

# How to Write an Effective Lobbying Letter

Address lobbying correspondence to the author of the bill with copies to members of the committee hearing the bill and to your local legislator.

Indicate immediately which bill you're addressing by its bill number (AB\_\_ if it originates in the Assembly, SB\_\_ if it originates in the Senate), by an identifying phrase and whether you support or oppose the bill. This will help legislative staff in routing your letter.

Be sure to make clear for whom you're speaking.

Be sure to be clear about what action you want the legislator to take.

If you have a personal relationship with the legislator, take a moment to write a quick, handwritten note to draw his or her attention to your letter.

Be sure to send a copy of your letter to the Governor. Also please send a copy to the CalChamber staff members assigned to the bill so they can include information on your support or opposition in their committee testimony.

Use your business letterhead when communicating your position on a bill.



March 18, 2021

The Honorable Marc Levine  
California State Assembly  
State Capitol, Room 5135  
Sacramento, CA 95814

**SUBJECT: AB 819 (LEVINE) CALIFORNIA ENVIRONMENTAL QUALITY ACT: NOTICES AND DOCUMENTS: ELECTRONIC FILING HEARING SCHEDULED - MARCH 24, 2021 SUPPORT - AS AMENDED MARCH 16, 2021**

Dear Assembly Member Levine:

The California Chamber of Commerce is pleased to **SUPPORT** your **AB 819**, as amended on March 16, 2021, which would require lead agencies to post notices and environmental review documents pursuant to the California Environmental Quality Act (CEQA) on the lead agency's website, require notices of determination and notices of exemptions to be filed electronically and require the lead agency to submit to the State Clearinghouse these documents in an electronic form.

**AB 819** is a commonsense measure that simply codifies existing best practices that many, but not all, lead agencies across California do already. By requiring lead agencies to post pertinent CEQA notices and environmental review documents electronically, **AB 819** aligns with the core purpose of CEQA to identify and disclose to decision makers and the public the significant environmental impacts and mitigation measures of a proposed project prior to its consideration and approval. The bill also provides a much-needed update to CEQA, which when passed about 50 years, did not contemplate the internet nor the digitization of documents. Requiring lead agencies to provide the public with easily accessible electronic information, rather than forcing interested parties to go into the lead agency's office to view or photocopy hard copy documents, is not only common practice but an expectation by members of the public.

**AB 819** would complement the Office of Planning and Research's (OPR) new online-only submission portal for CEQA documents, thereby saving not only time and money for lead agencies and members of the public, but also vast amounts of paper that would be saved by electronically posting and submitting CEQA documents.

For these reasons, the CalChamber is pleased to **SUPPORT** your **AB 819**, as amended.

Sincerely,

Adam J. Regele  
Policy Advocate

Cc: Legislative Affairs, Office of the Governor

AJR:mm

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Keep your letter short. A succinct, one-page letter will have more impact than a longer one. If you have documentation of the bill's impact on your business, enclose it, but keep the letter short.

In many committees, staff members file correspondence according to the date of the bill's next hearing. If you know the date, be sure to include it. Including such information will help ensure your letter is read in time to have an impact.

Get to the point of your letter quickly: your support for or opposition to the bill.

Provide concrete, credible information on the impact of proposed legislation on your business.

Elected officials prefer to hear from persons in authority rather than just from staff members. A letter will have more impact if the business owner or person in a management position signs the letter.

Use boldface type, underlining or italics sparingly to emphasize important points.

Act promptly. Too many good lobbying letters arrive after a vote already has been taken.

Later... If the legislator does what you ask, be sure to send a thank you letter.

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