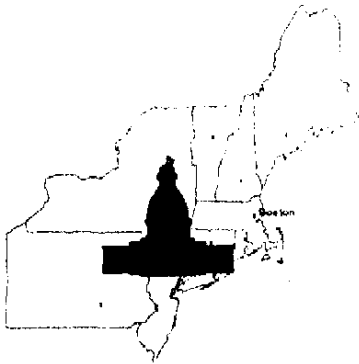


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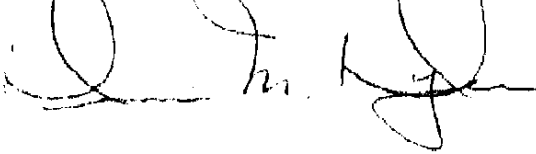


Northeast Legislative Strategies, Inc.

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Dennis M. Dyer
President

MEMORANDUM

Date: August 11, 1992
From: Dennis M. Dyer 
To: Susan M. Stuntz
Subject: Potential for Development of Business Coalition on Indoor Air Quality (IAQ) Pilot Program in Massachusetts

At your request I undertook an analysis of the potential for the development of a state-based business coalition on indoor air quality pilot program in Massachusetts. As you know, the actual implementation of the program, if suitable, has been delayed at the request of your organization. However, this memorandum will provide you with an analysis of the prevailing conditions and those likely to exist in the near future, and the potential for the development of a business oriented coalition on IAQ issues in the state.

CURRENT SITUATION

At present the business community has not acted in a unified fashion on IAQ issues. On occasion "ad hoc" coalitions of business have been created by the Tobacco Institute to oppose certain state and local anti-tobacco legislation. However, the coalitions never extend beyond the time of critical need. Generally, these coalitions have limited effectiveness. Some are very effective. However, those that are very effective usually coalesce around a very motivated individual in the community, or they have been active on a similar issue in the past.

In addition to the lack of prior unified effort, the business community is finds it very difficult to actively address controversial issues, and tobacco is the most controversial of the issues with which they have to deal. This lack of will on tobacco issues is compounded by a general impression, possibly unjustified, that there is no political benefit to be gained from supporting tobacco industry efforts.

During 1992 the development of a unified business program has been complicated by the presence of Question 1, increasing the cigarette excise tax by \$.25, on the November 1992 ballot. While the ballot question will be addresses in 1992 the continued escalation of the pressure on the industry in Massachusetts, the region and the country will be a reality for 1993 and beyond.

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RECOMMENDATION

Background

Earlier this year I held a series of discussions with major statewide business organizations and representatives of local chambers of commerce regarding the development of a business coalition on IAQ issues. While interested, there was a reluctance to aggressively pursue the issue. The primary stumbling block seems to have been the question of resources and funding. Many of the smaller trade associations are having a difficult time meeting expenses. There is clearly an interest in providing a vehicle for the development of a business program on IAQ. However, there must be some sense that the location of the project within a particular organization is a benefit to that group and not just a drain on their resources.

The best potential sources of support on this project are the Associated Industries of Massachusetts (AIM), the Massachusetts Association of Chamber of Commerce Executives (MACE) and the Building Owners and Managers Association (BOMA). Of the three BOMA would seem to provide the best opportunity.

BOMA represents the owners and managers of the major commercial and residential buildings in Massachusetts. Their membership includes not only the owners of multi-tenant buildings, but those major corporations that have large facilities in the state. They have strong ties to the real estate industry and many local associations. The group maintains a strong legislative presence at the state capitol.

Recommendation

I suggest that the tobacco industry approach BOMA regarding the development of an IAQ Working Group within the framework of the existing organization. The Group's objectives could include business education, public education and legislative action. The details of the Group's activities would have to be clearly defined and defer to the agenda of the sponsoring organization and its members. The Group's initial membership would be open to all current BOMA members. Future membership should be opened to state trade associations and the tenants of BOMA members.

Meetings of the Group would initially be developed in conjunction with BOMA activities. However, after establishing the Group's presence in the state, educational meetings could be developed in conjunction with other state-wide groups and local chambers of commerce.

In its mature state, the Group could become a catalyst for legislative action by not only its members but also the business community at-large.

Time Frame

It is possible to implement the ground work for the development of the group in the last two months of 1992. This would allow the Group to grow, have definition and possible impact in 1993. If the development of the Group began in 1993, then it is reasonable to assume that its ability to have state or local legislative impact would be delayed until the second half of the year.

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Cost

The ultimate cost of the effort will be determined by the extent to which the industry wants to influence its growth and action. Generally, the costs can be separated into three categories: Start-up, Maintenance and Targeted Action.

Start-up (Assumes 1992 Implementation)

\$10,000.00	BOMA Participation (1992)
2,500.00	Meeting and material costs
25,000.00	Consultant Fees (\$20,000.00) & Expenses (\$5,000.00)

Maintenance

\$25,000.00	BOMA Participation (Annual)
25,000.00	Meeting and material costs
33,000.00	Consultant fees (\$2,500.00/month) and Expenses (\$3,000.00)

Targeted Action

The development of "targeted action" would be at the request of the industry or BOMA. If the action was at the request of BOMA, then they would incur the costs or request additional funding from outside sources. The type of activity envisioned here go beyond the normal educational and legislative activities of the Group. As an example, if the Group were to participate in federal issues, there would be an additional cost associated with the action. If the Group were to participate in state legislative action to the point that they hired their own lobbyist, there would be an additional cost associated with that action.

In essence these actions and their associated costs are under the complete control and at the discretion of the supporters of the Group.

OVERVIEW

The development of a business related effort similar to that developed within the framework of organized labor is achievable. There are a series of educational steps that need to be accomplished within the host organization in order to make it comfortable with the form and intent of the effort. There is also a need to shield the participation of the tobacco industry from the sight. Careful attention would have to be paid to the campaign and political finance laws to assure both proper action and proper disclosure, if necessary.

The participation of BOMA in the effort provides a perfect catalyst for a discussion of IAQ. It also opens up the membership universe to most, if not all, of the major companies in the state.

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Additionally, the participation of BOMA at the state level in a project such as the one envisioned may have positive impact on the relationship between the industry and BOMA at the national level.

I hope this provides you with some "food for thought". I suggest that we get started on the project in early to mid November 1992. However, if you have to wait beyond that time we can still begin the project at any time.