

MISSION

The mission of the California Environmental Dialogue (CED) is to engage California business, corporate, environmental, and government leaders collaboratively to produce timely and improved environmental protection, while reducing costs to business, government, and society. By engaging in a formal dialogue, CED builds relationships and trust, which allow its members to pursue public and private policies leading to enhanced environmental outcomes and economic efficiencies.

MEMBERS

CED is comprised of leaders from national and statewide environmental organizations, key federal, state, and local environmental regulators, and important business groups, industries, and corporations.

COLLABORATION AND CONSENSUS THROUGH DIALOGUE

The core of CED is collaboration, consensus, trust, and relationships. As a forum for candid dialogue—a structured way of talking and listening—CED builds relationships and trust to reach beyond a history of adversarial environmental regulation. Trust and consensus allow CED to speak credibly for improving private and public environmental policy with an unexpected collective voice.

DIALOGUE

In a diverse society, innovative and efficient environmental solutions require support from diverse interests. To develop innovations and broad support, we engage diverse interests in a rigorous dialogue—a process of listening for common ground. Dialogue does not hide conflict. It is listening and speaking in ways that encourage understanding, new thinking, and cooperation. Helped by skilled facilitators, every CED meeting allows all participants time to explore key strategic issues.



DIALOGUE:

A way of speaking and listening to help participants understand other's points of view, develop a common understanding of interests and issues, define and clarify the nature of disagreements, and identify alternative approaches to dealing with conflict.

- A way of building trust between business, governmental, and environmental communities
- A way of developing relationships on which to build progress
- A way of heightening the quality of relationships and shared meaning to encourage novel and productive thinking, and new and aligned action
- A way of suspending, but not hiding, beliefs to allow examination of their rationale

GROUND RULES

To assure productive dialogue:

- Participation is non-partisan
- Comments are not to be attributed publicly to individuals
- Discussions are confidential
- Listening, and how one is listening, are as important as speaking
- Reasoning and assumptions are to be explicit
- Other's assumptions are explored without personal criticism

WORKING GROUPS

Beyond ongoing, multiple day, full membership (Plenary) meetings, CED has three working groups and several sub-committees, which focus on specific environmental problems or opportunities. They can be short or medium term, involve non-CED Plenary members, explore new concepts and approaches to efficient and practical environmental problem solving, and lead to system-wide improvements in the regulatory process.

Our current working groups focus on:

- Reduction in mobile sources of air pollution to achieve cleaner air
- Protection and restoration of California habitat
- Strategic approaches to economic and environmental sustainability by rationalizing resource management and environmental protection

Mobile Sources Working Group

The Mobile Sources Working Group (MSWG) explores cost effective ways to lower emissions from mobile sources focusing on gasoline and diesel formulation, alternative fuel vehicles, urban fleet rules, on-board diagnostics, the Carl Moyer Program and clean school buses, HOV and HOT lanes, improving consumer information on new car emission performance, and improving the Smog Check Programs.

Accomplishments include:

- CED members mobilized to retain and improve Smog Check Programs and help pass such needed consumer friendly reforms as low income assistance.
- Following its genesis in CED meetings, individual CED members supported an Air Quality ballot initiative in 1998. In spite of failure at the ballot, its concept of funding the retirement of high emitting diesel engines and their replacement with newer, cleaner engines was adopted and implemented by the Legislature and Administration.
- CED testimony was an important factor in the Air Resources Board's (ARB) decision to require SUVs to meet passenger car emission standards and to tighten requirements for two stroke marine engines, including jet skis.
- CED formed a coalition of environmental groups and corporations to exempt the state from federal oxygenate mandates—a constraint to the elimination of MTBE in gasoline. Working with oil companies, CED identified options for making gasoline safer, with fewer emissions, and has been influential at the federal and state levels on fuel related issues.
- CED comments on proposed urban fleet rules allowed the ARB to make significant revisions before public hearings. CED is also engaged with the South Coast Air Quality Management District fleet rules.
- Other issues that the working group covers include fuel container regulations, diesel reformulation, 2001 SIP proposals, reformulated gasoline, and OBD III.

Habitat Working Group

The Habitat Working Group (HWG) focuses on tools and incentives to protect and restore California's habitats. In 1998, CED released a groundbreaking consensus document, signed by business, corporate, and environmental members, explaining why habitat protection is vital to economic prosperity. In September 1999, CED published the most up-to-date report yet on land protection needs and efforts in California. The HWG is developing guidelines for private land stewardship incentives, principles for a formal science advisory process to aid public decision makers, and is in partnership with the Resources Agency to explore natural resource investment strategies for California.

The Habitat Working Group's accomplishments include:

- Publication of a consensus statement, *Habitat and Prosperity: Protecting California's Future*, which advocates a larger and reliable flow of public and private investment in California's land, air, water, and ecosystems.
- Although CED advocates concepts not specific legislation, individual members supported a \$100 million land and water tax credit program recently signed into law by the Governor.
- Recognizing the State Revolving Fund (SRF) as an under-utilized source of public funding, CED successfully encouraged the State Water Resources Control Board to use SRF to acquire and protect wetlands for water quality purposes for the first time.
- To provide decision makers with the best information, CED prepared and released to wide press coverage a report that compiled up-to-date land protection accomplishments throughout California. It also assembled, for the first time, land conservation goals and their projected costs from agencies and organizations, public and private, state and federal, local and regional, non-profit and business alike. *Land Conservation in California: Needs for the Next Decade* estimated a need of \$12.3 billion to protect the identified 5.4 million acres, information critical to planning resource investment in the 21st Century.

- CED members were influential in the success of Park and Water Bonds that generate over \$4 billion for natural resource and conservation investments. The Governor announced his support for the bonds and tax credit program at CED's Capitol press event for the release of its *Land Conservation* report.

STRATEGIC THINKING

Fundamental changes may be required in the regulatory system if we are to achieve environmental goals in a timely and cost effective manner. Prominent "strategic thinkers" like Peter Schwartz of the Global Business Network assist CED in developing scenarios for the future of California. The Resource Renewal Institute (RRI) helps CED develop strategic policy tours to investigate innovative regulatory models in other jurisdictions. CED's business and environmental members led state officials, including the Cal EPA Secretary on a six day tour of the covenant-based Dutch National Environmental Policy Plan, its impact, and its administration. By learning how the Dutch have created a comprehensive process to restore badly eroded environmental balance in less than twenty-five years, CED can disseminate to state decision makers lessons with applicability to California. With Administration and Legislative leadership and both environmental Secretaries, CED's agenda includes a policy tour of New Zealand's resource management reforms. A Strategic Thinking Working Group considers issues of sustainability, fundamental systems change, and statewide environmental management systems (EMS).

FUNDING

To assure that funding is not derived from any one or specific interest, CED balances its necessary business funding with support from foundations and government agencies. Business, government, and foundation funding all help support a professional staff and a continuing and frequent series of professionally facilitated plenary, working group and subcommittee meetings, special projects, and reports. We acknowledge and thank our non-member funders: The William and Flora Hewlett Foundation, The James Irvine Foundation, the Fred Gellert Foundation, The Wallace Alexander Gerbode Foundation, and the David and Lucile Packard Foundation.



MEMBERS

Loretta Barsamian
*Executive Officer, San Francisco Bay
Regional Water Quality Control Board*

Carol Baudler
*Director of Government Relations
The Nature Conservancy*

Joseph Caves
*President
Joe Caves & Associates*

Martha Davis
*Manager of Strategic Policy Development
Inland Empire Utilities Agency*

William Dempsey
*Executive Director
California Environmental Dialogue*

Gary K. Fisher
*Public Affairs Manager
The Chevron Companies*

Manuel G. Grace
*Vice-President, Environmental Counsel
The Walt Disney Company*

Thomas Graff
*California Regional Director
Environmental Defense*

Steve Gross
*State Relations Manager
The Wine Institute*

John Hassell
*Director, Public Affairs
Hewlett Packard Company*

Janet Hathaway
*Senior Attorney
Natural Resources Defense Council*

Laura Hattendorf
*Co-Executive Director
Sustainable Conservation*

Michael Hertel, Ph.D.
*Director of Environmental Affairs
Southern California Edison*

Winston Hickox
*Secretary
California Environmental
Protection Agency*

Reed Holderman
*Vice-President, Western Region
Trust for Public Land*

Roland Hwang
*Transportation Program Director
Union of Concerned Scientists*

Gerald H. Meral, Ph.D.
*Executive Director
Planning and Conservation League*

Lee Moldaver
*Vice Chairman
California Audubon Society*

Mary Nichols
*Secretary
California Resources Agency*

Michele Perrault
*International Vice-President
Sierra Club*

Claude G. Poncelet, Ph.D.
*Manager, Environmental Policy
Pacific Gas and Electric Company*

Gerald D. Secundy
*Chairman
California Council for Environmental
and Economic Balance*

Candace Skarlatos
*Senior Vice-President
Environmental Initiatives
Bank of America*

Susan Stark
*Director, Regulatory Affairs
BP Amoco*

Katherine Strehl
*Director of Public Affairs
Lockheed Martin Missiles & Space*

Donn Walker
*Western Regional Manager
Corporate Communications
General Motors*

Victor Weisser
*President
California Council for Environmental
and Economic Balance*

Robert Wilkinson
*Board President
Earth Island Institute*

John Wise
*Director, Office of Strategic Planning
U.S. Environmental Protection
Agency, Region IX*

California
Environmental
Dialogue

100 Spear Street, Suite 805
San Francisco, CA 94105

MORE INFORMATION

If you want more information on CED,
see our web page at www.cedlink.org
or contact John Mikulin, CED Project
Manager, at (415) 512-7890 x 10.

100 Spear Street, Suite 805
San Francisco, CA 94105
Fax (415) 512-7897
Email: johnm@ceeb.org