



CFCA LOCAL CHAPTERS PROGRAM

CURRENT AS OF JULY 2024

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MISSION

To protect and further the policy goals of the California Fuels + Convenience Alliance (“CFCA”) through the creation of standing chapters of CFCA within specific geographic regional communities of the fuels and convenience industry across the state of California.

SPECIFIC AND PRIMARY PURPOSE

To disseminate information and engage independent wholesale and retail marketers of gasoline, diesel, lubricating oils, and other petroleum and alternative fuel products; transporters of those products; and retail convenience store operators on local government issues relevant to the industry at a regional level.

OPERATIONS

- A. The Chapters will conduct, at a minimum, quarterly Zoom and/or face-to-face meetings.
- B. While voting on a motion that is brought before the Chapter, the basic requirement for adoption by chapter members is a majority vote of those present on the call. A majority is more than half of the votes cast by the chapter “voting members”.
 - a. Votes may be cast via telephone, video conference, electronic mail or in person.
 - b. “Voting Member”: Established Chapter member in good standing with CFCA and Chapter.
- C. It is the responsibility of the Chair to establish quarterly meeting dates and times and provide at least 30 calendar days of notice before holding a quarterly meeting.
- D. All attempts will be made for meeting notifications to be sent out to chapter members at least 3 business days prior to the scheduled meeting time. The notifications will include the agenda and supporting materials necessary to inform members of the content and nature of the meeting.
- E. Chapter Meeting minutes are to be completed within 7 working days of any meetings and circulated to those present on the call or at the meeting. Any requested amendments to any meeting minutes will be communicated to the Chapter Chair. The Chapter Chair may take any appropriate action on any amendments to chapter minutes.

BASIC EXPECTATIONS

- A. Members are expected to attend all meetings. If three consecutive meetings are missed, the member will be contacted regarding their participation with the chapter. Focus will be on inclusion as much as possible. Removal from Chapter will occur if chapter member continues not to participate.
- B. Members are expected to return surveys and requests for information or input in a timely manner.
- C. When requested, meet with local representatives.
- D. Any and all discussions and actions taken by the Chapter are deemed confidential and shall not be disclosed unless done so through a designated CFCA

spokesperson. Any conflicts of interest known by any chapter member shall be disclosed prior to any action being taken on the issue.

- E. Develop opportunities to discuss industry concerns with the regulated community.
- F. Help recruit others in the community to join the Chapter.
- G. Regularly seek out opportunities to collaborate and coordinate advocacy efforts with local organizations and leaders that share our goals.

CHAPTER REGIONS



MEMBERSHIP ACTIVATION

To ensure the success of the chapter program, each new member upon admission into the chapter will be surveyed to determine interests and appetite for engagement. This allows CFCA to guarantee a chapter's focus on member priorities as well as have key members who can be called upon when the need arises for various engagement activities, which include but are not limited to calls to action, attending local government hearings, authoring opinion editorials, speaking with media, and building relationships with local elected officials and key community stakeholders.

After the onboarding process has been completed, chapter members will receive access to the Community Hubs, which will be housed on BAND. BAND is a group communications software that allows for private communities to engage on the platform by sharing information including announcements and alerts, asking questions, taking polls, and calendaring for events. It also sends reminders to community members when key deadlines are approaching. This allows chapter members to maintain continued access to each other and CFCA outside of quarterly meetings. Engagement on the platform will be pertinent to timely activation on key industry issues. *(see TOOLS AND TECHNOLOGY LOGISTICS section for more information on BAND)*

The education of chapter members on policy issues and how to navigate responding to an issue is of paramount importance. Members will receive policy briefings at quarterly meetings. They will also receive training on how to advocate for their business and the industry as a whole and how to build relationships with elected officials. Finally, media training will be critical for all chapter members to elevate the industry and our priorities while safeguarding against any potential pitfalls while talking with press.

When issues arise, members can expect to receive collateral, which may include but is not limited to:

- A. One Pager: what to and what not to say when speaking with officials.
- B. Know Before You Go: meeting logistics, key reminders, brief talkers all in one document.
- C. Policy briefing.

MEMBERSHIP ROLE

Chapter members will be at the forefront of responding to local policy proposals. CFCA staff and Chapter Chairs will share priority ordinances and resolutions for chapters to take a position on. Members will also serve as information sources for the chapter. Issues at the local level tend to move quickly, so it is imperative that members and CFCA staff keep each other apprised of issues as soon as possible.

Advocacy is a primary pillar of the chapter program. Chapter members will serve as Activation Squads, with the goal of defeating policies that do not align with the success of the industry and championing policies that promote business success. Attending quarterly

meetings, responding to calls to action, fostering relationships with local elected officials, and building partnerships with key community stakeholders (local chambers, farm bureaus, downtown partnerships, etc.) is expected for all chapter members.

Advocacy comes in many forms; therefore, members will be encouraged to partake in the following:

- A. Attend and testify at Council or regulatory hearings.
- B. Group meetings at elected official's office.
- C. Possible meetings at a Chapter member business with local leaders and elected officials.

Being a face for the industry is a powerful tool in protecting and promoting a viable and successful future. As such, it is highly encouraged for chapter members to become comfortable with sharing our priority issues with their networks, responding to media opportunities, and partaking in consumer education campaigns being run by CFCA.

Members interested in speaking with the media will receive media training from a distinguished Sacramento-based public affairs firm. This training will help members build their expertise in speaking to the press, while avoiding any potential pitfalls. This will include but is not limited to:

- A. Introductory media training workshop – the Do's and Don'ts of speaking with press.
- B. Mock interviews.
- C. "Cheat Sheet" on media training.

MEMBERSHIP BENEFITS

The industry continues to face mounting challenges and threats to our existence in the state. As such, there has never been a more critical time for business owners to be in the business of fighting for their future and right to economic vitality. The chapters program will elevate the voices of our members and make it increasingly difficult for local elected officials to quietly pass damaging policies.

While a primary pillar of the chapter program is advocacy, networking with other chapter members is also key to successful chapter outcomes. In addition to the quarterly virtual meetings, chapters will have in-person events to build relationships with other chapter members as well as key community stakeholders and partners.

Many chapter members have affiliations with other community organizations. Bringing these organizations to the table to fight alongside our industry will be key to more successful campaigns, and it will introduce chapter members to influential organizations in their communities that they may not be involved in. This will elevate the priorities of the chapters and increase member awareness of regional resources available to them. When members have a relationship or are a member of other local organizations, CFCA may ask the chapter member to make introductions between the organization or local leader and

the chapter. Building out these relationships will help to foster more successful advocacy efforts.

Membership in the chapters program will also increase access to key decision-makers at the state and local levels as well as among our very active regulatory bodies in the state.

TOOLS AND TECHNOLOGY LOGISTICS

BAND is the platform where all local chapter communication will take place. There is both a BAND desktop and mobile application available for download. CFCA recommends chapter members have at least the mobile application downloaded for ease of use and to receive alerts and notifications right at your fingertips. Zoom will be the video communication platform used for any virtual meetings that need to take place for chapters.

- Invitations to our local chapters on BAND will come from CFCA via an invite link through the email address we have on file.
- You can create an account at [Band.us](https://band.us) and download the BAND app from your app store by searching for "BAND – App for all groups."
- While it is recommended to use the app to receive all notifications, you can still receive messages through text SMS.

A more detailed step-by-step guide on BAND is included with this packet.

PRIORITY LOCAL AND STATEWIDE CFCA ISSUES

Chapters will focus on key priority issues facing the industry as top threats. These issues may evolve over time and are dependent on what members deem as the greatest importance to the industry.

Key Priority Issues Include:

- A. Gas Station Bans
- B. Tobacco Bans
- C. Retail and Fuel Theft
- D. Plastic Bans
- E. Internal Combustion Engine Bans
- F. Price Gouging Penalties
- G. Gas Price Debate