

California Retailers Association BI-ANNUAL REPORT

2019-2020



CRA is pleased to present our Bi-Annual Report covering 2019 and 2020. Since welcoming our new President and CEO Rachel Michelin, CRA has seen exponential growth in membership, media coverage, legislative and regulatory outreach and activation as well as new branding, education and advocacy efforts.

Our Reach

Under Michelin's leadership, CRA rolled out a successful re-brand effort, revamped membership programs, started a 501 (c)3 Foundation and brought on a new team of professionals dedicated to elevating CRA's visibility and commitment to its members.

Since joining the association, Michelin and the CRA brand and messages have been featured in top tier media outlets including *National Public Radio*, *Bloomberg*, *Associated Press*, *Politico*, *CalMatters*, *San Francisco Chronicle*, *The Mercury News*, *Sacramento Bee*, Southern California Public Radio, ABC/NBC/CBS affiliates across California's major media markets, nationally syndicated podcasts and trade publications representing a variety of industries. In just two years Michelin has been interviewed hundreds of times covering pressing and relevant issues affecting the retail industry at the state, local, national and worldwide levels.

Through legislative, political, regulatory and public relations outreach, Michelin and her team have positioned CRA at the forefront of rapid response media coverage surrounding the ongoing public health crisis and economic shutdowns.



Nearly **400,000**
Safe Shopping For All
views, interactions, click
throughs and impressions



Grew CRA membership
by **20%** amidst
COVID-19 economic
downturn



20,728 website visits
(91% new; 9% returning)
-up from 2,800 visitors
in April 2020. A net
increase of nearly
18,000 visitors in
just 8 months during
the pandemic.



2,391 Email
Subscribers (*up from
500*) - all organically
grown (*non-paid*)



CRA Return on
Investment to members:
\$2,372,000

About CRA



California is the **5th largest in the world** and is a diverse retail market full of legislative and regulatory issues that impact every retailer doing business in the state. CRA **members have a voice** in the halls of the State Capitol and with local governments across California on issues important to the retail industry. **CalRetailers promotes** public policy that is good for California's consumers, good for California's economy and good for California's workforce.

The California Retailers Association is the **only statewide trade association representing all segments of the retail industry** including general merchandise, department stores, mass merchandisers, online markets, restaurants, convenience stores, supermarkets and grocery stores, chain pharmacies and specialty retail such as auto, vision, jewelry, hardware and home stores.

CRA 2021'S FOCUS:

- Reopening Retail at Full Capacity
- COVID-19 Vaccine Distribution
- COVID-Related Labor Regulations
- Organized Retail Crime
- Online Marketplace
- Packaging
- Gender Neutral Children's Department
- CARB/Transportation
- Shopping Center Redevelopment
- CalOSHA Regulations
- Climate Issues
- Corporate Taxes
- Beverage Containers
- Hazardous Waste
- And More

Activities and Impact

MEDIA COVERAGE

Since February 2019, CRA has garnered over **40 million mentions** and views in free earned media coverage. This level of exposure equates to hundreds of millions of dollars in comparable advertising value for CRA and its members.

STATE REGULATORY WORK

- **Supported changes to Proposition 65** regulations to clarify retailer responsibilities, and pushed for a science-based approach to regulating sales of coffee and other foods containing acrylamide.
- **Beat back** proposals in Los Angeles to include retail within a “right of recall” and worker retention requirements on COVID-19 layoffs and kept retail out of the “public health councils” proposal.
- **Secured critical** pharmacy technician waivers for rapid and safe vaccine distribution through partnership with Governor's Administration.
- **Stopped a CARB proposal** to require retailers and other “large entities” to provide extensive tracking information on contract trucking deliveries.

LOCAL WORK

- Engaged in over 700 local ordinances due to the COVID-19 pandemic including numerous and different paid sick leave ordinances across cities and counties.

STATEWIDE ADVOCACY

- Instrumental in working with the Newsom Administration to **keep retail open during the 2020 holiday season**.

ORGANIZED RETAIL CRIME WORK

- Laid the ground work for an ORC advocacy program under CRA's Foundation, set to launch in 2021.
- Working on extension to AB1065 passed in 2018.
- Advocating for ORC task force funding in the state budget.

STATE LEGISLATIVE SESSION WORK

- Tracked **247 bills**; sent **175 legislative letter**
- Opposed **80 bills**, **73** of those bills failed (*including 3 vetoes*), which stopped efforts to eliminate retail receipts, impose unrealistic package recycling burdens, raise taxes via a “head tax”, allow private attorneys to sue companies over tax disputes under the False Claims Act and multiple attempts to redesign retail floors.
- Supported **7 bills** that passed and signed into law. Including a bill sponsored by CRA (AB 147/Burke) to institute California's Sales Tax Fairness law.
- CRA was able to **secure legislative amendments to address retailer concerns** and/or remove opposition. Key among them were measures to establish a more reasonable standard for price gouging, make it workable for pet stores to continue relationships with nonprofit partners for pet adoptions and limit unnecessary supervisorial training related to employment of minors.

Additional CRA Highlights

KEPT ALL RETAIL OPEN DURING REGIONAL STAY AT HOME ORDER

As California saw COVID-19 cases spiking and hospital capacity diminishing, Governor Newsom announced a new Shelter in Place order. **CRA was able to work with the Administration to allow ALL retail to remain open** at a **20%** capacity and independent grocery stores at **35%**. It was a tense few days as the alternative meant retailers large and small would close their doors during the busy holiday season.



Ensured Member Concerns Were Heard in CalOSHA Emergency Regulation Adoption Process. CRA's advocacy efforts have resulted in **favorable modifications** to the Occupational Safety and Health Standards Board (OSHSB) COVID-19 emergency temporary standard, which went into effect November 30. Updates were secured through subsequent guidelines, and an Executive Order from the Governor. These post-adoption changes shows CRA's collective efforts in educating the Administration on the unworkable and frequently counterproductive impact of these rules to workers, employers and public health.

LARGEST TAX INCREASE IN CALIFORNIA HISTORY DEFEATED

CRA helped defeat Proposition 15, a proposal to increase property tax on commercial buildings that would have significantly impacted all retailers and would have resulted in putting many small and independent retail shops out of business.

Successful Legislative Engagements on Privacy, Loyalty Programs, Gender Pricing and Paper Receipts. CRA actively advocated on CCPA, ensuring the voice of retail was heard by the Governor, the Attorney General and members of the Legislature. Our advocacy efforts made certain the CCPA did NOT include a private right of action. **We successfully fought off a ban on printed receipts and stopped legislation on gender pricing.**



Safe Shopping For All Campaign

CRA launched a Safe Shopping For All Campaign encouraging safe shopping guidance and best practices. The advocacy effort included two phases- one initially to get retail reopened during the first statewide shutdown. The second phase included holiday specific messaging to keep retail open during the busiest time of the year for retail sales. The campaign included:

- Press Release Announcement statewide.
- Call to Action for state legislators, chambers of commerce and counties to partner with CRA.
- Numerous virtual reopening economy webinars with local chambers and business groups throughout the state.
- Paid social media campaign promoting SSFA video and web page.
- SSFA promises from retail companies large and small.
- SSFA flyers and posters for retailers to put up in their stores.
- Sample social media posts and statements for companies to use.



California Retailer Association

The California Retailers Association's mission is to promote, preserve and enhance the retail industry in California. CRA protects the industry by taking significant leadership positions in development of public policy and regulatory measures that impact members and the business climate in California. For more information visit the CRA website at www.calretailers.com.



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