

Mrs. Kathleen & Mr. Gaylord Jones
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To me it is a miracle that so much open and relatively undeveloped land in southern California still exists; but any careful look around at the emerging sprawl on Nipomo Mesa can give us a taste of the future: wall-to-wall houses, more and more people crowding in on these fragile places, until finally the land values are so high and the destructive pressures from ORVs so great, not to mention oil companies, fish hatcheries, or whatever, that all we will be able to save will be fragments instead of the magnificent whole.

What do we do? I have been through campaigns somewhat like this before; but you and I both know that each place is different, each place must have its own formula depending on local politics, regional particularities, and all the rest. I can offer a few thoughts for starters, but I hope this is just the first of much correspondence, as well as more trips by myself there, and others who care and must come to know and love the place. I'll be in there helping you all I possibly can as well.

Not necessarily in this order, here are some things I would suggest:

1. Get the word out. I know you have done much, but can we get articles in national magazines, such as Sierra, Audubon, and National Parks Journal, etc.? These have two functions: (1) of educating more people and getting them interested; and (2) giving us something we may want to get reprints of to pass around later. Can we interest environmental reporters from the Los Angeles Times for example? How can we build this up in other words, to make it more than just a local or regional issue?
2. Search for allies. I know again you have done this, but can it be expanded? Certainly every environmental organization in California ought to be made to see this as the last great chance for the California coast south of Big Sur (as you may know, some folks are whipping up a campaign to "save" Big Sur again). Other groups: teachers, garden clubs, education associations especially, many others should be made aware of what is here and should pass resolutions in support, so that we can demonstrate to politicians that this is a very important California issue.

On that subject, it seems obvious that Congressman Thomas is not going to contemplate supporting anything like this proposal for the time being; I wouldn't even try to bother with him until we've done some other things first. The same with Senator Cranston who has his hands full in the California desert, among other things. Let's wait a little bit on that. But let us do see if we can get some influential local or state politicians more interested than they have been. Could you run some more trips and let people see what I've seen at Point Sal, or Oso Flaco? That ought to go a long way. I know it's a lot of work, but it is oh so worth it if you can.