

THE IMPACT OF THE STATE IMPLEMENTATION PLAN  
ON THE  
CITIZENS OF CALIFORNIA



FINAL REPORT  
TO THE  
ENVIRONMENTAL PROTECTION AGENCY  
ON WORK ACCOMPLISHED  
UNDER  
GRANT NO. 900368

MARCH 29, 1974

# CALIFORNIA LUNG ASSOCIATION

March 29, 1974

Mr. Leighton A. Price, Assistant Director  
Citizen Support Division  
U. S. Environmental Protection Agency  
Washington, D. C. 20460

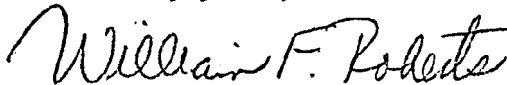
Dear Mr. Price:

This is the final report of a project carried out by the Clean Air Constituency under the auspices of the California Lung Association (formerly the Tuberculosis and Respiratory Disease Association of California). This project was made possible by a training grant in the amount of \$34,147.00 awarded by the United States Environmental Protection Agency. The time period for the project was October 16, 1972 through June 30, 1973. The grant number is 900368.

We are attaching four additional copies of this final report for your use, as well as one copy which is marked for the EPA's financial office. Attached to this latter copy is a complete breakdown of our expenditures and disbursements, as well as a check in the amount of \$2,083.50, which represents unexpended grant funds. Would you be kind enough to see that this check and the copy of the report for the financial office are forwarded to the proper individual?

With every good wish.

Sincerely yours,



William F. Roberts, Director  
Air Conservation Division

WFR:zf  
Attachments

cc: Mr. Paul DeFalco, Jr.  
Ms. Susan Durbin  
Mr. David L. Calkins  
Selected Individuals

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## SUMMARY OF FINDINGS

The most significant findings relative to the public's attitude to the State Implementation Plan are:

- A. A clean mandate to enforce the Federal Motor Vehicle Emissions Control Program as it is written, and by the prescribed deadline.
- B. A clear mandate for government to provide inexpensive mass public transit as soon as possible.
- C. Strong support for halting construction of freeways, highways and major roads until acceptable air quality can be achieved and maintained.
- D. Strong support for restriction of continuing urban growth until acceptable air quality can be achieved and maintained.
- E. "Indirect" taxes used as disincentives to auto travel are the least popular of all proposed measures. "Direct" taxes on emissions, themselves, are more acceptable.
- F. Some gasoline rationing is by no means unacceptable to the larger public.

THE IMPACT OF THE STATE IMPLEMENTATION  
PLAN ON THE CITIZENS OF CALIFORNIA

I. INTRODUCTION

The Clean Air Act Amendments of 1970 have significant meaning to individuals promoting cleaner air in California's South Coast Air Basin. Although the region was a pioneer in efforts to establish and maintain air pollution control efforts, it appeared to many that progress had been extremely slow and the area was fortunate just to maintain a "leveling off" position.

For the first time, the Clean Air Act gave a strong vision of hope to those citizen groups and to those individuals who had worked so long and hard in the clean air effort. The Amendments of 1970, with the establishment of standards and the setting of deadlines for achieving ambient air quality standards, gave a definite road map and a timetable to all concerned.

In March, 1972, the California Lung Association (then the Tuberculosis and Respiratory Disease Association of California) contacted EPA's regional office in San Francisco regarding the possibility of conducting a public education program among the citizens of California relative to the implementation plan of the Clean Air Act in our state. The organization had previously sponsored, under a small EPA grant, a public meeting prior to the introduction of the implementation plan by the State Air Resources Board.

Following numerous contacts, the Lung Association initiated a meeting in Los Angeles to which representatives of key organizations were invited to attend. The purpose of the meeting was to discuss the necessity of such a program in California's South Coast Air Basin and to review the possibility of applying for a grant from EPA to help finance such an undertaking. From the time of the initial meeting, the representatives of these organizations were enthusiastic, and negotiations continued with the regional office and with EPA's Washington headquarters. A budget was prepared and an application was submitted in September, 1972. The budget called for the Lung Association to contribute \$4,035.00 and the request for EPA funding totaled \$34,147.00. The grant was awarded to the California Lung Association for this program on October 16, 1972.

## II. OBJECTIVES

The objectives of the project were to conduct a strong educational program in the South Coast Air Basin regarding the Clean Air Act and particularly the implementation plan for achieving and maintaining the ambient air quality standards in the South Coast Air Basin. Specifically, the Clean Air Constituency was a coalition of individuals whose program was:

1. To inform the broadest possible public throughout the Los Angeles Air Quality Control Region of the many alternative measures available for achieving the national ambient air quality standards;

2. To attempt to gauge the acceptability of these measures in the eyes of the public;
3. To encourage attendance at "town hall" type meetings where full discussion on the implementation plan would be held; and
4. To encourage participation by individuals and organizations at the public hearings sponsored by EPA in the area in March, 1973.

### III. ORGANIZATION AND STAFFING

The Clean Air Constituency consisted of 18 representatives from state and regional organizations in the area. (See attachment #1). It was determined that because of serious time problems, individuals would not officially represent their organizations, but would vote as individual members on the Constituency board of directors. The representative of the California Lung Association served as chairman at Constituency meetings and a small steering committee was named to resolve matters which needed immediate attention.

Individual members of the Constituency kept their own organizations informed of the program and oftentimes spoke at public meetings with the background and authority of their own groups.

A staff was employed immediately with Mr. Graham O. Smith, M.Pl., serving as executive director, and Mrs. Terry Greene, a lung association

secretary, devoting half-time secretarial services to the group. At a later date, Mrs. Traute M. Moore was employed on a part-time basis to coordinate the program with local groups, and Mrs. Joann Leonard worked part-time as the public information official.

Affiliates of the California Lung Association in the geographic area maintained 12 local or regional offices and staff members of these local lung associations contributed greatly to the dissemination of educational information to community groups covering the several hundred miles from Santa Barbara to Riverside County. (See attachment #2).

#### IV. THE PROBLEM

The greatest problem facing the Clean Air Constituency was that of time. Within a very short time span it was necessary to inform the residents of the area about a most complicated and far-reaching problem and, hopefully, to get a response from the members of the public concerning the implementation plan. An understanding of the enormous scope of these tasks is essential to an understanding of the rationale behind the design and operation of the program as it began to take shape.

As a public information program, the basic requirement of the Clean Air Constituency effort was to reach and inform as many of the ten million residents (nearly one-half the population of the nation's most populous state) of the South Coast Air Basin as possible - a narrow sample of these residents would not be sufficient.



A major problem was presented by the complexity of the information to be communicated. The general public and, indeed, many individuals directly concerned with air pollution were soon recognized to be largely ignorant of the broad provisions of the Clean Air Act, let alone the complexities within the individual sections of the Act. Beyond this, the Implementation Plan section itself, posed two public information tasks of great difficulty.

The first was to familiarize the man-in-the-street with a specific goal-oriented planning process to achieve an 82% Vehicle Miles Traveled (VMT) reduction within an absolute time limitation. The public is far more accustomed to diffuse and open-ended governmental efforts, and has considerable difficulty in grasping the "put up or shut up" character of the Implementation Plan provision. Yet this very understanding is essential to a further grasp of the confining and compelling interaction of individual control measures within various alternative strategies.

The complexity of this, the second task, is compounded by the diversity of the available measures - some involving sophisticated technologies (retrofits), and others, unquantifiable societal behavior patterns (car-pooling, etc.). The validity of any feedback from the public concerning the relative acceptability of each of these measures rests entirely on communication and, at the very least, of a rudimentary understanding of each measure, and of the benefit it affords as well as the added burden it represents.

Therefore, it was necessary to devise a program which would first capture the individual's interest and attention, while affording him a clear overall framework for reference. It was necessary then to provide additional materials so that he might take these with him and educate himself in the more detailed, yet critically important, individual control measures.

Finally, it would be necessary to provide him a means of responding as to his preferences.

In the face of these requirements, the constraints of available time and funds seemed unrealistic, yet the highly selective character of tabulated returns from throughout the South Coast Air Basin indicates that those responding have achieved a basic command of, and ability to discriminate between, a wide array of alternative measures. In its effort to test public opinion the program informed, without dictating, that opinion. And while only a minute proportion of Basin residents participated directly in the program, its nature provoked a high degree of public interest and correspondingly heavy coverage in the news media.

#### V. TOOLS OF THE PROGRAM

The basic design of the program is best described in terms of its actual materials and events - the part the public saw, and is continuing to see. Later, the internal elements of the program concerned with policy guidance and distribution of materials will be described.

A. The Slide and Tape Presentation and Related Materials

It was first necessary to capture wide interest in the Clean Air Act, its Implementation Plan section, and the many alternative transportation and land use control measures available. In early 1972, Mr. Ruckelshaus had called for a "great national debate" on the implementation of the Clean Air Act. Now, late in the year, it was becoming apparent that he would be compelled to promulgate extremely strong measures to supplement an inadequate California State Implementation Plan. It was decided to employ Mr. Ruckelshaus' controversial 82 percent gasoline rationing suggestion to stir public interest and provoke just such a public debate in the South Coast Air Basin.

A leaflet was prepared, titled "82% Gas Rationing - It may not be necessary". (See attachment #3). More than 20,000 copies were printed and distributed. Containing a brief description of the Implementation Plan dilemma, the leaflet urged organizations, clubs, or "simply ad hoc gatherings of concerned friends and acquaintances" to sponsor showings of a 15-minute slide and tape presentation on the subject. This presentation (See attachment #4) consisted of a taped narration by Mr. Eddie Albert, a noted television and film actor, illustrated with sixty-five 35 mm slides. It distilled the major provisions of the law, and focused on samples of the alternative implementation measures - short and long term - which were available. Emphasis was given also to the potential role of the informed citizen in the selection of alternative measures by federal and state air pollution control authorities. Script writing, recording, preparation of flat copy

artwork, and photography were performed by the Constituency executive director, with the assistance of a recording engineer and several part-time art students.

At the height of the campaign, 26 such sets of tapes and slides were circulating throughout the South Coast Air Basin. Early in the effort the decision had been taken to produce a presentation which would be very simple to show, so that school, library, and personal slide projectors and tape recorders could be utilized. These proved to be in ample supply, and thus funds were available to produce a maximum number of presentation sets rather than a few, more sophisticated automatic projection rigs.

#### B The Alternative Packet

Accompanying each presentation set were printed materials for immediate distribution following showings of the slides. These six-page packets (See attachment #5) included a synopsis of the major aspects of the Clean Air Act, a brief guide providing a structure for approaching the various alternatives, brief descriptions of 21 such alternatives, and a questionnaire sheet designed as a prepaid business reply self-mailer. The cover sheet requested recipients to take home the packet and give the alternatives some thought before filling out and mailing the questionnaire.

Over ten thousand copies of the alternatives packet have been distributed in the South Coast Air Basin.

## VI. GATHERING THE RESPONSE

One of the basic goals of the Clean Air Constituency program has been to gauge the acceptability of the many alternative measures available to implement the achievement of ambient air quality standards. If the program sought to inform the public, it also attempted to retrieve the most unbiased and legitimate expression of that public's willingness to accept measures which, by nature, must inhibit accustomed life-styles.

### A. The Questionnaire

The questionnaires, already mentioned, filled a double function. Those receiving the alternatives packet would be more inclined to consider carefully the measures presented, knowing that a questionnaire followed. Also, the questionnaires received from all areas of the basin would serve to validate or disprove attitudes expressed at the Clean Air Convention.

To date, approximately 1,000 questionnaires have been returned - one-tenth of the total number distributed. Hand tabulated results indicate support for Convention balloting results. Preliminary results are contained in testimony by the executive director at EPA hearings in Los Angeles, March 6, and in Anaheim, March 22. (See attachment #6).

### B. The Convention

A second avenue for expression of the public will was designed as a central focus for the overall program. Originally, a conference, or

workshop gathering had been planned. As the true scope of the program began to be apparent, the character of the central event was shifted to that of a convention - a gathering of people to express a preference - to choose a platform, rather than solely to be informed of an issue.

Thus the concept of a Clean Air Convention emerged, prescribing the basic promotional character of the Constituency program. All materials and publicity would be oriented to providing the information on the Clean Air Act and its Implementation Plan section necessary to make intelligent choices at the Convention. Therefore, it was determined that the materials distributed must be objectively presented, and the Convention itself must be publicized as a truly open forum. The media, conditioned to highly opinionated promotional campaigns, seemed attracted to this form of public information and gave substantial coverage to the program. The Convention provided a "story line" to the program which would have been lacking in a simple survey-type campaign or poll.

The Convention also provided a lively organizational mechanism for enlisting extensive volunteer citizen participation, both in advance preparations and in carrying out the actual two-day program.

The event, itself, represented a mixed success. While attendance was below that anticipated (actual registration totaled 304), the quality of participation was exceptional. A true "town meeting" atmosphere was achieved by inviting open testimony and by a novel seating arrangement in which the audience surrounded a central space on all four sides. This

resulted in an unusual sense of community between the speaker, a resource panel of experts, and the audience.

The entire first day and the morning of the second were given over to continuous open testimony.

All comers were afforded five minutes each, each interval followed by two minutes of comment by the resource panel to correct misconceptions and put individual statements with the context of the Clean Air Act. Over 50 citizens testified. Recorded proceedings have been transcribed.

Throughout the Convention tables were arrayed around the seating area. All parties who desired to promote a particular viewpoint were permitted to sit at these tables to answer questions and distribute literature. A wide range of opinion was represented, from Zero Population Growth to the Motor Vehicle Manufacturer's Association.

The event culminated in balloting the afternoon of the second day.

The balloting procedure, which permitted questions and clarifications from the floor, was an invaluable help in judging the comprehension of the various measures by those attending the Convention. To the extent that balloters represented a microcosm of the larger public, (despite short-comings in representation by low-income and minority groups) analysis of registration cards indicated a good sample. The results are a useful indication of broad public opinion. Ballot responses were immediately processed by a scanner and a simple analysis program at Santa Monica High School and Santa Monica College, so that results were known before the Convention adjourned.

Additional highlights of the Convention included provision of free bus service from Riverside and Orange Counties, as well as Long Beach and Pasadena to the Santa Monica Civic Auditorium. Santa Monica had been chosen as the site because, as the geographic center of the South Coast Air Basin, it dramatized the regional community of interest in clean air. Literature announcing the Convention graphically portrayed the Basin to underscore this theme. (See attachment #7). A private commuter bus pool, Com Bus, was induced to donate these buses. The feasibility of this alternative to individual auto commuting was thus brought home to Convention visitors and the media.

A mobile emissions testing station was set up at the entrance to the parking lot, and attendees' autos were checked on a voluntary basis.

A sedan converted for use of natural gas was loaned by the federal inter-agency motor pool.

#### C. The Infrastructure for Gathering the Response

A central goal for communication in the program was to reach beyond air pollution activists to a broader public, one that, nevertheless, would be interested in the air pollution problem and likely to make its views known to public policy makers. Secondarily, the aim was to reach the known air pollution volunteers activists and the public policy makers.

The problem of reaching a larger public was compounded by the new geography embracing the target public: the South Coast Air Basin. There



was no reliable standard list of service organizations, or even of mass media and environmentalists.

What was needed was a select list of organizations and individuals who would be interested in disseminating information and educational materials to the public on the Clean Air Act and the Implementation Plan. The League of Women Voters and the Lung Associations were instrumental in putting together this list, which turned out to be 450 organizations and individuals.

The Clean Air Constituency retained a part-time employee to maintain and build the network of contacts for distribution of the materials:

(1) the slide show with taped narration, and (2) the alternatives package and questionnaire. This worker organized the distribution network and coordinated reservations for presentation of the slide show -- which was at times accompanied by a speaker, who would answer questions, distribute the printed materials, and return whatever questionnaires were filled in immediately. (Others were mailed by individuals directly to the Constituency).

The availability of the slide presentation was made known to the public through the organizational network of contacts of the League of Women Voters, the various Lung Associations in the six-county area, and the other organizations linked to the Constituency through its members.

Moreover, public service announcements were placed on the electronic media, and news breaks on the Constituency program in the printed media sometimes referred to the presentation.

Partial records reported to the Constituency confirms 94 showings to 4,200 persons. There was some difficulty in getting volunteers to keep close records of their showings. It is, therefore, reasonable to assume that the actual total number of showings and audience were, in reality, much higher than the records indicate. Probably at least 10,000 persons saw the slide show presentation and received the accompanying printed material.

Supplementary mailings: In addition to the distribution of printed materials at public meetings at which the audio-visual slide presentation was made, there were a number of mailings of the printed materials to selected target groups within the Basin. A minimum of 14,500 persons were reached in this way. The mailings fell into the following three categories:

- (1) The 82% brochure to 8,000 individuals and the convention brochure to 4,000 individuals in the six-county area from the standard California Lung Association lists. The lists incorporated the memberships of the Regional Plan Association of Southern California, the Planning and Conservation League, Stamp Out Smog, and Californians Against Smog.
- (2) Mailings done by cooperating organizations:
  - (a) The Council for Planning and Conservation - 1,000.
  - (b) The Sierra Club, Angeles Chapter - 1,000.
  - (c) Los Angeles Urban Coalition (inner city organizations) - 500.

- (3) Mailings contracted by the Constituency from a business firm - 1,000 as follows: (a) to every church in the six-county area, and (b) to every labor union in the six-county area.

#### VII. MEDIA COVERAGE

It should be stressed that it was communication with the public, rather than the major event -- the Clean Air Convention -- which was the focus of the program. The convention and the creation of the Clean Air Constituency functioned, therefore, also as news pegs and reasons for news coverage, features, and editorials about the process behind the program: the implementation of the Clean Air Act.

A professional worker was retained as a media relations consultant during a portion of the program period, and her first job, with the assistance of the Lung Association public relations staff, was to compile a list of useful print and electronic media outlets in the six-county Air Basin area. This she culled down to an active and current list of 767 outlets, including general as well as specialized-audience publications, radio and television stations.

The announcement of the creation of the Clean Air Constituency, with its professed aim of working for public understanding of some of the measures which had been widely condemned as "extreme" and "unnecessary", if not "crazy" and "disastrous", was of considerable interest to the press. The convention itself billed as an attempt to get at the truth of the public reaction to "extreme" air pollution control measures, also proved of

interest to the media. The results of the voting at the convention were widely reported.

During this period, the Clean Air Constituency established itself as a source of an alternative point of view on the implementation of the Clean Air Act. Media working up stories on the subject increasingly sought out the views of the Executive Director and members of the Constituency to round out stories. One member of the board's executive committee published two articles on the implementation plan -- one in the Los Angeles Times Opinion Section and the other in the environmental journal, Cry California. These served as source materials for those seeking a deeper understanding of the Act and its implications, in the context of the history of air pollution control in the state. Free reprints (donated to the Constituency) were made available as supplementary printed material.

The importance of this cannot be overemphasized. Early coverage on the Clean Air Act reflected the prevailing, parochial and often uninformed views of a few outspoken state and local officials. They usually held that the implementation of the Act was more a hare-brained scheme of meddling federal bureaucrats than a legitimate execution of the will of the people as embodied in an Act of Congress. With the emergence of the Constituency, an informed, persuasive alternative point of view was (and continued to be) available.

A broad six-county list of media - electronic and print - was selectively culled and added to, resulting in a current and effective list of

nearly 800 publications and radio television outlets. This list was loaned to EPA's regional office on two occasions. The initial release to the press was planned to coincide with the Los Angeles Times story.

A news conference was held on February 5, 1973, and the conference was attended by over 20 reporters and 19 supporting staff. Wide coverage of the news conference by both electronic and print media resulted, with coverage by about every station in the Los Angeles area.

During the course of the media campaign, the executive director and other members of the Constituency appeared on or were interviewed by many television and radio stations. Some of those who were particularly helpful are listed below.

KHJ-AM centered their "Patch of Blue Sky" campaign around the Clean Air Constituency's campaign. Two editorials gave support to the program. KHJ-AM is rated as the top rock station in Southern California. The executive director also was featured on a one-half hour news and public affairs program on KHJ.

KCET (Channel 28) gave very good coverage, and ran some of the slides from the Eddie Albert presentation. The executive director appeared on public service programming.

KABC-AM (Talk Radio) - Many interviews, and good news coverage.

Los Angeles Times - The dominant newspaper in the Los Angeles metropolitan area and their environmental writer, John Dreyfuss, were most cooperative and reported in depth.

KNXT (Channel 2) - CBS affiliate, Bob Simmons, KNXT's environmental reporter, did a lengthy prime time news feature on alternative transportation measures. Joe Benti provided post-convention coverage.

KJOI-FM - The management at KJOI were willing to provide Point of View (guest editorial) air time at very short notice. KJOI-FM is the top-rated FM station in the Los Angeles area and has a very strong signal, so reaches much of Southern California. Three separate "Points of View" ran for three weeks, three days in a row, three times a day.

KRTH-FM - The executive director was interviewed for one-half hour on this new station with a "nostalgia" format.

KEZY-AM - This Orange County station has a one-half hour public affairs program, "Forum 73", that featured Constituency members discussing the Clean Air Convention and the EPA hearings.

KHJ-TV (Channel 9) - Gave good coverage to the slide presentation during a lengthy interview on prime time news.

Los Angeles Herald Examiner - covered every news conference and the Convention.

New York Times - The dean of environmental reporters, Gladwin Hill, gave good coverage to the Convention.

KNX-AM (CBS affiliate) - Also covered the Convention and did many interviews.

Santa Monica Evening Outlook - Reporter, Cliff Tarpy, did an outstanding job of announcing and reporting the Convention.

Riverside Press Enterprise - Bob Craven and Don Curran came from Riverside (approximately 150 miles round trip) to cover the Convention.

KTTV (Channel 11) - News Director, Chuck Reily, provided good coverage throughout, particularly at our second news conference.

KTLA (Channel 5) - Covered second news conference.

KROQ-AM and KFI-AM - Covered both news conferences.

KCOP-TV (Channel 13) - Covered the first news conference. The executive director appeared on a half-hour public affairs programming.

KNBC-TV (Channel 4) - Covered only the first news conference. Broadcast an editorial on January 6, and the Constituency arranged to have committee member, Dr. Robert Zweig, rebutt. James Foy, editorial director, permitted the Constituency to draw attention to the Clean Air Convention in the rebuttal.

A post news conference release was sent to all media following the first news conference.

Budget, and other considerations, prompted the use of public service announcements to draw attention to the availability of the slide program and the Clean Air Convention. A Southern California Broadcasters' Association file number was obtained and used on all copy.

Several 10, 20, 30 and 60 second spots for radio and 10 and 20 second copy with a color slide for television were prepared. Copy, meeting each station's requirements, was sent to all radio and television stations in the area. The copy was accompanied by a cover letter and brochure.

While it was impractical to check with every station, check calls were placed to a number of stations and most claimed they were running Constituency spots. A few refused, KNBC-TV, for one. Again, KHJ-AM was outstandingly helpful, particularly the editorial and public service director, Linda Cooper.

Many letters were written to editorial, news and public affairs directors as well as talk show producers. A list of CAC speakers accompanied these letters. (See attachment #8). Every letter was followed up with a phone call, and every effort made to tap all sources of free publicity for the program. Except for KHJ-AM, editorials were not forthcoming. Response from news directors and radio public affairs directors and many radio talk show producers was excellent.

Major efforts were made to involve a show business personality. Jack Lemmon was contacted but could not help us due to involvement in his just released film, SAVE THE TIGER; Eddie Albert, who was rehearsing a play in New York; Walter Matthau, who was not available at that time; Carol Burnett, who was interested in doing a public service spot, but wanted to think it over; Edward Albert (Eddie Albert's son) who was not available; and Burgess Meredith, who was interested, but had prior commitments out of town.



Carol Burnett did decide to do a public service spot, but by then it was too late for the Clean Air Constituency program, so she taped a 30 second spot publicizing the EPA hearings.

As the Convention drew near, it became apparent that additional public interest must be generated. Consideration was given to buying radio time, but this was finally ruled out as an unwise step that could jeopardise CIA's ability to place PSAs in the future.

It was decided that another news conference would be desirable if a peg could be found to hang it on. At this point the media had been saturated with news of the Convention and the EPA hearings. We obviously needed something new.

A closely related issue surfaced, as a result of Los Angeles' thoroughly inadequate public transportation system. Ways were being sought to provide transportation for people attending the Convention. The Southern California Rapid Transit District had been contacted, but to no avail.

A commuter bus service known as Com-Bus, sponsored by the employees of McDonnell Douglas and TRW, was found. Com-Bus offered to provide free buses for the Convention. It was decided to hold a news conference scoring the Southern California Rapid Transit District's lack of responsiveness, and pointing out the buses would be available to transport convention participants.

The news release, "No Buses for Clean Air Convention say RTD Bosses" was distributed at the second news conference. Additionally, a press package,

including an 8 x 11 photo and a brochure on the Convention was sent to a selected number of daily and weekly newspapers in the area.

The news conference was held the morning before the Convention, at Traveltown in Griffith Park. Channels 3, 5 and 11 gave good TV coverage. KFI, KHJ, KROQ, and KFWB as well as the Herald Examiner were present. The reporters were delighted with the location. A museum which contained many old trains, including the Pacific Electric municipal transit "Red Car".

News coverage at the Convention, itself, was select.

KNX-AM interviewed many Constituency Board members, and a number of Convention participants.

KSRF-FM, a Santa Monica station, selected six participants and had them tape 60-second condensations of their views, which were played the week following the Convention.

KABC-AM's Michael Jackson placed a "News Maker" call to the Convention.

KTTV provided television coverage.

KPFFK-FM taped much of the proceedings for later airing.

Both John Dreyfuss and columnist Art Siedenbaum were there from the Los Angeles Times.

Jessica Frasier and Michael Hearing from the Herald Examiner.

Long Beach Independent Press Telegram's Mike Jiff and Cliff Tarpy, the Santa Monica Evening Outlook, as well as Don Curran, who came from Riverside from the Press Enterprise.

Gladwin Hill from the New York Times was there, and Michael Creedman from Time Magazine.

Spinoffs were rewarding. An article was written for the Sierra Club's Southern Sierran which goes to the 21,000 members in the Angeles Chapter, and the Los Angeles Times Urban Affairs writer, Ray Hebert, did a subsequent in-depth article on commuter buses. The executive director has been interviewed for material for use in the Christian Science Monitor, Motor Trend Magazine, and the American Society of Planning Officials Journal.

Relevant examples of news releases, news clippings, editorial, and radio and television material are attached. (See attachment #9).

#### VIII. OUTREACH TO OPINION LEADERS

##### A. Clean Air Constituency

Program and policy decisions were made by the Constituency and, on short notice, by a five-member executive committee. The Constituency had the benefit of connections with the public interest groups and citizen organizations which have been most active in air pollution affairs in the six-county area. Although the Constituency was aiming at a public broader than the environmental movement, one of the problems with which it was faced was a lack of understanding within the movement itself of the significance of the Clean Air Act and the implementation plan for the solution of the air pollution problem.

Thus, an important function of the bi-weekly meetings of the group was educational. More specifically, members of the Constituency came to better understand how their particular air pollution (or transportation or other environmental) concern related to the Clean Air Act. It had been common for each individual or group to pursue its own view of the air pollution problem as if this view embraced the solution of the entire problem or, at least, had nothing to do with other parts of the problem which concerned other citizen groups. The members of the Constituency and, to some extent, other members of their organizations, came to understand that there was really no such thing as competing solutions -- or competing theories of the cause and cure of the problem. There seemed to be, after several meetings, an appreciation of the comprehensive nature of the Clean Air Act and its necessary impact on all the pieces of the problem and the partial solutions which citizens had come to understand and be concerned about.

#### B. Business and Industry

Attempts to broaden the Constituency to include representatives of industry and business were not fruitful, largely because of the lack of response from those contacted. Meetings were held and the Constituency's program and goals described to the following:

Gulf Oil Corporation

Southern California Edison

Southern California Gas Company

Motor Vehicle Manufacturers Association

Western Oil and Gas Association

Bill Gregg, West Coast Editor, Oil Daily

Only one or two were antagonistic to the goals of the program. Others were not interested or cautious.

### C. Public Policy Makers

Under the auspices of the Constituency, two briefings on the EPA implementation plan proposals for the South Coast Air Basin were held for community representatives and representatives of Los Angeles city and county elected officials. The first such meeting was at the Lung Association headquarters on January 12 and the second was at the same place on February 12. The January 12th meeting was held in conjunction with the initial press coverage of the EPA implementation plan for the Basin and was attended by EPA officials from Washington and San Francisco as well as key individuals from Los Angeles.

In a more formal way, the Constituency communicated with state public policy makers through testimony at public hearings of the California Air Resources on December 6 in Monterey and February 21 in San Francisco. The executive director testified at these two hearings.

The executive director testified at hearings on the proposed EPA implementation plan in Los Angeles on March 6 and again in Anaheim on March 20. It was in this testimony, earlier references, that reports were given on the results of the Clean Air Convention voting and the questionnaire response on public preferences among implementation plan alternatives.

The slide and tape presentation was shown to the staff of the state Air Resources Board and to the members of the South Coast Air Basin Coordinating Council.

Throughout the course of the Constituency activities, every effort was made to induce individuals and organizations to testify at the public hearings scheduled by EPA in the Los Angeles metropolitan area in March, 1973. Information regarding the time and location of these hearings was prepared and distributed. (See attachment #10). Likewise, any request for information on how to offer testimony was given upon request. A specific list of instructions was issued and distributed. (See attachment #11). Although the Constituency has no final numbers, it is believed that the public took advantage of the opportunity offered by EPA and testified at the various public hearings in larger numbers than before.

In carrying out the Constituency program, it was stressed that government did want to know and hear the views of the residents of this area regarding a vital and timely issue. In turn, individuals commented that this was the first time they had realized that their views would be considered by a governmental agency.

#### IX. FINANCING

The work of the Clean Air Constituency was financed through a grant in the amount of \$34,147.00 from the United States Environmental Protection Agency, and a disbursement of \$4,035.00 from the California Lung Association. A total of \$2,083.50 remained unexpended from that portion of funds financed by the EPA grant and has been returned to the EPA by the California Lung Association.

Total expenditures from federal funding and Christmas Seal funds were \$36,098.50. The following is a breakdown of these expenses:

Funds from the California Lung Association

Building occupancy	\$ 675.00
Local telephone service	360.00
Special Services	
Public information	750.00
Audio-Visual Aids	750.00
Graphic Arts	750.00
Bookkeeping and Accounting	<u>750.00</u>
TOTAL -----	\$4,035.00

Funds from the United States Environmental Protection Agency

<u>Categories</u>	<u>Budgeted</u>	<u>Expended</u>	<u>Unexpended</u>
Personnel	\$4,573.00	\$4,573.00	\$ - 0 -
Supplies	3,750.00	3,233.63	516.37
Travel	2,450.00	1,495.12	954.88
Other	7,345.00	7,293.71	51.29
Professional Services	13,500.00	13,092.97	407.03
Indirect Costs	<u>2,529.00</u>	<u>2,375.07</u>	<u>153.93</u>
TOTALS -----	\$34,1470.00	\$32,063.50	\$2,083.50

A detailed accounting of all expenditures of federal funds has been sent to and is on file with the financial office of the Environmental Protection Agency, Washington, D. C.

## X. ACKNOWLEDGEMENTS

The California Lung Association extends its appreciation, first of all, to the members of the Clean Air Constituency who devoted their time and talents to this project. Individual members not only attended meetings at which the policies were determined and direction for the program was given, but they participated directly in the operation of the project.

Working in the office, writing for newspapers and television, appearing on radio and television news and public service shows were some of their outstanding contributions.

Service as resource persons at the Clean Air Convention was also a notable contribution. These individuals brought their own areas of expertise and the primary concerns of their organizations to the overall umbrella approach used in informing the public about the Clean Air Act.

Outstanding for their volunteer service were Mr. Mark Braly, administrator, Environmental Quality Laboratory, California Institute of Technology, and Mrs. Marilyn Ryan and Mrs. Traute M. Moore, both with the League of Women Voters. Without the interest and participation of all Constituency members the work of the Constituency could not have progressed.

Mr. Eddie Albert of television and movie fame contributed significantly to the program by not only lending his name as an endorsement of the project, but by volunteering his time as narrator of the slide and tape presentation. Two taping sessions were required for the program and the generous contribution of Mr. Albert is acknowledged and appreciated.



The two individuals closest to this project at EPA's Washington headquarters were Mr. Leighton A. Price, Assistant Director, Citizens Support Division, and his associate, Mr. Phillip Wisman. These two gentlemen facilitated the initial grant application in Washington and were extremely helpful on numerous occasions throughout the project. We are indebted to them for many personal and professional courtesies.

Personnel at EPA's regional office in San Francisco who were of great assistance in giving direction to the project were Ms. Susan Durbin, program analyst, and Mr. David L. Calkins, program planning chief. These two individuals attended many of the Constituency meetings and were available for immediate personal and telephone consultation. We thank them for their assistance. We are also indebted to Mr. Paul DeFalco, regional administrator, and to Mr. Frank M. Covington, director, air and water program, for their continued support, encouragement and interest in the program of the Constituency.

Professional staff members of the Lung Associations in the South Coast Air Basin were of invaluable help to the success of the program. These were the individuals who were responsible for pushing the program at the community grass roots level. Our appreciation goes to:

Mr. Loren L. Roberts, Executive Director  
Long Beach Lung Association

Mr. Merwin L. Noble, Executive Director  
Lung Association of Los Angeles County

Knute Martin, Dr. P.H., Executive Director  
The Lung Association of Orange County

Mr. Fred Lancaster, Executive Director  
Pasadena Lung Association

Mr. Charles L. Powers, Executive Director  
Lung Association of Riverside County

Mr. Lionel E. Hudson, Executive Director  
Lung Association of San Bernardino, Inyo and Mono Counties

Mrs. Marguerite L. Ruoff, Executive Director  
Lung Association of Santa Barbara County

Mr. Frank L. Delaney, Executive Director  
Lung Association of Ventura County

And last, but certainly not least, our gratitude goes to those staff members employed by the Constituency. Graham O. Smith, M.Pl., executive director of the program, faced a near impossible task within a very limited time constraint. He was responsible for producing the principal audio-visual tool used in the program, for designing the alternative package and for planning the Clean Air Convention. His efforts were outstanding.

Our public information official, Mrs. Joann Leonard, developed and maintained excellent contacts with mass media in the South Coast Air Basin and the results of her efforts are evidenced in the media report. Mrs. Traute M. Moore carried out her responsibility of coordinating the slide and tape showings and the distribution and collection of the alternative package with professional skill. Mrs. Terry Greene performed her secretarial duties in a highly competent, professional manner.

Our sincere appreciation is extended to each and every one of these individuals and to all others who helped achieve the objectives of the Clean Air Constituency.

LIST OF ATTACHMENTS

1. Membership, Clean Air Constituency
2. Lung association offices in the South Coast Air Basin
3. Brochure, "82% Gas Rationing?"
4. Script of Eddie Albert's presentation
5. Alternative package and questionnaire
6. Testimony at EPA hearings - March 22, 1973 and March 6, 1973
7. Brochure, "The Clean Air Convention".
8. Clean Air Constituency speakers' list
9. Public information items
  - a. Sample - City desk memo
  - b. Sample - City desk memo
  - c. Sample - news release
  - d. Sample - news release
  - e. Sample - news release
  - f. Sample - news release
  - g. Sample - radio editorial
  - h. Sample - reply to television editorial
  - i. Sample - reply to radio editorial
  - j. Sample - television public service spot announcement
  - k. Sample - television public service spot announcement
  - l. Sample - radio public service spot announcement
  - m. Sample - radio public service spot announcement

- n. Sample - radio public service spot announcement
- o. Sample - radio public service spot announcement
- p. Sample - news article
- q. Sample - newspaper clippings
- r. Sample - newspaper clippings
- s. Sample - newspaper clippings
- t. Sample - newspaper clippings
- u. Sample - newspaper clippings

10. Announcement concerning EPA hearings

11. Pointers regarding testimony before governmental bodies

Special note: The slide and tape presentation, featuring Mr. Eddie Albert as narrator, is housed with the following individuals at the following locations:

Mr. Leighton A. Price, Assistant Director  
Citizen Support Division  
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Ms. Susan Durbin  
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424 Pendleton Way  
Oakland, Ca. 94621

Mrs. Gladys A. Meade  
Air Conservation Associate  
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1670 Beverly Boulevard  
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This audio-visual educational tool may be viewed at any of the above addresses.

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SOUTH COAST AIR BASIN

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Sepulveda 91343  
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Charles Robinson, Director for both

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Downey, Norwalk, Whittier

Mrs. Nancy Jenks, Director  
(Los Angeles Office)

Metropolitan L.A., East L.A.

Henry Gonzalea, Director  
(Los Angeles Office)

South L.A., Compton, Lynwood

Mrs. Marguerite Hodge, Director  
(Los Angeles Office)

# It may not be necessary.

On January 15th, William Ruckelshaus, United States Environmental Protection Agency Administrator, announced the federal version of the Clean Air Implementation Plan, calling for 82% gas burning. This would be necessary to meet the Federal Air Quality Standards by 1977. Such a strict law would have an enormous effect on the life style and the economy in Southern California.

However, the Clean Air Act of 1970 calls for the job to be done by the states, and empowers the states only in case of failure to perform. State and local governments have far broader powers under the Act at their disposal, and can initiate many alternative measures not available to the federal government.

To date, the State of California has failed to produce an adequate plan. This failure has compelled Ruckelshaus to advance his startling proposal. **It is not too late, however, to come up with workable alternative solutions** less disruptive than massive gas burning. Everyone in the South Coast Air Basin will feel the effects of measures to clean up our air, but everybody's health is affected by the degree of air pollution we now have. **It is essential that the public participate in these decisions** which effect both their health and their life style.

It is our objective to find out what the man in the street wants. The Clean Air Constituency, under the Tuberculosis and Respiratory Disease Association of California, would like you to sponsor showings of our 15-minute slide and tape presentation, narrated by Eddie Albert. It introduces, in direct and straightforward terms, the major provisions of the Clean Air Act and poses an array of alternatives which are possible for a final implementation plan.

If you wish, a discussion of these alternatives will follow the showing. The entire program can be completed in considerably less than an hour.

We further invite all citizens to express their views through a simple questionnaire and/or at an

open town meeting to be held March 2nd and 3rd at Santa Monica Civic Auditorium. Here, alternatives will be weighed and decided upon by popular vote, and the final platform will be forcefully presented to the state and federal governments.

Every citizen is urgently affected, yet there is so little time. The final federal plan will become law in the spring, after extensive public hearings. **These hearings will begin in early March. Therefore, we must contact as many of the 10 million citizens of the South Coast Air Basin as we can during the month of February.**

We urge you to make special arrangements to show this program to any organization to which you belong — to service clubs, church groups, P.T.A.s, neighborhood associations, or simply ad hoc gatherings of concerned friends and acquaintances.

An informed constituency can instruct government in making effective choices. Call us, and we will bring the presentation to you, or you can borrow it and show it yourself. **But remember, we must all be prepared to make our choices known by the beginning of March, or federal and state government will proceed on their own.**

## Call us today at:

LONG BEACH  
(213) 436-9873

LOS ANGELES  
(213) 483-3220

ORANGE COUNTY  
(714) 835-3837

PASADENA  
(213) 793-4148

RIVERSIDE COUNTY  
(714) 682-1200

SAN BERNARDINO  
COUNTY  
(714) 888-0876

SANTA BARBARA  
COUNTY  
(805) 966-4482,  
(805) 966-4729

VENTURA COUNTY  
(805) 643-4656

**THE CLEAN AIR CONSTITUENCY**  
1670 Beverly Boulevard  
Los Angeles, California 90026

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Tuberculosis and Respiratory Disease Association

**82%**  
**Gas Rationing**



1. Use title slide #1 for set-up.
2. Start tape

= push slide button.

THE CLEAN AIR CONSTITUENCY  
EDDIE ALBERT NARRATION  
FOR A-V PRESENTATION

~~20~~ Hello. This is Eddie Albert, speaking for the Tuberculosis and Respiratory Disease Association of California. I'd like to tell you about a place where a serious health problem exists.

~~30~~ This is the South Coast Air Basin, with the Los Angeles Metropolis at its center. ~~40~~ The basin is ringed by mountain ranges which form a natural "bowl". Most of the time, ~~50~~ winds coming off the ocean move across the basin from West to East. And they are often caught under ~~60~~ what is called an "inversion layer" -- an invisible "roof" of warm air which keeps the cooler sea breezes from rising out of the basin over the mountains.

Our health problem begins ~~70~~ with ten million people moving into the South Coast Basin. The vehicles we drive, the power plants which generate the electricity we use, and many other things we do, add pollutants to the air we breathe. ~~80~~ During periods when the basin is "capped" by the inversion layer, very few of these pollutants can be blown over the mountains, and concentrations which are damaging to human health are the result. ~~90~~ Those that do escape are now causing problems in Palm Springs and the Imperial Valley to the east.

~~100~~ Confirmed and probable effects of air pollution on human health have been thoroughly reviewed during a three-year program conducted by the National Air Quality Criteria Advisory Committee, a distinguished group of doctors, professors, and air pollution control experts. ~~110~~ The documents represent the most authoritative statement to date on the relationship of air pollutants and public health. While there is still a great deal to be learned, will we wait for final proof, or will we act on what doctors think?

120 Here we have been speaking of Southern California -- but the air pollution problem is nationwide. In 1970, Congress answered our question and moved to protect the public health and welfare by adopting strong amendments to the Federal Clean Air Act. The new law gives the Administrator of the Federal Environmental Protection Agency the power to establish standards strong enough to assure public health.

This Mr. Ruckelshaus has done, basing the new Ambient Air Quality Standards on the Criteria set down by the National Air Quality Advisory Committee. The new Standards specify maximum permissible concentrations of pollutants in the air around us throughout the nation -- concentrations which must not be exceeded more than one day a year if we are to preserve our health. These Primary Standards, which are the heart of the new law, recognize that we must not be exposed to too much pollution at any one time, nor to continuing effects of pollutants over a long period of time.

The Federal law further recognizes that many areas of the nation, including the South Coast Basin, are beyond these permissible concentrations, and mandates that these areas must get back down to permissible levels -- however they choose to do it -- within a period of three to five years, but no longer.

Now, who should have the responsibility for doing this, and how much has been done in the two years since the law has been in effect?

Congress has given each state the major responsibility, and has directed the states to deal with the problem at the level of the natural, regional air basin -- such as the South Coast Basin. Further, this mandate has been given with the understanding that if, and only if, a state fails to come up with an effective and workable plan, the Federal Environmental Protection Agency must step in and prescribe more adequate measures.

This plan we are speaking of is known as the Implementation Plan --  
in short, a plan of how each state intends to do it, and a timetable for  
achieving specific goals along the way to the 1977 deadline.

A year ago, California submitted its plan -- a plan which admittedly  
would not achieve the goals established by the Primary Standards for  
health on time. The California plan, was therefore, unacceptable to the  
Environmental Protection Agency. As a result, the EPA must introduce its  
own version of the California state implementation plan for public approval --  
or disapproval -- in early 1973.

Advance news stories on the federally proposed plan have surprised and  
alarmed the man in the street. The EPA may call for a combination of  
measures plus a program of 80% gas rationing. That means that each of us  
would only be able to use our car one-sixth of the amount we have been  
accustomed to.

Here is how the Federal proposal was developed and how it will work:

First, looking at the primary standards in the 1970 Clean Air Act,  
the EPA selected hydrocarbons as the basic air pollutant to be controlled  
by the 1977 deadline. Hydrocarbons are a major culprit in the photochemical  
reactions which create smog.

Next the Federal planners calculated the maximum amount of these which  
could be put in the air of the South Coast Basin each day -- and still meet  
the Primary Standards for health. That figure is one hundred and sixty-one  
tons per day.

Then, they estimated hydrocarbon emissions for 1977, starting with  
emission figures for 1970, and adding new emission sources which can be  
expected over the next seven years -- new people, new cars, new electric

power demands, and so on. Without new controls, 681 tons of hydrocarbons will be released daily in 1977. This means that we have to get rid of 520 tons of emissions per day in order to have healthful air by 1977.

Everyone in the South Coast Basin and many throughout the state will feel the effect of adequate measures to do this. At the same time, everybody's health is affected by air pollution. So we consider it essential that the general public participate in these hard decisions. We want to find out how much you want healthful air for yourself and your children, and what you think is the best way -- or combination of ways -- to do it.

I'll briefly list measures which have been proposed by the EPA and others. Background material on these proposals will be available from the speaker accompanying this presentation.

There are short-term measures aimed at achieving the Primary Standards for health by the 1977 deadline, and long-term measures intended to maintain these standards for future generations.

Short-term measures which affect the man in the street most concern his automobile. Some of these include...

Gas rationing

Mandatory annual vehicle inspection

Conversion of fleet vehicles to natural gas or propane

Installation of new control devices on used cars

Taxation of vehicles according to their emissions

Higher parking fees

Control of access to the freeway according to the number of people in the vehicle, joined with...

Greatly expanded bus service, and...

Special lanes on freeways for carpools and buses

Each of these measures would cost each of us something, both in money and convenience. It's just good business sense to find which does the most for the least.

~~480~~ Another short-term control category deals with land use and continuing urban growth. ~~490~~ Imagine walking into your kitchen only to find the sink running over. Which would you do first, turn off the faucet or start mopping? ~~500~~

~~510~~ The South Coast Basin is already overflowing with polluted air many days of the year. ~~520~~ Each additional power plant or residential subdivision that is built accommodates or invites more population with more automobiles and energy demands. ~~530~~ For those of us who live here, the percentage of gas rationing or the stringency of any of the air pollution control strategies will increase with each new development. ~~540~~ If we are to achieve the Primary Standards for health on time, regulation of continuing urban expansion must also be seriously considered. ~~550~~

Long-term measures cannot be delayed simply because they are "long-term."

~~560~~ Robert Kennedy pointed out that if you are going to climb a mountain, you must start by putting one foot in front of another. We must begin now to assure our children's bright future.

Long-term transportation measures, for instance, include the basic questions of gas tax allocation and mass urban transit. ~~570~~

In terms of land use, ~~580~~ where some people live within the South Coast Basin affects the quality of the air far away. ~~590~~ We now know that much of the smog in Riverside, San Bernardino and Palm Springs comes from Orange and Los Angeles Counties to the west.

~~60~~ Yet the Basinwide Coordinating Councils, consisting of an Air Pollution Control Officer and a Supervisor from each of the Basin's six counties, are advisory -- not regulatory -- and have not been very effective.

~~61~~ The Clean Air Act specifically requires "adequate provisions for inter-governmental cooperation."

Well informed citizens can do a great deal to assure that their elected representatives and civil servants will cooperate to produce an effective Implementation Plan.

What can you do? The Clean Air Constituency has been established by the Tuberculosis and Respiratory Disease Association of California with the assistance of the EPA, to provide you with both information and a voice in the effort to achieve the Primary Standards for health.

More detailed information is available with this presentation. All interested citizens are invited to an open town meeting to be held in the Los Angeles area in March. ~~63~~ At this meeting all points of view will be heard, and a platform of measures to achieve the Primary Standards will be adopted by popular vote. The platform will then be effectively presented to state and federal officials at public hearings on the adoption of the Implementation Plan.

~~64~~ The Plan will be adopted and become law in the late Spring of this year. Time is running very short for the man in the street to make his wishes known. The quality of the Plan rests in your hands.

~~65~~ This is Eddie Albert. Thank you.

# THE CLEAN AIR CONSTITUENCY

A program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis and Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Graham O. Smith, Executive Director

## WHAT CAN YOU DO?

Review the following pages:

- \* THINK about the options for clean air and what they mean to you. Keep in mind that any measure adopted will affect your life. Which combination of alternatives would you prefer?
- \* TALK about them with your friends, neighbors and family.
- \* SEND in your questionnaire and
- \* COME to the Santa Monica Civic Auditorium Friday and Saturday, March 2 and 3 from 9:30 a.m. to 5:00 p.m. to state your preference in person at the Clean Air Convention.
- \* VOTE there on Saturday for the options you favor which will achieve clean air.
- \* INFORM your governments just how clean you want your air to be, and how soon, and INSTRUCT them as to the measures you have chosen, to make it that way.

## BASIC ASPECTS OF CLEAN AIR ACT:

- \* Based on air quality necessary to public health.
- \* Sets specific levels which must be achieved by a specific deadline - "How much," and "By when".
- \* Gives states primary responsibility - federal government only steps in in cases of state's failure.
- \* Based on preparation, by each state, of an implementation plan - a legally binding statement of how it will be done, with a legally binding timetable for achieving the primary health standards.
- \* Requires adequate provisions for cooperation between all county governments in a regional air basin.

## HOW TO GO ABOUT IT:

There are two basic ways of approaching air pollution control. These are:

1. Technological, such as the installation of new devices, or the use of different, less polluting fuels, and:
2. Non-technological, such as reduction of vehicle use, and land use control measures.

The Clean Air Act Primary Standards for health will require considerably more reduction than strictly technological measures can provide.

Broadly, there are two types of non-technological measures:

1. Measures to reduce the general use of emission sources, such as gas rationing, or shut-downs of polluting industries, and:
2. Measures to reduce the growth in number and use of emission sources, such as providing new rapid transit systems (an incentive to ride rather than drive), or halting construction of new suburbs, roads and freeways (a restriction, or disincentive).

Each of these further divides into short term, or long term measures, and transportation, land use, or general strategies:

### TRANSPORTATION CONTROLS

There are two broad approaches to reducing vehicle pollution: (A) by reducing the vehicles on the road, and (B) by reducing the amount each vehicle pollutes.

#### REDUCING VEHICLE TRAFFIC

The most effective transportation control program will include a combination of strategies, all geared to reducing use of the private auto and encouraging mass transit ridership.

#### Transit Improvements

There are several low-cost, immediately available measures which could be introduced to provide an alternative for the automobile user.

**1**

Increase mass bus transit service: extend present bus service to suburban areas, provide more frequent service - at least 5 times present number of buses - provide direct service to shopping areas; entertainment centers, sports arenas

**2**

Reduce fares on public transportation:

Benefit: Atlanta reported a 29% increase in bus ridership simply by reducing the fares--no advertisement, no increase in services; and these incentives are being implemented in 1973);



Cost: Subsidization of municipal transit to offset fare loss.

3

Establish commuter bus services: express buses, exclusive bus lanes to speed up bus service

Benefit: Faster , less expensive commute; hydrocarbon reduction unknown

Cost: Inconvenience to auto commuter, because of bus priority

4

Provide jitney cabs (shared cabs/low fares) for trips in central business districts, and on major arterials

Benefit: Not yet calculated

Cost: None, if general public shows private business a demand for this service.

5

Institute car-pooling programs utilizing central computerized matching systems either under governmental supervision, or privately with governmental subsidization.

### Vehicle Restraints

Any measure adopted to encourage mass transit ridership must be coupled with motor vehicle restraints if our dependence on autos is to be overcome. The measures outlined above should be combined with policies that make auto use in the city less economical or convenient:

6

Begin or increase tolls for all autos or single-occupancy automobiles on bridges, freeways, toll roads leading into the city;

7

Increase parking fees in the central business district to levels high enough to discourage bringing an automobile into the city;

Benefit: Not yet calculated

Cost: Cost of public transportation to downtown area

8

Increase gasoline taxes to levels that discourage auto travel as an automatic response;

Benefit: Dependent on whether income can be used for rapid transit

Cost: Disproportionate cost to poor people who have cars

9

Ban private automobiles in highly congested areas;

Benefit: Hydrocarbon reduction not yet calculated

Cost: Cost of relocation of parking lot business to new locations

10

Institute a moratorium on highway and roadway construction. Studies show that increased highway facilities serve to generate new "trip-demand," i.e., people make more automobile trips than before.

11

Institute a tax on emissions from vehicles, to encourage individual initiative in reduction of pollutants

## Reducing Individual Vehicle Emissions

These strategies can effectively complement traffic reduction strategies but should not be accepted as a substitute.

**12**

The Federal New Car Program. Most state agencies will place a great deal of reliance on the Federal Motor Vehicle Emissions Control Program which requires automakers to reduce emissions from new cars by 90% in the 1975 and 1976 models.

However, there is no assurance that manufacturers will, in fact, produce a car by 1975 that meets the federal standards.

**13**

Retrofits. There are available devices to control emissions which can be installed on used cars. Any retrofit program must be combined with a program to train the service industry to properly install and maintain the devices.

Benefit: 84 T/day reduction

Cost: \$35 to \$70 per car

**14**

Mandatory maintenance and inspection programs. Inspections can help enforce maintenance requirements as well as check the performance of new car emission controls and used car retrofits. Inspections should be performed by state agencies--as opposed to private garages--to avoid the possibility of cheating.

Benefit: 40 T/day reduction

Cost: \$15 to \$30 /year/car

**15**

Remove lead from gasoline, to facilitate use of catalytic converters (as in 2, above).

**16**

Evaporative control devices on gas station storage tanks and individual autos.

Benefit: 90 T/day reduction of hydrocarbons

Cost: \$100 per car

**17**

Conversion or fleet vehicles to propane or natural gas.

Benefit: 13 T/day reduction of hydrocarbons

Cost: \$400 per vehicle

**18**

Require each purchaser or seller of a new vehicle to remove one old vehicle permanently from use in the South Coast Air Basin:

Benefit: Not yet calculated

Cost: Value of used vehicle and transportation out of Basin or dismantling

## LAND USE CONTROLS:

**19**

Temporary restriction of additional urban growth (subdivisions, new industries and shopping center) until Primary Standards for health are achieved and can be maintained

Benefit: Avoidance of additional restrictions required by additional growth between now and 1975-77

Cost: Retraining and/or reemployment of those displaced by this measure; also cost to society of ancillary income generated by such activities (though this may be partially offset by reduced rate of growth of property taxes).

## GENERAL STRATEGIES:

**20**

4 Day work week

Benefit: Approximate 20% reduction in emissions resulting from commuting; 3-day weekend

**21**

Restrict industry emitters' production time by an amount comparable to gas rationing burden on average motorist

Benefit: Reduced reliance on gas rationing

Cost: Retraining and/or reemployment of displaced employees of regulated industry

**PAGE NOT  
AVAILABLE  
DIGITALLY**

# THE CLEAN AIR CONVENTION



**SANTA MONICA**

**MARCH 2, 3**

# **come to THE CLEAN AIR CONVENTION santa monica, march 2d and 3d**

All of us in the South Coast Air Basin have one thing in common — the air we breathe. We want to find out how clean you want your air to be, how soon, and how you want it done.

During the month of February, The Clean Air Constituency is circulating slide and tape presentations describing the federal Clean Air Act and an array of alternative measures to meet its tough 1975 Primary Health Standards. The full 12% federal gas rationing proposal may not be necessary.

The Convention will be patterned on national party platform committee hearings. Citizens are invited to express their choices all day Friday and on Saturday morning. On Saturday afternoon a platform of measures will be adopted by popular vote. Thereafter, the platform will be forcefully presented to federal, state and local governments at public hearings during the Spring.

If you have not seen the presentation, call us at any local TB & Respiratory Disease office. Even if you can't manage to see it, materials describing the law and many alternatives to harsh gas rationing or polluted air are available for the asking. These will include a questionnaire so that people who can not come to the Convention will still be able to participate in the program.

All concerned citizens should make an effort to be there. The Convention will provide a forum for weighing the effectiveness as well as the burden of each proposal. Contending groups will be presenting information on their positions continuously throughout the two-day program, and experts on pollutants, transportation, and land-use will be available as a resource to all attending.

Above all, the Convention offers an opportunity for you to inform yourself, and then to make your preferences known, in a way that can make a difference, on such issues as:

Gas rationing, Mass rapid transit, Limitation of urban growth, Expanded bus service, Annual motor vehicle inspection, Use of gas tax and Highway Trust funds, Emission taxes, Tolls or restricted use of freeways, Auto bans in congested areas, and many others.

The Clean Air Convention is free, and open to all. Friday and Saturday, March 2d and 3d, 9 A.M. to 5 P.M. NOTE: TO RECEIVE YOUR ADVANCE MATERIALS, YOU MUST PRE-REGISTER. CLIP AND MAIL THE POST CARD TO US TODAY!

For information, telephone (213) 483-3220

Come to SANTA MONICA CIVIC AUDITORIUM  
1855 Main Street, Santa Monica  
Take Santa Monica Frwy (Interstate 10) to last  
Santa Monica exit (Lincoln St., Exit 1A).

March 2d ☐  
March 3d ☐

March 2d ☐  
March 3d ☐

March 2d ☐  
March 3d ☐

I will attend the Clean Air Convention

Please reserve \_\_\_\_ box lunch(es) @ \$1.75, for

Please reserve 5-10 min. for me to present my views

Name \_\_\_\_\_

Street \_\_\_\_\_

City, State, Zip \_\_\_\_\_

# THE CLEAN AIR CONSTITUENCY

1670 Beverly Boulevard  
Los Angeles, California 90026

Non-profit Organization

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**1670 BEVERLY BLVD.**  
**LOS ANGELES, CA. 90026**



# THE CLEAN AIR CONSTITUENCY

A program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis and Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Graham O. Smith, Executive Director

## SYNOPSIS:

### THE ACCEPTABILITY TO RESIDENTS OF THE SOUTH COAST AIR BASIN OF ALTERNATIVE MEASURES TO IMPLEMENT THE CLEAN AIR ACT

TESTIMONY PRESENTED AT HEARINGS OF  
THE UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
ANAHEIM, MARCH 22ND, 1973  
BY GRAHAM O. SMITH, EXECUTIVE DIRECTOR,  
THE CLEAN AIR CONSTITUENCY

Over the last few months, The Clean Air Constituency has attempted to determine the relative popular acceptability of the various measures which have been proposed to implement the Federal Clean Air Act.

A public information program on the Act and its implications was combined with two methods of retrieving public opinion in some detail:

1) A Clean Air Convention, with direct discussion of issues culminating in open balloting, and 2) mass circulation of information packets on alternative measures, containing a self-mailer prepaid questionnaire.

800 of the questionnaires returned have been hand tabulated, and have been found to substantially support findings from analysis of the Convention ballots.

The most significant of these findings are summarized below:

1. A clear mandate to enforce the Federal Motor Vehicle Emissions Control Program as it is written, and by the prescribed deadline.
2. A clear mandate for government to provide inexpensive mass public transit as soon as possible.

3. Strong support for halting construction of freeways, highways and major roads until acceptable air quality can be achieved and maintained.
4. Strong support for restriction of continuing urban growth until acceptable air quality can be achieved and maintained.
5. "Indirect" taxes used as disincentives to auto travel are the least popular of all proposed measures. "Direct" taxes on emissions, themselves, are more acceptable.
6. Gas rationing is by no means unacceptable to the larger public.

# THE CLEAN AIR CONSTITUENCY

Program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis and Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Barham O. Smith, Executive Director

## ANALYSIS OF CLEAN AIR CONVENTION BALLOTING AND EQUIVALENT MEASURES ON QUESTIONNAIRE

- I. Attached are 1) Introductory testimony to EPA panel, March 6, 1973, and  
2) Print out sheets providing a rank order, by overall preferability, of the 29 measures considered in balloting at the Convention, and an item-by-item analysis of relative acceptability.

### II. Character of Convention Attendees:

Analysis of registration cards filled out by those attending the Convention indicates predominant representation by middle and upper-middle class, white collar, professional, and more general (housewife, student) categories.

1. Neither representatives of any one industry nor of any environmentally active organization were present in numbers which might significantly bias ballot results.
2. Low income and minority groups were represented, but only by single individuals from each organization.
3. Industry representatives participated only as resource people, or as observers.

- ### III. In addition to those filling out ballots at the Convention, questionnaires corresponding to ballot measures 1 through 22 have been received from many locations and individuals throughout the South Coast Air Basin. It is

assumed that the character of these respondents reflects the distribution policy for the slide-and-tape presentation (most alternative and questionnaire packets were distributed at these presentations). Our policy was to distribute materials to organizations which had broad and varied memberships (women's clubs, YMCA and other groups or service clubs patronized without regard to profession or special interest). To date, we have hand-tabulated 800 of these questionnaires. Their response pattern is the same as that of the balloting.

IV. Analysis and interpretation of results: Our objective was to determine the relative popular acceptability of the various measures which have been proposed to implement the Clean Air Act.

Accordingly, respondents in both the balloting and the questionnaire were requested to judge each measure in terms of:

- |                        |                                |
|------------------------|--------------------------------|
| 1) most preferable     |                                |
| 2) next preferable     | Questionnaire                  |
|                        | and Ballot                     |
| 3) least preferable    |                                |
| 4) unacceptable        |                                |
| -----                  |                                |
| 5) no opinion (marked) | Not on questionnaire           |
| -----                  |                                |
| 6) omit (no mark)      | Category for machine recording |
| -----                  |                                |

Thus, a mark in any of the first three columns indicates acceptability.

It is further important to note that all those balloting had copies of the alternative packet, which provides brief background material on each measure, and adequate time during voting to consult this information. Measures were

also discussed briefly during balloting so that there is high probability that each measure and its implications were well understood. Similarly, all questionnaires were distributed stapled to the back of the alternative packet, with an admonition at the top of the questionnaire to give the "alternatives some thought, each one by itself, and also the way each works with combinations of the others" before filling out the questionnaire. We feel, therefore, that those filling out either ballots or questionnaires had a command of the issues at least equivalent to that of many of their elected representatives in government.

Analysis of measures, in order of significance of results:

1. Measure 12, "Enforce Federal New Car Program". In columns 1, 2 and 3, a total of 99% of ballots received indicate acceptability of this measure. Further, 90% have designated it "most preferable". We interpret this as a mandate to all interested parties that the Federal Motor Vehicle Emissions Control Program be enforced as it is written, and by the prescribed deadline.

Ballot results on Measure 12 are sustained with only slightly less vehemence by questionnaire results (95% acceptable, 5% unacceptable).

2. Measure 1, "Increase mass bus transit service", Measure 3, "Establish commuter bus service", and Measure 2, "Reduce fares on public transportation", all appear among the next five measures at the top of the rank order of acceptability.

All indicate the same property, within the measure itself, of being skewed strongly toward "most preferable".

Again, these strong indications are sustained by analysis of questionnaire results.

Taken together with Measure 29, "Begin an adequate mass rapid transit system", (note that this measure was introduced in resolution form from the floor of the Convention - the late hour reduced the total number voting, and it is likely that a corresponding % of the "OMIT" column should be added to column 1, bringing the final total to approximately 90%), these public transportation measures must also be seen as a clear mandate for swift governmental action.

3. Measure 10. This case points up relationships between seemingly unrelated categories. Note Measure 10, which immediately follows the "public transportation package" in the rank order. This measure calls for a moratorium on highway construction, until acceptable air quality levels can be maintained.

The strong mandate for provision of inexpensive public transportation, when combined with the surprising popularity of a moratorium on highway construction, should be of interest to those deliberating future disposition of the Highway Trust Fund, or the California State Gas Tax Fund.

4. Measure 19, Temporary restriction of urban growth, also reveals surprising acceptability - 88% overall - for what might be considered a highly controversial action. These results in the balloting as well as the questionnaire indicate that possible new E.P.A. proposals to regulate new construction of

"complex pollution sources" (shopping centers, sports arenas, residential, commercial, industrial and institutional developments which would stimulate increased auto and other pollution), would be welcomed and sustained by the man in the street.

5. In contrast, Measure 6, "Tolls for single-occupancy vehicles", Measure 7, "Increase parking fees", and Measure 8, "Increase gasoline taxes" - all representing a form of monetary disincentive, or harrassment - are markedly unpopular, though still acceptable overall.

The relatively greater acceptability of Measure 11, "Tax emissions from vehicles" would seem to stem from a public attitude that it applies more directly to the actual contribution to air pollution made by the individual polluter.

6. A final major finding is that "Gas rationing", Measure 23, is by no means unacceptable to those who have balloted or filled out a questionnaire. (It must be noted that wording of the measure differs between the questionnaire and the ballot, removing the basis for comparability.) Yet both sources indicate that a large majority (80% - 90%) of those responding are quite willing to submit to at least 20% gas rationing.



THE ACCEPTABILITY TO RESIDENTS OF THE SOUTH COAST AIR  
BASIN OF ALTERNATIVE MEASURES TO IMPLEMENT THE  
CLEAN AIR ACT

TESTIMONY PRESENTED AT HEARINGS OF  
THE UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
LOS ANGELES, MARCH 6TH, 1973  
BY GRAHAM O. SMITH, EXECUTIVE DIRECTOR,  
THE CLEAN AIR CONSTITUENCY

Mr. Chairman and members of the Hearing Board, good morning. My name is Graham Smith. I am Executive Director of The Clean Air Constituency, with offices at 1670 Beverly Blvd. here in Los Angeles.

The Clean Air Constituency is a program -- not a membership organization. It is being conducted by the Tuberculosis and Respiratory Disease Association of California, with the financial assistance of the United States Environmental Protection Agency.

The objective of The Clean Air Constituency program has been to determine the relative popular acceptability of the various measures which have been proposed to implement the Clean Air Act, and to elicit suggestions for additional, new measures from residents of the South Coast Air Basin.

The Program:

To do this we have conducted a stepped program:

We first set out to give as many residents of the South Coast Air Basin as possible an understanding of the Clean Air Act and an appreciation of its

enormous scope. We did this by circulating twenty-six sets of a slide-and-tape presentation throughout the Basin's six counties.

Next, we sought to give citizens a command of the various alternative measures which have been proposed by local, state and federal agencies, plus any additional measures we could imagine. We did not advocate these measures. Rather, they were posed to the public, in a brief information packet which was distributed after each showing of the presentation.

Finally, we attempted to determine the popular acceptability of each of the measures, in two ways:

First, a simple questionnaire was attached to each information packet. On this questionnaire citizens were requested to rank each measure in one of four degrees of acceptability.

Second, we invited any, and all, interested parties to a convention at a central location in the South Coast Air Basin. Unlike a conference, the convention was designed to maximize individual participation by ordinary citizens in its proceedings.

Government officials and a wide spectrum of experts were invited to attend and serve as an information resource. Throughout one and one-half days of the convention, citizens expressed their individual views at ten-minute intervals. After each such statement, brief comments placing it in the context of the Clean Air Act were submitted by a panel of citizen experts.

During the afternoon of the second day, those in attendance voted their preferences on a form for machine tabulation.

### Tabulation of Results

Tabulation of questionnaires returned by mail is now in process, and fine analysis of the convention ballot remains to be done. I would, therefore, like to comment extemporaneously on initial indications. Would you please turn the page to the printer readout.

# CLEAN AIR SURVEY QUESTION RANKING

RESPONSE WEIGHTING

RESP 1 - 1, RESP 2 - 2, RESP 3 - 3, RESP 4 - 4  
RESP 5 OR BLANK - 2.5

S	TOTAL WEIGHT	BALLOT COUNT	TOTAL RESPONDING	
	163	146	145	Enforce Federal New Car program
	173	146	146	Mandatory annual vehicle inspection
	180	146	144	Increase mass bus transit service
	184	146	144	Establish commuter bus services
	195	146	142	Conversion of fleet vehicles
	198	146	146	Reduce fares on public transportation
	214	146	144	Moratorium on highway construction
	214	146	136	Evaporative control devices
	216	146	140	Remove lead from gasoline
	220	146	121	Preferential treatment for buses, carpools, on freeways
	223	146	106	Institute bike lanes on streets
	225	146	114	Begin an adequate mass rapid transit system
	231	146	134	Temporary restriction of urban growth
	237	146	145	Ban autos in congested areas
	238	146	136	New devices on used cars (Retrofits)
	249	146	117	Limit engine displacement, horsepower
	253	146	142	Institute car pooling programs
	264	146	137	Provide jitney cabs
	268	146	116	Fund & develop alternatives to internal comb. eng.
	288	146	101	Require smaller, cleaner, safer autos
	298	146	126	Parity restriction of industry
	301	146	141	Tex emissions from vehicles
	302	146	118	Control freeway access according to number in vehicle
	310	146	131	4-day work week
	346	146	134	Acceptability of gas rationing-20%,40%,80% Unacceptable
	357	146	138	Tolls for single-occupancy vehicles
	366	146	7	DELETED & REMOVED IN 1981 ITEM 23
	370	146	140	Increase parking fees
	370	146	140	Increase gasoline taxes
	454	146	125	New auto purchase, old auto removal

THE GREATER THE TOTAL WEIGHT FOR THE QUESTION - THE LEAST FAVORABLE

## ITEM ANALYSIS

03-03-73 CLEAN AIR SURVEY

ITEM	%1	%2	%3	%4	%5	%OMIT + NH	
1	84	11	2	2	1	1	Increase mass bus transit service
2	73	21	3	3	0	0	Reduce fares on public transportation
3	81	14	2	2	1	1	Establish commuter bus services
4	57	15	10	12	5	1	Provide jitney cabs
5	58	19	12	9	2	1	Institute car pooling programs
6	33	11	27	24	5	1	Tolls for single-occupancy vehicles
7	27	20	18	30	3	1	Increase parking fees
8	27	16	27	26	2	2	Increase gasoline taxes
9	62	21	9	8	1	0	Ban autos in congested areas
10	73	12	8	5	1	0	Moratorium on highway construction
11	53	10	8	25	2	1	Tax emissions from vehicles
12	90	8	1	0	1	0	Enforce Federal New Car program
13	58	23	7	5	6	1	New devices on used cars (Retrofits)
14	85	12	3	0	0	0	Mandatory annual vehicle inspection
15	71	12	8	5	4	0	Remove lead from gasoline
16	68	15	10	1	6	1	Evaporative control devices
17	61	8	5	4	3	0	Conversion of fleet vehicles
18	8	12	20	46	12	3	New auto purchase, old auto removal
19	64	12	12	3	5	3	Temporary restriction of urban growth
20	42	18	12	18	10	1	4-day work week
21	46	12	14	14	12	1	Parity restriction of industry
22	1	1	1	1	75	21	DELETED & REMOVED IN NEW ITEM 23
23	26	18	37	11	3	5	Acceptability of gas rationing 20% 40% 80% Unacceptable
24	66	12	3	2	1	16	Give buses and carpools preferential treatment on freeways, highways, and key streets

## 03-03-73 CLEAN AIR SURVEY

ITEM	%1	%2	%3	%4	%5	%6 + 100	
25	38	18	14	11	3	16	Control access to freeway according to number in vehicle
26	58	5	3	14	4	16	Allocate funds and develop alternative to internal combustion engine
27	38	17	10	5	14	17	Require smaller, cleaner, and safer autos under law.
28	56	14	3	7	2	18	Legally limit engine displacement, horsepower
29	68	4	1	5	1	21	Immediately begin an adequate mass rapid transit system
30	64	7	1	1	1	27	Institute bike lanes

CLEAN AIR CONSTITUENCY SPEAKERS LIST

MARK BRALY, Administrator  
Environmental Quality Lab  
California Institute of Technology

Did graduate work in Political Science and Public Administration at the University of Wisconsin. With the U.S. Information Agency and posted in Thailand for four years, as assistant press attache. Political writer with the Houston Press for three years. Co-authored the Environmental Quality Lab Report - SMOG - a Report To The People. Has been working to improve the quality of radio and television air pollution reporting.

MARY NICHOLS  
Center for Law in the Public Interest

Attorney at the Center for Law in the Public Interest. Graduate of Cornell University and Yale Law School. Served as Director of the legal service program at Yale. Reporter for the Wall Street Journal for over a year. Brought the suit against U.S. Environmental Protection Agency which precipitated EPA's 82% rationing proposal.

RALPH PERRY  
Coalition for Clean Air

Is an attorney, graduated from Stanford Law School. President on the Coalition for Clean Air and Director for the Planning and Conservation League. Serves on the Board of Directors of the Lawyers Club of Los Angeles County. Perry worked with former Sierra Club President, Philip Berry on the Upper Newport Bay suit that was instrumental in changing California's tidelands and beach access law.

FRANK MATTHEWS

Earned a bachelors degree at UCLA having specialized in Urban Economics. Prepared feasibility study and project design for nonprofit housing developers. Mr. Matthews assisted the educational films division of Paramount Studios in preparing a reading readiness study on students from low income minority backgrounds. Matthews has an extensive professional background in engineering and is active in the Greater Los Angeles Coalition. He is a former Marine and is married.

FOR ADDITIONAL INFORMATION PLEASE CONTACT: THE CLEAN AIR CONSTITUENCY  
1670 Beverly Blvd., Los Angeles, Ca.  
or call (213) 483-3220 90026

Page 2  
Clean Air  
Constituency  
Speakers List

TRAUTE M. MOORE  
League of Women Voters

Graduate of Washington University in St. Louis, with a degree in Occupational Therapy. Married to a physician and has three children. Active in the League of Women Voters for eight years, and is presently Chairman for the League's Air Quality Committee. She also works as an Occupational Therapist in drug rehabilitation programs.

JOE PEREZ  
The East Los Angeles Community Union (TELACU)

Printer, involved in Los Angeles Typographical Union activities. Boyle Heights Campaign Chairman for Senator Roberti. Local school Advisory Council Chairman. Campaign Manager for Art Torres for State Assembly campaign. Administrative assistant to Esteban Torres, Director of The East Los Angeles Community Union.

GERSCHE SCHAEFER, M.D.

Member of the California Thoracic Society. He is on the Medical Advisory Committee to the State Air Resources Board and the Environmental Health Committee of the California Medical Association. Dr. Schaefer is presently Chairman of Environmental Protection Committee for the City of Riverside.

GRAHAM O. SMITH

Executive Director, The Clean Air Constituency.

Graduate of Columbia, with a Master's degree in Urban and Regional Planning from the University of Southern California. Lecturer in Environmental Management at USC and UC Irvine. He is chairman of the Land Use Committee of the Attorney General's Environmental Task Force, and a member of the Advisory Group on Governmental Organization and Performance of the Joint Committee on Seismic Safety.

FOR ADDITIONAL INFORMATION PLEASE CONTACT: THE CLEAN AIR CONSTITUENCY  
1670 Beverly Blvd., Los Angeles, CA  
or call (213) 483-3220 90026



# THE CLEAN AIR CONSTITUENCY

A program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis and Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Graham O. Smith, Executive Director

## CITY AND ASSIGNMENT DESK MEMORANDUM

**WHAT:** NEWS CONFERENCE to discuss various alternatives to the Environmental Protection Agency's recently proposed 82% gas rationing (SEE ATTACHED LIST). Also, the crash public information program of the Clean Air Constituency, ready for imminent release throughout the South Coast Air Basin, will be explained. Culmination of this informational effort will be a mass public convention, to be held at the Santa Monica Civic Auditorium March 2 and 3, to hear "grassroots" public opinion and to adopt a platform of measures adequate to attain the goals of the Federal Clean Air Act by 1977.

**WHERE:** Greater Los Angeles Press Club, 600 North Vermont Avenue

**WHEN:** Monday, Feb. 5, 1973: 10 a.m.

**WHO:** Graham Smith, executive director, Clean Air Constituency. (213) 483-3220

The Clean Air Constituency, a special program under the auspices of the Tuberculosis and Respiratory Disease Association of California, is carrying out this informational opinion-gathering effort with a grant from the Environmental Protection Agency. Helping the Constituency carry this program to the man in the street are volunteer workers from the Tuberculosis and Respiratory Disease Associations throughout the six-county South Coast Basin, the League of Women Voters, the Greater Los Angeles Urban Coalition, and other civic groups.

A 13½-minute slide presentation narrated by Eddie Albert, directly and straightforwardly describing the Clean Air Act and posing many alternative ways to meet the Act's goals, is the key tool in the Constituency's program.

This presentation will be released to the 10,000,000 residents of the South Coast Air Basin simultaneously with Monday's news conference.

###

# THE CLEAN AIR CONSTITUENCY

A program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis and Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Graham O. Smith, Executive Director

Contact: Joann Leonard (213) 656-0120  
(213) 483-3220

## NEWS RELEASE

WHAT - News Conference to announce The Clean Air Constituency's special bus and alternative transportation service to the Clean Air Convention. The Convention, taking place at the Santa Monica Civic Auditorium on March 2 and 3, has been called to provide the citizenry with the opportunity:

- To learn how the Clean Air Act of 1970 affects them.
- To learn about how the proposal to ration gasoline by 82% during the smoggy summer months came into being.
- To learn how such a proposal will affect each individual.
- To learn about alternatives to massive gasoline rationing.

Those attending the Convention will have ample opportunity to express their views and most importantly, on Saturday afternoon, VOTE on the alternatives presented so a platform of measures may be adopted and given E.P.A. and state agencies responsible for implementing and enforcing the law.

MORE

WHERE - Union Pacific Dining Car, Traveltown  
4730 Crystal Springs Drive, Griffith Park  
(Forest Lawn Drive off-ramp of Ventura Freeway)

WHEN - Thursday, March 1, 1973 - 9:30 a.m.

WHO - Graham O. Smith, Executive Director  
The Clean Air Constituency  
  
Mary Nichols, Attorney  
Center for Law in the Public Interest  
  
Mark Braly, Administrator  
Environmental Quality Lab., Cal Tech  
  
Frank Matthews  
Greater Los Angeles Urban Coalition

Please see speaker biographies on the attached list.

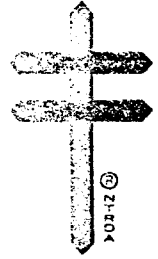
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TUBERCULOSIS AND  
RESPIRATORY DISEASE  
ASSOCIATION OF  
CALIFORNIA

424 PENDLETON WAY, OAKLAND, CALIFORNIA 94621  
PHONE: 415-636-1756

CONTACT: KEN LANGLEY



# NEWS RELEASE!

FOR IMMEDIATE RELEASE

Just how clean and how safe do people want the air they breathe to be -- and how soon? A crash program to inform the public of strategies to control air pollution, and the cost of proposed measures, was announced today by the Christmas Seal Associations in California.

Following an intensive information effort, the public's answers will be gathered and forwarded to the federal Environmental Protection Agency, which is assisting in funding the program, and to governmental agencies at all levels concerned with air quality.

Under the tough provisions of the federal Clean Air Act each state must prepare an implementation plan stating what it proposes to do about air pollution, and when. Inadequate or foot-dragging plans can be "beefed-up" by the EPA. State and local agencies have been working on these plans for more than a year.

The problem is that federal primary standards based on air quality essential to health are very strict, and some of the air quality regions in California -- particularly the South Coast Basin which includes Los Angeles -- are in very bad shape. Adequate control measures are sure to affect the way every citizen lives, works, and travels. Yet the man in the street has had little chance to judge the various proposals for himself, and less to make his choices known to government.

Graham O. Smith, Executive Director of the program says, "Ideally, we would give a short course on proposed implementation measures to each of the 20 million

-- more --

people in California. Then we would conduct a referendum on a whole slate of alternative measures. We don't have the time and money to do that, so we will aim at a cross-section of civic groups, environmentalists, labor, industry and commerce, and above all, private citizens."

Effective audio-visual programs will be shown throughout California. The objective will be to give the man in the street a basic understanding of the options so that he can define and state his choices with confidence.

In early February a workshop-conference will be held in Los Angeles to review state and federal plans and propose additions or alternatives. Thereafter the program will press for adoption of the citizen-proposed measures, and will continue to function as a center for public information and a spokesman for the newly defined public interest in air pollution control. "The average citizen may not be willing to bear the costs of clean and healthful air" says Smith, "but then again, he may be a lot more interested in getting the job done than his various governments may have assumed."

(Further information on the program is available through local offices of the Tuberculosis and Respiratory Disease Associations.)

# # #

WFR/fr

# THE CLEAN AIR CONSTITUENCY

Program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Graham O. Smith, Executive Director

Contact: Joann Leonard - (213) 483-3220  
(213) 654-9594

## NEWS RELEASE

Responding to the challenge posed by the Environmental Protection Agency's Ruckelshaus--to find an alternative to the proposed 82% gasoline rationing, and to meet the goals of the Federal Clean Air Act, is a task taken on by a new group, The Clean Air Constituency. Graham O. Smith, Director, and lecturer in Public Administration at U.S.C., described the Constituency's program at a News Conference, February 5th at the Los Angeles Press Club.

"Our program is new, our approach is new. We're reaching out to community organizations and people who haven't spoken out on the problems of air pollution as it personally affects them," Smith said. "On March 2 and 3 we will host an open public convention at the Santa Monica Civic Auditorium. All people attending will have ample opportunity to freely state their ideas and have them presented to those agencies implementing the law."

A 15-minute slide show narrated by Eddie Albert is available through local offices of the Tuberculosis and Respiratory Disease Association. The show outlines the Clean Air Act and includes a sampling of measures which could be employed to meet the Act's requirements, for example, temporary restriction of urban growth until air quality standards are achieved and can be maintained. "The Constituency is posing - not pushing - such measures," Smith emphasized.

"Our program is to inform citizens of their possible choices, and of the costs involved in achieving clean air as well as the benefits."

###

# THE CLEAN AIR CONSTITUENCY

A program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis and Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Graham O. Smith, Executive Director

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

Widespread participation by residents of the South Coast Air Basin in the forthcoming two-day Clean Air Convention, to be held at Santa Monica Civic Auditorium March 2 and 3, is urged by Graham O. Smith, executive director of The Clean Air Constituency.

The Convention will offer residents of this area an opportunity to make their preferences known, in a way that can make a difference, on such issues as gas rationing, mass rapid transit, limitation of urban growth, and many other alternatives to harsh gas rationing proposals.

All citizens will have a chance to express their views on different air pollution control proposals all day Friday, March 2, and Saturday morning, March 3. On Saturday afternoon, an air pollution control platform reflecting these views will be adopted by the Convention at large. This platform will be effectively presented to federal, state and local officials at public hearings during the spring.

The Convention will also offer participants a chance to demand answers from citizen's groups, representatives of industry and air pollution experts, Smith stresses. All of these will be available as a resource. "It's a rare opportunity for an intensive, -- and very real -- education on air pollution and its control," he states.

MORE

Advance materials describing the federal Clean Air Act and alternative methods of achieving the goals set forth in the Act are being distributed to pre-Convention registrants. For people who cannot attend the Convention, a questionnaire is included, which will enable them to express their views. Information on the Clean Air Convention is available by calling the nearest office of the Tuberculosis and Respiratory Disease Association, or the Constituency headquarters at 483-3220.

The Clean Air Constituency is a special program under the auspices of the TB and RD Association of California, under a grant from the federal Environmental Protection Agency. Helping the Constituency carry out its program are volunteer workers throughout the six-County South Coast Air Basin, the League of Women Voters, the Greater Los Angeles Urban Coalition, TELACU, and other civic groups.

"All of us in the South Coast Air Basin have one thing in common -- the air we breathe," observes Smith. "The Convention will reveal how clean we want our air to be, how soon we want this goal to be reached, and the means by which it will be achieved."

# # #



# THE CLEAN AIR CONSTITUENCY

A program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis and Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Graham O. Smith, Executive Director  
Contact: John Leonard  
(213) 483-3220  
" 554-9594

## NEWS RELEASE

### NO BUSES FOR CLEAN AIR CONVENTION SAY RTD BOSSSES

Red tape and multiple bureaucracies which prevent responsive and efficient operation of the SORTD have been attacked by leaders of The Clean Air Constituency.

"A jumble of laws and regulations have created a built-in lack of responsiveness on the part of the SORTD to the transportation needs of Southern Californians," said Graham Smith, Director of The Clean Air Constituency. Smith added that "operation of SORTD is strangled by rules designed to prevent them from doing anything wrong, and the result is that they can scarcely do anything right." Commenting on the state legislatures role in the creation of SORTD, Smith said, "We've got to get state and local government working together to untangle the laws governing SORTD operations."

The SORTD's inability to respond to public needs was brought home to The Clean Air Constituency while in the midst of planning their Clean Air Convention, according to Smith. The Convention, to take place at the Santa Monica Civic Auditorium on March 2 and 3, is aimed at getting the general public to directly participate in seeking alternatives to the 32% gasoline rationing recently proposed for portions of Southern California.

For release 2/25/73

more...

### Good Service is Key

"An irony of past environmental conferences is that everyone arrives by ones and twos in cars," Smith relates. "We decided to try to arrange for convenient bus transportation to the Clean Air Convention. The SCRTD was contacted first, and we were disturbed to find out that they're legally locked into a very unresponsive system. Laws prevent them from chartering, and from reacting quickly to set up special routes."

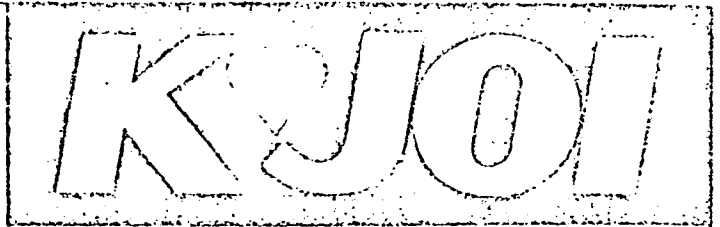
Will Southern Californians ride buses? Smith says the answer is definitely yes, but the key is comfort and good service. Smith says, "More people would ride the bus if there was really good service to where they need to go, like back and forth to work, to special events and to parks and beaches on weekends. Weekend service is deplorable, and to top it off SCRTD buses aren't comfortable." Smith points up his charges by contrasting SCRTD operation with private commuter bus services. One such commuter bus service, Com-Bus, has been transporting employees of companies like McDonnell Douglas and TRW in comfortable air conditioned buses for over 6 years. "Com-Bus was interested in the Clean Air Convention, and able to supply us with 17 buses," Smith said. Bus departure locations for the Convention can be learned by calling local offices of the Tuberculosis and Respiratory Disease Association. Com-Bus, at (213) 438-3407 can also give departure locations.

more...

### Economy Cited

Clean Air Constituency worker, Joann Leonard, joined a morning commute on Com-Bus recently, and found that the ride from West Los Angeles to the Astronautics facility in Huntington Beach was a dramatic change from the usual tension crammed freeway hassle. "The bus was surprisingly comfortable. Each bus carries about 40 people, and after talking with some of them I'd say there are probably at least 40 reasons why they prefer commuting by bus," Mrs. Leonard said. The things riders were most pleased about? "I get to work relaxed," says Charles Shinbrot, "and I've discovered reading again." Economy was another important factor with most riders. An average weeks commute cost each passenger about \$8.75. Mrs. Leonard pointed out that "riders were aware that bus commuting helps cut down on smog, and many felt that more commuter buses could help avoid 82% gas rationing."

###



POINT OF VIEW  
CLEAN AIR CONSTITUENCY  
KJOI 70197  
BROADCAST: February 7-8, 1973

Stereo 99  
AN ABLE STATION

Now, a POINT OF VIEW from Joanne Leonard, speaking for the Clean Air Constituency.

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If you're for Clean Air, but the threat of 82-percent gasoline rationing during the long hot summer leaves you cold, we want you to know there are many alternatives to massive rationing. If we act now to inform ourselves of these alternatives and consider their costs as well as their benefits -- 82-percent gasoline rationing may not be necessary.

To help you participate in making decisions that must be made, and will affect both your health and your life style, the Clean Air Constituency, with the assistance of the TB and Respiratory Disease Association is offering a 15-minute slide presentation with a narration by Eddie Albert, introducing the major provisions of the Clean Air Act...and most importantly, posing alternatives to 82-percent gasoline rationing.

This slide presentation is available on loan, free...to any group requesting it. To obtain your copy, and to receive an attractive brochure and fact sheet, contact your local office of the TB and Respiratory Disease Association. They're listed in your phone book...and keep listening to KJOI for another Clean Air Constituency message.

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And that's the POINT OF VIEW of the Clean Air Constituency. Responsible spokesmen wishing to offer opposing points of view are invited to contact the station. K-JOI Stereo 99... K--J-O-I, Los Angeles.

jh 2/6/73

# REPLY TO A KNXT EDITORIAL

Reply to an Editorial Urging the Environmental Protection Agency to Revise its Air Quality Standards

Speaker: Mr. Mark Braley, Speaking for the Clean Air Constituency.

Broadcast: June 13 and 14th, 1973

The KNXT editorial last week called the Federal Air Quality standards idiotic.

The Federal Clean Air Act directed the Environmental Protection Agency to review the evidence of health effects from air pollution as assembled and evaluated by a blue ribbon panel of the most expert and best qualified doctors, scientists and air pollution officials in the country. The EPA was ordered by Congress to arrive at air quality standards that would protect the general public health in the long-term including the sick, the old and the very young.

The Act directed EPA to base its standards only on public health factors – not economic or technical considerations. Many people didn't like this approach, because they had been accustomed to doing only as much about air pollution as they found economically and technically convenient.

What you should know is that several years ago the California Air Resources Board asked its own panel of experts to come up with air quality standards to protect the public health. Their independent assessment of the medical and experimental evidence was not very different from that of the experts within the EPA. There are only 2/100ths of a part per million difference between the State and Federal standards for photochemical smog and the State standard for sulfur dioxide is actually tougher.

The really significant difference between the Federal and State standards is that one set of standards – the State – has never had the force of law behind them and thus could be ignored. And they have been. The Federal standards do have the force of law, and they cannot be ignored. That's what the flap is all about.

I recognize that KNXT has reviewed the evidence and found it wanting, but I think on a matter as important as the public health, I'll have to go along with the experts.

THIS IS RECYCLED PAPER

KNXT editorials represent the views of station management and are presented to stimulate public discussion of community issues. To encourage such discussion, KNXT will consider requests for time to reply by qualified representatives of opposing viewpoints. Your comments are always welcome.

W. Russell Barry, Vice President  
General Manager, KNXT, CBS Owned  
6121 Sunset Boulevard  
Los Angeles, California 90028

has been broadcast in reply to a recent KNBC editorial.  
has been made available to a responsible representative  
selected by KNBC for a significant opposing viewpoint.

KNBC NEWS  
FEBRUARY 14, 1973

REPLY - GAS RATIONING

AIR DATE: FEBRUARY 14, 1973

KNBC broadcast an editorial February 6, 1973 on alternatives to gas rationing. Speaking in disagreement with the KNBC editorial position is Dr. Robert Zweig, immediate past President of the Riverside County Medical Association.

\* \* \* \* \*

KNBC editorialized that gasoline rationing was not much of an idea for reducing air pollution. Our medical profession believes we are on the brink of a public health catastrophe if radical changes are not made soon. In 1963 the Air Resources Board predecessor promised we would have clear air by 1970 - our statistics now show some areas of the South Coast Air Basin have the highest oxidant levels in history - 600 percent to 800 percent higher than the recommended safe levels, and this affects the health of people living in these areas.

Patients with certain lung diseases are being admitted to our hospitals in greater numbers during high pollution periods. In tests performed on the freeway during rush hours, patients with known heart diseases exhibited real damage to the heart muscle attributable directly to the elevated carbon monoxide levels.

KNBC made inaccurate assumptions and statements which should be corrected. It was stated "the law was written to fit someone's dream." Present prescribed standards are not dreams - they are law, formulated from scientific research. This pamphlet "Air Quality Criteria for Photochemical Oxidants" is a 50-page document reviewing most of the current literature concerning disease conditions caused by smog. The resulting conclusions of the body of 13 scientists including representatives from the oil and auto industries were written into this law to make the Clean Air Act of 1970.

The people have a critical choice to make. We can ask Congress to change the law by easing standards -or- we can insist on radical measures such as gasoline rationing to make the air safe for us to breath. Other means for reducing smog are available. The EPA has mentioned catalytic convertors, fleet conversion to gaseous fuels, retrofits, etc., and our citizens must make the choice.

.....over

The City of Los Angeles Board of Environmental Quality will hold a public hearing Tuesday, February 20 at 10AM in the Parker Police Center. And on March 2 and 3 at Santa Monica Civic Auditorium, the Clean Air Constituency, under the auspices of the Respiratory Disease Association, will host an open town meeting. Everyone will have an opportunity to learn about alternatives to rationing, and give their ideas and then vote on these alternatives that they think are best. This information will be passed onto the U.S. Environmental Protection Agency who will be conducting hearings throughout this area starting March 5.

Our friends, neighbors and children will someday thank us for sticking to our guns and holding out for a cleaner environment. Please NBC - let us not consider the goal for good health to be unreasonable.

#562

Broadcast times: 6:55PM - 1:15AM - 6:55AM

Time: 3:38

# THE CLEAN AIR CONSTITUENCY

Program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis and Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Sham O. Smith, Executive Director

Joann Leonard, Media Coordinator  
656-0120 or 483-3220

Start Using February 22  
Stop using March 3

## VIDEO

Color Slide No. \_\_\_\_\_

(Clean Air Convention  
Santa Monica Civic Auditorium  
March 2nd & 3rd)

## READING TIME 10 Seconds

### AUDIO

Come to the Clean Air Convention.

Let your views be heard on air  
pollution and alternatives to  
gas rationing.

Santa Monica Civic Auditorium -  
March 2nd and 3rd. Be there -  
to clear the air.

SCBA File # 21074-209 E1



# THE CLEAN AIR CONSTITUENCY

A program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis and Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Graham O. Smith, Executive Director

Joann Leonard, Media Coordinator  
656-0120 or 483-3220

Start Using: February 22

Stop Using: March 3

## VIDEO

Color Slide No. \_\_\_\_\_

(Clean Air Convention  
Santa Monica Civic Auditorium  
March 2nd & 3rd)

## READING TIME - 20 Seconds

## AUDIO

Most Southern Californians have one thing in common - the air they breathe.

On March 2nd and 3rd you can find out how other people like you feel about smog and gas rationing. Most important, you can give your views at The Clean Air Convention. Come to the Santa Monica Civic Auditorium, March 2nd and 3rd -- to clear the air.

SCBA File # 21074-209 E1

# THE CLEAN AIR CONSTITUENCY

A program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis and Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Graham O. Smith, Executive Director

## AIR POLLUTION

START USING: February 10, 1973

STOP USING: March 1, 1973

READING TIME: 10 seconds

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Gasoline rationing? Do we need it?

The Clean Air Constituency's slide presentation deals with these questions.

It's free to the listeners of \_\_\_\_\_

Call your Christmas Seal Association for information.

# #

SCBA INFO FILE 21074-209 EI

# THE CLEAN AIR CONSTITUENCY

A program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis and Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Graham O. Smith, Executive Director

## AIR POLLUTION

START USING: February 17, 1973

STOP USING: March 3, 1973

READING TIME: 10 seconds

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What do you think about gasoline rationing?

Give your views at The Clean Air Constituency's  
open town meeting - at the Santa Monica Civic  
Auditorium - March 2 and 3. Plan to be there.

# #

SCBA INFO FILE 21074-209 EI

CONTACT: Joann Leonard - (213) 483-3220  
(213) 654-9594

AIR POLLUTION

START USING: February 12, 1973

STOP USING: March 1, 1973

READING TIME: 30 seconds

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Most Southern Californians have one thing in common, the air they breathe. During the month of February, the Clean Air Constituency is circulating a slide and tape presentation describing the Federal Clean Air Act, and an array of alternative measures that may help avoid massive gas rationing. To obtain your copy and information about the Clean Air Constituency's program, contact your Tuberculosis and Respiratory Disease Association. Do it now...to clear the air.

# # #

SCBA INFO FILE 21074-209 Ei



# U.S. Seeks Public's Advice on Environmental Decisions

BY JOHN DREYFUSS  
Times Staff Writer

Federal officials want to know what life-style changes the general public will tolerate in order to improve the environment.

They are seeking advice on the subject from an unusual source: the general public.

The man in the street—as distinct from the vocal industrialist and the dedicated environmentalist—tends to be quiet until after major environmental decisions have been made by government agencies.

So the federal Environmental Protection Agency is spending more than \$34,000 to pry an opinion out of Southern Californians.

The money is in the hands of the Tuberculosis and Respiratory Disease Assn. of California.

"We'll spend it to get maximum involvement by doing everything but shout from the rooftops," said Graham O. Smith, executive director of the project.

Smith is organizing a team to ply Southern California with a specially prepared audio-visual program. It will explain the federal Clean Air Act, which is acknowledged to be the strongest anti-air pollution legislation on the books.

"Our team will go from churches to service clubs to labor union meetings to schools—and anywhere else we can find the general public," Smith said.

To back up his team, Smith plans to saturate mass media with speeches and story opportunities.

In short, where the people are, he will be.

So what?

"So we may well come up with a combination of proposals different from what we have thought of," said Alan Durbin, an EPA environmental specialist who helped initiate the program.

And that combination could well become part of Southern California's transportation plan—a plan the EPA is required by law to write, and one which is almost sure to have a drastic effect on our way of life.

The plan may, for example, remove cars from the road, require gasoline rationing, or force car pooling and closing of some businesses on smoggy days.

"And we'll go beyond the transportation question," Smith said. "We'll consider such controversial possibilities as limiting urban growth and mandating population distribution."

## Town Meeting

Smith's efforts to get to the general public will include an invitation to a modern day town meeting somewhere in the Southland.

There, on Feb. 2 and 3, he will shower the audience with options that may be written into clean air legislation.

"At our meeting," Smith said, "we hope to take a general audience that has not seriously participated in environmental decisions and learn what it wants."

"We'll encourage that audience to think unthinkable thoughts, perhaps coming up with options we have never thought of for getting clean air."

When Smith's town meeting ends, he hopes to have a long list of recommendations.

## Refined List

He will take that list to a committee that will refine it for presentation to government planners.

The refiners include Mark Braly, administrator of Caltech's Environmental Quality Laboratory; Ralph Perry, president of a citizens' environmental group called Clean Air Now; Marilyn Ryan, a director of and chairman of environmental quality for the League of Women Voters of California and Larry Moss, the Sierra Club's Southern California representative.

A physician and a labor representative will be added to the committee, Smith said.

Through that group, the public's recommendations will reach the EPA and other government agencies.

"We will continuously press proposals on government officials at hearings and in agency offices," Smith said. "Ours will be a concerted effort to gain government implementation of the public's proposals."

## Opinion Sought

Dave Calkins, head of the EPA's air and water programs planning branch in the Pacific Southwest, emphasized the federal interest in the general public's opinion.

"Our agency spends lots and lots of hours guessing what the public will and will not accept," he said.

"We hear from industrialists and from environmentalists, but the less active private citizen remains a mystery. It is just that citizen who makes up the great mass of people affected by our regulations."

"We are desperate to learn what they consider the best way to achieve federal air standards."

## No Painless Way

There is no painless way to achieve those standards in Southern California.

Existing official strategy will not come near satisfying the standards by the 1975 and 1977 deadlines established by the Clean Air Act according to a study by Caltech's Environmental Quality Lab.

And there is no provision in federal law for extending those deadlines.

So, barring congressional action, drastic measures will have to be taken to clean the air.

"The general public should guide government officials in deciding upon those measures," Smith said. "We intend to provide the avenue for that guidance."

MAR 5 1973

Allen's P. C. B. Est. 1888

## Convention Idea:

# Pollution Cleanup Carmakers' Job

By CLIFF TARP

Evening Outlook Political Editor

Southern Californians apparently think Detroit automakers should bear the responsibility for cleaning up the air in Southern California, according to results of voting at the Clean Air Convention this past weekend in Santa Monica.

Also, residents indicated they could live with voluntary — but not mandatory — restrictions on their lives in the battle to reduce smog.

Those conclusions were drawn by Graham Smith of Santa Monica, director of the Clean Air Constituency, sponsor of the two-day public convention that ended Saturday at the Civic Auditorium.

Those attending the conference were asked to rate various proposals for smog control in order of their desirability.

### Highest Rating

The proposal receiving the highest vote — 90 per cent — was to urge enforcement of the Federal Motor Vehicle Emissions Control Program, which would require automakers to reduce exhaust emissions from new cars by 90 per cent in 1975 and 1976 models.

Receiving low preference were such measures as increasing parking fees in the central business district to discourage driving into the city and increasing gas taxes to discourage auto travel in general. Both proposals received only a 7 per cent preference rating.

Smith, an urban planner, said answers on the 146 questionnaires turned in at the end of the convention

generally substantiated results of a constituency mail survey answered by about 2,000 persons.

### Voluntary Measures

"They shifted the burden of restrictive measures from themselves, although they indicated they would impose voluntary measures on themselves," Smith said. "They showed they did not want money disadvantages placed on the individual."

Purpose of the convention was to develop alternative proposals to the threat of drastic gasoline rationing in Southern California by the federal Environmental Protection Agency. The EPA has said

rationing to reduce vehicle miles by 82 per cent by 1977 appeared the only alternative if California does not come up with a state implementation plan to meet federal clean air standards.

Questionnaires did indicate residents are willing to foot the estimated \$15-\$30 per year bill for mandatory maintenance and inspection programs as a means of enforcing emission requirements and to check performance of new emission controls. That proposal came in second place with an 85 per cent approval.

### Mass Transit

Other high-ranking alternatives included increased mass bus transit (84 per cent), commuter bus systems, (81 per cent), conversion of fleet vehicles to propane or natural gas (81 per cent), and reduced fares on public transportation (73 per cent).

Two proposals that received significant an-

MAR 2 1973

Allen's P. C. B. Est. 1888

## Open meeting to explore clean air possibilities

"Clean Air for the South Coast Basin: What are the best means for attaining this goal?"

This is the subject to be explored at an open meeting Sunday at 8 p.m. in the Unitarian Church, 5450 Atherton St., co-sponsored by the church Environment Committee and Long Beach League of Women Voters.

Purpose of the meeting is to study workable solutions short of gas rationing to achieve air standards required under the Federal Air Quality Act by 1977.

Featured speaker will be Mark Braly, administrator of the environmental quality laboratory at California Institute of Technology.

A 15-minute slide and tape presentation, narrated by actor Eddie Albert, and prepared by the Tuberculosis and Respiratory Disease Association of California will be shown.

Before the federal plan becomes law, extensive public hearings will be held and this meeting is a prelude to such hearings, scheduled to begin in late March.

proval were considered "unthinkable" two years ago, Smith said. Respondents voted by 73 per cent to urge a moratorium on highway construction and by 64 per cent to temporarily restrict new urban growth.

On the issue of gasoline rationing, the degree of public acceptance decreased with the severity of the proposed restriction. Only 37 per cent said they could live with 80 per cent rationing and 26 per cent said they could accept a 20 per cent rationing. Also, 11 per cent said gas rationing was an unacceptable proposal.

Also on the unacceptable end of the results were proposals calling for a four-day work week to reduce auto trips (42 per cent) and the imposing of tolls on freeways for autos carrying only one person (33 per cent).

Smith said results indicated that those who attended the conference represented a cross-section

of the population and were not all "orthodox environmentalists."

The Clean Air Constituency is financed by an EPA grant awarded the Tuberculosis and Respiratory Disease Association. Results were tabulated with the help of Santa Monica High School students and through the use of computers at Santa Monica College.

Whittier, Calif.  
East Whittier Review  
(Cir. 2XW 42,800)

DEC 17 1972

Allen's P. C. B. Est. 1888

EAST WHITTIER REVIEW Whittier, Calif., Sun., Dec. 17, 1972

# Public Input Sought In Air Pollution Control Methods

Napa, Calif.  
The Register  
(Cir. D 18,058)

DEC 27 1972

Allen's P. C. B. Est. 1888

way every citizen lives, works, and travels, a spokesman said, yet the man in the street has had little chance to weigh the various proposals, and less to make his choices known to government. Following an intensive information effort, the public's an-

forwarded to the federal Environmental Protection Agency, which is assisting in funding the program, and to governmental agencies at all levels concerned with air quality.

Under the provisions of the federal act each state must

plan stating what it proposes to do about air pollution, and when.

Inadequate or foot-dragging plans can be strengthened or speeded up by the E.P.A.

State and local agencies have been working on these plans for more than a year.

Primary Standards based on air quality essential to health are strict, and some of the air quality control regions in California — particularly the South Coast Air Basin which includes Los Angeles — already regularly exceed these levels.

Graham O

of the Los Angeles-based program, said it will aim at a cross-section of civic environmentalists, and community groups, all, private

radio-visual programs shown throughout California. The

**Opinions**  
ash measures strong implement the federal act the way im-

will be to give the basic understanding of the conditions so that he can

Los Angeles Herald-Examiner, Monday, Dec. 18, 1972

## Tuberculosis Association Announces Crash Program Against Air Pollution

Just how clean and how safe people want the air they breathe

primary standards based on quality essential to health

Riverside, Calif.  
Enterprise  
(Cir. D 46,959)

DEC 12 1972

Allen's P. C. B. Est. 1888

Pacific Palisades, Calif.  
Pacific Palisades Mail  
(Cir. W 8,278)

FEB 1 1973

Allen's P. C. B. Est. 1888

**Group wants**  
what would do to air the use of motor vehicle engines to limit the cubic inches? Palisadians are inform

shown for public The spokesman pub

## Christmas Seal Groups to Study Air Pollution

Citizens' reactions to new air pollution control standards and how they want the rules enforced will be gathered between now and February by the Christmas Seals Associations of

lia.  
um O. Smith, director of Angeles-based program  
ews will be sought  
roups, environmental industry

as a center for public information and a spokesman for

the newly defined public interest in air pollution control.

"The average citizen may not be willing to bear the costs of clean and healthful air" says Smith, "but then again, he may be a lot more interested in getting the job done than his various governments may have assumed," he said.

Further information on the program is available through local offices of the Tubercu-

## Citizen group gets federal grant to seek views on clean air action

A statewide citizens' committee has received a \$34,147 federal grant to keep

as soon as possible a series of public meetings aimed at informing citizens

Smith said an EPA proposal, made public last week, calling for stringent



Riverside, Calif.  
Press  
(Cir. D 34,366)

MAR 4 1973

Allen's P.C.B. Est. 1888

# Failure of State Blamed for Gas Rationing Plan

BY LEE DYE  
Times Staff Writer

## Some gas rationing may be necessary, officials say

By BOB CRAVEN  
Press-Enterprise Staff Writer

SANTA MONICA — Gasoline rationing of up to 20 per cent may be necessary, officials of the federal 1975-77 clean air act said today.

David C. Downey, Calif. Southeast News (Cir. D 10,312)

Calkins made his comments in an interview during the last day of a two-day conference sponsored by the Tuberculosis and Respiratory Disease Association of California. The conference, which was supported by a grant, was held on methods to

extension of the timetable "he told a Times reporter, announcing the proposal." he told a Times reporter, announcing the proposal. West Los Angeles, Calif. Independent (Cir. W 39,77)

Ojai, California  
Ojai Valley News  
(Cir. 2xW 4,148)

MAR 14 1973

Allen's P.C.B. Est. 1888

Clean air  
survey set  
in county

The man in the street soon will be asked how clean does he

## Pollution control to be topic of forum

## HOW WOULD YOU STOP SMOG?

A discussion of the active methods of control will be the forum

Although March is the deadline for states to comply, no state plan has yet been proposed. The EPA will be holding hearings March 20 starting at 10 a.m. at College theater to testify

Santa Rosa, Calif.  
Press Democrat  
(Cir. D 49,421 — Sun. 51,295)

DEC 20 1972

Allen's P.C.B. Est. 1888

## How Clean, Safe Do

How clean and how safe do people want the

## How Clean, Safe Do You Want the Air To Be

Graham O. Smith, executive director of the program, said, "so we will aim at a cross-section of all levels concerned." Adequate control measures are needed-up by the EPA. State, local and local agencies have been Bas

Pasadena, Calif.  
Star News  
(Evening Edition)  
(Cir. D 34,641)

FEB 6 1973

Allen's P.C.B.

## citizen Most Public Views

making on these plans for more: geles — are in very bad shape. California. with air quality.

the time and money to do that, so we will aim at a cross-section of all levels concerned. Adequate control measures are needed-up by the EPA. State, local and local agencies have been Bas

# THE ENVIRONMENT

## Curbs on Automakers Backed in Smog Poll

Requiring automakers to meet federal exhaust emission standards was voted as the most acceptable measure aimed at reducing smog in the South Coast Air Basin, according to a survey taken by the Clean Air Constituency. The CAC, financed by grants from the Environmental Protection Agency and the Tuberculosis and Respiratory Disease Assn. of California, submitted 30 possible antipollution measures in its poll. Testimony on possible so-

lutions also was heard in a two-day convention attended by 400 persons at Santa Monica Civic Auditorium. In addition to 146 ballots counted at the convention, 2,000 ballots were received from persons polled by mail, a CAC spokesman reported. Ranking low in priority preference of possible solutions was gasoline rationing. Results of the survey will be presented to the EPA, which will hold nine public hearings this month on federal clean air standards.

Riverside, Calif.  
Press  
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## Christmas Seal projec

# Pollution information crash program slated

Just how clean and how safe do people want the air they breathe to be — and how soon? A crash program to inform the public of strategies to control air pollution, and the cost of proposed measures, has been announced by the Christmas Seal Associations in California.

Following an intensive information effort, the public's answers will be gathered and forwarded to the federal Environmental Protection Agency, which is assisting in financing the program, and to governmental agencies at all levels concerned with air quality.

Under the tough provisions of the federal Clean Air Act, each state must prepare an implementation plan stating what it proposes to do about air pollution, and when. Inadequate or foot-dragging plans can be "beefed-up" by the EPA. State and local agencies have been working on these plans for more than a year.

The problem is that federal primary standards based on air quality essen-

tial to health are very strict, and some of the air quality regions in California — particularly the South Coast Basin which includes Los Angeles — are in very bad shape. Adequate control measures are sure to affect the way every citizen lives, works, and travels. Yet the man in the street has had little chance to judge the various proposals for himself, and less to make his choices known to government.

Graham O. Smith of Los Angeles, executive director of the program, says, "Ideally, we would give a short course on proposed implementation measures to each of the 20 million people in California. Then we would conduct a referendum on a whole slate of alternative measures. We don't have the time and money to do that, so we will aim at a cross-section of civic groups environmentalists, labor, industry and commerce, and above all, private citizens."

Effective audio-visual programs will be shown throughout California.

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# Clean Air Unitarian Topic Sun.

"How do YOU want the new Federal Clean Air Act executed in this area?"

That question with its implication of changes affecting every individual will be discussed Sunday morning at 10:45 at Covina Valley Unitarian Church.

Speaking will be Lee Henley, Christmas Seal campaign manager for the TB and Respiratory Disease Association, and by special tape recording, motion picture and TV actor Eddy Albert.

The program will include a basic explanation of Federal Clean Air

The objective will be to give the man in the street a basic understanding of the options so that he can define and state his choices with confidence.

In early February a workshop-conference will be held in Los Angeles to review state and federal plans and propose additions or alternatives. Thereafter the program will press for adoption of the citizen-proposed measures, and will continue to function as a center for the newly defined public interest in air pollution control. "The average citizen may not be willing to bear the costs of clean and healthful air," said Smith, "but then again, he may be a lot more interested in getting the job done than his various governments may have assumed."

Further information on the program is available through the Tuberculosis and Respiratory Diseases Association of Riverside County.

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## Group to Hear Public's Views on Clean Air

A federally funded group has invited the public to spend March 2 and 3 advising the federal government on how to clean up Southern California air.

On the first day of the meeting, the Clean Air Constituency will listen to recommendations. On the second day, participants will vote on which of those recommendations to forward to the federal Environmental Protection Agency.

"The EPA is funding us to the tune of \$34,147, so we know they want our input. And if they want it, they must plan on using it," said Graham O. Smith, executive director of CAC.

He said the meeting will be in a 600-seat conference room at Santa Monica Civic Auditorium. "And we'll get a larger room if necessary," he added.

### Slide Show Screened

At a news conference in the Los Angeles Press Club Monday, Smith previewed a 15-minute slide show narrated by Eddie Albert, telling some of the problems and proposed solutions to air pollution in the South Coast Air Basin, which includes all or part of Los Angeles, Orange, Riverside, San Bernardino, Ventura and Santa Barbara counties.

"The show is intended to perk interest among the general public, and to encourage it to come to us March 2 and 3 with good

ideas," Smith said. "So we are distributing the show through my office at the Tuberculosis and Respiratory Disease Assn. on Beverly Blvd."

The TRDA is helping fund Smith's program which will end before federal hearings on air pollution control begin in March.

Plans to achieve stringent federal clean air standards by 1975 are being developed by the EPA.

No deadline has been established for initiating implementation of such a plan, but on Jan. 15 William D. Ruckelshaus, EPA chief, recommended drastic gasoline rationing as part of it.

### Possible Proposals

Other possibilities for inclusion in the federal plan were outlined by Smith. They included:

- Reducing public transportation fares, and increasing bus service.

- Increasing parking fees, increasing and establishing new tolls for bridges, freeways.

- Banning private autos in highly congested areas.

- Requiring installation of various antipollution devices on cars.

- Restricting urban growth.

- Establishing four-day weeks to reduce commuting.

MAR 1 1973

Allen's P. C. B. Est. 1888

## Clean Air Confab Will Begin Friday

Must Southern Californians submit to drastic gasoline rationing in order to enjoy clean air?

The public will have a chance to offer alternative proposals at a "clean air convention" Friday and Saturday at the Santa Monica Civic Auditorium.

The convention stems from the announcement last month by the Environmental Protection Agency that the only way California can meet air quality standards by 1977 appears to be gas rationing to reduce vehicle miles by 82 per cent.

Aim of the convention, sponsored by the Clean Air Constituency, is to draft a platform offering the best alternative to the EPA plan.

Graham Smith, a Santa Monica urban planner and executive director of the Constituency, said the convention will be free and open to the public. Anyone wishing to suggest ideas will be allowed five minutes in which to address the convention, he said.

### Manifold Display

Also, a wide variety of groups—from the Motor Vehicle Manufacturer's Association to Zero Population Growth—will have tables set up around the auditorium distributing literature.

Convention hours are from 9 a.m. to 5 p.m. both days. Testimony will be heard Friday and Saturday, Smith said.

Saturday afternoon will be devoted to drafting the platform. The session will be patterned after a political party convention, Smith said, with chance

for additions, deletions and revisions in the proposed platform.

The object is a platform "most acceptable or least onerous," said Smith. Dr. Kenneth Heitner of the Cal Tech Environmental Quality Laboratory will judge the relative effectiveness of the suggestions.

The platform on meeting clean air standards will be presented to public officials during hearings which begin in March.

Smith said the Clean Air Act of 1970 calls for states to develop plans to meet clean air standards and empowers the EPA to step in only if the state fails to act.

The Clean Air Constituency is made up of representatives of the Sierra Club, League of Women Voters and other groups. It is funded by an EPA grant administered by the Tuberculosis and Respiratory Disease Association.

# THE CLEAN AIR CONSTITUENCY

A program for effective implementation of the Clean Air Act and its Amendments of 1970, conducted by the Tuberculosis and Respiratory Disease Association of California with the assistance of the United States Environmental Protection Agency

Graham O. Smith, Executive Director

## ENVIRONMENTAL PROTECTION AGENCY HEARINGS ON THE IMPLEMENTATION PLAN

The federal Environmental Protection Agency will be conducting hearings in the South Coast Air Basin in early March relative to proposals for implementing the Clean Air Act in this area. This is an invitation to you or your organization to present testimony at one of these important hearings.

The hearings will begin on the following days at 10:00 a.m. at the locations specified:

### March 5

Parker Center Auditorium  
150 No. Los Angeles St.  
Los Angeles, Calif.

### March 8

Sierra Junior High School Auditorium  
4950 Central Ave.  
Riverside, Calif.

### March 10

Woodrow Wilson High School  
4400 E. 10th St.  
Long Beach, Calif.

### March 12

Van Nuys Air National Guard Base  
Auditorium  
Building 100  
8030 Balboa Blvd.  
Van Nuys, Calif.

### March 13

Pomona Unified School District  
Auditorium  
800 So. Garey Ave.  
Pomona, Calif.

### March 15

San Bernardino Convention Center  
303 No. E Street  
San Bernardino, Calif.

### March 19

Mural Room of Santa Barbara Courthouse  
Corner of Anapamu & Anacapa Streets  
Santa Barbara, Calif.

### March 20

Ventura College Theater  
4667 Telegraph Road  
Ventura, Calif.

### March 22

Anaheim Convention Center  
Orange County Room, East Arena  
Entrance  
800 W. Katella Ave.  
Anaheim, Calif.

Hearings will be held over on additional days if necessary.

Should you desire to give testimony at one of these hearings, please contact the office of The Clean Air Constituency and we will help you make the necessary arrangements. The Clean Air Constituency can be reached by telephone at (213) 483-3220.

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## TESTIMONY FOR GOVERNMENTAL BODIES

Citizens in the South Coast Air Basin have the unique opportunity of "speaking to their federal government" regarding air pollution in their community. The federal Environmental Protection Agency has scheduled a number of hearings at which time testimony will be heard regarding the implementation of the Clean Air Amendments of 1970. The following information may be helpful if you or your organization desires to speak at any of these hearings. (The time and location of these hearings are on another sheet).

## HEAR ARE SOME POINTERS ON HOW TO BEST APPROACH THE HEARING

1. Have at least one typed copy of your statement to hand in to be included in the record. If possible, you should have additional copies to give to the Environmental Protection Agency hearing board members, the press, and members of the audience who request it.
2. The cover sheet of your statement should include the topic, the date, the organization to be addressed, the name of the organization you are representing, its address, and telephone number, and a person to contact if necessary.
3. If a statement is long and technical, you should present only a brief summary, but do indicate in your oral testimony that you are handing in the complete statement which you want included in the record.
4. Make free use of capitalization and underlining to emphasize points in your statement.
5. Secure a position on the agenda. Call Mr. Graham Smith at The Clean Air Constituency (213) 483-3220. The Constituency will assist in making the necessary arrangements.
6. Speak clearly and unhurriedly and remember the individuals you are addressing are also human. Don't be intimidated by their titles.