

# CARMELNATUR

DEDICATED TO RESTORING AND PRESERVING CARMEL, CALIFORNIA

## PROPOSAL FOR PILOT PROJECT

### **Permanently Restoring and Preserving Carmel Beach Sands and Bluff Utilizing a Non-Profit Commercial Activity**

#### **Background**

Each year, thousands of residents and visitors enjoy our beautiful beaches. Our dog and bonfire friendly beaches are known throughout the world. What a blessing it is to watch the sun set over the Pacific Ocean and then enjoy a traditional bonfire with family and friends in one of the most beautiful places on Earth!

There is a cost for everything however. The reality is that charcoal and ash are the byproducts of wood fires, and status quo beach operations lay the burden of these costs in the sand. Additionally, bonfires require transporting wood to the beach. Current beach operations require that to be done on an individual basis, resulting in traffic congestion on Scenic Road, and damage to the fragile bluff.

#### **Goals**

At CarmelNatur, we are dedicated to preserving the wonderful, unique, and traditional bonfire opportunity, while shifting the cost burden from the environment to the consumer (beachgoer). We will also work to repair environmental damage that has already occurred. Ultimately, beachgoers will enjoy their bonfires on pristine white sand.

We can and will do this without an increase in taxes, or expensive governmental oversight, management, or enforcement. At the same time, we will add jobs, which will add revenue to the city!

#### **Proposal**

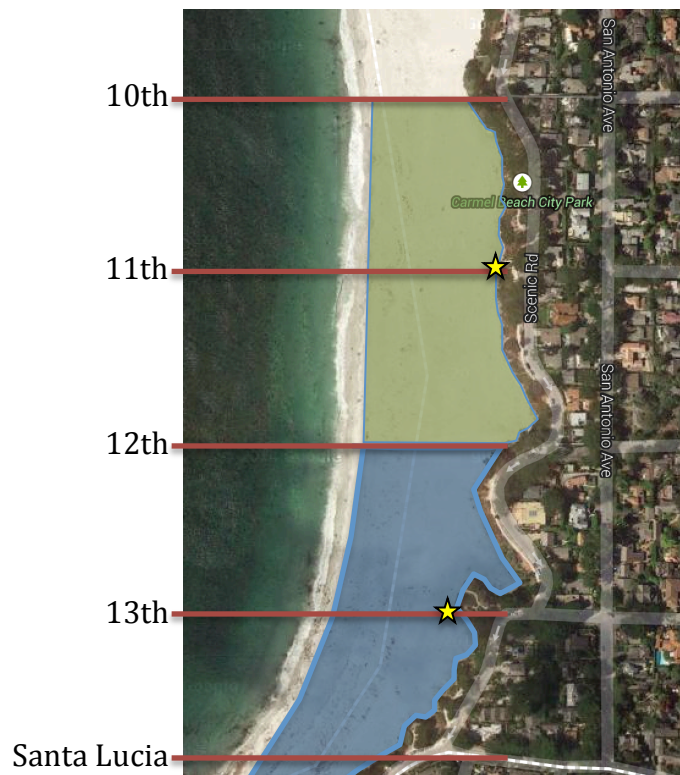
Proposed is a one-year pilot project, jointly undertaken by CarmelNatur, and the City of Carmel. CarmelNatur, a non-profit organization with a mission to restore and preserve Carmel to a more natural state, will perform labor and management of beach bonfires south of 10<sup>th</sup> Avenue. When CarmelNatur achieves its goal of clean sand in one year, they will be granted exclusive rights to the operation for a period of 10 years.

### Concept of Operations

Wood is stored at a City Facility. Tree cuttings by city-employed personnel will be added to the supply. Any additional wood required will be supplied by CarmelNatur.

A truck, owned and maintained by CarmelNatur, will be stored at a City Facility.

The uniformed CN Crew loads truck with supplies<sup>1</sup> at 2pm and drives to the beach. They distribute supplies between two stations, indicated by a yellow star in **Figure 1**.



**Figure 1: Diagram of Carmel City Beach**

The North Station is responsible for managing bonfires in the area between 10<sup>th</sup> and 12<sup>th</sup> Avenues (shaded in green,) while the South Station is responsible for the area south of 12<sup>th</sup> (shaded in blue). These areas are subject to adjustment as bonfire demands are quantified.

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<sup>1</sup> Load will include wood, firepits, safety equipment, chute, bbq coals, Ash Bins, Ember-Ash Collection Device, Shovels, Charcoal Sieves, Charcoal Buckets, Large Bins for Cold Charcoal Storage, Firestarters, Lighters, Fireproof Gloves (other safety equipment), Instruction Cards/Flyers (with QRC code to App), iPhones with Apps for Reserving/Paying for Firepits, Deluxe Firepits, and flags.

During the pilot, CarmelNatur will test various methods for deploying and recovering supplies. The goal will be to make the operation as efficient, inconspicuous, and unobtrusive as possible, with the minimal expenditure of human effort. These tests will include chutes and wheeled vehicles.

Once supplies are in place, the CN Crew will spend time clearing charcoal out of the sand using specially designed hand trowels with a sieve at the handle. Coal is separated from the sand and emptied into buckets. Buckets are then emptied into wheeled 35-gallon containers. Charcoal recovered from the beach will be used in firepits.

During the pilot period, it will be necessary to implement a public education campaign, including, but not limited to: a TV news stories; notices on the Carmel City website; Internet ads; public service announcements; and hotel flyers. As the final bastion of information, extra personnel acting as greeters, must be deployed at all beach access points during peak beachgoer arrival times. These personnel must be armed with talking points and information flyers, so that beachgoers who arrive expecting to burn their own wood can be redirected before they expend significant energy. This will minimize beachgoer frustration and significantly aid in the assimilation process. During the pilot period, the City of Carmel will assist CarmelNatur in the financial and logistical arrangements of the public education effort.

As beachgoers arrive, some will already be aware of the new process, and some will not. Greeters will be deployed in front of temporary information boards at each stairwell, armed with smiles, information flyers, and flags. If a beachgoer intends to enjoy a bonfire, then they will be handed an information flyer and a red flag attached to a stick. There are only two things the beachgoer must do from that point: 1) proceed to their desired spot on the beach and plant the flag, and 2) using their smart phone, browse to the CarmelNatur website and purchase a fire. The CN Crew will do the rest of the work.

The CarmelNatur website will allow for customer accounts to be created, so that return visits by the same beachgoer will be further simplified.

The CN Crew down on the beach will monitor their iPhones for customer demand, and monitor the beach for red flags. A CN Crewmember will patrol the beach with a wheeled cart containing wood and firepits, with the assistance of another CN Crewmember on the bluff (acting as lookout). As the CN Crewmember approaches a party of beachgoers displaying a red flag, he or she will greet them warmly and set up their fire pit, ensuring that the location meets all City Regulations. The fire will be seeded with a firestarter, so that a match or a lighter will start it. As the CN Crewmember departs, he or she will recover the flag for future use. The CN Crewmember will also remind the party that he or she will return periodically to refresh their supply of wood.

When a party is ready to depart, they can “check out” using their smartphone. At this time, but no later than 10pm, a CN Crewmember will return to their site and recover the ashes, embers, and firepit. This will be done using the same wheeled carts that were used to deliver the wood and firepit. The cart lid will be closed on the embers to extinguish them. When completely cool, the resulting coals will be separated from the ash and reused.

### **Pricing and Justification**

At this point, it is estimated that a charge of \$30 per bonfire is an achievable goal. Different pricing structures can be discussed and explored, including a “per hour” structure.

At least half of that charge could replace the cost and effort that the beachgoer would ordinarily expend purchasing and hauling their own wood to the beach. The other half is justifiably reasonable as an “environmental impact fee”. These factors help make this a “good deal” in the eye of a beachgoer. As an added incentive, a beachgoer visiting during the pilot year will be offered the opportunity to receive a free fire in exchange for volunteer service. Any beachgoer that fills a 5-gallon bucket with coals retrieved from the sands will receive a free fire. Tools to aid in the harvesting of coals will be provided by CarmelNatur.

The residents of Carmel will not incur any additional costs in taxes or fees (unless they intend to have a bonfire). Additionally, they will regain their white sand beaches and the bluffs will be restored. These factors make it a “win” for the residents.

Business owners will benefit from happier tourists.

The City Government will not be burdened with any additional processes or management and they will achieve success in their beach restoration efforts.

### **Contact**

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