

Background information

Canyon Guard is a 501(c)(3) nonprofit organization formed, as a coalition of individuals and organizations dedicated to facilitate finding sensible transportation solutions in Little Cottonwood Canyon.

In December 2023, Canyon Guard Inc. filed a lawsuit challenging the Utah Department of Transportation (UDOT) decision to install a Gondola system as the final solution.

Craig Heimark, spokesperson for the plaintiffs, and Chair of Canyon Guard, Inc. states, “we hope the lawsuit will induce a pause while additional analysis is performed, providing legislators time to review the over \$1B cost of the Gondola Project, which is opposed by over 80% of the public respondents and all the affected areas’ mayors.” Little Cottonwood Canyon is a world renowned destination that could be irreparably damaged by a hasty decision focused only on traffic congestion rather than on protecting the interests of all Utah citizens and canyon users.”

Heimark continued, “we expect the lawsuit will create the time and space for Utah legislators to review and direct UDOT to consider and test cheaper and more effective transportation solutions by using the \$150M recently authorized BEFORE allocating additional taxpayer dollars or making a final decision.”

Job description:

Canyon Guard is inviting individual(s) to join a paid part-time summer internship program, where the internship fellow(s) will have an opportunity to take a leadership role in the organization to help coordinate with numerous parties in pursuing the lawsuit, fundraising activities, and educating external parties about our concerns via various forms of outreach and digital media platforms.

The responsibilities of the individuals include:

- **Outreach:** organize outreach events and attend other events, such as public hearings, to educate the public and elected officials
- **Meetings:** organize regular meetings with coalition members, take meeting minutes and actions
- **Project plan:** maintain a calendar of relevant events, key milestones, and activities; track opened tasks to completion; leverage various online collaboration tools to coordinate with coalition members
- **Newsletter:** distribute a regular newsletter to disseminate current event information about the gondola, in a way that coalition members can forward to their member base
- **Media assets / press kit:** creating and maintaining the following to educate the public, elected officials, funders and prospective coalition members:
 - design and place social media posts

- place digital ads like Google and Facebook to solicit donations and to disseminate info
- capture photos & videos
- maintain a website dedicated to disseminate info about the gondola
- maintain a list of presentations/materials from Utah municipalities and elected officials gondola positions
- maintain FAQ and presentations (or other documents) regarding facts of the lawsuit
- **Contact list:** maintain various contact lists of coalition members, volunteers, elected officials and donors

Qualification:

Key qualities we are looking for: passionate defender of public lands, Little Cottonwood Canyon, and the wilderness of Alta; skilled user of social media platforms to promote social causes; strong writing skills

Good to have qualities: graphic design, skilled user of google ad, facebook ads, wordpress website builder, SEO optimization, strong public speaker, familiarity with social and legislative advocacy, experience in disseminating information via newsletters, experience in project management, experience in public relations and fund raising

Contact margaret@canyonguard.com and craig@canyonguard.com with your resume and a cover letter, if interested in applying or to ask questions.