



TO: Shawn Yadon, CEO, California Trucking Association
Eric Sauer, Senior Vice President, Government Affairs
Chris Shimoda, Vice President, Government Affairs

FROM: Beth Miller, President and CEO, Miller Public Affairs

DATE: October 8, 2019

SUBJECT: Assembly Bill 5 (Gonzalez) Public Affairs Efforts

Throughout the 2019 legislative session, Miller Public Affairs Group worked alongside CTA to execute a public affairs and advocacy campaign surrounding Assembly Bill 5 by Assemblywoman Lorena Gonzalez.

While the tactical messaging of our campaign was adjusted periodically to optimize various opportunities during the different phases of the legislative session, our strategy was to aggressively convey:

- Who California's independent owner-operators are,
- How AB 5 threatens more than 70,000 IOO truckers,
- Why it is important for California to maintain the independent owner-operator model.

Beginning in February 2019, our team executed a multi-pronged public affairs campaign for CTA in support of its mission surrounding AB 5. Below are the tactics we deployed during the campaign:

Independent Owner-Operator Videos

Miller Public Affairs Group worked with CTA to coordinate two video-shoot sessions with owner-operators so they could tell their own stories; one in the Bay Area and the second in Southern California. In support of our desired messaging, we managed to capture content of inspiring truckers who were able to speak to the benefits, flexibility and empowerment that comes with being a California independent owner-operator.

These videos served many purposes. Our team found great utility in assembling short, organized clips of testimonies that were fashioned into many social media posts. This not only achieved the goal of humanizing the issue but served as the highest performing social media content surrounding AB 5. Several of the promoted video posts included a call-to-action campaign and directed people to a *VoterVoice* link set up by CTA. These promoted posts and calls to action were launched prior to key votes in the Senate.

Below are the names of truckers we videotaped:

1. Leon Nguyen
2. Eduardo Rangel
3. Tu Ngo
4. Quang Nguyen
5. Gursimrat S. Sandhu
6. Jose Rivera (English and Spanish)

- 7. Francisco Rios (English and Spanish)
- 8. Jose Oscar Zometa
- 9. Hector Casuyon

Senate Appropriations Legislative Drop

In order to keep the pressure on members of the Senate Appropriations Committee to amend AB 5, our team delivered a list of AB 5 petition signers to members to demonstrate the abundant demand for a fix. Our team identified independent owner-operators in each of the committee members’ districts and developed a list with the individual emails, cities and zip codes for each of the committee members. This list was distributed along with a cover page asking that Senators fix AB 5 and protect independent truckers in his/her district.

Here are the number of petitioners for each member of the committee:

Senator Anthony J. Portantino (Chair)	890
Senator Patricia C. Bates (Vice Chair)	521
Senator Steven Bradford	1,241
Senator Maria Elena Durazo	828
Senator Jerry Hill	613
Senator Brian W. Jones	1,104
Senator Bob Wieckowski	1,613

Social Media Posts

Miller Public Affairs Group also developed social media content to draw attention to keeping California’s independent owner-operator model, while also creating a call-to-action on the bill, AB 5.

Our team scheduled a series of promoted posts on CTA’s social media platforms targeting specific areas of the state and members of the legislature, such as the bill’s author and other identified legislators.

These posts included positive messaging highlighting all the benefits the independent owner-operator model affords truckers in California; thank you messages to supportive legislators such as Asm. Adam Gray; and promoted news media mentions and spokespeople who addressed AB 5 through the lens of truckers.

Using a combination of paid and organic social media posts on Facebook and Twitter, we successfully engaged the Capitol Community in a positive narrative by highlighting the stories of successful entrepreneurs who actualized their dreams through owning their own truck and/or trucking businesses.

From May 28 – September 20, 2019, we managed to publish 17 unique posts on Facebook strictly related to AB 5 and the need for independent owner-operator carve outs. On Twitter, we pushed out 31 tweets on AB 5 from April 1 – September 20, 2019.

FIX AB 5



California Independent
Owner-Operators Need You!

Senator Wieckowski,

Independent owner-operator truck drivers in your district are counting on your help to save their businesses.

Please protect their investments in their trucks and honor the choice of tens of thousands of truck drivers across the state to work for themselves!

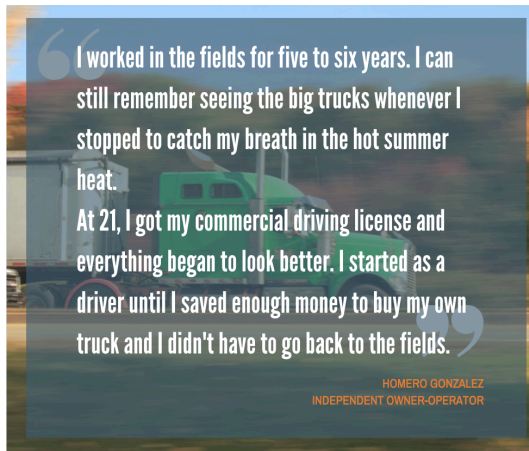
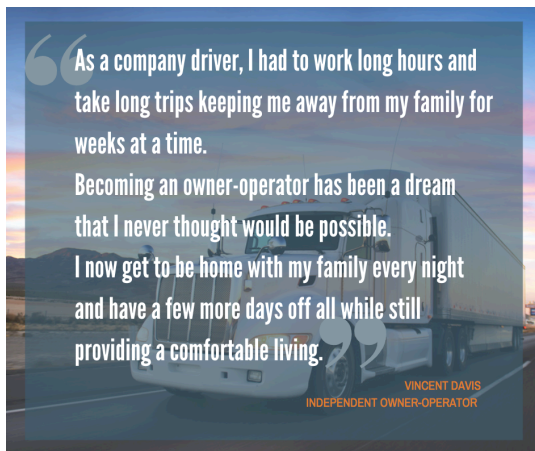
1,613

Independent
Owner-Operators
in Senate District 10

\$120,000

Average Cost of a
New Truck

Paid for by California Trucking Association



Media Requests

Over the course of five months, CTA and Miller Public Affairs Group received a total of 17 media inquiries, with an influx of requests coming in during the final days of the legislative session. Many of the journalists who reached out were repeat requesters, allowing our team to establish a positive working relationship with notable journalists covering transportation and other relevant industries.

As a result of our efforts working with California reporters, there were 31 pieces published or aired that positioned the CTA as an opinion leader on this issue and precipitated a surge in earned media surrounding AB 5.

Media interview requests (May – September):

1. 9.25.19: Linda Chiem, Law360: Requesting Statement on CTA’s Lawsuit on Dynamex
2. 9.25.19: Erin Mulvaney , Bloomberg: Requesting Statement on CTA’s Lawsuit on Dynamex

3. 9.23.19: Frank Holland, CNBC: Interview request on AB 5
4. 9.18.19: Bridgette Bjorlo, Fox 40: Interview request on AB 5
5. 9.17.19: Margot Roosevelt, Los Angeles Times: Requesting CTA's AB 5 press release
6. 9.16.19: Erica Berardi, ENR California: Requesting information about AB 5 and effects on the construction industry
7. 9.11.19: Eric Miller, Transport Topics News: Interview request on AB 5's passage
8. 9.11.19: Frank Lopez: Fresno Business Journal: Interview request on AB 5's passage
9. 9.04.19: Judy Lin, CalMatters: Interview request on AB 5
10. 9.04.19: Bill Lucia, Atlantic Media's Route Fifty: Interview Request
11. 9.04.19: Carolyn Said: San Francisco Chronicle: Interview Request on AB 5
12. 8.21.19: Mike Blount, KFBK: on AB 5
13. 8.21.19: Scott Rodd, Capital Public Radio: Interview request on AB 5
14. 7.30.19: Brad Hooker, Agri-Pulse West: Interview request on AB 5
15. 6.24.19: Judy Lin, CalMatters: Interview request on AB 5
16. 6.18.19: Chase Difeliciantonio, North Bay Business Journal: Interview Request on AB 5
17. 05.29.2019 – Julie Cart, CALmatters: Interview request on Assembly Bill 5

Media Coverage

1. 9.21.19: Orange County Breeze: [California Legislation to Codify ABC Employee-Contractor Test Gains Approval of State Assembly](#)
2. 9.20.19: KXTV-SAC (ABC) - Sacramento, CA: [ABC10 Morning Blend 4:30AM](#)
3. 9.19.19: ABC 10 News: ['We'll have to sell our trucks' | Independent truck drivers' future uncertain under AB5](#)
4. 9.19.19: KTVN (CBS) - Reno, NV: [2 News at 5PM](#)
5. 9.18.19: Carmichael Times: [California Trucking Association's Statement on the Governor's Signing of AB 5](#)
6. 9.18.19: Heavy Duty Trucking: [California Governor Signs Law That Threatens Independent Contractor Status](#)
7. 9.18.19: Commercial Carrier Journal: [California's contractor law has steep implications for trucking: Here's what your fleet needs to know](#)
8. 9.18.19: Associations Now: [California Contractor Bill Will Have Far-Reaching Impact, Associations Say](#)
9. 09.18.19: WLKY-LOU (CBS) - Louisville, KY: [WLKY News at Noon](#)
10. 09.18.19: KTXL-SAC (FOX) - Sacramento, CA: [FOX40 News @ 5pm](#)

11. 09.18.19: KTXL-SAC (FOX) - Sacramento, CA: [FOX40 News at 6pm](#)
12. 09.18.19: KSWB-SD (FOX) - San Diego, CA: [FOX 5 News at 5:00pm](#)
13. 9.17.19: Material Handling & Logistics: [California Contractor Ban Could Drive Owner-Operators Out of the Industry](#)
14. 9.13.19: Wall Street Journal: [Trucking Industry Raises Alarms on California Gig Economy Legislation](#)
15. 9.12.19: Los Angeles Times: [Labor won big with bill to rewrite California employment law — but it's flawed](#)
16. 9.12.19: Reuters: [California truckers brace for new 'gig worker' rules](#)
17. 9.12.19: Freight Waves: [AB5 passage upends California's independent trucking model](#)
18. 9.12.19: Heavy Duty Trucking: [California Bill Means 'End for Independent Trucking' in State](#)
19. 9.06.19: Manteca Bulletin: [AB 5 would put independent truckers in California out of business if it becomes law](#)
20. 9.06.19: Carmichael Times: [More than 150 Independent Truck Owner-operators at the Capitol Protest AB 5](#)
21. 9.06.19: Univision: [Camioneros se oponen a propuesta de ley que les impediría trabajar de manera independiente](#)
22. 9.05.19: Overdrive: [Pivotal days ahead for bill that could wipe out California owner-operators](#)
23. 9.05.19: Atlantic Media's Route Fifty: [State Legislation Setting Strict 'Gig' Worker Rules Nears Passage](#)
24. 9.05.19: KFBK: <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=1dcdf0eb-33ce-43d0-89a1-ec4bed91e038>
25. 9.05.19: San Francisco Chronicle: [Some sectors warn that AB5 could hurt workers, raise prices](#)
26. 9.05.19: CalMatters: [What happens to Uber and Lyft drivers once AB 5 passes?](#)
27. 8.27.19: KCRW-LA (ABC) – Los Angeles, CA: [Dynamex, uber protest and independent truckers](#)
28. 8.26.19: Capital Public Radio: [California Assemblywoman Gonzalez Says A Deal is Likely for Truckers in Dynamex](#)
29. 7.26.19: North Bay Business Journal: [New ABCs of California employment law on contractors can create business challenges](#)
30. 6.30.19: CalMatters: [From strip clubs to strip malls, how 2 million workers could be swept up in a bill aimed at the gig economy](#)
31. 6.05.19: Transportation Topics Online: [California Legislation to Codify ABC Employee-Contractor Test Gains Approval of State Assembly](#)

Opinion Pieces

After receiving testimonies from truckers and reviewing data surrounding the impact AB 5 will have on independent owner-operators, our team authored a number of op-eds arguing for amendments to the bill. With the framework of the piece coming from industry arguments on behalf of CTA, we infused quotations from independent truckers who voiced their opposition to AB 5.

8.30.19: [AB 5 Spells the End of the Independent Trucker](#)

Additionally, our teams coordinated with Senator Brian Dahle's office to pen an op-ed and work with local media for interview opportunities. While these direct efforts did not come to fruition, these attempts nudged the Senator to produce a short video during the Independent Truckers Convoy event in September.

9.05.19: [Senator Brian Dahle's Call to Action Video](#)

Letters to the Editor

Additionally, we drafted letters-to-the-editor to have on hand, with some addressing the broader implications of Dynamex and others focusing on counteracting pro-AB 5 pieces with CTA's arguments. While we did have a hard time securing authors for these letters, we remained on top of media and submitted letters to CalMatters on behalf of Kern residents Horacio Gonzalez and Vincent Davis early July in response to their story "[From strip clubs to strip malls, how 2 million workers could be swept up in a bill aimed at the gig economy](#)", published on June 30.

Our latest attempt was in mid-September, when we drafted five letters to thank Assembly Member Adam Gray for his vote against AB 5.

Press Releases

CTA's stature and timeliness with its public comments on events related to AB 5 generated several media pieces and statements by CTA executives were reprinted by other publications. Not only were statements from the releases picked up, but these responses elevated the issue of independent owner-operator truckers in the 11th hour of AB 5 deliberations and generated media interest in truckers in the aftermath of Governor Newsom signing the bill.

9.18.19: [CTA Statement on Governor Signing AB 5](#)

9.11.19: CTA Press Release: [Bill to Reclassify Independent Truckers as Employees Passes State Senate](#)

9.05.19: [CTA Statement on Convoy](#)