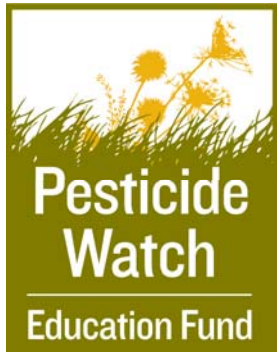

Tackling Toxics In Your Community:

A Case Study of Organizing in the Monterey Bay Area

PCL Conference – January 12, 2008

Paul Schramski, State Director



Building A Community Toxics Campaign

- Identify the Problems
- Build a Community Group
- Set Your Goals
- Know Your Strategy
- Choose a Target and Influences
- Pick Tactics That Work
- Plan or Die

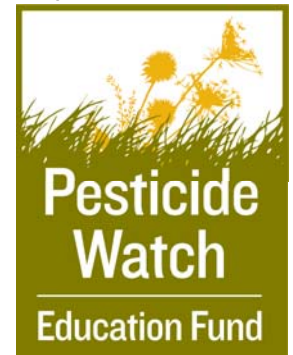


Background



Spraying for Light Brown Apple Moth

- Small insect found in Berkeley (orig. from Australia)
- USDA classified as Class A pest
- Shortcuts CEQA Environmental Impact Report (EIR) because of “emergency” conditions
- Three rounds of pesticide-pheromone spraying in September, October and November (Monterey and Santa Cruz Counties)



Identify the Problems

■ Chemicals

- Isocyanate
- Formaldehyde
- Additional “inerts”?

■ Size

- 10 microns – lodged in lungs

■ Duration

- 30-45 days between sprays means accumulation until 2010

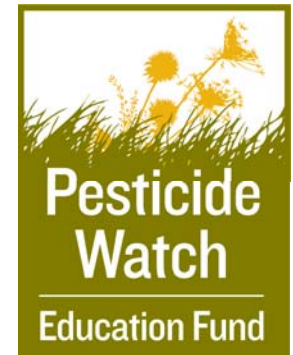


Build A Community Group



California Alliance to Stop the Spray (CASS) formed out of separate community groups in Monterey and Santa Cruz Counties

- The Alliance is comprised of the following action teams:
 - Economics
 - Politics
 - Environment
 - Health
 - Media & PR
 - Alliance Building and Outreach
 - Legal Analysis
 - Legislation



Set Your Goals

- Short-Term Goals

- Stop aerial pesticide spraying for LBAM in California

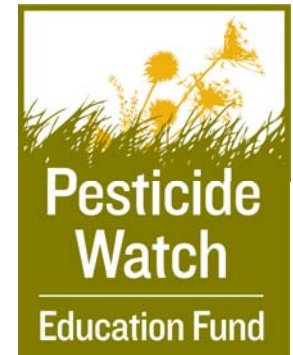
- Long-Term Goals

- Support least-toxic controls for invasive pest problems in California



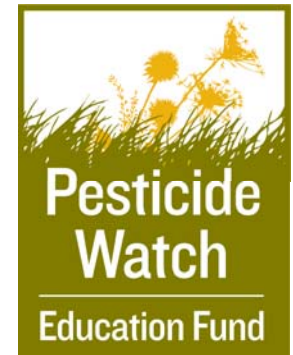
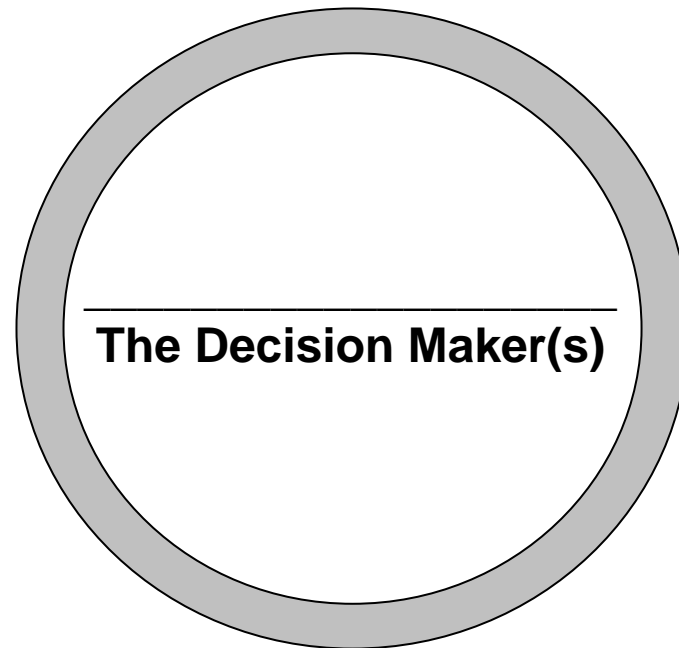
Know Your Strategy

- Legislative
 - Worked with local governments to pass resolutions, moving to state level now
- Judicial
 - Citizens and local governments filed (some continuing) lawsuits under CEQA
- Executive/Administrative
 - CDFA rulemaking process
- Corporate
 - Put pressure on chemical manufacturer



Choose a Target and Influences

- **Top Secret...(but this is how you do it)**
 - **Personal Contact**
 - **The Public**
 - **Other Groups**
 - **Elected Officials**
 - **Influential People**
 - **Media**
 - **Experts/Information**
 - **Financial Influences**
 - **Family/Friends**
- **The Opposition**



Pick Tactics That Work

- Generated Local and Statewide Media Coverage

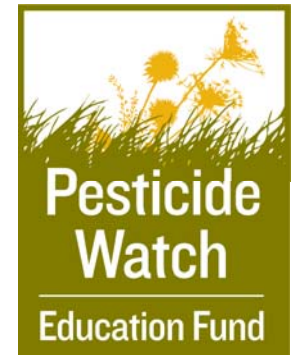
The San Diego
Union-Tribune.

Los Angeles Times

Monterey County

The Herald

Santa Cruz Sentinel



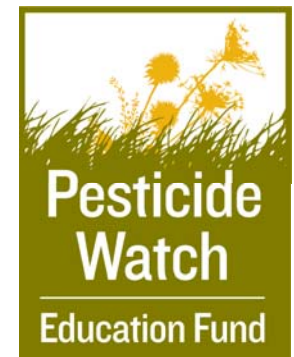
Pick Tactics That Work

- Lobbied Local & State Elected Officials
 - 2 Santa Cruz City Council Members have become best advocates
 - Assemblymember Laird and Senator Simitian haven taken a stand



Pick Tactics That Work

- Held Public Education/Recruitment Events



Pick Tactics That Work

- Generated Phone Calls and Letters
 - Thousands to CDFA and Elected Officials
 - Laird received more calls on this than any other issue in 2007

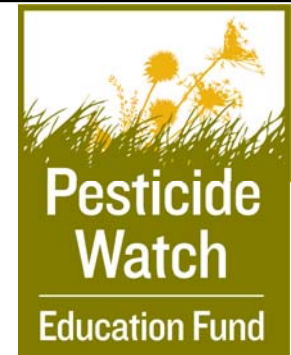


Plan

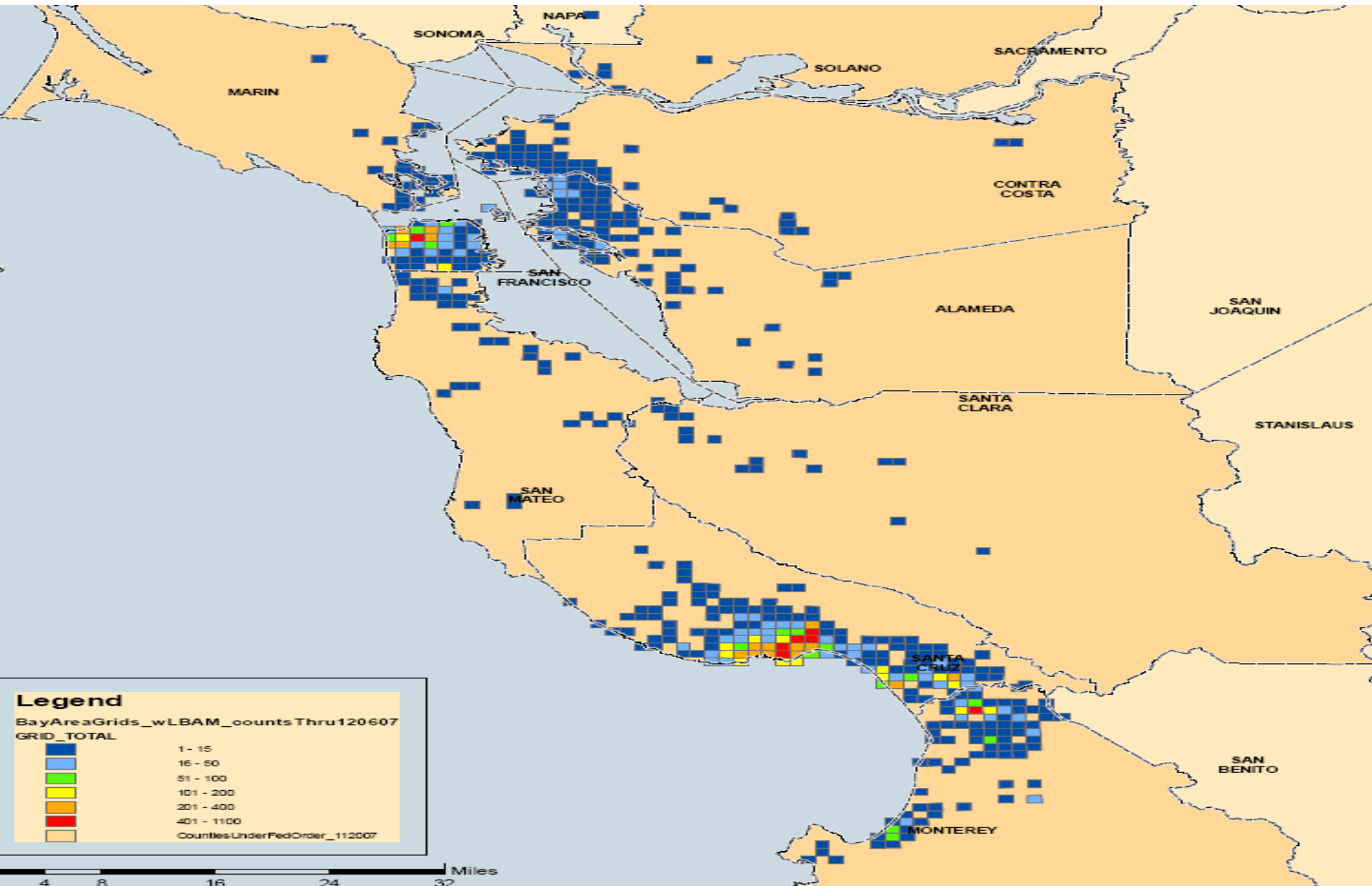
- Activists create the overall plan through a Steering Committee and each “Action Team”

	Week 1	Week 2	Week 3	GOALS
Major Events				
Petitioning				
Lobbying				
Materials				
Recruitment				
Fundraising				

- Each “Action Team” represents specific realms and carries out related tactics



Spraying Coming To Your Neighborhood?



Get Involved! We Haven't Won Yet

Statewide Efforts

- www.PesticideWatch.org

Monterey Bay Efforts

- www.StoptheSpray.org
- www.Lbamspray.com

