

12.08.23

CAWA's IMMEDIATE ROLE IN ENCOURAGING CALIFORNIA AND ARIZONA CONGRESSIONAL REPRESENTATIVES TO SUPPORT OR CO-SPONSOR RIGHT TO REPAIR LEGISLATION

Goal: To engage the following California and Arizona congressional legislators (and their key staffs) to receive their support and/or co-sponsorship of the current Right to Repair legislation:

- Nanette Barragan (D-CA-44)
- Tony Cardenas (D-CA-29)
- Anna Eshoo (D-CA-16)
- Debbie Lesko (R-AZ-8)
- Doris Matsui (D-CA-07)
- Scott Peters (D-CA-50)
- Raul Ruiz (D-CA-25)

Time Frame for engagement: By the end of the year and into January, 2024

Methodologies for engagement (in sequential order)

1. Our President & CEO, Rodney Pierini, will email the legislators and encourage them to co-sponsor the bill or at a minimum support the legislation.
 - To be completed by December 15
2. CAWA's Social Media Consultant, Kate Pierini, will work with Stacey Miller of the Auto Care Association to coordinate the messaging to these targeted legislators through December, 2023 and January, 2024 (though social media posts/tweets).
 - To be done throughout December and January
3. CAWA's leadership (Board of Directors and Manufacturers Advisory Council) will send a group letter to the legislators and their key staffs and followed up via social media tweets and tagging them.
 - To be completed by January 12
4. Key CAWA leadership members calling and emailing their representative to show their constituencies are asking for their support.
 - To be completed by January 19
5. At the direction of the Auto Care Association, in-district meetings at CAWA member businesses, will be held, if appropriate and timely.
 - If necessary to be completed by January 26
6. Our future legislative advocate, Ryan Pierini, will work with his Firm (McGuire Woods Consulting), to assess any current relationships they have with the legislators or their key staffs and engage them accordingly.
 - To be completed by December 15

Evaluation of Results of this Project:

- Through the Project's life, to assess success, need for additional approaches, number of legislators agreeing to support and/or co-sponsor the legislation.
- Coordination throughout the Project period with the Auto Care Association to assess results.