interest And Citizen Advocacy Groups*.

If you need further advice or you decide to hire someone to put the poll together for you, please contact me at 1-800-773-4571 or Rklein@ceds.org. There are several professional polling firms in the CEDS network.

Your poll should focus on registered voters who meet the following criteria:

- they meet the definition of a frequent voter by voting in three or four of the last four elections;
- they are registered in high priority precincts;
- if your candidate will face a challenger in a primary election, then focus on voters affiliated with your candidate's party; and
- if you are focusing on the general election, then concentrate on voters who have a history of supporting candidates in addition to those from their party (e.g. a Republican who has voted for Democrats and Republicans).

Frequent Voters

Those who have voted in three or four of the past four elections are particularly important since they are the voters most likely to show up at the next election. These frequent voters also tend to be the people who donate hours and dollars to political campaigns as well as causes such as responsible growth management.

To identify frequent voters obtain the registered voters list from the local elections office. Request a file containing all of the registered voters located within the precincts where your candidate(s) will be running. If you are asked why you want the list, be honest, of course. Say you will use the list to educate voters about issues in the upcoming election. Many local election offices will not release a voter list if they think you are using it for some purpose other than electoral activity, like selling something other than a candidate or law. If asked whether you want the full record for each voter or just the walking list, ask for full records. Finally, if given the choice of electronic or paper format, get the electronic version.

High Priority Precincts

These precincts are described in the section on Where To Focus Your Efforts and Analysis of Past Election Results. It will be these election precincts where your efforts will produce the greatest number of votes for your candidate. Therefore, polling should be concentrated first in the high priority precincts.

Party Affiliation

In a primary race, only those who belong to the same party as your candidate can cast a vote for (or against) the person you support. It makes no sense to poll someone who cannot vote for your candidate. If you are focused on the general election, then concentrate your polling on voters who are affiliated with your candidate's party or have a history of swing-voting -supporting candidates from parties other than their own. There is no point in polling someone who never votes for members of your candidate's party.

Your initial or benchmark poll will tell you how voters perceive various growth management issues.

These results should allow you to

focus in on those issues of greatest concern to voters. During the benchmark poll you should also get voter attitudes towards various ways of resolving each issue.

This data will allow you to craft solutions which fully address your concerns and are favored by a large percentage of voters.

Continued polling (tracking polls) throughout the weeks and months leading up to the election will tell you whether other growth issues have gained greater importance among voters or if voter perception of the effectiveness of your proposed solution has changed. Therefore, continued polling is essential to detecting the need to adjust your preferred approach to growth management to maximize voter support and, therefore, the likelihood your candidate(s) will win.

Contrasting Pro-Development vs. Responsible Growth Candidates

Throughout the campaign you should engage in a series of activities intended to help an ever greater number of voters appreciate the need to elect candidates committed to responsible growth management. Of course, the activities should focus on the growth issues of greatest concern to voters while demonstrating how your preferred solution will not only resolve negative effects but enhance those quality of life elements affected by each issue.

From Chapter 35: Researching Strategy Options, you should know what solutions are available for resolving each issue voters view as a priority.

From the results of the polling suggested above, you should know what issues voters view as most critical to their quality of life and what solutions they perceive as most effective, desirable.

Otto von Bismarck said: "Politics is the art of the possible." If the Chancellor was managing an election he would likely say: Focus on the issues which make it possible for your candidate to win.

These issues, of course, are those which voters care about the most. In other words, resist the temptation to focus on your pet issues and solutions. Instead, focus on issues which will be most effective in getting responsible growth management candidates elected. Of course, you can press each candidate for a commitment to address your core issue through your preferred solution while devoting your voter education resources to those issues-solutions most likely to get good candidates elected. So, again, focus on those issues-solutions which make it possible to get responsible growth management candidates elected.

Generally, the best campaign issues are those voters already care about. These will be the issues voters have been reading and hearing about in the media. But the issues they will care most about are those voters perceive as affecting them directly. It will be easier to make one of these issues into a hot campaign topic compared to issues which indirectly affect voters or have received little media coverage. Polling results should reveal which issues are most strongly felt among voters in your area.

Once you have a list of potentially hot issues, focus on those issue-solution combinations which will most clearly contrast responsible growth management candidates with those who favor development interests. For instance, let's say traffic congestion is a hot issue among frequent voters. Your responsible growth management solution might be to prohibit any development that would cause the degree of traffic congestion to cross a threshold voters view as intolerable (see Measuring Con-

gestion in Chapter 23: Traffic), while requiring developers to pay into a fund to improve mass transit and other measures which will reduce traffic congestion. Pro-development candidates might espouse concern about this same issue, but would favor only payment into a fund with no restriction on further growth. Questions regarding these two solutions should be included in the next poll to determine if voters see a clear contrast and favor candidates supporting your responsible growth management solution.

After the Election

Life would be nice if you could walk away from a hard-won election victory confident all would be well now that you have a solid majority of responsible growth management candidates dominating local decision-making bodies. Unfortunately, the moment your responsible growth management candidates are elected, pro-development interests begin wooing, lobbying, and cajoling. I've seen more than one candidate I swore was solid begin reversing their position once in office. But more common is the situation where good candidates lack the ongoing public support needed to get good growth management reforms enacted in a way that delivers the desired result. Ongoing public support takes a variety of forms.

- As the newly elected candidate begins formulating strategy for winning passage of the legislation implementing responsible growth management measures, you and your allies should employ the suggestions presented in Chapter 41: "Changing The Law" for encouraging full support among all members of the local legislative body as well as the mayor or other chief executive;
 - When a hearing is held or a vote taken on each piece of legislation, you and your allies should be there in standing-room-only numbers;
 - You should establish a scorecard or some other system for measuring the effectiveness of each incumbent (including those you supported) in moving the jurisdiction towards responsible growth management;
 - A system should also be put in place for evaluating how well staff are implementing the specific provisions that make up responsible growth management; and
 - In four years, you need to repeat all the steps suggested above for getting incumbents reelected, provided they succeeded in pushing growth management towards a more responsible approach during their first term in office. Providing these and other forms of support will be much easier if you channel the momentum generated by the election campaign into an ongoing responsible growth management organization. In other words, consider designing a series of activities, like those presented above, which allow those who supported your candidate to continue working on behalf of responsible growth management under the umbrella of an established organization or a new group.
- As stated previously in this chapter, frequent voters are far more likely to support social causes, like a Citizens for Responsible Growth Management, with volunteer hours and dollars. So begin by talking with the frequent voters who supported your candidate about their interest in seeing a membership organization established which focuses on improving growth management in your area. I suspect you will find a great deal of enthusiasm for such a movement.

For more on how to identify high priority precincts, mobilizing support among groups active in high priority precincts, plugging in to development battles, educating individual voters, get-out-the-vote, etc., download the complete text from www.ceds.org



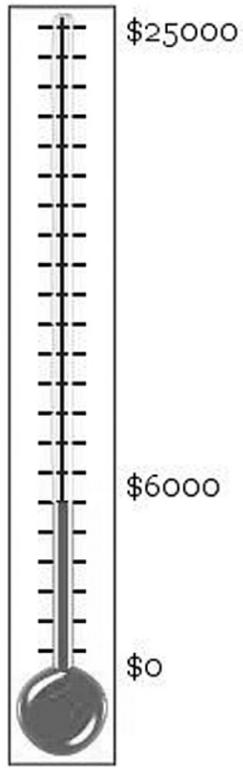
Fundraising

continued from page 1

the next few months, we MUST:

- ◆ Increase the Chapter Director position to full time
- ◆ Hire a part-time admin. assistant
- ◆ Hire a part-time volunteer coordinator and intern supervisor to mobilize

One Year to Go on \$25,000 Matching Fund



Many thanks to the generous anonymous donor who has pledged to match every contribution to the Santa Lucia Chapter through June 2008, up to \$25,000. For the next twelve months, every dollar you donate to the Chapter is worth double!

contributions of volunteers

- ◆ Upgrade our office facilities and infrastructure.

The success of the Sustainability Circle fundraising campaign will allow us to continue on course, and to do more, including the addition of two new interns and 20 volunteers, expansion of our outings program to include youth and families, lead European Energy Tours, and offer advocacy and lobbying

Chapter Treasurer Steven Marx (left) presents a check to Empower Poly Coalition Vice President Tylor Middlestadt. The EPC was founded by students in the spring of 2006 to serve as a power base for campus organizations. Sierra Club helped the EPC kick off the Powerhouse Project, which will establish a student environmental center on campus.



Influencing Thought on Health, Global Warming and Nuclear Issues

A talk by Catherine Thomasson, M.D., national president of Physicians for Social Responsibility.

7 p.m., Friday, June 22, SLO City Library

11:30 a.m., Saturday, June 23, The Senior Center, Santa Rosa at Buchon, SLO.

Sunday, June 24, Reception Co-sponsored by Central Coast Peace and Environmental Council & Santa Lucia Chapter of the Sierra Club, at the home of Karen Merriam, 1615 Tiffany Ranch Rd., Arroyo Grande. (Take Hwy 227 to Corbett Canyon Road. Please R.S.V.P. to 805-544-6628).

training for energy efficiency and sensible land use.

If you are interested in joining the Sustainability Circle by making a financial contribution and/or by collaborating with a member of our Fundraising Committee to bring together people you know for one of our informational meetings, please contact our office at 543-8717 or send an e-mail to sierra8@charter.net

Sierra Club Celebrates 500 Cool Cities

In May, Tulsa, Oklahoma, became the 500th city whose mayor has signed the U.S. Mayor's Climate Protection Agreement, a voluntary commitment to reduce global warming pollution in their communities to 7% below 1990 levels by 2012. In San Luis Obispo County, the cities of Atascadero, Morro Bay and San Luis Obispo have signed on.

There are "Cool Cities" in all 50 states, representing over 64 million

COOL CITIES

Solving Global Warming One City at a Time

people. More than 150 Sierra Club Cool Cities campaigns around the country are advocating smart energy solutions such as energy efficiency, cleaner vehicles and renewable power.

"The 500 Cool Cities demonstrate the growing national resolve to take action on global warming," said campaign director Glen Brand. "Not waiting for the federal government, Cool City mayors are moving forward with clean energy solutions. These smart solutions are reducing global warming pollution and energy costs, while creating new economic opportunities. It's time for our leaders in Washington to follow the extraordinary lead of these 500 cities."

The Swallows of Oso Flaco

by Joe Dickerson

Our last paddle at Oso Flaco Lake got rained out, and it looked like it just might happen again. It had rained the day before our set date and the weather guessers were all giving odds that it would on Saturday as well, not a good omen. After a great breakfast at Jack's in Orcutt, portaging the boats to the put in site and a brief skipper's meeting our small flotilla of four boats launched under mostly blue skies.

Only in California would Oso Flaco be called a lake. Anywhere else it would be referred to as a pond, but it never ceases to amaze as a paddling destination. The variety and sheer numbers of critters makes for a really breathtaking experience. Every trip seems to have some new surprise to delight even the most jaded of paddlers. This time it was the vast numbers of swallows. I think that every swallow species possible was

The Long Road to Smart Growth

Community 2050, a planning effort that is studying long-range regional growth, held two Regional Smart Growth Leadership Events in Pismo Beach and Templeton over the last two months.

Stefanos Polyzoides, co-founder of the Congress for New Urbanism, a national association of professionals focusing on urban restoration within an integrated regional structure, spoke at the Smart Growth event in Templeton on June 2. Polyzoides has said that from his perspective, watching what is happening around the state, SLO County has about five years to get it right – to change our approach to how we are going to grow and where we will develop — or it will be too late.

Community 2050 is a project of the San Luis Obispo Council of Governments, funded by a grant from CalTrans. Its program of public workshops on vision, goals, alternatives evaluation, policy development and briefings of local agencies, ongoing for the last several years, is expected to be complete at the end of 2008. According to Eric Greening, attendance at such meetings can be useful, as "it is good for citizens to witness their public servants earnestly pledging to stop approving stupid growth and start approving smart growth, so we can hold them to it."

"Everything we need to know about how we can better manage growth has been known for years," comments former SLO County Dis-

trict 5 legislative assistant Anne McMahon. "Many organized community-wide efforts and conferences held in the county during the last 10 years or more have all come to the same conclusion: We want to protect our agricultural lands, natural resources, unique communities, and more. Or at least we say that's what we want. What has been sorely lacking, is any strong political will to do it."



Leaving a Legacy for the Local Chapter

Ever since the Santa Lucia Chapter increased its level of environmental expertise and service to include full time professional staff, fund raising to finance this endeavor has, not surprisingly, become a chapter priority. Including the chapter in your estate plans is an excellent and relatively painless way to benefit the environment. Here are a few ways to help the chapter stay strong to protect our local environment, now and in the future.

TRUST or WILL: Leaving a legacy in your trust or will is an important way to help provide the local chapter with long term financial security, so that it may continue its important work in the future. Some people think that leaving a bequest simply to the Sierra Club in your will or trust will go to our local chapter. However, that is not the case. Unless the bequest is earmarked, it will go to the National Sierra Club, which donates very little locally. If you would like to benefit the local chapter, your will or trust must use the specific language, such as "I hereby give and bequeath [as amount, percentage amount or property you are giving] to the Santa Lucia Chapter of the Sierra Club, P.O. Box 15755, San Luis Obispo CA 93406, to be used to protect and preserve the environment in San Luis Obispo County." Bequests are deductible for estate tax purposes.

CHARITABLE GIFT ANNUITY: If you are at least 65 years old, another great way to help the chapter and also receive income every year is to establish a charitable gift annuity. Again if you want our local chapter to benefit, you

must name the Santa Lucia Chapter as the specific beneficiary. The planned giving staff of the national Sierra Club has recently affirmed that it is within Club policy to name a Chapter as a specific beneficiary. The Club Foundation will pay you a set dollar amount each year for the rest of your life. You also receive a charitable tax deduction for the initial donation in the year of the gift. For example, a gift of \$10,000 made by a 65 year old would have a fixed annual payout rate of 6.0%, which means that the person would receive \$600 a year, \$318 of it tax free, and a one time charitable deduction in the year of the gift of \$3656. At death, the \$10,000 gift, minus administrative costs, goes to the local chapter. In two years, our local Community Foundation will also offer charitable gift annuities which benefit local nonprofits.

IMMEDIATE GIFT OF IRA ASSETS: If you are 70 and one half or older, you may also make an immediate gift of IRA Assets to the Santa Lucia Chapter. A new rollover provision, which expires at the end of 2007, allows otherwise taxable distributions of up to \$100,000 from a traditional or Roth IRA to a non-profit. You are not required to pay income tax on this roll-over, and the distribution counts against your minimum required distribution.

No matter how you donate, every penny will be well spent and is very much appreciated. If you have questions or would like more information on these and other opportunities to plan your gift to the chapter, please call Doug Buckmaster at (805) 927-4206.

in attendance. Their aerobic abilities and thoroughly charming personalities really made our day.

I had made a photo safari to the lake back in January and was curious to see how many of the birds would still be here. As I expected, most of the migratory birds had moved on but we still saw a few ruddy ducks, cinnamon and blue winged teal, western grebes, mallards and the ubiquitous cormorants. We had great fun trying to identify the animal tracks we found at the water's edge, exploring, swapping paddling stories and generally "messing about in boats."

Come join us next time, you're missing a lot of fun....



Classifieds

June issue ad deadline is **May 15**.
To acquire a rate sheet or submit
your ad and payment, contact:
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San Luis Obispo, CA 93406
sierra8@charter.net



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Local Government Meetings

City of SLO--1st & 3rd Tues., 7:00 p.m.; 781-7103

Arroyo Grande--2nd and 4th Tues., 7:00 p.m.; 473-5404

Atascadero--2nd & 4th Tues.; 466-8099

Cambria CSD -- 4th Thurs.; 927-6223

Grover Beach--1st & 3rd Mon., 6:30 p.m.; 473-4567

Grover Beach Planning Commission-- 2nd Tues.

Morro Bay--2nd & 4th Mon.

Paso Robles--1st & 3rd Tues., 7:00 p.m.; 237-3888

Pismo Beach--1st Tues., 5:30 p.m.; 773-4657

Los Osos CSD board-- 1st Tues. & 2nd Mon., varies

California Coastal Commission-- 3rd Tues., varies

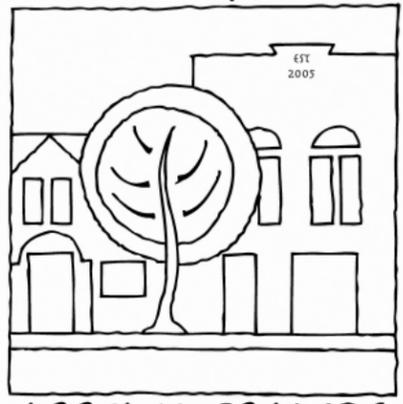
SLO County Board of Supervisors-- every Tues.; 781-5450

SLO Council of Governments; 781-4219

SLOCOG Citizens Advisory Committee--1st Wed. every other month, 6:00 p.m.

SLOCOG Board--1st Wed. every other month, 8:30 a.m.

TREE GUILD



ARROYO GRANDE

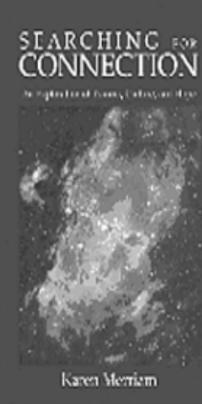
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SEARCHING FOR CONNECTION
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by Karen Merriam

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"Searching for Connection offers hope, inspiration, and meaning to those who have been traumatized, to family and friends of those touched by trauma, and to those who have dedicated their lives to helping the victimized and traumatized. Most importantly, it illustrates that one can endure with dignity and survive with meaning, even in the face of terrible experiences."

—Beverly Engel, M.F.T., psychotherapist and author of *Breaking the Cycle of Abuse*

Survival at the Edge of Experience

Karen Merriam's *Searching for Connection: An Exploration of Trauma, Culture, and Hope* delves into the heart of traumatic experience, where important connections to safety, hope, and strength are severed. Even in the darkness of traumatic events, however, personal and collective resources can be discovered and brought to bear to help oneself and others endure. Through a series of personal stories and case studies, Merriam develops a paradigm of traumatic experience that reveals the common factors that allow individuals to survive and to overcome nightmare experiences. Amazingly, survivors often discover within themselves untapped resources they have never known before.

The ten chapters of *Searching for Connection* build with cumulative authority and power, shining a search beam ever deeper into the abyss of traumatic experience. Merriam's exploratory approach will be especially appealing to readers who prefer to reach their own conclusions based on their unique strengths and wisdom. This is a groundbreaking study addressing a subject of profound significance, which all readers will profit from contemplating.

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Outings and Activities Calendar

All of our hikes and activities are open to all Club members and the general public. If you have any suggestions for hikes or outdoor activities, questions about the Chapter's outing policies or would like to be an outings leader, call Outings Leader Gary Felsman (473-3694). For information on a specific outing, please contact the outing leader. Outings Leaders please get your outings or events in by the 1st for the next month's outings.

Hiking Classifications:

Distance: 1 = 0-2 mi., 2 = 3-5 mi., 3 = 6-9 mi., 4 = 10-12 mi., 5 = 12 mi. or more.

Elevation Gain: A = 500', B = 1000', C = 1500', D = 2000', E = 2500', F = 3000' or more.

Sat., June 2nd, 9:30 a.m.

Informal Hike to Valencia Peak. This is an informal hike to Valencia Peak and to where ever the group wants to go. Preliminary estimates is about 5 mile and 1300 feet of elevation gain. Meet at the Valencia Peak Trailhead., Montana de Oro State Park. Bring water and dress for the weather. Look for other people who look lost.

SATURDAY, JUNE 9

CANOE/KAYAK MORRO BAY: Here is a chance to enjoy a picnic dinner and a short hike on the sand spit. Bring your boat and equipment, PFDs, binoculars and your dinner. **LOW TIDE PUT IN 4:00 PM HIGH TIDE 6:48PM 4.0 ft, LAUNCH AT MORRO BAY STATE PARK MARINA.** Contact Joe Dickerson at 693-9534.

June 16th 9 a.m. Cerro

Alto. Come take a 5-6 mile hike to the top of Cerro Alto. Meet at the Cerro Alto Campground Day use area. \$5 parking fee for those that don't have an adventure pass. Details call Gary @473-3694.

June 24, Sun., 0930

NIPOMO CREEKSIDE PRESERVE Meet behind Adobe Plaza in Old Town Nipomo. See new trail, riparian habitat, native plants. My easiest hike. Dogs OK. If we have the time & interest might go to DANA Adobe. We'll talk about the importance of riparian habitat and native plants. Call 929-3647 or bdenneen@kcbx.net

a few days before to confirm and for details.

Fri.-Mon., June 29-July 2, 8th Annual Ruby Rendezvous, Car-camp. Join us for one of the most memorable car camp/day hiking trips of the year. Visit snow-laden cirques and alpine lakes in the heart of the Ruby Mtns Wilderness Area in Northern Nevada. Four days car camping with day hikes up various canyons. Evening entertainment by acclaimed Cowgirl Poet, Merilee Wright and friends. Twelve course Basque feast in nearby Elko. Group share of expenses. For more information on past trips, visit www.climber.org. For signups contact leader: Allen Tatomer, allentatomer@hotmail.com, (925-439-0434). SF Bay Chap/ Desert Committee

Fri.-Wed., June 29 - July 4, Escalante Grand Staircase NM - Coyote Gulch. Backpack in the Escalante Grand Staircase NM, Coyote Gulch to Escalante River. Enjoy waterfalls and swimming at this time of year. Hot season but pleasant along tree-lined creek in deep canyon of brilliant red rock and sheer walls. Shady areas frequent. Lots of wading. See lots of bright lights flashing after dark. About 28 miles round trip with pack, additional miles of day hiking. To reserve, send \$20 made to 'Sierra Club' (refundable deposit) to David Hardy, Box 99, Blue Diamond, NV 89004. 702 875-4549. E-mail (preferred) hardyhikers@juno.com. CNRCC Desert Committee

June 30, Sat., 8:30 a.m.

Hike to False Alan's Peak via Valencia Peak Trail and return via Coon Creek and Bluff Trail. Join the leader on this 11 mile loop trail in Montana de Oro State Park. There will be approximately 2800 ft of elevation gain. Enjoy unrestricted coastal views from the peaks, riparian habitat, and a pleasant finish along the bluff trail on this great summer-time hike. There is a possibility of poison oak and ticks. Bring water, lunch, snacks, good hiking shoes, and dress for the weather. Meet at the Montana de Oro visitor's center. There is an optional refueling stop in Los Osos after the hike. For info call Chuck @ 441-7597

Fri - Sun, July 13-15,

Mazourka Canyon Carcamp. Escape from the heat of the cities and the crowds of the Sierras. This canyon ascends from Independence, CA, into the highest parts of the Inyo Mountains with sage flats, ponderosa pines, and old mine sites. Saturday will feature a hike (M/S) to Wacouba Peak, the highest in the range, and on

Sunday, we drive out to the north near Big Pine. 4WD is required, but there may be opportunities to accommodate passengers. For details contact leader: Craig Deutsche, deutsche@earthlink.net, (310-477-6670). CNRCC Desert Committee

July 22, Sun., 0930

NIPOMO CREEKSIDE PRESERVE Meet behind Adobe Plaza in Old Town Nipomo. See new trail, riparian habitat, native plants. My easiest hike. Dogs OK. If we have the time & interest might go to DANA Adobe. We'll talk about the importance of riparian habitat and native plants. Call 929-3647 or bdenneen@kcbx.net a few days before to confirm and for details.

Sat.-Sun., August 4-5,

Bristlecone Pines and Open House at Barcroft Lab. Come with us to the beautiful White Mtns to hike the Ancient Bristlecone Pine Forest on Saturday, followed by happy hour, a potluck feast and campfire. On Sunday, the only day of the year it is open to the public, we'll tour the University of California's Barcroft Lab at 12,500', followed by an easy hike to Mt. Barcroft (13,040'). Group size strictly limited. Send \$8 per person (Sierra Club), 2 sase, H&W phones, email, rideshare info to Reserv/Ldr: Lygeia Gerard, P.O. Box 294726, Phelan, CA 92329, (760) 868-0979. Co-ldr: Don Peterson, (760) 375-8599. CNRCC/Owens Peak Group.



Photo by Joaquin Palting

Sat.-Sun., August 25-26,

Tamarisk Bash in Surprise Canyon. Celebrate the end of summer by helping to remove invasive tamarisk from Surprise Canyon. It is warm weather, but the year-round stream will let us soak and cool as the spirit moves us. We will work Saturday with Marty Dickes, our coordinator from the BLM. Sunday we will hike up the nearby Telescope Peak for long views and cooler weather above the desert. Enjoy carcamping, a potluck dinner Saturday, and campfire stories. Contact leader Craig Deutsche, deutsche@earthlink.net, (310-477-6670). CNRCC Desert Committee.

Whales, Pinnipeds & Wildflowers: Channel Islands National Park



July 20-23

4-day, 4-island cruises visiting San Miguel, Santa Rosa, Santa Cruz & Anacapa Islands. \$775

August 25-29 September 15-19

5-day, 5-island cruises visiting all five islands included in Channel Islands National Park: San Miguel, Santa Rosa, Santa Cruz, Anacapa, & tiny Santa Barbara Island. \$925

All cruises depart from Santa Barbara. Prices include assigned bunk, All meals, snacks, beverages, & services of a ranger/naturalist

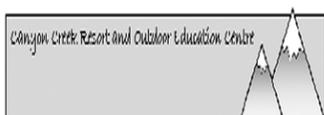
who will travel with us to help identify, seals & sea lions, birds & wildlife, plants & flowers, whales & other creatures of the sea. We'll also see remnants of the rich culture of the Chumash people who lived on these islands for thousands of years.

Each island is unique & offers its own special charm. Activities include hiking, kayaking, snorkeling, beachcombing, or just relaxing at sea. In spring the islands are ablaze with colorful wildflowers. In summer, the enticing, pristine waters of the Marine Sanctuary, churning with colorful fish and sea lions, will delight snorkelers and swimmers.

These cruises are fundraisers to benefit Sierra Club political programs in California. To make a reservation, send \$100 check payable to Sierra Club to leader Joan Jones Holtz, 11826 The Wye St., El Monte, 91732. (626-443-0706; jholtzhl@aol.com).

Website:

www.truthaquatics.com/hiking.htm



Looking for a real wilderness vacation? Come rent Canyon Creek Lodge.

In the mountains near Smithers, British Columbia. Designed for groups and families. Easily accessible by air, road or rail, yet located in a true wilderness setting. Canoe, kayak, raft, bike, hike, fish, ski, or view the abundant wildlife. The Lodge accommodates up to 10 with 5 bedrooms and 2.5 baths. It's like your own private wilderness area, but with all the comforts of home. Also great for retreats, seminars, courses or club outings. We can connect you to local outfitters, guides or instructors. Visit www.canyoncreekbritishcolumbia.com, email info@canyoncreekbritishcolumbia.com or call 250-847-4349 (Roger McColm). Mention this ad and 5% of your rental goes to the Santa Lucia Chapter.

This is a partial listing of Outings offered by our chapter. Please check the web page www.santalucia.sierraclub.org for the most up-to-date listing of activities.