



Automotive Service Councils of California

Professionals in Automotive Service - Since 1940

www.ascca.com

ASCCA Legislative Advocacy Week (April 25-29) Preparation Call

Agenda

April 18, 2022

2:00 - 3:00 PM

Zoom Link: <https://zoom.us/j/5630090021>

Dial: 669-900-6833

1. Welcome/Purpose-Why are you here?

- Opportunity to meet with Legislator/Staff
- Develop Relationships/Become a Resource
- You are paying attention to issues
- Educating them about your business
- Promoting your association/your business
- Some Individuals made a difference
- Others better access/relationship
- Here is your chance
- Goal get your legislators cell phone

2. Issues-Bills

- Catalytic Converter Bills - Concerns
- AB 2058 – Career Technical Education Funding - Support
- SB 1349 – Work Opportunity Tax Credit - Support

3. Do's & Don'ts

- Develop Relations/ Not adversarial
- Don't assume Experts- No acronyms. Explain like 6th grader
- Be honest, if don't know get back to them
- Common Sense/Political/ Diplomatic
- No threats, complaining, misleading
- No Money discussion, fundraisers
- Seek a commitment, hope you can support.

4. Follow-Up

- Leg Day-Is not just a one-time event.
- District/Friday-Group-More Relaxed
- Attend Local events
- Be a Resource/Automotive Issues/Call you
- Remember Goal get their cell phone number
- Invite to Chapter meeting
- Follow up Letter/E-mail



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ASCCA Legislative Advocacy Week April 25-29, 2022 Talking Points

About ASCCA

- **Voice of the auto service industry:** ASCCA is the voice of California's automotive service shop owners. We help our members navigate the changing landscape with modern vehicles, help them prepare to meet new service needs, and keep them updated on changing regulations. ASCCA membership spans 17 local chapters across the state representing hundreds of automotive service shops.
- **Shaping legislative and regulatory proposals:** Through our Government Affairs Committee, ASCCA provides input to state laws and regulations to make them work in the real-world for the auto service industry. ASCCA works with the Bureau of Automotive Repair (BAR) helping create guidelines that protect the consumer as well as ASCCA member shops.
- **Resource to the legislature:** We appreciate the opportunity to share our insights and build relationships with state legislators, and hope that you will call upon ASCCA as a resource on issues related to the automotive industry and small business regulations.

ASCCA SUMMARY OF BILLS

1) Catalytic Converter Theft Legislation

Catalytic converter theft is a major problem in California. BAR reports that approximately 1,600 catalytic converters are stolen statewide each month. Converter theft under vehicles takes only minutes with basic tools such as a pipe wrench or cordless Sawzall. Targeted vehicles typically include Toyota and Honda because these vehicles are commonly certified as Super Low Emissions Vehicles and converters are coated with precious metals such as Rhodium which has a value over \$14,000 per ounce. Replacement costs can be in the thousands of dollars due to damage to surrounding pipes, wiring and oxygen sensors. Legislators have introduced legislation to address the problem.

Theft Deterrence

Consumers can help prevent catalytic converter theft by parking in well-lit areas, installing motion sensing alarm systems, having a trusted auto repair professional etch the converter shell with the vehicle identification number or installing cage or shield over the converter which makes the converter difficult to steal.

Legislation

There are eleven (11) bills dealing with catalytic converter theft. We expect that the legislation to be merged and narrowed down to a couple of bills. In the meantime, the ASCCA wishes to work with the legislature, by educating and helping develop meaningful solutions to address the theft issues without unintended consequences that may negatively impact licensed automotive repair dealers from installing and/or recycling catalytic converters properly and safely. There are concerns that the legislation may create new crimes against licensed automotive repair professionals or place unreasonable requirements and/or penalties on commercial businesses that properly and safely recycle failed catalytic converters. The pending bills are as follows:

- [AB 1622](#) - Requires smog shops to post a sign informing customers about strategies for deterring converter theft, including etching of identifying information on the converter.
- [AB 1653](#) - Creates a Task Force to assist local law enforcement to identify geographic areas experiencing high level of property crimes.
- [AB 1659](#) - Revises the definition of auto dismantler to include a person who keeps or maintains 2 or more used converters not attached to a motor vehicle.
- [AB 1740](#) – Requires core recyclers who accept converters to maintain record of the year, make and model of the vehicle from which converter was removed.
- [AB 1984](#) – Specifies that a peace officer need not have actual knowledge that converter is stolen to establish probable cause for arrest.
- [AB 2398](#) – Makes the possession of detached converter a crime.
- [AB 2407](#) – Requires core recyclers who accept converters to obtain thumb prints from seller disposing of catalytic converters.
- [AB 2682](#) - Any ARD that installs or replaces a catalytic converter shall ensure that it is engraved or otherwise marked with VIN and smog station shall notify customer whether or not converter engraved with VIN.
- [SB 919](#) – Prohibits a dealer from selling a vehicle unless converter has been engraved, etched or permanently marked with VIN.
- [SB 986](#) – Requires core recyclers who accept converters to maintain specified written records and prohibits a dealer from selling a vehicle unless converter has been engraved, etched or permanently marked with VIN.
- [SB 1087](#) - Requires core recyclers who accept converters to maintain specified written records and prohibits any person from purchasing used converter.

Below is the link to BAR catalytic converter theft presentation.

https://www.bar.ca.gov/pdf/BAG/202110/Catalytic_Converter.pdf

2) AB 2058 (O'Donnell). Career Tech Education Incentive Grants. Support.

- The bill increases ongoing annual funding for K-12 Career Technical Education Incentive Grant Program (CTEIG) to \$450 million per year from the current \$300 million per year.
- Requires staffing at the California Department of Education to include state-level subject matter experts in key industry sectors, who would work with regional Career Technical Education (CTE) coordinators and provide support to local educational agencies in the establishment and improvement of CTE.

- According to the author (Assembly member O'Donnell), CTE ensures that students are better prepared for life after graduation, whether that includes college or leads straight to a career. Students need multiple paths to success, not a one-size fits all model as not every quality job requires a four-year university degree. CTE programs that provide quality career exploration and guidance, and appropriate student support prepare students to transition smoothly into ongoing education and/or directly into the workforce.
- CTE courses such as automotive shop programs have the potential of engaging students who may be otherwise disengaged and at-risk of dropping out. Automotive shop programs provide hands on learning, problem solving skills and employability skills that lead to good paying automotive jobs, but there are challenges with these programs. Many automotive instructors are retiring and not being replaced, and the only solution is to close down the auto shop program where teachers not available.
- Automotive shop programs need funding for teachers, updated equipment, tools and curriculum to continue to support these important programs and for the future of our workforce.

3) SB 1349 (Caballero)- Work Opportunity Tax Credit – Support

- Establishes a \$1,000 California Work Opportunity Tax Credit (Tax Credit) available to California employers for hiring individuals from targeted groups who have faced significant barriers to employment.
- A federal version of the Tax Credit identifies ten groups of new hires, as well as long term unemployed, disabled veterans and other identifiable potential employees that may require assistance to enter the labor force.
- By offering a corresponding Tax Credit using federal eligibility criteria, the state can efficiently help assist underemployed citizens get back into the workforce.
- This bill allows a \$1,000 California-based Tax Credit to help increase workforce participation and assist employers in managing significant wage inflation in the service sector.
- Given the economic disparities the pandemic has highlighted, SB 1349 will help our most vulnerable and the employers who create jobs in California.



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Legislative Visit Response Form

Your name: _____

Organization: _____

I met with:

Legislator: _____

Staff: _____

Issues discussed:

Legislator response to issues discussed:

Is follow-up information or a visit from ASCCA/CAA lobbyist necessary? Yes No

If yes, please indicate with whom and describe particular issues to be addressed:

Please return completed form to: ASCCA, Attn: Gloria Peterson
One Capitol Mall, Suite 800, Sacramento, CA 95814
OR EMAIL TO: gpeterson@amgroup.us
OR FAX TO: 916-444-7462

The Do's & Don'ts

THE DO'S & DON'TS

HOW TO LOBBY IN CALIFORNIA

BY

JACK T. MOLODANOF, ESQ.

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INTRODUCTION

As an attorney/lobbyist practicing for over twenty years at the State Capitol, I am frequently asked: “Can one person really make a difference?” My response is: “of course”.

I usually share the following story:

While walking along on a beach, an elderly gentleman saw someone in the distance leaning down, picking something up and throwing it into the ocean.

As he got closer, the elderly gentleman noticed that the figure was that of a young man, picking up starfish one by one and tossing each one gently back into the water.

He came closer still and called out, “Good morning! May I ask what you are doing?” The young man paused, looked up, and replied “throwing starfish into the ocean.” The old man smiled, and said “ I must ask, then, why are you throwing starfish into the ocean?” To this, the young man replied, “ The sun is up and the tide is going out. If I don’t throw them in, they’ll die.”

Upon hearing this, the elderly observer commented, “But, young man, do you not realize that there are miles and miles of beach and there are starfish all along every mile? You can’t possibly make a difference!”

The young man listened politely. Then he bent down, picked up another starfish, threw it back into the ocean past the breaking waves and said, “*It made a difference for that one.*”

Not only can one person make a difference, but one person can also make others change their perception of an issue. You have the power in that you have first hand experience as it relates to issues that are most important to you. Let the lawmakers know how you feel about these issues. You must be heard to make a change.

John F. Kennedy once said, “*One person can make a difference and every person should try.*”

This easy to read pamphlet is designed to provide straightforward “tips”, or as I have referred to as the “ Do’s & Don’ts”, on how to easily participate in the complex legislative process so you can effectively communicate your message to lawmakers and make a difference.

WHO IS YOUR STATE LEGISLATOR?



- Find out who represents you at the legislature by going to www.leginfo.ca.gov
- Learn about your legislator's background
- Learn to properly pronounce your legislator's name
- Know your legislator's political affiliation
- Attend and participate in local events and public meetings with your legislator
- Sign up for your legislator's newsletter or mailing list to receive updates
- Determine where your legislator's District Office is located
- Schedule a face-to-face meeting with your legislator
- Make personal contact with your legislator and staff
- Communicate regularly
- Get to know the staff
- Become a resource for your legislator on issues you are most familiar
- Invite your legislator to speak at your local organization



- Assume you know who your legislator is
- Call your legislator and threaten and be rude
- Wait until the last minute to get involved
- Just complain without any reasoning
- Demand anything
- Sit on the fence and do nothing

PREPARE FOR MEETING WITH LEGISLATOR



Do:

- Plan your visit carefully
- Schedule and confirm appointment ahead of time
- Be prepared and know your stuff
- Organize your thoughts and presentation
- Target your presentation (i.e. support or oppose specific bill)
- Choose the most important points you want to make
- Have printed material, such as fact sheets, available
- Provide reasoning to your arguments
- Keep it short, simple and to the point
- Be honest and make presentation personal
- Practice your presentation
- Anticipate questions that may be asked
- Dress appropriately



Don't:

- Just “drop in” to see your legislator
- Be unprepared
- Plan on “winging it”
- Just complain
- Threaten or antagonize
- Mislead the legislator or staff

WHAT TO SAY AT THE MEETING

Do:

- Be clear on what you want to achieve
- Arrive early, if possible
- Be patient
- Offer your business card to legislators and be positive
- Give reasons why you support or oppose specific measure
- Keep it brief
- Tell a personal story that makes your point, if possible
- Sell your position
- Explain like you are explaining to a 6th Grader
- Brevity
- Stay on track. They are interested in what constituents are thinking
- Focus on the issue
- Seek a commitment and ask for support
- Determine whether the legislator will support your position
- Listen carefully
- Be political
- Be responsive
- Leave facts sheets, if possible
- Admit if you don't know an answer to a question, but volunteer to follow up
- Say "thank you" and follow up with a letter

Don't:

- Forget to properly introduce yourself
- Mispronounce your legislators' name
- Be unprepared
- Be vague, ambiguous or deceptive
- Be pushy or discourteous
- Use terms or abbreviations that may be unfamiliar (i.e. acronyms)
- Forget to provide personal and local examples
- Assume your legislator is an expert on your issue
- Mislead
- Overwhelm with too much information
- Get distracted
- Forget to ask for a commitment, when appropriate
- Threaten or overstate your case
- Be inflexible
- Be long-winded
- Get discouraged
- Remind them that you are a taxpayer
- Overstay your welcome
- Forget to follow up with a "thank you" letter
- Forget to send information along with letter, if requested

IMPORTANCE OF LEGISLATIVE STAFF

Get to know the legislative staff

Staff are trusted source of information for Legislators

They gather information and brief members on issues

Staff serve as “eyes and ears” of the legislative member

Legislators rely on staff judgment

Staff have direct access to member

They can influence a members decision with new information



Do:

- Know the staff's title (i.e. Chief of staff, Committee staff, Legislative Aid, etc...)
- Make sure staff have your names, addresses and telephone numbers
- Impress the staff
- Get the staff's business cards
- Ask staff if they have been hearing from the opponents
- Ask staff if they have enough information to advise member
- Ask staff if the legislator needs to hear from more constituents



Don't:

- Ignore staff
- Dismiss the importance of staff
- Underestimate the power of staff

TESTIFYING IN COMMITTEE

Do:

- Plan and prepare
- Know committee rules and protocol. Ask if you don't know
- If possible, coordinate testimony with others who share your point of view and will be testifying
- Arrive early and plan on staying late
- State your position clearly
- Know your audience
- Prepare and practice testimony
- Keep testimony short
- Try to anticipate questions that may be asked and be prepared
- Answer any committee questions honestly
- Say "thank you"

Don't:

- Wing it
- Be long winded
- Waste time describing your qualifications or background in great detail
- Read lengthy written statements verbatim
- Don't repeat points
- Become argumentative, upset or drawn into a shouting match
- Interrupt, make insulting comments or threaten

HOW TO WRITE A LETTER



Do:

- Properly address letter or e-mail (see sample)
- Be sincere
- Make it personal and make the connection to the local community
- Be courteous and reasonable in tone
- Keep it brief-one subject or one bill
- If writing about a bill, state the bill number
- State specifically what action you want
- List reasons
- Make sure it is factually correct
- Raise questions and encourage a response, if appropriate
- Ask for support
- Seek a commitment
- Use your own words
- Be concise
- Make it legible
- Send on stationery
- Indicate awareness of the legislators past actions on related issues, if appropriate
- Include supporting information that reinforce your position-articles/editorials
- Check spelling
- Say “thank you”



Don't:

- Be rude
- Threaten
- Write the letter when you are angry
- Use a form letter. A personal letter is better
- Fail to clearly state your position
- Use philosophical arguments
- Address with incorrect titles
- Forget your audience
- Wait till the last minute
- Oversell your position
- Write lengthy and incoherent letters
- Just complain
- Issue an ultimatum
- Be poisonous. OK to be passionate
- Forget to include your name and contact information
- Remind the legislator that you are a taxpayer and a citizen
- Write illegibly
- Be sarcastic
- Insult
- Say “vote against this bill or else I won’t vote for you”
- Forget to say “thank you”
- Limit your letter to one legislator

SAMPLE LETTER

Date

The Honorable (Legislator's Name)
California State Assembly
State Capitol
Room 1234
Sacramento, CA 95814

Re: AB _____ Support

Dear Assembly member (Legislator's Name):

I am writing to you in support of AB_____.

This bill would (Explain) and why it is important to the member's district. (Present in a clear and concise manner)

We respectfully urge your support of AB_____. If you have any questions or need additional information please feel free to contact me.

Thank you for your consideration.

Sincerely,

(Your Name)
(Address)

Make sure letters are properly addressed:

The Honorable Jack Doe
California State Senate
State Capitol
Room 1234
Sacramento, CA 95814

The Honorable Jill Roe
California State Assembly
State Capitol
Room 5678
Sacramento, CA 95814

Dear Senator Doe:

Dear Assembly member Roe:

OTHER WAYS TO MAKE YOUR VOICE HEARD

- ★ Letters to the local newspaper editor
- ★ Opinion Piece (op ed page)
- ★ Talk to reporters or editor
- ★ Radio-call in shows
- ★ Media-News Conferences
- ★ Organize and participate in Rallies, etc
- ★ Protests, with proper permits of course
- ★ Collect petitions and organize letter-writing campaign from constituents
- ★ Distribute action materials
- ★ Join an Association or Organization
- ★ Get active with Associations and Organizations
- ★ Build broad and diverse Coalitions
- ★ Reach out to other Groups that have similar views
- ★ Join forces with others that have same position



HOW A BILL BECOMES LAW

- Ideas for legislation comes from all kinds of sources
- Citizens, organizations and groups bring the ideas to the Legislator
- The Legislator agrees to carry the bill and is called the “author”
- The individual or group that came up with the idea is called the “sponsor”
- The language of the bill is drafted by Legislative Counsel
- The bill is introduced and is in print
- After introduction, the bill is assigned to the Rules Committees in the House of Origin and then referred to the Policy Committee for public hearing and discussion of merits
- The House of Origin means the house where the bill was first introduced.
- If the bill passes the Policy Committee, then it is referred to the Appropriations Committee, if it involves a cost to the State (fiscal impact), for another public hearing
- Both policy and appropriation committee hearings are open to the public and are an opportunity to express your views on the bill
- If passage is successful, the bill goes to the Floor and voted upon by the house
- If the bill passes the first house, it would go to the other house and through the same committee process
- If successful, the bill goes to the Governor for his decision (i.e. sign or veto)
- The bill becomes law on January 1 of the following year or immediately if the bill contains an urgency clause

PROFESSIONAL BIOGRAPHY

JACK T. MOLODANOF is the President of Molodanof Government Relations. Mr. Molodanof is a state registered lobbyist, has distinguished himself in the area of legislative, regulatory and public service. He is a highly respected and trusted advisor to many local and state government officials.

Mr. Molodanof has been specializing in government relations, advocacy, political and regulatory issues for over twenty years. Mr. Molodanof represents individuals and businesses before local and state government agencies, as well as serving as government affairs advisor to numerous public entity clients and trade associations.

Mr. Molodanof is uniquely qualified to represent clients before various governmental and regulatory bodies. He has a thorough understanding of government and has an ability to find solutions to often-complex problems. Mr. Molodanof has been involved in many extensive local and state lobbying efforts dealing with numerous complex issues such as: banking, consumer protection, land use, environmental quality, education, energy, insurance, transportation, labor, judiciary, public safety, water, taxation, finance and state budget appropriations.

Need more help? Molodanof Government Relations will assess your government relation needs, develop strategy to accomplish your goals and assist in guiding you through the legislative process.

Mr. Molodanof is also available to speak at your legislative events, including your organization's Legislative Day.

For additional information please contact us at:

Molodanof Government Relations

2200 L Street

Sacramento, CA 95816

Phone: (916) 447-0313 • Fax (916) 244-7047

or contact Mr. Molodanof via e-mail directly at jack@mgrco.org



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