

# Our Speaker: Jason Howell, Public Lands Advocate

Jason Howell is the Public Lands Advocate with Pinelands Preservation Alliance, and joined the staff in 2015. He is a New Jersey Volunteer Master Naturalist and Wilderness First Responder. In addition to working as a public lands advocate and land steward, Jason creates film and video projects for PPA. One such project, *Pinelands National Reserve – Wilderness Remains*, is a long-form non-narrative film that documents the unique landscapes and ecology of the Pinelands. Jason is a board member of the Rancocas Conservancy, a senior fellow of the Environmental Leadership Program, and an avid canoeist, hiker, and wilderness skills enthusiast.



# Case Study - Egg Harbor City Lake Park

Activating an undirected grassroots network to save a park



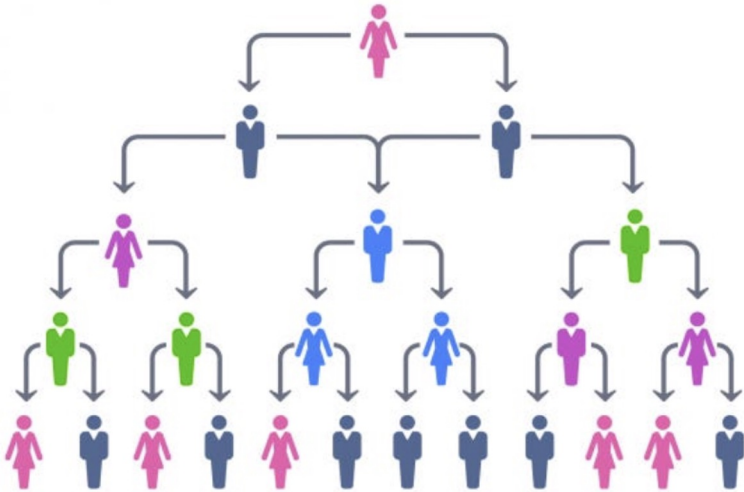
# What does 'grassroots' mean, anyway?



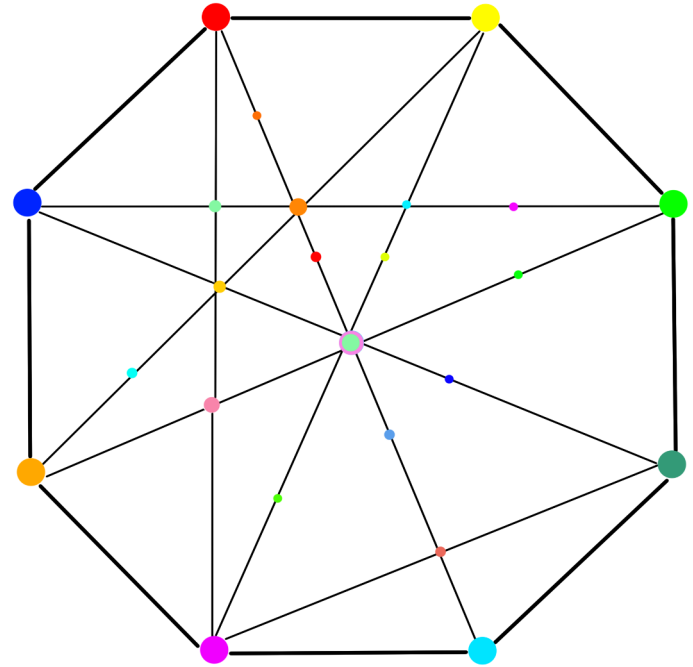
**Grassroots** means coming from, led by, and accountable to the people most impacted by a problem.

# Organizational Framework of a grassroots campaign

Hierarchy

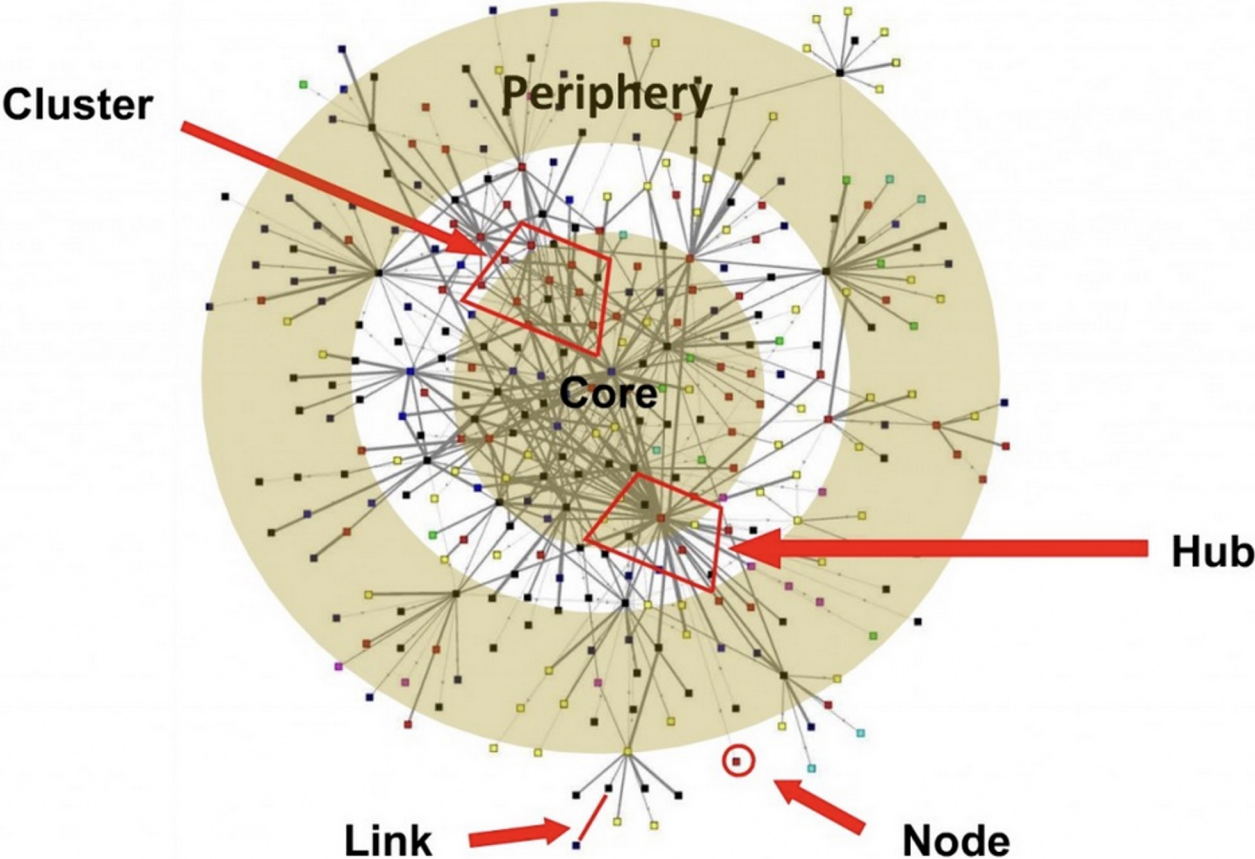


Undirected Network





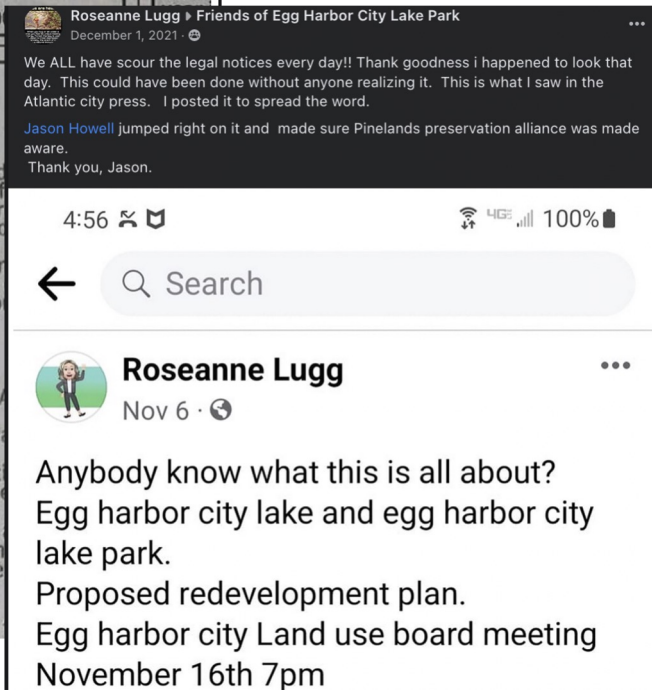
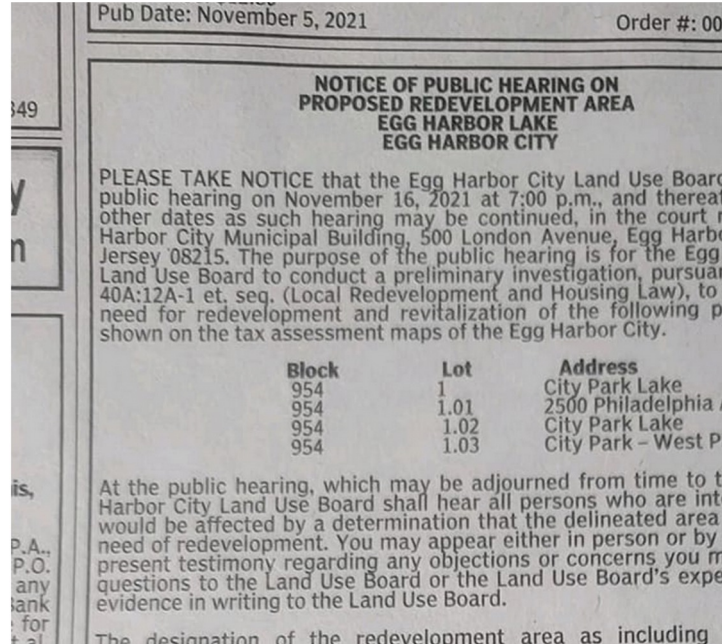
# A real network map



# Early warning is critical to success

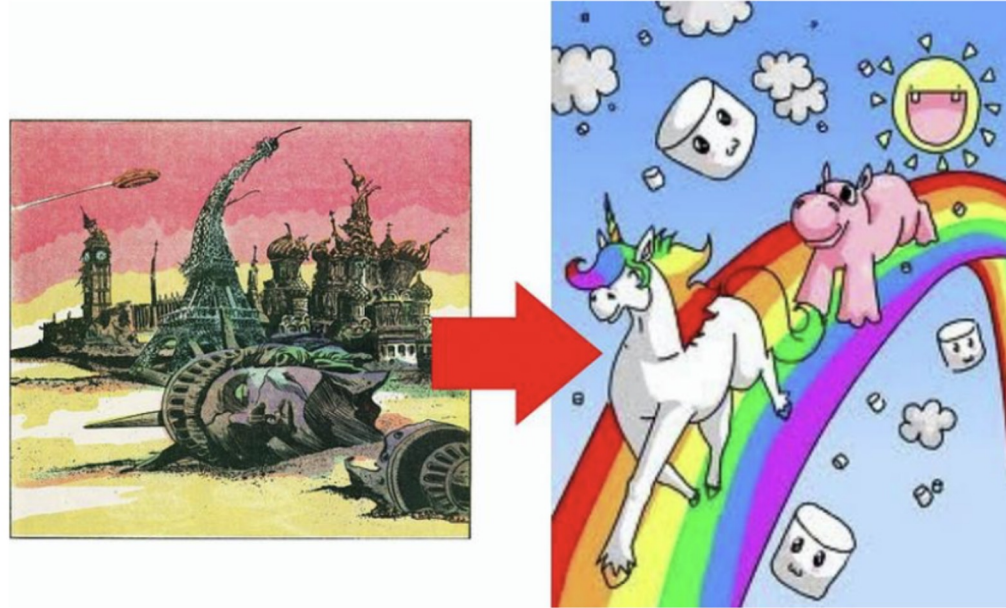
If we can detect an issue while it is still in a preliminary phase, then we will have the time to activate the community and design an effective strategy to defeat it.

However, if we detect an issue only after it has moved into final approvals, then we will have much less time and much less chance of success.



# Define a Theory of Success

“We will activate a core network of township residents to reject the concept of giving away park property to build a warehouse and retail complex. We will utilize strategic communications to drive turnout to public meetings and demonstrate the consequences of moving forward with the Mayor’s agenda.”



# Form your core team

We formed a core team with the most interested and capable people who were activated to protect the park. This consisted almost 100% of township residents who utilized the park frequently. Everyone on the team had a strong incentive to cooperate and win, no matter the hours dedicated or difficulty of the task. This team was our critical asset.



# Strategic Imagery



**Campaign image**

Make sure that the images you believe are most representative and effective are the images held in the public mind.



**Newspaper Image**

Pick your easily  
repeatable  
battle-cry  
And call to action

***“Forever Public”***

***Egg Harbor City Lake Park***

**Protect Our  
Beloved Park!**

**Define your narrative, consolidate support and demonstrate your network power potential.**

**Formula: Shared Value, Problem, Action**

# Save Egg Harbor City Lake Park!

**Egg Harbor City Council plans to take away a large part of our beloved City Lake Park and trade it to a private developer to clear cut trees and build a warehouse adjacent to the Campground and Lake.** The City's founders deeded the Lake Park to the City under the single condition that the Park "forever remain public", a promise that has been kept for over 150 years.

The Council wants to remove the deed restriction by designating the park as an "area in need of redevelopment" allowing the park to be privately developed. **This deeply misguided effort could ruin a resource that has benefited residents for 150 years.** Even worse, the developer is employing a former City official who worked on this very issue while serving the town.

The Town should direct the developer to one of the blighted areas in Egg Harbor City along the White Horse Pike or to the unused properties in the Town's Industrial Park. **Residents are against plans to sell off Park property.** If the park is designated as a redevelopment area, there may be no way to stop the further destruction of City Park property or the sell-off of other sections of the lake.

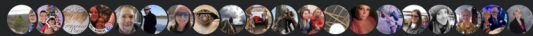
**Sign the petition - Attend Dec. 15th Meeting:**

Egg Harbor City Council is holding a special meeting on December 15th at 6 pm at City Hall. *Tell them they should vote to protect the city park and keep the Town's trust that it should remain forever public.*

# Consolidate your network on digital platforms



## Friends of Egg Harbor City Lake Park



Discussion Featured **Members** Media Files

Members · 816

New people and Pages who join this group will appear here. [Learn More](#)

Find a member



Jason Howell

[Admin](#)

Port Republic, New Jersey



Jason Howell

[Admin](#)

Port Republic, New Jersey



Michael A. Sheridan

[Admin](#)

Message



Claire Sheridan

[Admin](#)

Drexel University

Message

Banned · 10+

Banned members can receive new invitations



Michael



Anar



Michael



## The Pine Barrens

+ Invite

Discussion Media Files **People**

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### People

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Members · 43079

These are people who've joined your group.

See all



Robert Ghostmthf

Joined 6 minutes ago



Kimberly Russakow-Howarth

Joined 21 minutes ago



Bernie Leventhal

Joined 30 minutes ago



Skywolf Johngbmj

Joined 33 minutes ago



Joanne Lullio-Morris

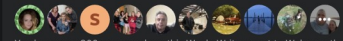
Joined about an hour ago



Eric Tibor Somers

Joined about an hour ago

New members this week



You have over 300 new members this Week. Write a post to Welcome the 300 newest members.

Write welcome post

Publish Weekly



Utilize memetics to own the narrative on digital platforms

## Which version of Egg Harbor City Park do you prefer?

Option A - City Founders Plan 1858-2021



Option B - Mayor and Council's Plan 2022-2158



Jason Howell  
December 7, 2021

What would you prefer at Egg Harbor City Park? Option A or Option B?

You can also check out the petition online  
<https://pinelandsalliance.salsalabs.org/ja/index.html>

Edit

113

185 comments 84

Like

Comment

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Valerie Markowitz-Ad

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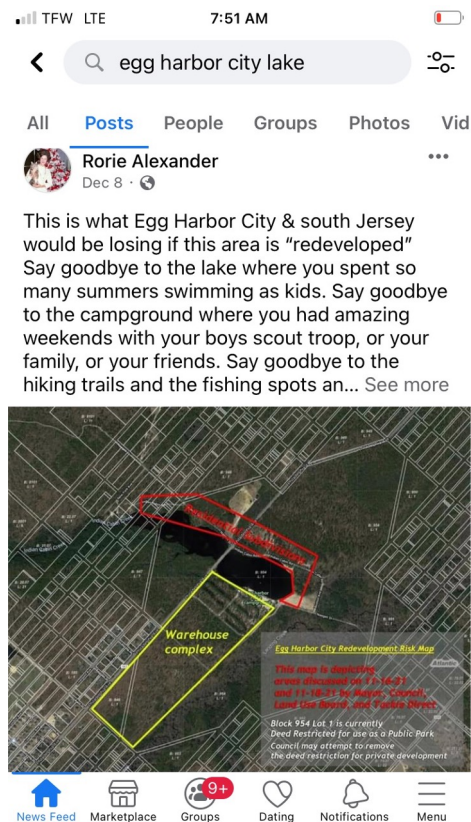
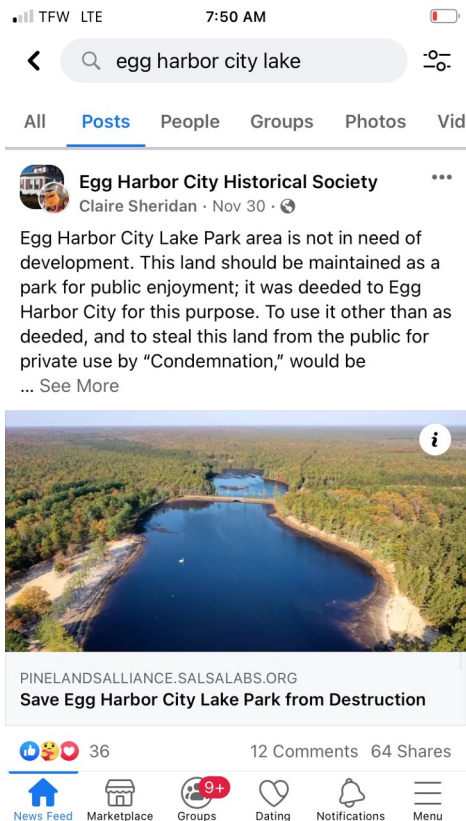
EGG HARBOR CITY

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# Encourage members to spread memetic campaign images and messaging



Own the narrative in the traditional press



NEW JERSEY



## **An Atlantic County town wanted to carve out a piece of a beloved park for a warehouse. Then Boy Scouts, birders, and dog walkers stepped in.**

872.

Council is using the special Dec. 15 meeting to revisit the plans and allow public comment. Residents say they'll be there and hope to stop plans to develop a public recreation area the Pinelands Preservation Alliance says has been publicly cherished since 1872.

"It's been public open space for 150 years. We don't want to see that change," said Jason Howell, of the alliance. "The people love their city park, and we don't want to see it negatively affected by a warehouse. It would change the entire character of the location."

## Own the narrative on the streets



**Note:** this was a spontaneous action, undirected by our core team



Option B - Mayor and Council's Plan 2022-2158

# Council's Image

Michael A. Sheridan

Admin

+1

December 15, 2021 · 4

They have plans of the proposed development

View insights

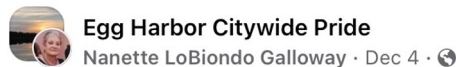
392 post reach >

Samuel Ross, Robert Anderson and 15 others

40 Comments

## Council's Image

Have a forum to demonstrate your consolidated support



This group is advocating to save EHC Lake Park...<https://tinyurl.com/EHCLake..>

## Save City Lake Park! "FOREVER PUBLIC"

Egg Harbor City Council is planning to sell off large parts of our beloved Lake Park and clear-cut forest to build a commercial warehouse complex next to the campground and lake.

Council intends to abolish the public deed restriction that has kept the park open space for generations. Residents want to protect the lake for generations to come.

**Will you join us Dec.15th at 6pm?**

Date: Wednesday, Dec 15th at 6:00PM  
Where: 500 London Ave.



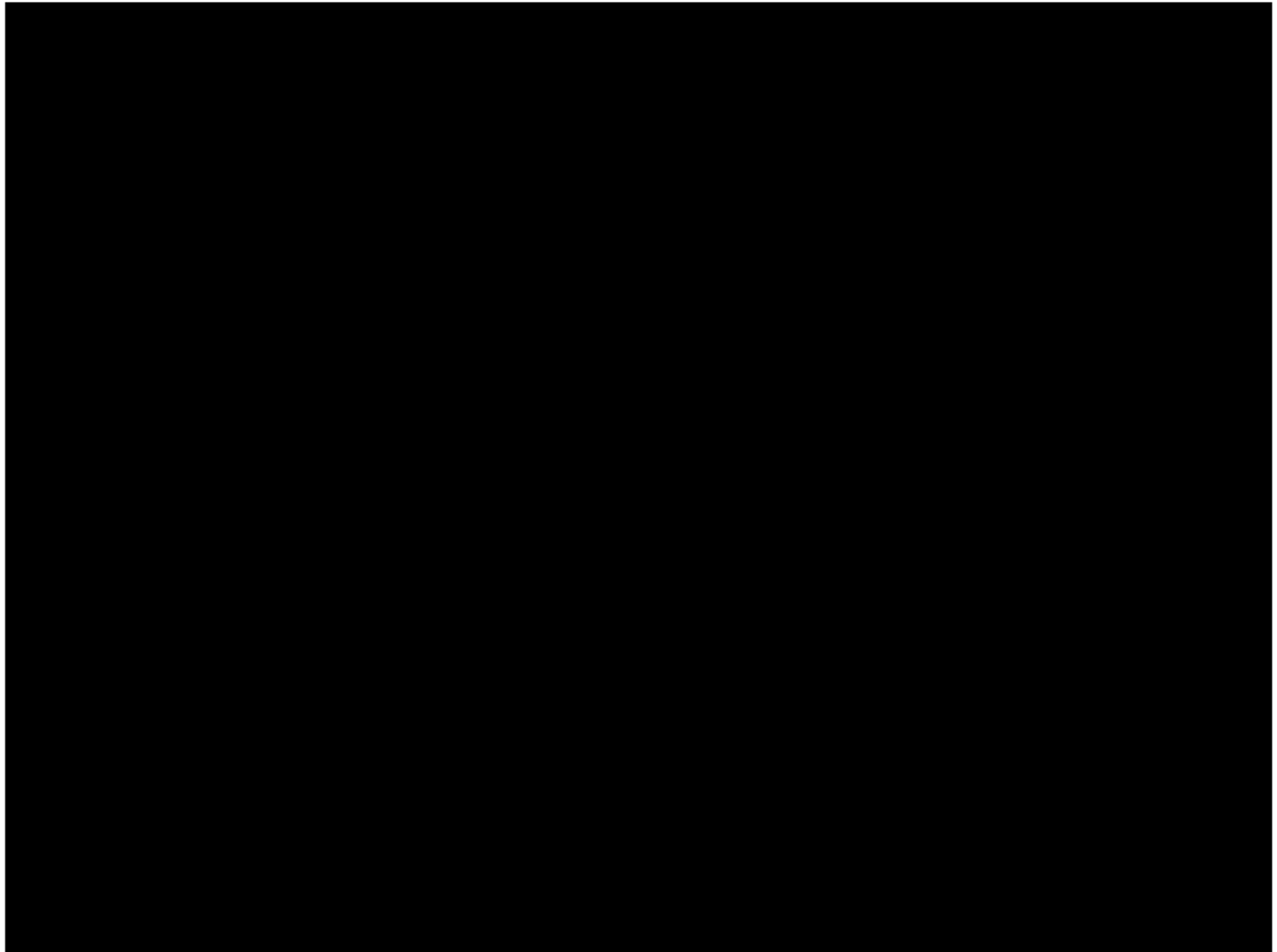
**Encourage members  
To tell their story to elected  
officials on why the issue  
Is important to them.**

Officials will calculate  
whether or not you have  
achieved a tipping point in  
public sentiment and/or  
Electoral power.



**If you believe you  
Have achieved  
Enough support.  
Then make sure  
A vote happens  
and elected  
Officials are put  
On the spot and  
on record.**

If you have  
secured enough  
political  
leverage,  
You will win the  
vote.





**Celebrate and share the victory.**

# Egg Harbor City Council rejects lake redevelopment proposal

Eric Conklin Dec 16, 2021 0

A victory in one area on one issue will lead to other opportunities.

These efforts will build help your organization and maintain your network connections.





Jason Howell ▸ The Pine Barrens

December 16, 2021 · 🌐

...

I want to thank the great people of Egg Harbor City, Atlantic County, and beyond that helped protect Egg Harbor City Lake Park - Deeded to the public for 150 years and now protected for the foreseeable future. EHC Council rescinded their vote to sell-off large parts of the park to a warehouse complex and residential housing. Once they heard the people, they voted unanimously to protect the park!

## Egg Harbor City Lake Park

**PROTECTED!**



PINELANDS  
PRESERVATION  
ALLIANCE

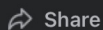
[View insights](#)

11K post reach >



You, Irvin Omar, Heather Lynn and 418 others

54 Comments 77 Shares



PINELANDS  
PRESERVATION  
ALLIANCE



## Egg Harbor City Lake Park - SAVED!

### VICTORY!

All of the signatures and comments from this petition were presented to the Egg Harbor City Council at their meeting on December 15<sup>th</sup> to discuss redevelopment of the park.

Thanks to the incredible Egg Harbor City residents and neighbors, everyone who signed this petition and the more than 100 people who packed the Common Council meeting on the 15th, the City Council voted "NO" to designate the Park an area in need of redevelopment! The deed restriction will stay in place, and the Park will remain public!

Thank you for your support of Egg Harbor City Lake Park!



## Sign Our Petition Today

2443 Signatures

98%

Goal: 25

[Add My Name](#)

### Signatures

Show Page  of 123

Name: Justin Sager

LOCATION: EGG HARBOR CITY, NEW JERSEY

Name: Ann Marie

LOCATION: GALLOWAY, NEW JERSEY

Name: gilda dibenedetto

LOCATION: HAMMONTON, NEW JERSEY

Name: Anonymous

LOCATION: LINWOOD, NEW JERSEY

Comment: fond memories of this place ❤️

Name: Tina Cronin

LOCATION: DENTON, MARYLAND

Comment: Though I'm no longer in Jersey most of my family still are. I have so many awesome memories of the lake. Tons of childhood memories made at the Egg Harbor City Lake!

Name: Kerri Strommer

LOCATION: EGG HARBOR CITY, NEW JERSEY

Name: Lauri Brzuszcak

LOCATION: EGG HARBOR CITY, NEW JERSEY

# Any Questions?

**Jason Howell**

*Pinelands Preservation Alliance*