HOW TO USE THIS MEMBER ACTION KIT

This Coalition to Build a Cleaner California Member Action Kit contains the basic information necessary to communicate with key constituencies, including the Governor’s Office, the California Air Resources Board, the media, and other opinion leaders about the impact of the proposed CARB off-road diesel rules on contractors, construction workers and infrastructure stakeholders. Over the course of the next five weeks, this kit will give each member of our coalition the tools to clearly convey our message and goals to the right people.

Talking Points:
The talking points reflect the key messages that are important to communicate to stakeholders, decision makers and the media throughout this campaign. They are the basis of every document in this member action kit, and of every document the Coalition will produce.

Take the time to familiarize yourself with these six points so that you can use them when you talk to anyone and everyone about this important issue.

In addition, take some time to think about the impact this proposed rule will have on your company or job. How has your company already demonstrated a commitment to reducing emissions from your equipment? What is the estimated cost to your company to implement these regulations? How many employees will you have to let go if these regulations go into effect? Personalize the facts, figures and arguments in the talking points by speaking from experience when talking about this issue.

Fact Sheet:
The fact sheet provides a short synopsis of CARB’s proposed regulations, their impact on the construction industry, economy and infrastructure, and outlines the Coalition to Build a Cleaner California’s proposed modifications. It can be given to anyone interested in learning about this issue and is a great resource to help you become familiar with some of the details.

Letters to Governor Schwarzenegger, CARB & Legislature:
One of the most important steps you can take over the course of the next two weeks is to send letters to the Governor, CARB and the Legislature explaining why it is important for the health of the state’s construction industry, its workers, overall infrastructure and environment to modify these proposed regulations. Included in this kit is a sample letter to use as a template for personalizing your own letter. Below is the contact information for submitting this letter to each of these important decision makers:

Governor Schwarzenegger
U.S. Mail:
Governor Arnold Schwarzenegger
State Capitol
Sacramento, CA 95814
**Email/Internet:**
To send this letter via email complete the online form on the Governor’s web site:  
http://www.govmail.ca.gov

**California Air Resources Board**  
**U.S. Mail**  
California Air Resources Board  
P.O. Box 2815  
Sacramento, CA  95812

**Email/Internet:**  
To post a comment specifically about this regulation on CARB’s web site visit:  
http://www.arb.ca.gov/lispub/comm/bcsubform.php?listname=ordiesl07&comm_period=A

**State Legislature:**  
To find the mailing and email address information for your local state assembly and senate representatives follow these four simple steps:
1. Visit:  
http://www.legislature.ca.gov/  
2. Click on the “Legislators & District” link on the left side of the page  
3. Enter your home or business address information or zip code  
4. The names, addresses and links to the web sites of your representatives will appear

**Letter-To-The-Editor & Opinion-Editorial Submissions:**  
Making members of your community and local reporters aware of this issue and your commitment to forging a solution is also an important part of our campaign over the next five weeks. Submitting a letter or opinion-editorial (also known as an op-ed) to the editor of your local paper is an effective way to do that.

Enclosed in this kit are four sample letters-to-the-editor and one sample opinion-editorial for use as a template in writing something for submission to your local paper. Remember that letters-to-the-editor should be approximately 200 words in length and opinion-editorials can run up to about 650 words. Make sure to include your name and contact information with your submission.

Most newspapers accept submissions from their readers via the Internet or email. Enclosed in this packet is submission information for the majority of the larger newspapers in California. If your local paper does not appear on this list, visit their web site’s editorial page section or reference the editorial page in your hard copy of the newspaper to find submission information.

**“Call to Action” Email Campaign:**  
In addition to the tools contained within this action kit, over the course of the next five weeks, the Coalition to Build a Cleaner California will be sending you regular “Call to Action” emails. Each email will ask you to take a specific action to ensure your voice is heard in this process. Please take the time to join thousands of other construction contractors, their workers and infrastructure stakeholders to make sure we can build a cleaner California!
The construction industry has been keenly aware of the concern over PM, NOx and visible emissions from construction equipment for many years. In an effort to become a part of the clean air solution, the construction industry joined together to create the Construction Industry Air Quality Coalition (CIAQC).

The public wants cleaner burning off-road construction equipment just as much as they want to rebuild our crumbling infrastructure. We do too. That’s why we have replaced over 1,000 high emission machines over the past five years resulting in a reduction of over 3,787 tons of pollution every year. And that’s also why we worked to help pass the California Infrastructure Bonds last year. We know we can do better. Our goal is to work with regulators, stakeholders and environmental leaders to realistically address these issues as we build a better, cleaner California.

California’s Construction Industry: Reaching a Clean Air Solution Together:

The California Air Resources Board (CARB) recently announced new regulations designed to reduce Particulate Matter (PM) from all diesel fueled engines in California by 75% by 2010, and by 85% by 2020. CARB also later decided to seek accelerated reductions in NOx from off-road engines at the same time. These accelerated targets will have a profound effect upon California’s construction industry – an industry that has already heavily invested in cleaning up the air. Not only will they drive companies out of business, result in job losses, and delay and increase the costs of construction, these new regulations, as written, are simply not viable because:

• The financial resources don’t exist. It will cost at least $9 billion to meet these targets.
• The technology doesn’t exist. Manufacturers cannot yet produce the engines needed to meet the targets.
• There is not enough time to meet these targets. Even if the technology existed, the demand for 165,000 new pieces of equipment would still far exceed the supply.

In addition, the regulations would have a detrimental impact upon the cost and timing of new construction authorized by the voters in the infrastructure bonds approved last November.

California’s Construction Industry: Part of the Clean Air Solution

The Construction Industry has proposed a more realistic approach to meet our clean air goals:

• **Time** – Adopting the original 18-year timeline to meet the 85% reductions originally proposed by CARB, rather than the reduced 13-year schedule.
• **Turnover** – Correctly estimating the natural equipment turnover rate.
• **Tender** – Maintain incentive funding, like the Carl Moyer program, to promote faster turnover.
• **Technology** – Since there is currently no device that will reduce both NOx and PM emissions, we must fix the technology conflicts between PM and NOx reduction strategies.

The Construction Industry is dedicated to playing an active role in improving the state’s air quality. Contractors are already pursuing an aggressive engine re-powering program to clean up the air through the Carl Moyer Program and have endorsed CARB’s new diesel fuel standards and engine standards for newly manufactured engines.

The Coalition to Build a Cleaner California is dedicated to improving California’s air quality while maximizing the historic infrastructure investment approved by California voters in November 2006. The Coalition’s members include the construction industry, its workers and infrastructure stakeholders.
OUR MEMBERS

The Coalition to Build a Cleaner California is dedicated to improving California's air quality while maximizing the historic infrastructure investment approved by California voters in November 2006. The Coalition’s members include the construction industry, its workers and infrastructure stakeholders. A current list of our membership is below.

Construction Industry Air Quality Coalition Members

Associated General Contractors of California  
Associated General Contractors of San Diego  
Building Industry Association of Southern California  
California Construction and Industrial Materials Association  
Engineering Contractors Association  
Engineering & Utility Contractors Association  
Engineering and General Contractors Association  
Mobile Crane Operators Group  
Southern California Contractors Association  
The California Rental Association

Labor Organizations

California Conference of Carpenters  
Operating Engineers Local Union Nos. 3 & 12  
Southern California Cement Masons Local 600  
Southern California District Council of Laborers

Individual Construction Contractors

SKANSKA Construction  
T.B. Penick & Sons, Inc.  
Valley Contractors Exchange

Coalition Partners

AGC America  
American Road and Transportation Builders Association  
Associated Builders and Contractors  
California Alliance for Jobs  
California Building Industry Association
COALITION MEMBERSHIP FORM

To join the Coalition to Build a Cleaner California (CBCC), please complete and return the form below. Thank you for your commitment to building a clean future for our state!

Organization/Individual Name

Date

Street Address

City

State

Zip Code

Phone

Fax

Email Address

Web site

By signing below, I/we are committed to working with the California Air Resources Board (CARB), the Governor’s Office and the Legislature develop an off-road diesel standard that meets the state’s air quality goals while allowing contractors to meet the requirements with an achievable timeframe. CBCC may add my/our name to its coalition list and may use it publicly.

Authorized Signature

Printed Name

Title

Take Action! The CARB Meeting is on May 25th – Join CBCC Today!

Via Email: jsoderlund@wilsonmillercom.com
Via Fax: 916-551-1384
Via U.S. Mail: Coalition To Build a Cleaner California
C/O Wilson-Miller Communications
1415 L Street, Suite 430
Sacramento, CA 95814

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