



E2 and AB1493: The California Clean Cars Campaign

California’s AB1493, by California Assembly Member Fran Pavley, is the first legislation in the world that regulates greenhouse gas emissions from passenger vehicles. As the most active business voice addressing the economic benefits of the legislation, E2 played an important role in getting the bill passed through the California Assembly, Senate and Governor’s Office.

Our message included three main points:

1. Climate change is a significant economic risk to California.
2. Members of the California business community support the bill because it makes economic sense.
3. The technology already exists to produce cleaner cars.

As a compliment to the work of NRDC and the environmental community, E2 was uniquely positioned to deliver the message that California business people supported AB1493.

TIMELINE FOR AB1493

E2

ACTIONS

<p>February 2001 AB1058 is introduced in the California Assembly.</p> <p>January 30, 2002 Assembly passes AB1058 (42-24).</p> <p>April 2002 Opposition launches a multi-million dollar campaign to prevent the bill’s passage.</p> <p>May 2, 2002 California Senate passes modified version of the bill (22-13).</p> <p>May 2002 Opposition campaign intensifies and four Assembly members drop their support.</p> <p>May 23, 2002 Governor Davis speaks to E2.</p> <p>June 29, 2002 Senate passes modified version of bill – AB1493 (23-16).</p> <p>July 1, 2002 California Assembly passes AB1493 (41-30).</p> <p>July 22, 2002 Governor Davis signs the bill into law.</p>		<p>➤ November 2001 – January 2002 Starting in November 2001, E2 organized 100 of its members to support AB1058. We met with over 20 Assembly Members in their home offices and in Sacramento, focusing on members from both parties who were specifically interested in understanding the California business perspective.</p> <p>➤ May 2002 Once the bill passed the Assembly, E2 developed op-eds and placed them in the <i>San Jose Mercury News</i> and <i>San Jose Business Journal</i> and a <i>Perspectives</i> piece that aired on a National Public Radio station. We made additional trips to Sacramento to meet with State Senators and testified at the Senate appropriations hearing. Through the entire process, E2 worked with Governor Davis’ administration. We wanted to provide legislators with the information we had about the issues as well as encourage them to interact with the California business community. On May 23, Governor Davis was the guest speaker at a luncheon of E2 members where he publicly called for the Legislature to deliver the bill to his desk for consideration.</p> <p>➤ June 2002 Leading up to the bill’s final passage, E2 worked to help counter the misleading information from the opposition and also talked directly with the few undecided votes. E2 made numerous trips to Sacramento and participated in a phone campaign targeting a prioritized list of Assembly members. E2 representatives were working in the Capitol up to the minute the bill passed.</p> <p>➤ July 2002 Approximately 80 E2 members wrote letters to the Governor urging him to sign the final legislation. E2’s founder spoke at the signing ceremony. Shortly after the bill was signed, E2 wrote an op-ed, which was published in the <i>San Francisco Chronicle</i>.</p>
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