

Tell The Truth

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The Dutra Group
2350 Kerner Blvd. Suite 200
San Rafael, CA 94901

May 26, 2009

To the Dutra Group,

I am writing to you as the Executive Director of Tell The Truth regarding a complaint we received about statements which you have posted on www.petalumaasphaltplant.com concerning Dutra's proposed asphalt plant at Haystack Landing. After researching the claims, Tell The Truth found the statement below to be potentially misleading to the public.

In an effort to ensure truth and accuracy in local public policy debate, we will be publishing the results of our investigation, and are asking you to immediately correct the information referred to below so that the public will not continue to be misled.

Misleading Statement: (Found on the Dutra Website at www.petalumaasphaltplant.com)

This plant would support 1,000 living wage construction jobs of local construction companies.

<http://www.petalumaasphaltplant.com/downloads/dutra-benefits.pdf>

FACT:

As a stand-alone statement, the above wording could be misleading if one took the word "support" to mean "create". The Dutra asphalt plant would not create 1,000 jobs. According to the EIR for the project *"the proposed project would not directly induce substantial population growth in the area because it would employ only ten individuals". "Additionally, the facility is a re-location of an existing facility that would be closed. ... the project would not result in long term employment growth in the area."* ~ Dutra Environmental Impact Report (Vol. 1, V.I. General Impact Pg. 1)

However if the statement is read within the context of the web page in which it appears, there is less confusion. In that context the "1,000 jobs" appears to be an estimate of the number of construction jobs in local companies that would use or benefit from a local source of asphalt.

Conclusion:

The statement found on the Dutra website is potentially misleading to the public. With complex issues such as the Dutra debate, one must be careful to look at information in context and not merely rely on "sound bites." One is then less likely to confuse such terms as "support" and "create".

We are sending a similar letter to Mom's for Clean Air asking them to correct information posted on their website which **Tell The Truth** has also found to be misleading. Your attention to this matter would be greatly appreciated.

Sincerely,

Jo Timmsen
Executive Director
Tell The Truth

Cc: Mom's For Clean Air