

**H C R**

**41**

**HOUSE COMMITTEE ON STATE AFFAIRS**

**RECAP OF  
HCR 41**

**Earth Day 1990**

Received January 10, 1990

by Reps. Koponen, Ellis, Goll, Gruenberg, Brown,  
Ulmer

Heard January 24, 1990

Passed Out of Committee January 24, 1990

3 Do Pass

3 No Recommendation

## TABLE OF CONTENTS

### HCR 41: Earth Day 1990

- Item 1:** HCR 41 by Koponen, Ellis, Goll, Gruenberg, Brown, Ulmer
- Item 2:** Fiscal Note by House State Affairs
- Item 3:** Sponsor Statement by Rep. Koponen
- Item 4:** *The Rising Tide: Public Opinion, Policy & Politics*, Analyses of polling trends.

# HOUSE COMMITTEE REPORT

(7)

Date Referred: January 10, 1990

FURTHER REFERRALS:

Date of Committee Action: \_\_\_\_\_

The STATE AFFAIRS Committee considered:

HCR 41

HOUSE CONCURRENT RESOLUTION NO. 41

EARTH DAY 1990

Relating to Earth Day.

**RECOMMENDATIONS:**

- [ ] be replaced with \_\_\_\_\_ [ ] the same title
- [ ] have attached amendment(s) [ ] a new title
- [ ] do pass
- [ ] do not pass
- [ ] no recommendation
- [X] individual recommendations
- [ ] additional referral to the \_\_\_\_\_ Committee

ADOPTS: \_\_\_\_\_ letter of intent

ATTACHES NEW FISCAL NOTE(S):  
(Dept)

APPROVES PREVIOUS: (Date/Dept)

- [ ] fiscal impact \_\_\_\_\_
- [X] zero fiscal note HSA
- [ ] zero with analysis \_\_\_\_\_

- [ ] fiscal note(s) \_\_\_\_\_
- [ ] zero fiscal note(s) \_\_\_\_\_
- [ ] zero fn/analysis \_\_\_\_\_

**SIGNING DO PASS:**

*[Handwritten Signature]*  
 \_\_\_\_\_  
*[Handwritten Signature]*  
 \_\_\_\_\_  
*[Handwritten Signature]*  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**SIGNING:**  
(Check approp. column)

	Do Not Pass	No Rec	Amend
<i>[Handwritten Signature]</i>	✓		
<i>[Handwritten Signature]</i>	✓		
<i>[Handwritten Signature]</i>	✓		

*[Handwritten Signature]*  
 \_\_\_\_\_  
 Chairman's Signature

STATE OF ALASKA  
1990 LEGISLATIVE SESSION

BILL VERSION : \_\_\_\_\_  
PUBLISH DATE : \_\_\_\_\_

FISCAL NOTE

REQUEST:

Revision Date: \_\_\_\_\_  
Title : Earth Day 1990  
Sponsor : Koponen  
Requestor : \_\_\_\_\_

Agency Affected : \_\_\_\_\_  
BRU : \_\_\_\_\_  
Components : \_\_\_\_\_

EXPENDITURES/REVENUES: (Thousands of Dollars)

OPERATING	FY 91	FY 92	FY 93	FY 94	FY 95	FY 96
PERSONAL SERVICES						
TRAVEL						
CONTRACTUAL						
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS						
TOTAL OPERATING	-0-	-0-	-0-	-0-	-0-	-0-

CAPITAL	-0-	-0-	-0-	-0-	-0-	-0-
---------	-----	-----	-----	-----	-----	-----

REVENUE	-0-	-0-	-0-	-0-	-0-	-0-
---------	-----	-----	-----	-----	-----	-----

FUNDING: (Thousands of Dollars)

GENERAL FUND	-0-	-0-	-0-	-0-	-0-	-0-
FEDERAL FUNDS						
OTHER						
TOTAL	-0-	-0-	-0-	-0-	-0-	-0-

POSITIONS:

FULL-TIME						
PART-TIME						
TEMPORARY						

ANALYSIS : (Attach a separate page if necessary)

No fiscal impact.

Prepared by : House State Affairs Phone : 465-4963  
Division : \_\_\_\_\_ Date : Jan 19, 1990  
Approved by Commissioner : H. A. "Red" Boncher, Chair Date : Jan 19, 1990  
Agency : \_\_\_\_\_

- Distribution (by preparer) :
- Legislative Finance
  - Legislative Sponsor
  - Requestor
  - Office of Management and Budget
  - Impacted Agency(ies)

Item 3

# Alaska State Legislature Representative Niilo Koponen

Pouch V  
Juneau, Alaska 99811  
(907) 465-4992

House District 21

119 N. Cushman, Suite 207  
Fairbanks, Alaska 99701  
(907) 456-8172

## \* Sponsor Statement \* HCR 41

HCR 41 would declare Alaska's interest in a healthy environment and would add Alaska's voice to those of communities worldwide who have declared their support for Earth Day. Already over 120 countries are planning to observe Earth Day 1990. Thousands of smaller political subdivisions such as states, counties, cities and towns are likewise expressing their interest.

Earth Day 1970 was the largest organized demonstration in human history. Ten thousand schools, two thousand colleges and universities, and virtually every community in the United States participated. All told, it involved more than 20 million people.

Earth Day 1990 is an effort to focus public attention on the future of our environment. When the Exxon Valdez went aground, Alaskans received a shocking reminder of how the natural systems which support us are interconnected. Our communities, economies and quality of life depend upon a healthy biosphere. Oceans, forests, taiga and tundra are all networks of living things, whole systems whose productivity ultimately sustains our human culture.

As befits its grass roots origins, Earth Day in Alaska will be observed by each community in its own way. HCR 41 calls on all Alaskans to participate while leaving the degree and nature of that participation to individual discretion. Each community, business, or citizens group could observe the day in whatever manner seems most appropriate for its circumstance.

Earth Day 1990 seeks to include the broadest possible cross-section of society. National organizers are business, media, religious, political, labor, academic, cultural and environmental leaders. It is non-partisan with leaders of both Democratic and Republican parties among its supporters. Earth Day is inclusive and non-confrontational in spirit.

HCR 41 seeks to express Alaskans support for the values embodied in Earth Day 1990 by formally marking April 22, 1990 as Earth Day in Alaska.



# TIME

DECEMBER 18, 1989

ENDANGERED EARTH UPDATE

## LET EARTH HAVE ITS DAY

*But the biggest demonstration in history should be only the beginning*

BY JEANNE MCDOWELL

It will begin at sunrise on April 22, with church bells pealing for the health of the planet. In tiny chapels and grand cathedrals. Sunday sermons will stress the moral responsibility of environmental awareness. And in thousands of communities around the world, citizens will stage a cacophony of events: parades, proclamations, protests, teach-ins, trash-ins and eco-fairs. In Seattle, residents will demonstrate against pollution in Puget Sound. Environmentalists in West Bengal, India, are planning a bicycle procession. Schoolchildren on Mauritius, a tiny island in the Indian Ocean, will plant trees. And a team of climbers from the U.S., the Soviet Union and China intends to reach the summit of Mount Everest and clean up debris left by previous expeditions. If all goes as planned, at least 100 million people will take part in the largest global demonstration in history: Earth Day 1990.

The April 22 date has special meaning for environmentalists: It marks the 20th anniversary of the first Earth Day. In that memorable 1970 mobilization, which evolved from an idea by Senator Gaylord Nelson, more than 20 million Americans, many of them students, rallied under the banner of Mother Nature. Their plea for action helped lead to the passage of the Clean Air Act and the creation of the U.S. Environmental Protection Agency.

The organizers of Earth Day 1990 hope it will have a similar galvanizing effect, that it will change individual behavior and launch a decade of environmental activism. This time the event will be international, reflecting the recognition that all the major environmental threats are global in scope. More than 100 countries, including Hungary and Uganda, have started to form committees and plan activities. Says Denis Hayes, a San Francisco lawyer and chairman of Earth Day 1990, an international umbrella organization: "The whole thrust of Earth Day as we go into the 1990s is an environment that is much brighter, a far more diversified movement and, hopefully, a working agenda for the next ten years."

If Earth Day 1970 was almost spontaneous, next year's sequel has become a strategic operation. Hayes, who was a 25-year-old Harvard law student when he temporarily dropped out of school to help organize the first Earth Day, is the driving force behind the current campaign. With principal funding from foundations and individuals, Earth Day 1990 has a 115-member American board of directors that includes prominent environmentalists, politicians, business executives, religious leaders, celebrities, labor officials and journalists, among others. There is an international arm with representatives from 33 countries.

At Earth Day 1990 headquarters in Palo Alto, Calif., 20 staff members are plotting strategy as if the event were a political campaign. "We're organizing neighborhoods, regions and special constituencies," says communications director Dianna Aldridge. The group has taken a few marketing cues from Madison Avenue as well. As part of a drive to raise \$3 million, Earth Day 1990 is licensing its logo, which will be plastered on everything from coffee mugs to windbreakers. Posters and ads will soon appear carrying the slogan EARTH DAY 1990: WHO SAYS YOU CAN'T CHANGE THE WORLD?

But Hayes' group is not trying to run the whole show. It will organize nationally and regionally and offer support for local groups, making suggestions for setting up events. Several smaller organizations are extremely active. Earth Day 20, a group based in Seattle, is planning a week-long exposition in a natural amphitheater in the Columbia River Gorge during the seven days leading up to Earth Day. The events, which will combine exhibits, musical performances and speeches, will be broadcast live by satellite to screens in shopping malls and on college campuses around the U.S. Earth Day 20 is also co-sponsoring grass-roots action by the National Toxics Campaign to urge companies that release excessive amounts of pollution to sign good neighbor agreements on reducing toxic emissions.

One of the main goals of Earth Day 1990 is to help broaden the environmental movement far beyond its upper-class, bird-watcher base. Six national labor unions have already endorsed the event, and in February a group from Earth Day 1990 will embark on a nationwide tour to urge minority-group members to get involved. Observes Gerry Stover, executive director of the Environmental Consortium for Minority Outreach: "In this country 4 out of 5 toxic-waste dumps are in or near minority communities. These people have as much stake in what happens as mainstream America, maybe more."

Above all, the organizers hope to have political impact. Says Christina Denser, a lawyer and executive director of Earth Day 1990: "Whereas 1970 awakened people to the issues, 1990 needs to make the environment the screen through which all other decisions are made. I want to see millions of people metaphorically standing in the same direction and yelling the same thing to policymakers: 'Hey, get it, you guys? We mean it. If you don't respond, we'll find someone who will.'"

Earth Day 1990 will show how much people care about their planet. The challenge of the next decade will be to channel that concern into strong and sustained action to save endangered earth.



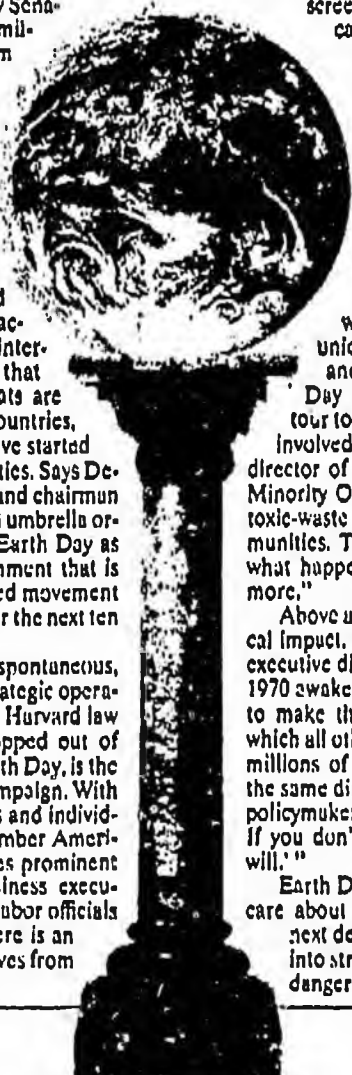
The symbol in 1970



The first rally: a gas



Two decades ago, thousands converged on the Mall in Washington



1990: broader scope

PHOTOGRAPH BY GUY LAWRENCE, GLOBE COURTESY OF NASA

Comment of

# 3 Miner

"Al In None"  
do not necessarily  
ws-Miner.

make on phone  
calls in Novem-  
through the rhe-

are scheduled  
and the result is

two companies  
service from  
-General Com-

lot after signa-  
s charges and  
happen to con-  
oved.

wing any com-  
after notifying  
ission.

seeking to pro-  
mission from  
as a monopoly  
quired to serve

on that would  
urrent system  
voters.

nce 1984, but it  
JC.

to assure that  
ccess to phone  
vide universal  
ral areas will

# Earth Day 1990 offers good chance for change

By JON CECIL

## Guest Opinion

Where were you on April 22, 1970? That was the first Earth Day and 20 million people participated in the event. The 20th anniversary is rapidly approaching—April 22, 1990—and a massive worldwide observation and celebration is planned.

The original Earth Day marked the beginning of this nation's environmental consciousness. Within two years of that day, the Clean Air Act, Clean Water Act, Environmental Education Act were passed and the Environmental Protection Agency was formed.

Many individuals remember the first Earth Day with visions of long hair, love beads, and Volkswagen vans. In whatever context you remember that day, it was an important milestone in the environmental movement.

We again are at a critical point in the history of our planet.

Oil spills, global warming, toxic waste, and overflowing landfills make the headlines, locally, nationally, and globally. Our environmental dilemmas are serious and global in scope. There is nowhere on this planet to escape.

While Earth Day focuses on many issues, it will also focus on their solutions. We have the knowledge to reduce and correct many of our environmental dilemmas; it is the motivation that is lacking.

History and science tell us that if we don't change the way we use natural resources in the 1990s, we are destined in the next century to preside over the decline of our

world's natural resources.

Today, individual actions have a global impact on our environment.

The plastic foam cup you drank your coffee from this morning will destroy billions and billions of ozone molecules in the upper atmosphere 25 years from now. This loss of ozone decreases our protection from ultraviolet rays and increases our chances of contracting skin cancer.

The increased use of fossil fuels raises the amount of carbon dioxide in the atmosphere creating a "greenhouse effect." This phenomena raises the average temperature of the earth and may cause ocean levels to rise.

Reducing global earth warming and ozone depletion requires personal commitment as well as national regulation and international agreements.

Alaska with all of its abundant natural resources, has some major environmental problems.

Oil spills, toxic wastes, and polluted ground water all seem like problems too large for anyone individual to change. But they are not; what we do as individuals has merit on a worldly scale.

Maintaining your catalytic converter and using only unleaded gasoline reduces acid rain; recycling your oil and antifreeze instead of pouring it into your backyard protects our ground water; reduc-

ing your trips to the store and keeping your car in tune will slow down our need for more oil.

Refusing to accept food packaged in plastic foam, using only paper bags for your groceries, recycling newspapers and cans or putting your grass clippings and leaves in a compost pile instead of the local landfill are easy steps to take.

Simple things done on a personal level can make a difference in Alaska.

If we work together and convince others that these efforts warrant our time and effort, communities can reduce the environmental problems we face.

The next step is to elect individuals that believe as we do. Together we can make a difference; but we must be willing to work for a change.

Earth Day 1990 is more than a one-day remembrance of the past; it marks the start of a stronger environmental respect, a commitment to change, an environmental renaissance.

Individuals interested in planning an Earth Day 1990 event in Fairbanks are encouraged to meet on Jan. 9, 1990, at the Noel Wien Library Auditorium at 7 p.m. to help begin planning the 20-year celebration of Earth Day.

For more information, call 479-2616.

Jon Cecil works in providing technical assistance to local governments. He is chairman of a local group planning Earth Day activities.

FRX DAILY NEWS-MINER

101ST CONGRESS  
1ST SESSION

# S. J. RES. 159

To designate April 22, 1990 as Earth Day, and to set aside the day for public activities promoting preservation of the global environment.

---

## IN THE SENATE OF THE UNITED STATES

JUNE 20 (legislative day, JANUARY 8), 1989

Mr. GORE (for himself, Mr. MITCHELL, Mr. CHAFFE, Mr. WIRTH, Mr. HENZ, and Mr. KERRY) introduced the following joint resolution; which was read twice and referred to the Committee on the Judiciary

---

# JOINT RESOLUTION

To designate April 22, 1990 as Earth Day, and to set aside the day for public activities promoting preservation of the global environment.

Whereas we face an international environmental crisis that demands the attention of the American people and citizens of every nation in the world, and we must build alliances that transcend the boundaries dividing countries, continents, and cultures in order to solve it;

Whereas we need to confront environmental problems of increasing severity, including climate change; depletion of the stratospheric ozone layer; loss of forests, wetlands, and other wildlife habitats; acid rain; air pollution; ocean pollution; and hazardous and solid waste buildup;

Whereas we must educate and encourage individuals to recognize the environmental impact of their daily lives by becoming environmentally responsible consumers, conserving energy, increasing recycling efforts, and promoting environmental responsibility in their communities;

Whereas it will take major public policy initiatives to cure the causes of environmental degradation, such as phasing out the manufacture and use of chlorofluorocarbons, minimizing and recycling solid wastes, improving energy efficiency, protecting biodiversity, promoting reforestation, and moving toward sustainable development throughout the world;

Whereas almost twenty years ago, millions of Americans joined together on Earth Day to express an unprecedented concern for the environment, and their collective action resulted in the passage of sweeping laws to protect our air, our water, and the lands around us;

Whereas we must make the 1990s an "International Environment Decade", and forge an international alliance to respond to global environmental problems; and

Whereas to inaugurate this environmental decade, we must once again stand up together in cities, towns, and villages around the world for a day of collective action to declare our shared resolve. Now therefore, be it

- 1 *Resolved by the Senate and House of Representatives*
- 2 *of the United States of America in Congress assembled,*
- 3 *That April 22, 1990, shall be designated and proclaimed as*
- 4 *Earth Day, and that the day shall be set aside for public*
- 5 *activities promoting preservation of the global environment.*

○



12/18/89 09:23

and to become environmentally responsible consumers by conserving energy, increasing recycling efforts, and promoting environmental responsibility in communities;

Whereas major public policy initiatives are necessary to cure the causes of environmental degradation, such as eliminating the manufacture and use of chlorofluorocarbons, minimizing and recycling solid wastes, improving energy efficiency, protecting biodiversity, promoting reforestation, and initiating sustainable development throughout the world;

Whereas, nearly 20 years ago, millions of individuals in the United States joined together on Earth Day to express an unprecedented concern for the environment, and such collective action resulted in the passage of sweeping laws to protect the air, water, and land;

Whereas the 1990's should be observed as the International Environment Decade in order to forge an international alliance in response to global environmental problems; and

Whereas, to inaugurate the environmental decade, individuals should again stand together in cities, towns, and villages around the world for a day of collective action to declare a shared resolve: Now, therefore, be it

- 1        *Resolved by the Senate and House of Representatives of*
- 2 *the United States of America in Congress assembled, That*
- 3 *April 22, 1990, is designated as "Earth Day", and the*
- 4 *people of the United States are called upon to observe the*
- 5 *week with appropriate ceremonies and activities that promote*
- 6 *preservation of the global environment.*

○

● 17 308 24

JAN-19-90 FRI 10:13 AM ALASKA

## EARTHDAY 1990 PARTICIPATING ORGANIZATIONS (partial list)



Earth Day 1990 is working with hundreds of local, state and national organizations including:

- African Wildlife Foundation
- Alliance for Environmental Education, Inc.
- American Academy for Park and Recreation Administration
- American Association of Retired Persons
- American Association of Zoological Parks and Aquariums
- American Cave Conservation Association
- American Conservation Association.
- Americans for Indian Opportunity
- Atlantic Center for the Environment
- American Chestnut Foundation
- American Council for an Energy Efficient Economy
- American Farmland Trust
- American Forestry Association
- American Fisheries Society
- American Hiking Society
- American Oceans Campaign
- American Oceans Society
- American Rivers
- American Wildlands
- Appalachian Mountain Club
- Appalachian Trail Conference
- Atlantic States Marine Fisheries Commission
- Audubon Naturalist Society of the Central Atlantic States
- Better World Society
- Boone and Crockett Club
- California Tomorrow
- Center for the Biology of Natural Systems
- Chesapeake Bay Alliance
- Children's Defense Fund
- Citizen Action
- Citizen's Clearinghouse for Hazardous Waste
- Clean Water Action
- Climate Institute
- Conservation International
- Council on Economic Priorities
- Council on the Environment of New York City
- Defenders of Wildlife
- Delaware Valley Earth Day 90 Coalition
- Department of Energy
- Earth Island Institute
- Earth Awareness and Restoration Through Healing
- Earth First!
- Earth Watch
- Earthsave Foundation
- Energy and Environment and Study Institute
- Environmental Defense Foundation
- Environmental Defense Fund
- Environmental Media Association
- Environmental Protection Agency
- Environmental Action Foundation
- Environmental Coalition for North America

**EARTH DAY 1990**

**BOARD OF DIRECTORS**

**DONIS HAYES**  
*Chair and CEO*

**CHRISTINA L. BESSER**  
*Executive Director*

**RALPH HADER**  
*Special Counsel*

**GAYLORD NELSON**  
*Honorary Co-Chair*

**PAUL MICLOSKEY**  
*Honorary Co-Chair*

P.O. Box AA

Stanford University,

California 94309

415.321.1990

Fax: 421.321.2040

Event: Earth Day

Environmental Law Institute  
Environmental Policy Institute  
Federation of Western Outdoor Clubs  
Franklin Research And Development  
Freshwater Foundation  
Friends of the National Zoo  
Friends of the Earth  
Friends of the United Nations Environment Programme  
Friends of the Earth/Environmental Policy Institute  
Garden Club of America  
Georgia Conservancy  
Global Tomorrow Coalition  
Greenpeace USA  
Human Environment Center  
Humane Society of the United States  
Illinois Environmental Council  
Inform  
Institute for Local Self-Reliance  
Institute for Alternative Agriculture, Inc.  
International Union of Concerned Naturalists  
International Association of Fish and Wildlife Agencies  
J.N. "Ding" Darling Foundation  
Land Between the Lakes Association  
Land Trust Exchange  
League of Conservation Voters  
League of Women Voters  
League of American Wheelmen  
National Arbor Day Foundation  
National Association of Conservation Districts  
National Association of Interpretation  
National Association of State Foresters  
National Audubon Society  
National Celebration of the Outdoors  
National Center for Atmospheric Research  
National Council for Families and Television  
National Educational Association  
National Fish and Wildlife Foundation  
National Institute for Urban Wildlife  
National Park Service  
National Parks and Conservation Association  
National Recycling Coalition  
National Recreation and Park Association  
National Parks and Conservation Association  
National Student Environmental Action Coalition  
National Trust for Historic Preservation  
National Wildlife Refuge Association  
National Wildlife Federation  
National Woodland Owners Association  
Native American Rights Fund  
Natural Areas Association  
Natural Resources Defense Council  
Natural Resources Council of America  
New England Environmental Conference  
North American Conference on Religion and Ecology  
North American Bluebird Society  
North American Wildlife Foundation  
Oceanic Society

Planned Parenthood Federation of America  
Population Crisis Committee  
Population-Environment Balance  
Potomac Valley Green Network  
Preservation Action  
Project for Public Spaces  
Public Citizen  
Purple Martin Conservation Association  
Rachel Carson Council, Inc.  
Rails to Trails Conservancy  
Rainbow Coalition  
Rainforest Information Centre  
Rainforest Action Network  
Renew America  
Resource Renewal Institute  
Rocky Mountain Institute  
Safe Energy Communication Council  
Save the Bay  
Save the Manatee Committee  
Scenic America  
Sierra Club  
Sierra Club Legal Defense Fund  
Small Cities Cable Television  
Smithsonian Institution  
Society of American Foresters  
Society for Range Management  
Soil and Water Conservation Society  
Student Conservation Association  
The Land Institute  
The Walkways Center  
The Conservation Fund  
The Conservation Foundation  
The Environmental Consortium  
The Wilderness Society  
The Nature Conservancy  
The Izaak Walton League of America  
Trout Unlimited, Inc.  
Trust for Public Land  
Trust for the Future  
U.S. PIRG  
Union of Concerned Scientists  
United States Department of Agriculture  
United Nations Environmental Programme  
United States Fish and Wildlife Service  
United States Department of Interior  
West Virginia Highlands Conservancy  
Western Power Associates  
Wilderness Society  
Wildlife Habitat Enhancement Council  
Wildlife Society  
Wildlife Management Institute  
World Resources Institute  
Worldwatch Institute  
World Wildlife Fund  
Worldwide  
Zero Population Growth

AN ENVIRONMENTAL IMPACT STATEMENT

# The Rising Tide:

PUBLIC OPINION, POLICY & POLITICS

Analyses of polling trends written by:

Americans for the Environment

Louis Harris, Louis Harris & Associates

V. Lance Tarrance, Tarrance & Associates

Celinda C. Lake, Greenberg-Lake/The Analysis Group

Americans  
for the  
Environment



Sierra  
Club



National  
Wildlife  
Federation

---

---

## SECTION 2

# Executive Summary

Americans for the Environment, the National Wildlife Federation and Sierra Club, the three sponsors of this report, feel very strongly that public concern, which breathed life into the environmental movement, is still the most powerful catalyst for change. We commissioned this report in order to determine the level and growth of public demand for a clean and healthy environment.

We asked Louis Harris, one of America's premier pollsters, to analyze how strongly citizens feel about the quality of the environment, environmental policies and what role these issues will play in the politics of the 1990s. (Section III.)

Louis Harris' findings were clear, far reaching and startling — Harris posits that "in 1992 or in 1996, a president will be chosen and elected with a pro-environment stance as his primary identification."

### Louis Harris:

*"The issue of the environment has by now become an explosive and decisive cutting edge in mainstream politics."*

*"...with the Alaskan oil spill, and a pervading sense that the Bush Administration was ultra-cautious about committing the full resources of the federal government to the clean-up effort in the first few days, President Bush's rating on handling the environment dropped to 39% positive and 49% negative, an increase of 17 points in the negative column."*

*"An earlier Harris Poll in February 1989, demonstrated clearly that the American people are ready and willing to see more spending for environmental matters, even if that means raising their own taxes."*

[Louis Harris continued]

*"Over the years...polls have demonstrated the steady and solid growth of the environment as a priority for government and as a political issue."*

*"Indeed, it is possible that in 1992 or in 1996, a president will be chosen and elected with a pro-environment stance as his primary identification. Such a prospect would have seemed impossible only a decade ago."*

Republican pollster V. Lance Tarrance, Jr., and Democratic pollster Celinda C. Lake were asked to write analyses describing the effect environmental issues may have on the next decade of electoral politics. (Section IV.)

They both found environmental issues are increasing dramatically in salience, that environmentalists represent a key segment of the swing and ticket-splitting electorate and that "symbolic gestures and cosmetic solutions will increasingly be seen as inadequate by voters, who will demand real action..." globally as well as domestically.

**V. Lance Tarrance, Jr.:**

*"There is little doubt now that the Exxon Valdez oil tragedy in Alaska will indeed become a "moment in history" that may shape the 1990 election debate — mobilizing voters to feel more intensely about the need to act quickly and decisively to protect not only this country's environment, but perhaps the planet's environment as well."*

*"...we may be moving towards a somewhat higher level of attitudinal thinking that would lead to a complete reassessment of whether our government leaders are acting in a way that is ecologically responsible for the whole planet."*

*"...environmental concerns have been a central issue for about 20% to 25% of the electorate when compared to other issues of the day...."*

*"Thus, there is a latent political coalition that is more broadbased than has been generally assumed."*

*"The 1990 elections may now indeed shift somewhat to provide more intensity on the "environmental care" issue in a similar way that we have been looking at the "health care" issues over the last 20 years."*

*"...the environmental protection issue is moving from tactical discussions to more long-range global responsibility."*

Celinda C. Lake:

*"Since the 1970s, we have seen a dramatic increase in the salience of environmental issues in voters' minds — a pattern that will continue through the 1990s, as baby boom voters, who care most about these issues, increasingly dominate the electorate and environmental problems become ever more apparent."*

*"Protection of the environment, in fact, has become a valence issue — a basic American value..."*

*"Environmentalists now constitute a key segment of the swing and ticket-splitting electorate..."*

*"Environmental issues have made the biggest differences for Democrats in reinforcing support among working women — increasingly a key support group — and in targeting young, swing Republican voters in suburban areas."*

*"In the 1990s, environmental issues could have an increasing strategic importance for Democrats in national elections and in new Congressional districts."*

*"Symbolic gestures and cosmetic solutions will increasingly be seen as inadequate by voters, who will demand real action..."*

Finally, to further illuminate the significant changes in America's attitudes and values towards the environment, we examined many years' worth of polling data on environmental issues to determine the direction of public opinion on key issues such as: the role of the federal government, government spending on the environment, environmental laws and regulations, and the public's general concern for the environment. (Section V.)

The major findings of this section are:

- There is an increasing awareness of and concern for the gravity of environmental problems facing America.
- By an overwhelming majority, Americans want the federal government to become more actively involved in solving environmental problems.
- A majority of Americans believe this country needs tougher laws and

regulations to protect the environment. This represents a marked increase from 1977, when the Roper Organization found only 27% of the public calling for stricter laws.

- A majority of Americans believe we should spend more money to improve and protect the environment.

- As public awareness of and concern for the gravity of environmental problems have grown, Americans have become more willing to pay for cleaning up the environment.

- Over the last four years (1985-1988), Cambridge Reports has found that a majority of Americans agree that "we must sacrifice economic growth in order to preserve and protect the environment."

- The public's awareness of and concern for specific environmental problems — from wilderness protection to the dumping of hazardous wastes — have been increasing as rapidly as have their more general concerns about the environment.