

# Work to Preserve Access for You and Your Dog at Lighthouse Field and Its Beach

## Why You Should Help

**You should help because this is about losing the quality of your life and community.** By supporting the preservation, the beauty and recreation opportunities for people with dogs off leash at Lighthouse Field and Its Beach, you support a much needed park service. With your help, we can preserve the off-leash access and foster a City culture that is friendlier to you and your dog.

**The negative campaign against you** is the work of a small group of people who prefer to remain anonymous, who continue to use misinformation, backdoor influence, financial and political pressure on City politicians and State commissioners so they will reverse their previously supportive decisions. The lawsuit that this shadowy group pursued has lost on most legal points, but it is succeeding as a lever against you—behind the scenes—at the city and state levels.

**You have responded before.** When a campaign of fear, innuendo and falsehoods was perpetrated during nearly two years of public hearings, you stood up and told the truth. Hundreds of supporters like you attended and spoke at Parks & Recreation Commission meetings and City Council meetings. You wrote letters. Thousands signed a petition of support. Friends of Lighthouse Field volunteers produced volumes of factual, in-depth research to counter the false attacks. The result: The City Council and the State Parks Commission unanimously supported continuing the current compromise: people with dogs off-leash can use 2% of our city park land for 6 hours per day.

After that victory, we relaxed, enjoyed the park and each other, and continued to sponsor regular cleanup days. But our opponents refused to accept the carefully considered decisions by the City and State. Though few, they've spent what it takes to get their way. Over the past two years, the same discontented people have been to court, they continued to write letters and lobby local and state officials to put an end to your quality of life and your community.

**Your active participation is needed again. This is a 2 year mission and an ongoing effort.**

## How You Can Help

**Stay Informed:** Come to information meetings like this one. Attend City Parks & Recreation Commission and City Council meetings when our issues are on the agenda. Use the public statement period before any city council meeting to make your statement – mention your personal quality of life. Make sure you are on the FOLF mailing list. **Join us** at **www.folf.org**.

**Make Your Views Known:** Write to City & State Parks officials, City Council members and your State Senator and Assemblyman. See our web site for names and addresses. Write to local newspapers. Speak at public meetings. Call in to radio talk shows. Display the “I like dogs and I vote” bumper sticker on your car, baby carriage, bicycle or window.

**Donate:** Make a donation, get a bumper sticker! Public education, political action and legal action all need money. If 100 people gave \$250 each, we'd start to match our opponents' resources. If you can give \$1, that helps too!

(*Note:* because we work to influence public policy, your donation is NOT tax deductible. Make checks payable to “Friends of Lighthouse Field”.)

**Volunteer:** Today is the start of a more active organization. We need people willing to actively work based on their interests, time and ability. **See other side for how to participate.**



**Friends of Lighthouse Field**



# VOLUNTEER!

## YES! I'm interesting in working with Friends of Lighthouse Field to continue off-leash access and recreation and to make Santa Cruz friendlier to people with dogs:

(Please **PRINT CLEARLY**, especially your email address. It's difficult to communicate by postal mail, so please provide email if at all possible. Your email address will not be sold or given to other organizations, and you may remove yourself from any of our lists at any time.)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

City / Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Please be sure your email is readable! You will receive an email asking you to confirm your signing up with FOLF.

### Check a box to indicate working groups you would be interested in joining or assisting:

I'm interesting in *working actively* in this area on an on-going basis.

I don't want to join this working group now, but contact me if you need help with specific tasks from time to time.

- Public and membership communications.** Handle press contacts, PR campaigns, dissemination of information. Find better ways to keep members in touch with what's happening and allow members to better communicate their ideas. Write and edit newsletters and bulletins. Develop Web site content, email and discussion group capabilities. Increase membership.
- Political action.** Liaise with public officials, City and State commissions and departments and City Council so they can become more responsive to our needs. Work for the election and/or appointment of FOLF supporters at all levels. Build relationships with other dog-friendly organizations and with environmental groups.
- Legal.** Explore administrative and court actions to defend our interests. Assist with legal formalities (e.g. possible incorporation, non-profit status, etc.)
- Research.** Fact-finding on the issues. Provide fast response answers to new issues. Develop white papers, provide factual material for legal briefs or submissions to public bodies. Work closely with Legal.
- Fund raising.** Develop strategies to raise money. Implement donation programs & fund-raising events.
- Park stewardship.** Coordinate park cleanup days. Liaise with Parks & Recreation on environmental and safety issues. Educate and encourage park users to protect and preserve the resource.
- I just want to help when I can:** Let me know when you need volunteers to hand out leaflets, get petitions signed, update mailing lists, participate in cleanup days, etc.

Please check boxes below to indicate special skills you have that you feel could be helpful:

- I have experience with political campaigns or organizing to influence public policy.
- I have served on a board or I have management experience with a non-profit, political or community organization.
- I am a lawyer, paralegal, law student and/or I have expertise in environmental and/or public policy law.
- I am an environmental consultant or researcher and/or I'm actively involved with one or more environmental organizations.
- I have experience with fund raising for non-profit, political or community organizations.
- I have experience with public relations / public communication programs.
- I am comfortable with public speaking, press interviews and/or public debates.
- I am a good writer, editor or graphic artist.
- I have experience with creating/maintaining web sites, databases, online discussion groups and email list management.
- OTHER: \_\_\_\_\_

**What we really need is your enthusiasm and willingness to work with others for a common cause!**



# Friends of Lighthouse Field



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