

AUG 16 1977

WILLIAM A. TURNAGE

3 August 1977

TO:

SUBJECT: PROJECT OUTLINE: THE CAMPAIGN FOR BIG SUR  
NATIONAL PARK

I. Concept

1. Initial Discussions: Panetta, Shaw, Adams, Turnage, F. Farr, Moss
2. Sam Farr
3. Secondary Discussions: Panetta, Adams, Turnage, Foley, Franzen in Washington, D.C.
  - a. Mo Udall
4. Shaw-Turnage: Budgets, Planning, Initial Execution
5. Adams-Farr-Owings: Basic concepts - Develop preliminary proposal (September/October)

II. Organization

1. Create an Entity and a Steering Committee (August)
2. Select an Executive Director (August)
3. Fund-raising -- Will Shaw (August-October)
4. Establish program and office (October/November)

III. Concept Presentation

1. Local groups (civic, environmental); prominent individuals and Big Sur large landowners; local media.
2. County and local governments
3. State Government: Governor's Office, Resources Department, Legislature.
4. State Parks Department
5. National Park Service
6. U.S. Forest Service & Department of Agriculture
7. Federal Administration; Interior, Office of Management & Budget, White House, CEQ.
8. National environmental organizations

(This phase to occupy November & December, concurrent with Phase IV - Information Gathering)

IV. Information Gathering

1. County Plan Study (Sam Farr)
2. History & Available Scientific Literature
3. Other existing studies of area
4. Personal interviews (residents, USFS, State Parks, NPS, etc.)
5. Intense on-site familiarization with area
6. Resource inventory
7. Need for possible additional professional studies?

(This phase to begin in November, but to extend through March -- overlap with Phase III - Concept Presentation)

V. Proposal Formulation

1. Boundaries
2. Cost
3. Inholdings Policy
4. Management Objectives & Philosophy
5. National Park Service input
6. Local input and collaboration
7. Guidance from Panetta, Burton & Congressional staffs/committees

(This phase to be completed April - July 1978)

VI. Proposal Presentation

1. Local groups and individuals as in III.1. (primary)
2. National environmentalists (key)
3. Administration: White House, OMB, Interior, Agriculture, NPS
4. State government

(This phase is an in-depth expansion of Phase III. Crucial element in success of Campaign. (August - October 1978)

AUG 16 1977

WILLIAM A. TURNAGE

3 August 1977  
Revised (12)

TO:

SUBJECT: INITIAL BUDGET PROPOSAL FOR THE CAMPAIGN FOR  
BIG SUR NATIONAL PARK

- \$30,000 -- Executive Director or Coordinator
- \$ 4,500 -- Part-time Secretary/Bookkeeper (includes payroll taxes & benefits)
- \$ 4,500 -- Payroll taxes & benefits (social security, unemployment, workmen's comp, Blue Cross health coverage, etc.)
- \$ 6,000 -- Office and equipment expense allowance (includes office space, utilities, furniture and equipment, etc.)
- \$ 6,000 -- Travel (primarily to Washington, D.C., San Francisco and Sacramento; per diem of \$65), includes local automobile mileage reimbursement.
- \$ 2,500 -- Telephone
- \$ 2,500 -- Supplies, Entertainment, Miscellaneous & Contingency
- \$ 4,000 -- Printing, publications, promotion & postage

Initial Estimated budget \$60,000 for one year: 1 November 1977 to 1 November 1978