



November 18, 2024

“CONSTRUCTING A WAY FOR A BETTER FUTURE”

ECA NEWSLETTER

JOHNS SOAPBOX



Remember-this is an op-ed piece and I do not speak for the ECA or any of its members in this “Soapbox”. These are just my ramblings that hopefully you find thought provoking.

Help Toot Our Horn by Coming to our Annual General Membership Meeting 11-26-24.



Years ago, BoDean had a neighborhood group opposed to them making asphalt at their Maxwell Court plant (still do I presume). Dutra was trying to get entitled to build an asphalt plant at Haystack Landing in Petaluma. John Barella was spending millions and years trying to get Roblar Road quarry up and running to produce aggregates. Syar was being forced out of the Russian River for mining aggregates and aggregates were either being barged in from British Columbia or Mexico rather than get gravel out of riverbanks locally.

While all of this was happening, we had a massively popular movie maker George Lucas wanting to expand his production facilities in Marin County.

All of these projects have one thing in common: public opposition utilized social media to influence public opinion which affected their entitlement process in a major way.

From SFGATE:

For many years, Lucas and Marin County had a happy symbiosis. In 1978, after Star Wars became a massive hit, the Modesto-born director chose a secluded valley near Nicasio to build a bucolic movie-making retreat, the Skywalker Ranch. Though huge, the 6,100-acre property was discreetly run, out of sight from the winding Lucas Valley Road nearby (coincidentally named after a 19th-century rancher, no relation to George).

Things started turning to the dark side in 2012, when Lucas abruptly canceled plans to build a third expansion to his studio in the area, blaming NIMBY opposition in the community. Lucas said in an emotional statement at the time that he would find somewhere else to build the studio development, hopefully in a place "that sees us as a creative asset, not as an evil empire."

Objections to the development from local residents at the time included the fear that light pollution from the studio would mean ["our dark starry skies would be destroyed."](#)

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Mr. Lucas decided to take his business elsewhere and Marin County lost tax revenue, community improvement dollars, and a very small but vocal group of homeowners probably toasted themselves with some expensive wine as to protecting their “starry skies”. I am not saying Industrial Light and Magic could have lessened public opposition to their expansion project by “tooting their horn” about their community support, but I am stating the obvious that a few opponents to a project can sure screw things up.

Here we are in 2024 and we know we have some ECA firms trying to move a project forward while being resisted by some vocal opponents.

How do we compete with the opponents to our projects?

I think belonging to the ECA is a help. I think most of you agree with me and that is why you are members. I think we need to keep reminding public officials and the public of the good that we do for our industry, and our communities. Remind your employees to go to YOUTUBE and watch some of the great videos that Sound Ideas produced over the years. In many of them, the ECA member firms are thanked and acknowledged for their tremendous generosity to the community by cleaning up after the fires, building the Miracle League ballpark and playground, and many other contributions. We need to keep promoting all of you!

The ECA needs to continually remind the public of the good we do in the community. This is one reason we do Community Relations Projects. It is one reason firms decide to support little league teams, local charitable organizations, and they support associations like the ECA that tries to support their efforts in the hopes that local workforce is bolstered.

On November 26, from 12-2pm at our Annual General Membership Meeting, The Children’s Museum will be thanking our ECA and the individuals that donated on our last CR project expanding their parking capacity. Please invite a client, or an employee, or a friend, or anyone that has influence in the community!

At some point, the way I do my job in fostering relationships with public officials comes into focus as well. I try and share information with elected officials and key public staff members in such a way that promotes smart development and infrastructure work and thank them for their work on these projects. I do it quietly, and I try and do it one on one with regular meetings and phone calls as well as working with our other pro-business associations that try to help each other. Once again, we can help show our appreciation for Grant Davis (Sonoma County Water Agency), James Cameron (Sonoma County Transportation Authority), Eddy Cummins (SMART), and David Rabbitt (Sonoma County Supervisor) by coming out to a nice lunch at Sally Tomatoes on 11/26/24 from 12-2 pm. Thanks to our sponsors Trans Tech, CRH/BoDean/NorthGate Ready Mix and all of our Sustaining Members for sponsoring this lunch event: RCX, Inc., NorthWest General Engineering, Soiland Co., Team Ghilotti, Broderick General Engineering, Ghilotti Bros., Sonoma Media Group, Ghilotti Construction, Herc Rentals, United Rentals Trench Safety

I am quite certain we have made a difference in the last 20 years by doing it the “ECA way”. Public Officials Night also plays a big role in helping those relationships and we hope to continue those dinners and those Bridge Awards that foster good relationships and good projects.

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The purpose of this soapbox was simply to state the obvious-**it does not hurt to remind your employees, neighbors, and local public how much good you all do for the community** – often and always! Promote and remind people! Do small favors for associations that may be needed to influence public sentiment in the future.

If we simply live by the credo to “do the right thing” to protect our environment, support our local workforce, and do quality work that enhances public safety and convenience, we are doing ourselves a great service.

Toot your horn a bit gang! It does not hurt!

That’s All Folks!

John



NEWS YOU CAN USE

1. **Janice Thompson retired from Sonoma County Transportation and Public Works recently- ECA sent flowers and a nice card. She will be missed!**
2. **Don’t forget to file your BOI by January 1, 2025:** [Beneficial Ownership Information Reporting | FinCEN.gov](#)
3. **Napa zones 280 acres for industrial development-** [Construction, North Bay Business Journal, Bay Area Newspaper, CA news](#)
4. **SMART funding-interesting background-** [SMART’s Healdsburg extension gets Plan Bay Area boost - The North Bay Business Journal](#)
5. **CRH Buys Dutra Materials-**[CRH Continues Expansion in California with Dutra Materials Acquisition | Business Wire](#)



Toys 4 Tots

United Rentals Trench Safety is collecting toys for **Toys for Tots!**



They have a drop off bin located at their office at **3963 Santa Rosa Ave. Santa Rosa**
If you are unable to drop off your donations, a sales reps will come pick up!
They are asking that it is a \$10 value toy unwrapped.



VOLUNTEER OPPORTUNITIES



GOLDEN GATE NATIONAL PARKS | Group Volunteer Project Enterprise Mobility

11/20/2024 from 9:00 AM–12:00 PM. Meeting Location: [Presidio - Building 1216 - 1216 Ralston Avenue](#) | Meet in front of 1216 Ralston Avenue on the side of the building facing the meadow.

Presidio Wildlife Restoration volunteering event

Contact Luke Sparidaens to sign up to volunteer!

cell: 925-917-0463, email: luke.w.sparidaens@em.com

- ◆ Wear clothes that can get dirty, long pants, close-toed shoes, and layers for changing weather (no shorts or sandals).
- ◆ Bring sun protection, such as a hat, sunglasses, and sunscreen.
- ◆ Bring a filled reusable water bottle and personal snacks.
- ◆ All necessary tools, gloves, and training will be provided.



Planes, Trains & Water

Noon—2 pm

Tuesday, November 26

Sally Tomatoes

1100 Valley House Dr, Rohnert Park.

Our speakers will include:

Supervisor David Rabbitt and James Cameron, SCTA on all the auto roadway improvements being planned for, **Eddy Cumins, SMART** on the SMART train track and station projects extending to Healdsburg, Sonoma County Water agency's **Grant Davis, Sonoma Water** and senior staff official on the latest news from the Potter Valley/Eel River water diversions affecting our water supply as well as a proposed new reservoir and electrical generating facility at Warm Springs Dam.

For the Registration Flyer click [HERE](#)



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Photos from the ECA's Wine & Dozers Auction

Thank you again irenececilia.com!

Click [HERE](#) to see the photos on our Facebook page!



From the Desk of Jim Persons

Work as a Team

In some lines of work, it is good to be your own person, but in construction working as a team gets the job done safer. A construction crew should be people working together as a team to accomplish a goal not just people working at a project site.

Click [HERE](#) to read more.



Workplace Violence Program

Implemented – July 1, 2024

Senate Bill 553 requires employers to create, implement and maintain a Workplace Violence Program by July 1, 2024. Employers must also train their entire workforce.

The Workplace Violence Program must include a reporting mechanism (how is the employee going to report incidents), detailing who will be responsible for receiving complaints, and who will be responsible for identifying and mitigating workplace hazards.

Jim Persons has developed a Workplace Violence Program and Active Shooter Guidelines that meet the requirements of this new regulation. He can also provide training resources for your employees.

Contact Jim if you are interested in getting his help on a Workplace Violence Program, COVID-19 related issues or other health and safety programs.

email: jimpersons@safetypride.com or phone: 707-889-0881 or sign up for an upcoming class!



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We want to highlight a member each week in our MEMBER SPOTLIGHT. What we need from you is a short paragraph on what is happening at your company. New employees, new logo, a new move, exciting news, an update on your company or new equipment! What ever you want to share about your company with our members.

Email mary@nceca.org with your spotlight information and send in photos if you have them!



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The advertisement features a background image of architectural blueprints, a yellow level, and a ruler on a wooden surface.

SAFETY CORNER

Competent Person Trenching & Excavation

The course will cover soil analysis, sloping, shoring and shielding, hazardous situations, excavation standards and more...

This class is with NCBE

Tuesday, November 12 / 1 pm–3 pm

Click [HERE](#) for flyer

CPR / First Aid

Training includes bleeding control, strokes, seizures, broken bones and other life-threatening emergencies. Adult/child/infant CPR & airway obstruction management covered. This course is designed as both a course for first-timers and as a refresher.

Wednesday, January 8 / 1– 3 pm

Click [HERE](#) for January flyer

Confined Space

This course covers proper procedures for making entry into Permit Required Confined Spaces. Participants are prepared to operate in the capacity of Entrant, Attendant or Entry Supervisor during confined space operations. Participants are familiarized with CFR 1910.146 and how to properly employ the permit program. This course is a combination of classroom instruction and practical application in actual permit spaces utilizing the appropriate Personal Protective Equipment, meters and ventilation. This course is required by OSHA before an employee can enter a Permit Required Confined Space. Certification of completion is provided.

Wednesday, December 4 / 1 pm–3 pm

Wednesday, January 15 / 1– 3– pm

Click [HERE](#) for the December flyer.

Click [HERE](#) for the January flyer.

Competent Person Trenching & Excavation

The course will cover soil analysis, sloping, shoring and shielding, hazardous situations, excavation standards and more...

Wednesday, December 11 / 1 pm–3:30 pm

Thursday, January 16 / 1–3:30 pm

Click [HERE](#) for December flyer.

Click [HERE](#) for January flyer.

WORKER'S COMPENSATION

Worker's Compensation Endorsement By ECA-

HELLO!!! HAVE YOU ASKED YOUR HUMAN RESOURCES PERSON TO CHECK OUT THE WORKERS COMP PROGRAM ECA HAS ENDORSED? Everybody likes to save money, don't they? Doesn't cost you a thing to consider this as an option! Jeff Okrepkie at 707-360-4338.

[Flyer](#)



George Petersen Insurance Agency

EMERGENCY RESPONSE MANUAL

In the event of an emergency, we have put together the Emergency Response Manual to help our community receive quick service from our members. The manual is sent to city and county agencies in case of an emergency so they will know who to call for services, equipment and materials.

Click [HERE](#) for the 2023-2024 manual.

It is time to update the Emergency Response Manual. Help us gather this important information so that we can best serve our community in the case of an emergency.

Please fill out your contact information to the attached form, and email to mary@nceca.org.

If you have any questions, call Mary at 707.546.5500 or mary@nceca.org. Thanks!

Click [HERE](#) for the emergency contact form

Click [HERE](#) to sponsor in the Emergency Response Manual

Get Prepared Now! Here are some very useful tips from CalFire to get your own house/property "in shape" for fire season. [link](#)

Pocket Guide for CALOSHA For Contractors: Click [here](#) for the pocket guide you all need!

Roadwork in Sonoma County - Check out the County website for road info [here](#)

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John Bly, Executive Vice President
email: john@nceca.org

Mary Kennedy Cabrera, Member Services Director
email: mary@nceca.org

Cheryl Long, Bookkeeper
email: cheryl@nceca.org

Postal Address: P.O. Box 8249 Santa Rosa, CA 95407 ~Phone: 707.546.5500

Come connect, collaborate, learn, and communicate with us in Healdsburg this December!

The Co-Permittees of the Russian River Watershed are excited to announce that registration for our free Annual Low Impact Development training is now open.

Title: 2024 Annual Low-Impact Development Training for the Russian River Watershed

Date: Thursday, December 5, 2024

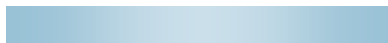
Time: 8:00a.m. – 12:00p.m. PST

Register Here: <https://stormwaterlidtraining2024.bpt.me/>

Intended for Private Design & Development Community and Public Agency Staff responsible for the design, compliance, or review of LID measures. This year's training will include case studies, discussions, and presentations including private industry civil engineers, municipal staff, and representatives from the North Coast Regional Water Quality Control Board. Topics will include:

- Stormwater Calculator: A Design Engineer's Perspective
- Final SWLID Submittals
- FAQs
- Design/Installation Challenges
- Future of LID Manual and Calculator Updates

All participants are encouraged to attend in person; however, a virtual on-line option will be available (read instructions carefully). Space is limited and an RSVP is required.



Northern California Engineering Contractors Association

The ECA, and its Board of Directors, has been the voice of the engineering construction industry for over 40 years.

The foundation of the ECA has been to address local needs and issues.

The purpose and goal of ECA and its staff are to provide services to the members that help them run their businesses safely, efficiently, and in compliance with the many rules and regulations and mandates of government.

The working committees are the heart and soul of the ECA. The committees are comprised of ECA members.

The committees promote events that enable the ECA to fund community projects that include: Fathers Day "Show & Shine" Car Show, Public Officials Night, the Golf Tournament, and, the "Days of Wine & Dozers" Auction Dinner.

If you would like to join a committee, please email mary@nceca.org ~ We would love to have you!