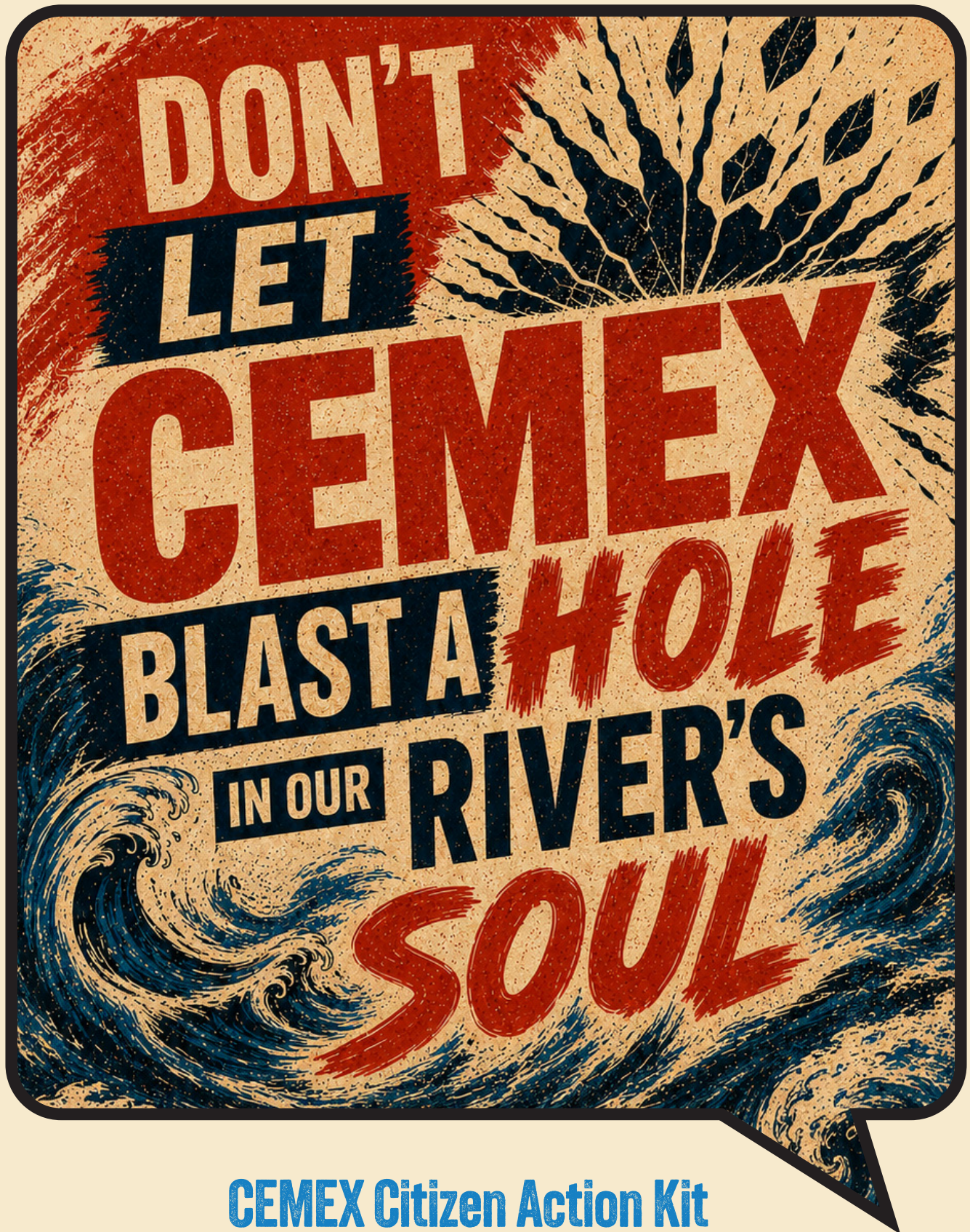


THE RIVER NEEDS YOUR VOICE



CEMEX Citizen Action Kit

(for stopping the 100-Year CEMEX Blast Mine)

You don't have to be an expert **TO MAKE A DIFFERENCE**

Thank you for taking an important first step.
Now you can turn concern into action.

You know that CEMEX is seeking approval for a dramatically different kind of mining operation beside your San Joaquin River: 100 more years of mining, blasting hard rock, and excavation reaching as deep as 600 feet below ground.

Like you, Parkway believes our river deserves better. And those deciding whether to allow CEMEX to risk destroying river habitat need to hear from people like you.

We created this kit to make taking action simple. You don't need to understand every page of an environmental report. You don't need to be a scientist, attorney, or professional speaker.

You only need to care about the river and be willing to say so, repeatedly.

Inside, you'll find quick actions that take as little as 2 min., scripts you can make your own, tips for speaking at a public hearing, ways to involve friends, and reliable places to get the latest information.

Don't try to do everything.

Just do one thing.

Next, ask someone else to do one thing.

Then, do one more thing.

Repeat.

That's how public action becomes unstoppable momentum.

What's it all about?

ANSWERS TO QUESTIONS

HOW TO USE THIS

These explanations will come in handy when someone asks you questions about our fight against the CEMEX expansion project, when you're recruiting friends, or when you're deciding what to say when contacting public officials. You do not need to memorize everything word-for-word; just enough to explain the issues in your own voice. For more technical information, visit Parkway's CEMEX Action Page.

WHAT IS CEMEX PROPOSING?

CEMEX is seeking County approval for a major modification to its mining operations beside the San Joaquin River. The proposal could extend mining for another 100 years, introduce hard-rock blasting, and allow excavation to reach approximately 600 feet below ground across an area the size of 200 football fields.

ISN'T CEMEX ALREADY MINING THERE?

Yes. Mining has occurred at the Rockfield site for more than a century. The issue is the proposed future project, which would allow mining to continue for another 100 years and change the operation's nature, depth, and scale, endangering wildlife, water supplies, and roads.

WHAT ARE THE FIVE DANGERS OF THE CEMEX EXPANSION?

Parkway believes the San Joaquin River is too valuable to be exposed to unnecessary long-term environmental risk. The project's location, scale, duration, and proposed blasting raise serious concerns about the river, its habitat and wildlife, recreation, and surrounding Parkway resources.

► 1. IT COULD LITERALLY PULL THE RIVER INTO A 600-FOOT-DEEP HOLE.

CEMEX proposes blasting and excavating bedrock over an area the size of 200 football fields to roughly 600 feet below ground immediately beside the San Joaquin River, while continuously pumping out water that enters the pit.

California Department of Fish & Wildlife (CDFW) warns that unexpected rock fractures, slope or levee failures, or "deep pit capture" could disrupt the river's hydrology and unintentionally divert water from the San Joaquin. Think about that image: a gigantic man-made crater beside the river becoming a drain.

➤ **2. IT COULD TURN A WATER SOURCE INTO A CONTAMINATION PATHWAY.**

Consider the risk of toxic contaminants leaking into surrounding groundwater from blasting rock, operating heavy equipment, processing aggregate, and moving water into and out of the excavation.

The non-profit American Rivers warns that the project threatens river health and regional drinking-water quality, specifically raising concerns about water being exposed to hazardous materials and returned to the system.

The horror here isn't simply "pollution." It is creating the opportunity for known contaminants to enter the water that people, wildlife, and farms depend on for the next 100 years.

➤ **3. IT THREATENS ONE OF THE MOST IMPORTANT REMAINING SALMON HABITATS.**

CDFW says the project sits directly adjacent to an exceptionally important reach for threatened spring-run Chinook salmon, where spawning, incubation, juvenile rearing, and adult holding take place.

The agency specifically warns about blasting, vibration, underwater noise and water-quality changes. Bald eagles, Swainson's hawks, steelhead, California tiger salamanders and numerous other protected species are also of concern.

Think of it like this: CEMEX wants to conduct a century of explosions beside a place where an endangered river is trying to bring itself back to life.

➤ **4. FLOODS OR SLOPE FAILURES COULD TURN THE MINE INTO A DISASTER, NOT JUST AN EYESORE.**

CDFW expressly raises the possibility of slope failure, failure of natural berms or levees during high flows, and unforeseen hydrologic connections through fractured rock.

California's flood-protection agency separately told the County that potential increases in flood risk and threats to public safety must be considered. Once you excavate a hole hundreds of feet below the river next door, gravity and water become permanent factors in the story.

In other words: You don't get to put the geology back if something goes wrong.

➤ **5. IT COULD SENTENCE THIS STRETCH OF THE SAN JOAQUIN TO ANOTHER 100 YEARS OF INDUSTRIALIZATION.**

The proposal isn't a five-year construction project. It contemplates roughly 100 years of mining, including drilling, blasting, crushing, processing, and, eventually, producing up to 3 million tons of aggregate annually.

CDFW says the project's sheer duration and uncertainty could cause significant

long-term impacts on habitat and river-restoration efforts. American Rivers says it could effectively postpone completion of this portion of the Parkway for a century. A child born the day the permit is approved could live an entire lifetime without ever seeing this land free of the mine.

DOESN'T FRESNO COUNTY NEED SAND AND GRAVEL aka AGGREGATE?

Yes. Aggregate is necessary for roads, homes, and construction. However, the Fresno-Madera metropolitan region has more than two times the aggregate supply needed over the next 50 years.

A 2026 report from the California Geological Survey says that our region has 530 million tons of permitted reserves and projects only 227 million tons needed over the next 50 years. That means there is no need to approve this project at this location for this duration.

WHO WILL MAKE THE DECISION?

The Fresno County Board of Supervisors will ultimately approve or deny the project. The Final Environmental Impact Report for the project has just been released, which is the precursor for the final decision on the project.

HAS THE PROJECT ALREADY BEEN APPROVED?

There are two more steps for the project. The first is a Fresno County Planning Commission hearing scheduled for October 8, followed by an as yet unscheduled Board of Supervisors hearing. No final approval has been granted, therefore you still have time to make a difference. Visit riverparkway.org to sign up for our email list to receive updates.



Tell your story **IN 90 SECONDS**

Whether it's in a phone call to an elected official, standing in front of a group, or giving your testimony in a public forum, your most powerful weapon in stopping CEMEX is a tight, direct statement.

HOW TO USE THIS

Build your statement around one personal connection and one clear request. **Try this four-part structure:**

0-20 SECONDS: YOUR CONNECTION

"My name is _____, and I live in _____."
"The San Joaquin River matters to me because _____."

20-50 SECONDS: WHAT IS AT STAKE

Choose one concern that genuinely matters to you.

Wildlife. Water. Recreation. Noise. Blasting. The Parkway. Future generations.
The sheer scale and duration of the project.

50-75 SECONDS: USE ONE FACT Choose one:

100 YEARS. 600 FEET.

The project could extend mining for another century.

The quarry could eventually reach approximately 600 feet below ground and cover the area of 200 football fields.

2X THE NEED.

Existing permitted aggregate reserves in the region have been estimated at nearly twice the projected 50-year demand.

75-90 SECONDS: YOUR ASK

"Please don't take this risk with our river.
I urge you to oppose the CEMEX Rockfield Modification Project."



Want to see an example of how you can tell your story in a clear, concise manner that will have maximum impact for your message?

EXAMPLE (Remember to make it your own!)

“ My name is Maria Lopez, and I’ve lived in Fresno County for 22 years.

My family has spent countless weekends along the San Joaquin River, and I want my grandchildren to experience it too.

What troubles me most about this proposal is its sheer permanence. We are being asked to accept another 100 years of mining beside the river, including blasting and excavation reaching 600 feet underground.

There are some decisions future generations can undo. A massive hole beside a living river is not one of them.

Please protect the San Joaquin River and oppose this project.”

CALL ONE PERSON

A personal conversation can be more effective than another social media post.

HOW TO USE THIS

Think of one person who cares about the river, Fresno County, wildlife, recreation, open space, or simply protecting places that cannot be replaced.

Call them. Don't give them a lecture. Give them a reason to care and **one easy thing to do next**.

TRY THIS

"Hi, [NAME]. I'm calling because there's something happening along the San Joaquin River that I think you should know about.

You might've heard that CEMEX wants approval to blast a gravel mine 600 feet deep for the next 100 years right along the river.

That could disrupt groundwater and the river itself, damage critical wildlife habitats, and make the San Joaquin River Parkway vulnerable to generations of blasting, dust, and extensive road damage.

I've gotten involved because I don't think we should take that kind of risk with the river.

Can I get you to take two minutes and contact your County Supervisor?

I can text you the link right now that'll show you how easy it is to make your voice heard."

MAKE IT YOURS

Try not to sound like a telemarketer reading a script. Speak using your own words and add a sentence or two about **why you care**.

For example:

- "I walk along the river all the time."
- "My kids grew up going to the parkway."
- "I care about wildlife."
- "I just think 100 years is an extraordinary commitment."
- "Once damage is done to a river, we don't simply put it back."

Then make the ask: **"Can I send you the link?"**

GO TO A HEARING

*Showing up matters even if you never say a word.
A room filled with people who care about the river sends a
message before the first speaker reaches the microphone.*

HOW TO USE THIS

The Planning Commission hearing has been announced and is scheduled for October 8. Sign up for the email list on our website at riverparkway.org to get up to date hearing times and locations.

BEFORE YOU GO

- Confirm the hearing date and location.
 - Plan to arrive early.
 - Wear comfortable clothes.
 - Bring your written statement if you plan to speak.
 - Invite someone to come with you.
 - Check the Action Page again on hearing day in case anything has changed.
-

IF YOU WANT TO SPEAK

Follow the meeting instructions for requesting to comment.

When your name or turn is called, follow the guidelines below.

Nervous? That is completely normal. You are not giving a performance. You are participating in democracy.

Prepare a short statement before the hearing. Read it aloud several times until you feel you're talking naturally, not reciting.

Aim for that magic **90 seconds**. Even if you are given more time, a short, focused testimony is easier to deliver and harder to forget. It also gives another Parkway supporter the opportunity to speak.

(Continued...)

The Simple Statement Formula

When it comes to getting your point across, Simplicity Always Wins.

1. WHO ARE YOU?

“My name is _____. I live in _____.”

2. WHY DO YOU CARE?

“The San Joaquin River matters to me because _____.”

3. WHAT CONCERNS YOU?

Choose **one or two points** that genuinely horrify you, not ten.

3. WHAT DO YOU WANT THEM TO DO?

End with a direct request, such as:

“Please oppose the CEMEX Rockfield Modification Project and protect the San Joaquin River.”

REMEMBER

You do not have to be an expert.

You do not have to rebut CEMEX.

You do not have to quote the Environmental Impact Report.

You do not have to answer every argument.

Your job is simple: **Tell decision-makers what you value, what concerns you, and what you want them to do.**

WHAT IF YOU DON'T HAVE MUCH TIME TO SPARE?

It's understandable; we're all busy enough with life itself. So be easy on yourself: pick the action that fits the little extra time you can find today. Then do another one tomorrow.

HOW TO USE THIS

IF YOU HAVE TWO MINUTES: *Contact your County Supervisor.*

Tell them you oppose the proposed CEMEX Rockfield Modification Project and want their help in protecting the San Joaquin River.

Scan to contact your
County Supervisor



IF YOU HAVE TEN MINUTES: *Send a personal email.*

Use the sample you'll find in this kit as a starting point, then add two or three sentences explaining why the river matters to you.

IF YOU HAVE TWENTY MINUTES: *Recruit five people.*

When five people contact five more, one concerned resident can become a small army of river voices. Send the email in the next section or call someone directly.

IF YOU HAVE AN HOUR: *Get ready to do more.*

Invite friends to a 20-minute River Briefing, prepare to attend the hearing, or contact Parkway to help bring other people into the campaign.

CALL OR WRITE YOUR COUNTY SUPERVISOR

Our County Supervisors need to know that protecting the San Joaquin River matters to the people they represent. Your message does not need to be long. It only needs to be **personal and clear**.

HOW TO USE THIS

First, find your County Supervisor:

Then call, email, or write. Personalize the sample below however sounds genuine.

FIND YOUR SUPERVISOR



PHONE SCRIPT

"Hello. My name is [NAME], and I live in [CITY/COMMUNITY].

I'm calling because I'm concerned about the proposed CEMEX Rockfield Modification Project beside the San Joaquin River.

I want to voice my opposition to giving CEMEX approval to blast a gravel mine 600 feet deep for the next 100 years right along the river.

That is an enormous, dangerous, and long-lasting change beside one of our region's most important natural resources.

I'm asking Supervisor [NAME] to oppose the project and protect the San Joaquin River.

Please let the Supervisor know that this issue matters to me.

Thank you."

SAMPLE EMAIL OR LETTER

Subject: Please Protect the San Joaquin River

Dear Supervisor **[NAME]**,

I am a resident of **[COMMUNITY]**, and I am asking you to oppose the proposed CEMEX Rockfield Modification Project beside the San Joaquin River.

The proposal would allow mining to continue for another 100 years, introduce hard-rock blasting with potentially dangerous side effects, and eventually excavate an area large enough to fit the Golden Gate Bridge and depths of up to 600 feet.

The San Joaquin River is too important to our region's wildlife, recreation, water resources, and future to accept unnecessary long-term risks.

[ADD 1-3 SENTENCES ABOUT WHY SAVING THE RIVER MATTERS TO YOU.]

Please protect the San Joaquin River and oppose this project. Thank you for considering my views.

[NAME]

[COMMUNITY]

ONE IMPORTANT RULE:

Do NOT simply copy and paste if you can avoid it. Adding even two personal sentences makes your message much more powerful!

ASK FIVE PEOPLE TO TAKE ACTION

One person contacting a Supervisor matters.

Six people matter more.



HOW TO USE THIS

Choose five people you actually know.

Send this message individually if possible.

Personal messages are harder to ignore than a mass email.

EMAIL

Subject: Will you help me protect the San Joaquin River?

Hi [NAME],

I'm getting involved in an effort to stop a proposed 100-year CEMEX mining project along the San Joaquin River, and I'm asking five people I know to help.

The proposal would allow hard-rock blasting and drilling as deep as 600 feet, right next to the river.

You don't have to become an expert or join an organization.

I'm simply asking you to take two minutes and tell your Fresno County Supervisor that the river is too important to risk.

You can find your Supervisor at: [https://www.fresnocountyca.gov/](https://www.fresnocountyca.gov/Departments/Board-of-Supervisors)

Departments/Board-of-Supervisors.

And if you agree, please send this to a few people you know.

Thanks,

[NAME]

AFTER YOU SEND IT

Don't assume people acted.

A few days later, ask: **"Did you get a chance to do it?"**

Friendly follow-up turns good intentions into action.

SHARE THE CAMPAIGN

Your voice can reach people Parkway may never reach on its own. We've made sharing easy.

HOW TO USE THIS

If you use social media, follow and share our social media posts about the project. Add a sentence explaining why you care, then post. Then link people to the current action. Wait a day, then do it again!

SHARE STRONGLY. SHARE RESPONSIBLY.

Please:

- **Use facts** and materials provided by Parkway.
- **Share the source** when making a factual claim.
- Keep criticism focused on the **proposed project and decision**.
- Treat people who disagree with you **respectfully**.
- **Do not attack CEMEX employees** or construction workers.
- Do not make claims about a Tribe, public agency or organization unless that position has been **publicly confirmed**.
- **Do not invent statistics** or repeat something simply because you saw it online.
- **If you aren't sure** a claim is accurate, leave it out and link to Parkway's information instead.

***The goal is not to win an argument on social media.
The goal is to create action in the real world.***