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November 10, 2020

Board of Supervisors
800 S. Victoria Ave.
Ventura, CA 93009

SUBJECT: Recommendation of Supervisor Bennett and Supervisor Parks to Request the CEO Arrange for the County to Join the Leave No Trace Non-Profit Organization as a Community Partner; Proclaim Ventura County a Leave No Trace county; and Include the Leave No Trace Logo and Principles and Web Links on Appropriate County Informational Materials, Outreach, Websites and Communications

RECOMMENDED ACTIONS:

1. Request the CEO to arrange for the County to join the Leave No Trace nonprofit organization as a Community Member at the \$150 annual fee rate; and
2. Proclaim Ventura County's Support for the Leave No Trace Seven Principles; and
3. Include the Leave No Trace logo, principles, and educational information in County communications, signage, and materials as appropriate.

DISCUSSION:

Since the COVID-19 emergency started, the County has had to work with its jurisdictional partners and the community to close beaches, trails, and other public lands due to overuse and subsequent environmental damage. With thousands of visitors over a weekend, love for the outdoors can take a toll. Impacted areas suffer from litter, human and pet waste, invasive species, habituated wildlife, trail erosion, polluted water sources and more.

Even our roadways have been impacted. Our County Public Works Director testified to our Board that Public Works is seeing more trash and refuse along our County roadways than ever before.

Social media's ability to attract swarms of visitors to picturesque beaches and cool swimming holes has presented a new challenge to keeping natural spaces looking even quasi-pristine. While most of us don't intend to harm our natural surroundings, many of us lack the knowledge to preserve it.

We have researched how other jurisdictions have tackled similar challenges, and are impressed with the success of organizations such as Channel Islands National Park and San Juan County, WA with their partnerships with the international Leave No Trace organization www.lnt.org.

Leave No Trace materials provide education and guidance on best practices for protecting public lands and nature. The Leave No Trace Center for Outdoor Ethics conducts service projects and educational programs worldwide. The center's best practices are embodied in the Leave No Trace Seven Principles each of which covers a range of practices as described below:

The Leave No Trace Seven Principles

- Plan ahead and prepare.
- Travel and camp on durable surfaces.
- Dispose of waste properly.
- Leave what you find.
- Minimize campfire impacts (be careful with fire).
- Respect wildlife.
- Be considerate of other visitors.

The best way for counties to get involved with Leave No Trace is to join as Community Partners. As a Community Partner, the County of Ventura would be able to use the Leave No Trace logo and copyright Seven Principles in educational materials, communications, and some marketing materials. The County would also be able to use any of the Center's copyright language, for example Seven Principles for Mountain biking, rock climbing, fishing, front country, kids, etc. as well as incorporate links to Leave No Trace informational videos on County websites, in our County social media as well as at trailheads, park entrances, beaches and campgrounds.


The list of Community Partner benefits is attached. The County can join by completing a simple online application or can request an invoice.

We hope you will join us in supporting this effort to develop and spread the Leave No Trace ethos throughout Ventura County. It's imperative that we increase public awareness about how to protect the precious nature of our public lands for current and future generations

Cordially,



Steve Bennett
Supervisor, First District



Linda Parks
Supervisor, Second District

Attachments:

Exhibit 1 - Proclamation

Exhibit 2 - Leave No Trace Seven Principles in Detail

Exhibit 3 - Leave No Trace Community Partner Benefits