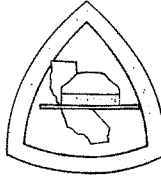


# CALIFORNIA RANGER®

ISSUE NO. 7



JULY 1980

## THE COAT TAIL MANDATE

by Steve O'Brien

Every few years the voters of California are asked to pass a Park Bond proposition so that the State, County, and City Parks can continue to acquire and develop park and recreational facilities. This year the "Park Bond" proposition failed. What does it mean?

Generally speaking it is just as difficult to determine why a proposition failed as it is to explain why past propositions succeeded. The difference lies in the fact that when we succeed we usually could care less why.

Unfortunately, it is a political fact that when park bond propositions are developed the primary objective is not to accurately determine the public's desires but rather to insure the passage of the proposition. To this end an incredible number of far ranging proposals are jammed into one proposition in the hopes that each voter will find something he or she likes, and vote for that, regardless of how much else is tied along with it. When and if the proposition passes there is no way of determining which parts were truly supported by the public and which were accepted as necessary evils. (cont pg 2)

## TRASHCAN ADS OKed

### COPPERTONE TO ADVERTISE ON STATE BEACHES

Several months ago, Coppertone Company came to Sacramento and offered our Department free barrels. These were 30 gallon and 50 gallon size oil drums. Coppertone offered to deliver the drums, painted bright yellow, if they could also advertise on the side. The advertisement is a 1' x 3' yellow and brown decal to be pasted on the side of each barrel. Wording is ...

"Tan Don't Litter -  
COPPERTONE

Dept of Parks and Recreation"

Along side is the traditional logo of the dog tugging on the little girl's shorts.

The response from the Department was that this could save us considerable money. Coppertone agreed to buy the barrels, deliver them, maintain the barrel with proper painting and then assume the responsibility of hauling the barrel off once it rusted out or got smashed.

continued on page 3



# Mandate

from page 1

by Steve O'Brien

When the last park bond proposition passed in 1976 was it because people wanted more fishing and hunting? More City and County Parks? More traditional State Parks? More off road vehicle parks? If the public did vote for the expansion of the State Park System, did they do so with any real knowledge of what the Department planned to do with the funds? Did we deliver what we proposed or did we significantly alter the direction of the funds after they were approved?

In the case of a successful park bond issue the problem is compounded. Every special interest group represented can claim that it was their issue which the public supported. Each group has the opportunity to thump their chests and yell, "We have a mandate from the people."

This year the pattern was the same only in reverse. The problem goes beyond the fact that the proposition failed. The deeper problem is that we do not know why it failed, or which parts of the proposition failed to generate public support.

The confusion, whether through rejection or approval, will continue as long as park funding is carried on in the present manner. Cramming every park related issue into one all encompassing proposition denies the voter the chance to indicate his or her real choice. Until the Department, other agencies and supportive public and private organizations adopt a system whereby the public is made aware of and given the choice to choose between viable alternatives, the confusion and erratic support will continue.

In the future it is hoped that Park Bond propositions will be constructed so that the electorate may vote not only on the entire proposition, but on a reasonable number of subsections. Failing that, the Department must turn to non election methods of measuring the public's will. The present system of holding a limited number of hearings throughout the State only insures that organized special interest groups will continue to develop proposals that lack the support of the silent majority.

It has long been known that it is not necessary to measure the height of every man in America to determine the average height of the American Male. A highly sophisticated technology of sampling has been developed for the sales and marketing industry as well as for those who wish to predict political issues. Our Department and other government agencies must be willing to use these methods to gauge public opinion.

Randomly selected samples of a size which would accurately represent the public as a whole need not be enormous in size. Such samples can be given sufficient and accurate information on which to make intelligent decisions. If the results of these studies are not used directly to determine Department goals they can, at least, be used to prepare propositions for the general electorate that will have a higher probability of success than our present system.

The greatest fear of isolating issues, such as traditional parks, etc. is that we may still fail to win the support of the voters. This fear, although legitimate, is not supported by the general voting record of the public over the last 50 years. It is very possible that it is the enormity of funds requested in these all encompassing propositions that cause rejection. Smaller isolated issues may well pass.

And if the greatest fears come true, then we must be willing to accept the will of the voters. We must then redouble our efforts to make the public aware of the values and services we seek to provide for them. This might be a hard pill to swallow, but it would be a good deal more honest and less confusing than never knowing who is wearing the coat and who riding on the coattails.

What's next?

# TAN, DON'T LITTER Coppertone®

State of California  
Dept. of Parks and Recreation



from page 1

The proposal was approved by the Director (Cahill) and Coppertone has gone ahead with delivery to some Southern California State Beaches. However, now the Dept of Finance, Board of Control and others have gotten into the act and said DPR shouldn't accept the offer because it is "inappropriate advertising". The control agencies apparently now have the "ball in their court". Some city and county operated beaches already have them in place.

In a telephone interview with Keith Caldwell, Mgr IV at Headquarters, California Ranger learned that anticipated savings on this cooperative venture could reach \$20,000. Caldwell tells CR that "acceptance of the offer of barrels has hit a snag with Finance General Services and the Legislative Analysts. They aren't agreed that advertising is appropriate. Another criticism seems to be of the yellow color. Some are saying it should be green and others say brown". Caldwell responds on that point "What difference does it make, we're getting the barrels for free, let them (Coppertone) do it their way".

According to Richard Johnson, Chief Ranger at San Diego Coast, the first thing that struck most of his staff was the inconsistency of the decal and logo, with DPR rules and regulations. Many Southern California beach problems center around those CAC violations. (CAC 4322, 4312a, 4312d) When CR asked Caldwell about this inconsistency, he replied that this was the first he'd heard of anyone bringing that point up, but didn't see any problem with it.

This cooperative venture between Copper-tone and DPR seems to be a first. The usually ultra-conservative DPR has gone just the opposite direction for decades. Much time, money and effort were spent trying to eradicate advertising by private enterprise. For example, the removal of Foster-Kleiser billboards from State Park property.

Now it seems in times of "tight money" DPR is searching for ways to keep from making some cuts. Caldwell reports, "we used to be very critical of things like this for years and years. But, remember that \$20,000 represents one and it's either take advantage of things like this or lay off some people."

Dave Donahue, Maintenance Supervisor SDCA, says the extra barrels are great. He says it's easier to pick up trash from barrels than off the ground "Down in Mexico, Pepsi puts their ads on the back of street signs and pays for the cost," comments Donahue. There certainly is a precedent being established however, for the future. CSPRA President Verardo was on vacation and unavailable for comment, however Vice President Mike Lynch responded by saying, "It sounds ludicrous to me. I wonder what knowledge the Park Commission had of this."

## REPORT JARGON



*"I observed the suspect acting in a suspicious and furtive manner."*

During the past decades, there have been many changes in the meaning of words. For example, the word "pot" used to mean a cooking utensil but now more commonly refers to Cannibis sativa. Ranger reports have their own set of terms and phrases that are unique. The problem comes in translating the words from what they appear to mean into what they really do mean.

For you supervisors and managers who are bored with seemingly meaningless phrases such as "While on routine patrol..." or "This officer observed ..." here is a short list to assist you in sifting the real meaning from what you read.

### WHAT IS REPORTED

While on routine patrol...

The accident scene and the safety of the victims prevented this officer from doing traffic control...

I observed the suspect acting in a suspicious and furtive manner...

While effecting an arrest on the suspect he violently resisted and had to be physically restrained...

The camper was cited for multiple CAC violations...

I gave the visitor a verbal warning for an illegal fire...

Further action at that time was deemed impossible due to existing conditions...

... using only enough force to restrain the suspect...

### WHAT IS MEANT

I was out in the car because the coffee shop had closed.

It was raining.

This dirt-bag let go with an "OINK" as I walked by.

I evened the score 'cause he ripped my shirt.

I wrote one ticket for each swear word he used.

She was a good looking blonde and was free after my shift.

It was my bowling night.

My favorite song is "Dropkick Me Jesus Through The Goal Post of Life".

STATEMENT OF DENZIL R. VERARDO, PRESIDENT, CALIFORNIA STATE PARK RANGERS ASSOCIATION TO THE PUBLIC HEARING ON THE DRAFT ENVIRONMENTAL STATEMENT FOR PROPOSED OUTER CONTINENTAL SHELF LEASE-SALE # 53, CENTRAL AND NORTHERN CALIFORNIA.

June 24, 1980

The California State Park Rangers Association, a professional organization of approximately 600 individuals, is opposed to the Lease-Sale of #53 tracts for the following reasons:

1. The environmental risks are too great.

The potential for polluted beaches, reduced sea otter population, and a negative impact on other forms of aquatic life due to an oil spill is a real concern.

2. The areas included in the proposed lease-sale are among the most significant scenic and natural areas in California.

There are two areas in the proposed tracts, Pt. Lobos State Reserve and Ano Nuevo State Reserve which have been afforded the highest protected status in California--that of a State Reserve. A State Reserve is an area whose natural resources are deemed so valuable that it is set aside to be preserved in that natural state forever. Section 5019.65 of the Public Resources Code of the State of California states that, "State reserves consist of areas embracing outstanding natural or scenic characteristics of statewide significance. The purpose of a state reserve is to preserve its native ecological associations, unique faunal or floral characteristics, geological features, and scenic qualities in a condition of undisturbed integrity. Resource manipulation shall be restricted to the minimum required to negate the deleterious influence of man." It seems from our perspective grossly inappropriate for the Federal Government to come into an area, which the people of the State of California have set aside as so precious as to warrant the highest level of environmental protection afforded by State Government, with a development which could render that state protected status meaningless. Both Pt. Lobos and Ano Nuevo State Reserves could be adversely affected by an oil spill in the tract area. Pt. Lobos has been deemed one of "the greatest meetings of land and water on earth." Ano Nuevo is one of the very few places in the world where the elephant seal will bear its young. Environmental damage to these areas would eliminate or at the least damage, perhaps irreparable, two outstanding examples of our natural heritage. The few barrels of oil which would be extracted for a limited, finite need has the potential of inducing this environmental damage.

In addition, there are at least 45 state beaches which could potentially be affected scenically and environmentally by the proposed lease-sale. Scenic resources should not be taken lightly. An unspoiled vista is as worthy of saving as is a precious sea otter. In the proposed lease-sale we could lose both. The California State Park Rangers Association wants our children's heritage protected. We do not want to be looked upon as the generation which squandered the natural resource heritage of the future for 30 days of oil.

3. The effect on the economy could be negatively significant.

Reduced fishing capacity which would result in an economic impact on commercial fishermen, as well as a potentially reduced tourist industry could ultimately prove damaging to many California communities. The beaches and scenic attractions of Monterey Bay are the lifeblood of cities such as Santa Cruz and Monterey.

Ultimately, a decision must be made as to whether a limited amount of oil is worth despoiling an invaluable and priceless natural resource which we hold in trust for the future. The California State Park Rangers Association believes the price per barrel of oil in terms of potential environmental degradation is far too high.

[illegible]

HOW YOU CAN TELL WHEN IT'S GOING TO BE A ROTTEN DAY

You wake up face down on the pavement.  
You put your bra on backward and it fits better.  
You call Suicide Prevention and they put you on hold..  
You see a "60 Minutes" news team waiting in your office.  
Your birthday cake collapses from the weight of the candles.  
Your son tells you he wishes Anita Bryant would mind her own business.  
You want to put on the clothes you wore home from the party and there aren't any.  
You turn on the news and they're showing emergency routes out of the city.  
Your twin sister forgot your birthday.  
You wake up and discover your waterbed broke and then you realize that you don't have a waterbed.  
Your car horn goes off accidentally and remains stuck as you follow a group of Hell's Angels on the freeway.  
Your wife wakes up feeling amorous and you have a headache.  
Your boss tells you not to bother to take off your coat.  
The bird singing outside your window is a buzzard.  
You wake up and your braces are locked together.  
You call your answering service and they tell you it's none of your business.  
Your blind date turns out to be your ex-wife.  
Your income tax check bounces.  
You put both contact lenses in the same eye.  
Your pet rock snaps at you.  
Your wife says, "Good morning, Bill" and your name is George.

Author Unknown ... But Troubled

Things that aren't what they seem...

What's in a name? A lot of misinformation if these 11 examples are any indication.

1. A firefly is not fly - it's a beetle.
2. A prairie dog is not a dog - it's a rodent.
3. India ink is not from India - it's from China and Egypt.
4. A horned toad is not a toad - it's a lizard.
5. A lead pencil contains no lead - it contains graphite.
6. A Douglas fir tree is not a fir - it's a pine.
7. A silkworm is not a worm - it's a caterpillar.
8. A peanut is not a nut - it's a legume.
9. A panda bear is not a bear - it's a raccoon relative.
10. An English horn is not English and not a horn - it's an alto aboe from France.
11. Shortbread is not a bread - it's a thick cookie.

KIOSK KWIPS



CSPRA - 1980

PRESIDENT Denzil Verardo, 10899 Palm St. Castroville, 95012  
VICE PRESIDENT Mike Lynch, 218 MULBERRY LN AUGUST 55, 60  
EXECUTIVE SECRETARY Doug Bryce, P.O. Box 28366, Sacramento,  
REGION I Bill Beat, P.O. Box 65, Castella, 96017  
REGION II George Cook, 338 E. Empire St. Grass Valley, 95945  
REGION III G.E. Waggoner, 220 Forest Ave. Santa Cruz, 95062  
REGION IV Donald H. Caffey, 1994 Harbor Blvd. Ventura, 93003  
REGION V Kay Schmidt, 17801 Lake Parris Dr. Parris, 92370  
REGION VI Louis Wakefield, P.O. Box 87, Tehachapi, 93561  
Reporter Editor - Lloyd Geissinger, 7561 Mirabel Rd. Forestville, 95436  
California Ramper Editor - Jeffery B. Price, P.O. Box 1468, Borrego Springs, 92004

# Manual Update

Recently I got a look at the unofficial Refugio State Beach Park Aid operations manual. Some talented employees apparently decided the official manual didn't cover all aspects of seasonal orientation and training.

For example under a section titled "Park Aid's Guide to 'answers to the most frequently asked questions'" I found ...

- Q: What is the quickest way to Gaviota S. B.?  
 A: You don't want to know.
- Q: What kind of birds are those running on the beach?  
 A: Robins.
- Q: Is the store open?  
 A: No.
- Q: Where can I go to dump?  
 A: There are restrooms across from the store.

The "Manual" also included graphic examples of "incompatible activities", such as ...

Rule #1 A Park Aide is  
NEAT + ORDERLY



Rule #2 A Park Aide is  
Courteous and friendly



Also covered in a special section on "Emergency Situations", were examples of what to do and not to do. Here are a few of those I could print and still retain claim as a "professional".

## EMERGENCY SITUATION #1: A HEART ATTACK

What to do: administer CPR

Correct



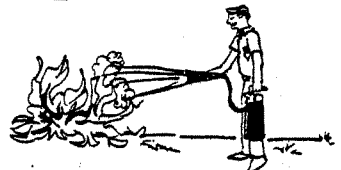
incorrect



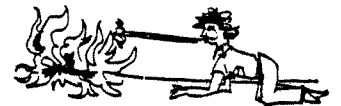
## #2 A FIRE

What to do: use extinguisher

correct

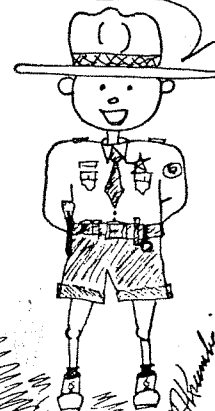


incorrect



## KIOSK KWIPS

ARE YOU SURE THEY  
DON'T DETRACT FROM  
MY COMMAND PRESENCE?



CALIFORNIA RANGER, Published by The California State Park Rangers Association for its members as a monthly newsletter. Contributions should be mailed to Jeffery B. Price, Editor. Deadline for material is 25th of each month for the next months issue. P.O. Box 1468, Borrego Springs, CA 92004.  
 CHANGE OF ADDRESS. Please send old and new address to Doug Bryce, Executive Secretary, P.O. Box 28366, Sacramento, CA 95828. Allow 30 days for change of address to take effect.

# Letters

Mr. Peter Dangermond, Director  
Department of Parks & Recreation

Dear Mr. Dangermond:

Congratulations on your appointment as Director of the California State Park System. Should the California State Park Rangers Association be of any assistance to you in your transition, please do not hesitate to contact me. I am looking forward to meeting you, and maintaining open lines of communication between the Director's Office and our Association.

Best wishes for a successful administration.

Denzil R. Verardo, President

## california state park rangers association

### Membership Form

#### TYPE OF MEMBERSHIP

- ☐ ACTIVE - 4.00 per month SOC. SEC. NO. \_\_\_\_\_  
☐ ASSOCIATE - 1.50 per month REGION \_\_\_\_\_  
☐ ACTIVE RETIRED - 9.00 year D.O.B. \_\_\_\_\_  
☐ SUPPORTING - 18.00 year

NAME \_\_\_\_\_  
 LAST FIRST MIDDLE

ADDRESS \_\_\_\_\_  
 STREET OR P. O. BOX NO.

CITY STATE ZIP

I hereby apply for membership in the California State Park Rangers Association and thereby agree to abide by the Association's Constitution and Bylaws.

X \_\_\_\_\_  
 SIGNATURE OF MEMBER



Return To:

DOUG BRYCE, P.O. BOX 28366, SACTO., CA. 95828

"CALIFORNIA RANGER"

Jeffery B. Price, Editor  
P.O. Box 1468  
Borrego Springs, CA 92004

Bulk Rate  
US Postage  
PAID

Permit No 1123  
Sacramento, CA

AL SALZGEBER

231

3950 VIA REAL #18

CARPENTERIA

CA 93013