Ormond Ordinance

How we banned dogs on a popular recreational beach

Bruce Schoppe and Cynthia Hartley
Ventura Audubon
A Threatened Ecosystem

- Globose dune beetle
- Legless lizard
- Sandy beach tiger beetle
- Long billed curlew
- Saltmarsh flicker
- whimbrel
- Short Billed Dowitcher
- South coast garter snake
- So Cal saltmarsh shrew
- Marbled Godwit
- Sandy beach tiger beetle

By Callie Bowdish

So Cal saltmarsh shrew

By Sharol Nelson - Embry
Ormond Beach

- Boundary between urban/ag/wetlands (restoration in progress)
- Global important bird area (IBA)
- Environmentally Sensitive Habitat Area (ESHA), designated snowy plover critical habitat
Activities Prohibited by the Ordinance (i.e. not for dogs only)

- Bring, walk or ride ANY domesticated animal
- Release of non-domesticated or exotic animals
- Entering or interfering with any protected habitat area
- Alteration or removal of any sand dune, plant or vegetation
- Camping and fires
- Operation of any motorized vehicle: airplanes, helicopters, cars and drones
- Flying of kites, kite boards, or gliders
Who do we call for help?

Not me
One of these guys
Him

2 Cities, 3 Land Owners and a Multitude of Enforcement Entities
...confusion over regulations & jurisdiction,
FURTHER confounded by a severe lack of resources
Initiating Event
Sheriff’s Posse Beach Ride
31 riders

Sept 20th

**Timeline & Effort: Ordinance Approval**

**Initiating Event**
- Sheriff’s Posse Beach Ride
- 31 riders

**September 2015**
- **Email**
  - AVALANCHE!
  - USFWS
  - CDFW
  - Audubon
  - City Officials
- **Oxnard City Mayor Pro-Tem Carmen Ramirez**
- **County Supervisor Cathy Long**
- **Sheriff’s office**

**October**
- **Dream Ordinance wish-list**
  - VAS

**November**
- **Audubon**
- **CA Coastal Conservancy**
- **USFWS**
- **City Attorney**
- **Mayor Pro-Tem**
- **Parks and Recreation**

**January 2016**
- **Lawyers**
  - Write Ordinance
- **Literature references**
  - VAS

**March**
- **Public meeting**
  - Parks and Recreation Commission
  - Passed 5-0
- **VAS testifies**

**April**
- **Public meeting**
  - Oxnard City Council Meeting 1
  - Passed 4-1
- **VAS (4) and many other speakers**

**May**
- **Public meeting**
  - Oxnard City Council Meeting 2
- **VAS (1) speaker**

**June**
- **Passed 4-1**

**LOBBYING**
- Letters of support:
  - VAS, USFWS, SCC Audubon CA
- **Email Blast**
- **CA Audubon Action Alert**
- **Social Media**
- **Email City Council members**

**MORE LOBBYING**
- **Op/Ed Article**
- **Emails**
- **Phone calls**
- **Social media**

**Stakeholders Meeting**
- **Audubon**
- **CA Coastal Conservancy**
- **USFWS**
- **City Attorney**
- **Mayor Pro-Tem**
- **Parks and Recreation**

**Passed**
- **Public presentation**
  - Shorebird Conservation at Ormond

**Public meeting**
- **Public meeting**
- **Public meeting**
- **Public meeting**
Still not done! Outreach critical for success AND built a strong partnership with City of Oxnard

**CREATE MATERIALS**
- Dog Parks of Ventura County
- Dog Brochure
- Flyer about ordinance
- Signs

**RECRUIT VOLUNTEERS:**
- VAS email blast
- Social media
- Reach out to partners

**OUTREACH CAMPAIGN**
- Volunteers greet public on weekends
- Walter Fuller - week day outreach
- Pass out flyers
- Talk to dog owners
- “Plover Pals” for kids
- Restoration plan outreach
- Social media
- Newspaper article
- Audubon CA blogpost (Arianna)
Critical Components to Passing This Ordinance

1. **Advocate on City Council, City Staff Support**

2. **Site Specific Data:**
   - 13 years of nesting data & disturbance observations
   - Detailed visitor metrics (Walter Fuller – full time beach docent)
   - Status as a special wildlife area (IBA/ESHA/Critical Habitat + restoration plans)

3. **Scientific literature**

4. **Good lawyers**

5. **Favorable Public Opinion**
   - Strong public/agency/land owner support
   - Lack of strong opposition

6. **Supportive City Council (majority)**
Many Pulled Together to Make This Work

**Steward of Ormond Beach**
Walter Fuller

**City of Oxnard**
**Ormond Coordinator**
*Karen Kraus (Attorney)

**Partnership Organizations**
CAUSE
Oxnard City Corps
Santa Barbara Audubon
Saviers Road Design Team
Sierra Club

**Ormond Volunteers**
Patricia Akins
Tanya Atwater
Amanda Fagan
Alexis Frangis
Cynthia Hartley
Eric Humel
Vince Kinsch
Karen Kraus
Michael Mayer
Melissa Moser
Ken Owen
Bruce Schoppe
Joyce Schoppe
Heather Shields
Jan Susha
Jim Susha

**Advocate on Oxnard City Council**
*Carmen Ramirez

**Oxnard City Mayor**
Timothy Flynn

**Oxnard City Staff**
Greg Barnes
*Jefferson Billingsley (City Attorney)
Edward Bermudez
Roger Brooks
Ben Cossel
Delana Gbenekama
Ashley Golden
Art Gutierrez
Robert Hearne
John Hill
Trish Honigsberg
Eric Humel
Badaoui Mouderes
Daniel Rydberg
James Vega
Scott Whitney
Raymond Williams
Barbara Wulf
Dean Yamamoto
Diego Zabala
Questions?