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 concerted 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

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 dollar 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 present far more bad development ventures then 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...
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 Blakey, Doug and Lee Buckmaster, Kat and Ted McNeely, Dorothy Ertel, Mary Francoeur and Ann K. Dennis for their donations in memory of Lynne Christie.


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 bulbs and worried about the mercury content of fluorescent tubes and Compact Fluorescent Bulbs.

Statewide, there are only 50 take-back locations for CFLs,” said IWMA General Manager Bill Morrell. “We are growing as well as other counties. Ultimately, we hope that everybody who sells CFLs will agree to take them back.”

At the urging of Ted Llovet, leader of SLO’s grassroots “Bulbs Across America” campaign, the receptacles at each retail location will include a 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 bulb, 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 facilities, will pick up monthly and ship CFLs & tubes to Verloia 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 Authority. IWMA processed 700,000 of household hazardous waste at their five recyling sites last year, keeping it out of landfills.

While disposal is free, pick-up service are not. For 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 80 percent of 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.

Visit us on the Web!

www.santalucia.sierraclub.org

Outings, events, and more!

Ad

Change of Address?

Mail changes to:
Sierra Club National Headquarters
85 Second Street, 2nd Floor
San Francisco, CA 94105-3441
or e-mail: address.changes@sierraclub.org

505 m. Dinner break with Debbie Bennett (please call for reservations, $50-2487; prices are separate from the film ticket, $10 per meal.)
6:30 p.m. Outtown with Lee Perkins from Oppose Walmart
8:00 p.m. Gordo (short film)
8:30 p.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 1569, San Luis Obispo, CA 93406.

SANTA LUCIAN

Andrew Christie
EDITORIAL BOARD
Karen Merriam
Cleve Nash
Jack McCreary

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.

send to:
Editor, Santa Lucian
650 Sycamore Drive
San Luis Obispo, CA 93406
santa@sierraclub.org

Santa Lucia Chapter
2007 Executive Committee
Karen Merriam
CHAIR karen@karenmerriam.com
Jack Morrow
VICE CHAIR jmorrow@earthlink.net
Karen Merriam
SECRETARY tracey@opalshinert.com
Cleve Nash
MCCASIN ccnash@charter.net
Cal French
COUNCIL OF CLUB LEADERS ccalfr@cblwestern.net

Santa Lucia Chapter
2007 Executive Committee
Karen Merriam
CHAIR karen@karenmerriam.com
Jack Morrow
VICE CHAIR jmorrow@earthlink.net
Cal French
MEMBER ccnash@charter.net
John Ashbaugh
MEMBER johnashbaugh@charter.net
Steven Marx
TREASURER stevenmarx@charter.net
Tracey Hayden
SECRETARY tracey@opalshinert.com
Cleve Nash
MEMBER ccnash@charter.net
Cal French
COUNCIL OF CLUB LEADERS ccalfr@cblwestern.net

Santa Lucia Chapter
May 2007

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
Political Richard Kranzdorf
Conservation Ken Smokoska
Membership Carol French
Acting Program Chair Letty French
Litigation Andy Greensfelder
Diablo Canyon Task Force Rochelle Beckers beckers@thegrid.net
Desal Task Force Jack Morrow
Other Leaders
Open Space Gary Felsman 805-473-3684
Calendar Sales Bonnie Walters 805-543-7051
Chapter History John Ashbaugh 805-541-6430
Activities Outings Gary Felsman 805-473-3684
Canoe/Kayak Joe Dickerson jadphoto@aol.com

General Information
Santa Lucia Chapter
P.O. Box 15755
San Luis Obispo, CA 93406

Chapter Director
Andrew Christie
805-543-8717
santa.lucia.chapter@sierraclub.org

Chapter office hours are Monday-Friday, 11 a.m. - 4 p.m., 1204 Nipomo Street, San Luis Obispo 93401
Dear Editor,

I noticed the "don't renew Diablo license" debate on the web site and was interested in the current times. The anti-nuclear stance is being voiced by the nations lead energy policy makers because of the issue of global warming. Global warming is a much greater near term consequence than we realize. As a consequence then is nuclear power and waste storage. Besides I find it extremely interesting that we are being told to build 10 coal plants to replace it with the associated environmental impacts.

I read the commentary of the article on "Taking Issue," (http://www.santacruz.com/santacruz/2007/mar07/pdf/). I respectfully disagree that it debounce 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 very weak. The entire 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 we are all doomed. Keep in mind the following:

1. Nuclear power has been producing above 10% of our country's electricity over 30 years without any major health risks or loss of life. Diablo is a prefect example of it even went through an earthquake.

2. The cost of nuclear generation per kilowatt hour is far less than hydroelectric. When PG&E was forced to deregulate several years ago, they had to sell off one-third of their plants. Diablo was astonishing low. Now that they are those plants 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 plants in 1970...

3. It reduces carbon in the atmosphoric steel industry, electronics, and other products markets, Japan is 30% nuclear and they plan to increase this to 37% in 2009 and 41% in 2014. This not a bad idea.

4. Our goal is to get off the oil standard and convert to electric or hydrogen fuel. Otherwise the world may have a huge increase in amount of electric energy production. We don't want that increase in greenhouse gas, oil or gas. Wind, solar or hydro do not have a prayer in meeting this increase. If we switch to electric or hydrogen vehicles the energy was provided by hydro, coal or carbon fuels we are robbing Peter to pay Paul. This would be the height of lunacy.

5. Only time will tell how this issue plays out. Unfortunately, some scientists believe the global warming tipping point is 10 years away. We can 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 by misrepresenting citing sources and reports that possess the appearance of scientific merit, them selves replete with further scientific sources cited within their pages that further buttress their conclusions. The "1,000 nuclear reactors" is to be found in the 2003 MIT study "The Future of Nuclear Power in the 21st Century". A study 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 held a conference on a study of the full costs of the nuclear energy cycle. In the rest, here’s the best response we’ve anywhere to the supposed need for nuclear expansion:

Existing technologies for more efficient energy use are already in three-fourths of all electricity at an average cost of 1 cent per kilowatt-hour—cheaper than running a typical nuclear power plant and using only natural gas. Utilities have demonstrated and implemented at scale, rapid, large, predictable, and extremely cheap “negawatts” (sored energy). The potential 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 59 percent of space from not heater energy with a 10-month payback using 1983 technology. My team’s redesign of some $30 billion worth of facilities in 29 sectors normally generates 30-60 percent in new facilities in 3 years and 40-90 percent in new installations (typically with lower capital costs).

And the Pacific Power plant is one of 690 known obstacles to implementing energy efficiency can be turned into a business opportunity.

On the supply side, “microwrap” — small-scale carbon capture that emits little or no carbon dioxide—provided one-sixth of the world’s electricity and on its way in electricity in 2005, meeting from one-sixth to one-third of all electricity needs in 13 industrial countries. The smaller the microwrap’s components, distributed renewable sources of electricity were a $56 billion global equipment market in 2006, while the larger, combined-heat-and-power was probably even larger. Microwrap added four times the electricity and 8 to 11 times the capacity that nuclear power add globally in 2005, now produces more electricity than nuclear power does, and is far cheaper to have.

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

Nuclear power is unnecessary and unnecessary. The shortage has now 8 deaths per billion in the last 5 years. As Governor Schwarzenegger put it to the California Coastal Protection Network that is exactly what LNG will do.

- 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 glo- bal warming embraces nuclear energy in the bridging fashion suggested above. The IPCC has repeatedly championed this approach.

There is an abundant supply of natu- ral gas. Peak gas in 2007 is distant and while North America has an abundant supply of gas today and a new gas player (3% of the proved reserves), us- ing our supply rapidly. For the gas “Sacudi Arubus” (in my opinion) to be suppliers to us, transoceanic ship- ment of LNG or derived liquid products is required. We’re already working very hard to make ourselves energy depen- dent, again.

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 gas with nuclear.

And then there is the issue of leading other countries away from coal -- the best way is to set a standard now, 600,000 less carbon and quickly get our carbon footprint down. The quickest way is to stop gas as a bridge, replacement energy source.

Dear Editor,

The current Sierra Lautian 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 – and making gas, as we know, a relatively clean source of energy that is a much greater near term consequence in addition to making gas, as we know, a relatively clean source of energy that is a much greater near term consequence in addition to making gas, as we know, a relatively clean source of energy that is a much greater near term consequence in addition to making gas, as we know, a relatively clean source of energy that is a much greater near term consequence in addition to making gas, as we know, a relatively clean source of energy that is a much greater near term consequence. The CMS, Steel industry, electronics, and other products markets, Japan is 30% nuclear and they plan to increase this to 37% in 2009 and 41% in 2014. This not a bad idea.

Letters

We do not reach Mr. Phillips and Mr. Richard to the report. "Tackling Climate Change," released this year by the American Solar Energy Society (www.ase-solar.org), which shows how we can meet our needs through a combina- tion of efficiency and renewables — and excluding coal, nuclear and natural gas — if we have the political will. "It re- stores the general consensus around the issue that energy production processes will take time to mature and scale. In the interim, it seems that collaborative approaches to attractive (not ideal) solu- tions are what’s needed."

B. K. Richard
San Luis Obispo

3...
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 of CEDS to manage a portion or all of their campaign, which is how CEDS stays in business.

Chapter 42 (abridged):
E 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. The first question 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 one who supports laws and policies that ensure that development preserves and enhances the 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, or other decision-makers who are firmly committed to administering and enforcing the policies you support on your street. You get policies 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 occasionally flailed project along with poorly-planned growth in general. There just isn’t a set of local laws and policies that can be put in place which will deliver responsible growth management. You need assuredly as electing good decision-makers and then supporting them ag- gressively throughout their term in office.

If you are considering a commitment of your time and money to help elect decision-makers who lead efforts to protect the quality of life in your community and fight a development project, yet you are really concerned about how growth is going to happen, that’s when you put a lot of your energy and community 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 a core group of like-minded activists can make a big difference. For example, a study of the 2006 elections in New Jersey reported that issues related to smart growth showed candidates raised an average of $16,645 while those candidates endorsed by PAGS contributed an average of $1,315.

In 2005, the median amount spent by winners of local races in the United States was $4,878. Of that, $2,900 went to campaigns in 38 Massachusetts cities it was $36,751, with a range of $677 to $2,361,830 (Boston). Most of our live in towns where local elections are won for the average amount of New York -- $16,645 -- or we live in larger cities and counties where winners tend to spend about $40,000 to win a seat on the local legislative body. Chapter 42: E electing & Retaining Decision-Makers Committed To Responsible Growth Management

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

COMMUNITY & ENVIRONMENTAL DEFENSE SERVICES
11 Crystal Palace Court
Owings Mills, Maryland 21117
410-654-3021
800-775-4771
Fax: 410-654-3028
E-mail: info@ceds.org
Web Page: www.ceds.org

Originally Published January 2003
Last Updated March 2007

How to框架 your proposed solution to responsible growth management?

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

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

It is rare that a candidate can win an election in any single district on just responsible growth management. But candidates who support responsible growth management tend to support other issues which have broad appeal among voters. So when screening for candidates to back, do not become fixated on their growth-management position. Instead, consider their compatibility with a series issues and their platform with your position on growth management. If a significant conflict exists then the flaws are likely to show. In the end, an ideal can- didate is one who impresses you as 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 manage- ment, you must make this one of the hottest issue in the next election. To make growth-management a hot topic on the campaign trail, you need to discover ways in which your existing concerns can be put in place which will deliver responsible growth management decision-makers. It used to be that Democrats were more supportive of responsible growth management when compared to Repub- licans. Fortunately, that is just isn’t true anymore. In fact, one of the most effec- tive elected officials I know is a Repub- lian.

Baltimore County Councilman T. Bryan McIntire has presumably protected more rural land than any other local elected official in the United States. When 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 preserving it from development. How do you do this? If a candidate truly is committed to managing growth responsibly? Well, there is no fool-proof test but the best place to be- gin is to have a long conversation with the candidate. What will you be looking for? It is difficult to know what many of the growth-management measures they have to explain to responsible growth management. Hopefully they have spe- cific 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 support a formal, public announcement that they support your positions. If the candidate feels your approach may not be the best way to improve growth management, do they have an equally effective alterna- tive? If yes, will the candidate then go on record supporting the alternative?

2. Do the candidate have affiliations that have broad appeal among voters? Followers of smart growth and other r

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

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

It is rare that a candidate can win an election in any single district on just responsible growth management. But candidates who support responsible growth management tend to support other issues which have broad appeal among voters. So when screening for candidates to back, do not become fixated on their growth-management position. Instead, consider their compatibility with a series issues and their platform with your position on growth management. If a significant conflict exists then the flaws are likely to show. In the end, an ideal can- didnate is one who impresses you as 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 manage- ment, you must make this one of the hottest issue in the next election. To make growth-management a hot topic on the campaign trail, you need to discover ways in which your existing concerns can be put in place which will deliver responsible growth management decision-makers. It used to be that Democrats were more supportive of responsible growth management when compared to Repub- licans. Fortunately, that is just isn’t true anymore. In fact, one of the most effec- tive elected officials I know is a Repub- lian.

Baltimore County Councilman T. Bryan McIntire has presumably protected more rural land than any other local elected official in the United States. When 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 preserving it from development. How do you do this? If a candidate truly is committed to managing growth responsibly? Well, there is no fool-proof test but the best place to be- gin is to have a long conversation with the candidate. What will you be looking for? It is difficult to know what many of the growth-management measures they have to explain to responsible growth management. Hopefully they have spe- cific 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 support a formal, public announcement that they support your positions. If the candidate feels your approach may not be the best way to improve growth management, do they have an equally effective alterna- tive? If yes, will the candidate then go on record supporting the alternative?

2. Do the candidate have affiliations that have broad appeal among voters? Followers of smart growth and other r

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

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

It is rare that a candidate can win an election in any single district on just responsible growth management. But candidates who support responsible growth management tend to support other issues which have broad appeal among voters. So when screening for candidates to back, do not become fixated on their growth-management position. Instead, consider their compatibility with a series issues and their platform with your position on growth management. If a significant conflict exists then the flaws are likely to show. In the end, an ideal can- didate is one who impresses you as 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 manage- ment, you must make this one of the hottest issue in the next election. To make growth-management a hot topic on the campaign trail, you need to discover ways in which your existing concerns can be put in place which will deliver responsible growth management decision-makers. It used to be that Democrats were more supportive of responsible growth management when compared to Repub- licans. Fortunately, that is just isn’t true anymore. In fact, one of the most effec- tive elected officials I know is a Repub- lian.

Baltimore County Councilman T. Bryan McIntire has presumably protected more rural land than any other local elected official in the United States. When 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 preserving it from development. How do you do this? If a candidate truly is committed to managing growth responsibly? Well, there is no fool-proof test but the best place to be- gin is to have a long conversation with the candidate. What will you be looking for? It is difficult to know what many of the growth-management measures they have to explain to responsible growth management. Hopefully they have spe- cific 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 support a formal, public announcement that they support your positions. If the candidate feels your approach may not be the best way to improve growth management, do they have an equally effective alterna- tive? If yes, will the candidate then go on record supporting the alternative?

2. Do the candidate have affiliations that have broad appeal among voters? Followers of smart growth and other r

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

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

It is rare that a candidate can win an election in any single district on just responsible growth management. But candidates who support responsible growth management tend to support other issues which have broad appeal among voters. So when screening for candidates to back, do not become fixated on their growth-management position. Instead, consider their compatibility with a series issues and their platform with your position on growth management. If a significant conflict exists then the flaws are likely to show. In the end, an ideal can- didate is one who impresses you as committed to responsible growth management and is the most electable given their position on all other campaign issues.
maximize voter support. For example, it may be your perception that voters in your small town are against a proposed high-speed rail project, but public opinion polls will reduce the effects of this perception. However, operating on a shoestring budget and expecting results may be more dubious than the impact of the big box or local business street; voters and the media will see less and less on the matter in their small town. Polling data can also be turned into an array of informative issues framed to capture voter attention.

Continuing with the big-box example, the survey firm may have stored these questions and dozens of new car trips a day to a local roads. When they lead to these, voters should know that there are no more than ten meetings of 1,000 to 12,000 trips per day voters may this move to impact the first on place on their list of reasons why our town is better of without a big-box store.

In the business of public polling recommend less than 200 voters, preferably 400-500. By polling I do not mean a phone survey. However, actually completing the survey questionnaire with 20 randomly selected voters, in addition to the one question: question in growth management, the questionnaire could be written in such a way that it will complete no more than four or five surveys per hour. Completing 20 questions in an hour would be the strategy for the volunteer hour. Surveys are best done where multiple phone lines are present in the local area where you are going to have, say, five volunteers calling from the same number, on a weekend day, it would take three to seven even- nings to get 20 completed question- naries. Before going to the considerable ef- fort involved in conducting your own poll see what data already exists. First of all, there is a chance to consider the costs of the survey and its reliability. If you have, say, five volunteers calling from the same number, on a weekend day, it would take three to seven even- nings to get 20 completed question- naries.

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 expecting results may be more dubious than the impact of the big box or local business street; voters and the media will see less and less on the matter in their small town. Polling data can also be turned into an array of informative issues framed to capture voter attention.

Continuing with the big-box example, the survey firm may have stored these questions and dozens of new car trips a day to a local roads. When they lead to these, voters should know that there are no more than ten meetings of 1,000 to 12,000 trips per day voters may this move to impact the first on place on their list of reasons why our town is better of without a big-box store.

First of all, there is a chance to consider the costs of the survey and its reliability. If you have, say, five volunteers calling from the same number, on a weekend day, it would take three to seven even- nings to get 20 completed question- naries. Before going to the considerable ef- fort involved in conducting your own poll see what data already exists. First of all, there is a chance to consider the costs of the survey and its reliability. If you have, say, five volunteers calling from the same number, on a weekend day, it would take three to seven even- nings to get 20 completed question- naries. 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.

1. Attitudes and Perceptions about Land Use on the Eastern Shore [Maryland].
One Year to Go on $25,000 Matching Fund

**$25000**

- **$6000**
- **$0**

Many thanks to the anonymous donor who has pledged to match every contribution to the Santa Lucia Chapter through June 2008, up to $6000. For the next twelve months, every dollar you donate to Chapter’s worth double!

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, fundraising 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 charitable gift annuity.

**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 does not happen very 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 bequest [as much, percentage amount or property you are giving] to the Santa Lucia Chapter of the Sierra Club, P.O. Box 13755, 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 55 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 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 receive a fixed annual payment 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 $6356. 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 will allow at the end of 2007, allows otherwise taxable distributions of up to $100,000 from your IRA to a non-profit. You are not required to pay income tax on the amount over, and the distribution counts against your minimum required distribution.

New Morning Paddle Meetup

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 forecasters 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 was 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 brings with some new surprises and at the very least the jaded of paddlers. This time it was the vast numbers of swallows. I think that every swallow species possible was in attendance. Their aerobic abilities and thoroughly charming personalities really made our day.

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 forecasters 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 was 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 brings with some new surprises and at the very least the jaded of paddlers. This time it was the vast numbers of swallows. I think that every swallow species possible was 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 did see a few ruddy ducks, cinnamon and blue winged teal, and mallards and the ubiquitous Cormorants. We had great fun trying to identify the animal tracks around the edge, exploring, swapping paddling stories and generally ‘making 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: Sierra Club - Santa Lucia Chapter P.O. Box 15755 San Luis Obispo, CA 93406 sierra8@charter.net

Law Offices of Jan Howell Marx A Client Centered Practice
Business
Mediation
Environmental Law
Elder Law
Real Estate
Wills and Trusts
541-2716 janmarx@fix.net

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.; 466-8199
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.

Get informed & stay that way! Ask to be put on the Santa Lucia Chapter’s E-Alert List. Send request to: sierra8@charter.net

Survival at the Edge of Experience

Karen Merment’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 survive. Through a series of personal stories and case studies, Merment develops a paradigm of traumatic experience that reveals the common factors that allow individuals to survive and to overcome the deepest traumas. Amazingly, survivors often discover within themselves untapped resources they have never known before.

The ten chapters of Searching for Connection build both cumulative authority and power, shining a light on the darkest corners of the psyche and the mind. If you’re interested in the human condition, this is a book you must read. In the end, you will feel empowered by the knowledge you’ve gained and the hope it engenders.

ORDER YOUR COPY TODAY - A GREAT GIFT FOR READER INTERESTED IN THE HUMAN CONDITION

YES! I want to order the hardcopy version of this book. Send me ____ copies of Searching for Connection: An Exploration of Trauma, Culture, and Hope at $22.95 plus $4.95 each for shipping and handling (California residents add 8.75% sales tax per book). Please allow three to four weeks for delivery.

Name ___________________________ Phone ___________________________
Organization ___________________________ Email ___________________________
Address ___________________________
City/State/Zip ___________________________
My check or money order for $______ in enclosed. Charge my: __ VISA __ MasterCard
Card number ___________________________ Exp. ____________ Signature ___________________________
Mail to: TruthSeeker Press P.O. Box 1244 San Luis Obispo, CA 93406
Call your credit card order to (800) 326-9001 or online at www.searchingforconnection.com
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 (477-3694). 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 = 13-17 mi.

Saturday, June 2nd, 9:30 a.m.
Informal Hike to Valley Peak. This is an informal hike to Valley Peak and to where ever that group wants to go. Preliminary estimates is about 5 miles and 1100 feet of elevation gain. Meet at the Valley 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: There 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 4:30 PM HIGH TIDE TIDE 10:44PM 9.8’ L.A.N.C.H. 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 a vehicle 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. Call 929-3647 or bdenneen@kcbx.net a few days before to confirm and for details.

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 (13,045’). Group size strictly limited. Send $8 per person (Sierra Club), 2 sase, H&W phones, email, rideshare info to Reserv/Ldr: Luciea Gerard, P.O. Box 294726, Phelan, CA 92329, (760) 868-0979. Co-Ldr: Don Peterson, (760) 375-8599. CNRCC/Owens Peak Group.

Sunday, 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 cool and as the spirit moves us. We will work Saturday with Marty Dockes, our coordinator from the BLM. Sunday, we will hike up the nearby Telescope Peak for long views and cooler weather above the desert. Enjoy car camping, a potluck dinner Saturday, and campfire stories. Contact leader Craig Deutsche, deutsche@earthlink.net, (310-477-6670), CNRCC Desert Committee.

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 bathrooms. It’s like your own private hideaway 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.santaleticia.sierraclub.org for the most up-to-date listing of activities.

Whales, Pinipeds & 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
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 accommodations, meals, snacks, beverages, & services of a naturalist who will travel with us to help us 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, beach-combing, or just relaxing at sea. In the spring the islands are ablaze with colorful wildflowers. In summer, the enticing, pristine waters of the Marine Sanctuary, churning with colorful kelp, sealions, 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)433-0706 (jholzth@msn.com).

Website: www.truthaquatics.com/hiking.htm

Santa Lucian • May 2007