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Collection/Office of Origin: Speechwriting, White House Office of
Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13548
Folder ID Number: 13548-015

Folder Title:
Clean Air Bill Signing Ceremony 11/15/90 [OA 6027]

Stack:	Row:	Section:	Shelf:	Position:
G	26	16	5	5

WHITE HOUSE STAFFING MEMORANDUM

90 OCT 15 A8:32

DATE: 11/15/90

ACTION/CONCURRENCE/COMMENT DUE BY: _____

SUBJECT: PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☐	☒
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☐	☒
DARMAN	☐	☒	ROGICH	☐	☒
CARD	☐	☒	UNTERMAYER	☐	☐
CICCONI	☐	☒	ROGERS	☐	☒
DEMAREST	☐	☒	PINKERTON	☐	☒
FITZWATER	☐	☒	DELAND	☐	☒
GRAY	☐	☒	WINSTON	☒	☒
HAGIN	☐	☐	FIRESTONE	☐	☒
HOLIDAY	☐	☒	PORTER ROSE	☐	☒

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

THE WHITE HOUSE

WASHINGTON

November 14, 1990

90 NOV 14 PM 9:32

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *cw*
FROM: MARY KATE GRANT *MKG*
SUBJECT: CLEAN AIR BILL SIGNING CEREMONY

I. SUMMARY

Attached are draft remarks for the Clean Air Bill signing ceremony, to be held on Thursday, November 15, 1990 at 2:30 p.m. Leaders from conservation groups, industry and government will attend the East Room event.

II. DISCUSSION

Your remarks (10 minutes/cards) will thank all those involved, outline the legislation, and emphasize the market-oriented approach taken by the bill.

Canadian Ambassador Derek Burney will be present, as will Secretaries Lujan and Watkins; Attorney General Thornburgh; and Administrators Reilly and Engeleiter. Also, Governor Madeleine Kunin of Vermont will attend.

Grant/Cawley/Simon
November 14, 1990
9:00 p.m.
A:CLEANAIR

**PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990
2:30 P.M.**

Thank you all very much. I'd like to welcome the Ambassador from Canada, Derek Burney, who represents his countrymen's concern for our common environment and their pleasure that America has enacted this historic agreement into law.

It's a pleasure to have several members of the Cabinet here: Secretaries Lujan and Watkins and Attorney General Thornburgh; as well as Administrators Reilly and Engeleiter. Also, I see Governor Madeleine Kunin of Vermont is here. Again, welcome.

Although Thanksgiving is still a week away, today is truly a red-letter day for all Americans. Today, we add a long-awaited and long-needed chapter in America's environmental history -- and begin a new era for clean air. //

This last weekend, I spent some pleasant hours in the Catoctin Mountains of Maryland, at Camp David. Saturday and Sunday were clear and crisp -- bright sunshine and fall colors. Great to get out in the woods, and go for a run. ((Pumped a little iron on the Arnold Schwarzenegger Memorial Leg Press.)) But no American should have to drive out of town to breathe clean air. Every city in America should have clean air. And with this legislation, we will.//

I first made a commitment to comprehensive clean air legislation as a Presidential candidate. Soon after coming into

office, we developed a comprehensive clean air proposal. We consulted with Republicans and Democrats in the Congress, with environmentalists and with representatives of industry, because I believed it was time for a new approach. And it was time to break the logjam that hindered progress on clean air for thirteen years.

And so I told our best minds, assembled that morning a year and a half ago: "Every American expects and deserves to breathe clean air. And as President, it is my mission to guarantee it: for this generation, and for generations to come."

Well, as we used to say in the Navy, "Mission defined. Mission accomplished."// Today, I am proud to sign the Clean Air Act of 1990. //

This landmark legislation will reduce air pollution each year by 56 billion pounds -- that's 224 pounds for every man, woman and child in America. It will go after the three main types of air pollution: acid rain, smog, and toxic air pollutants.

This bill will cut emissions that cause acid rain in half -- and permanently cap them at these new levels. It will reduce pollutants that cause smog in our cities -- by 40 percent -- so that by the year 2000, over one hundred major American cities with poor air quality will have safer, healthier air. And it will cut dangerous air toxics emissions by 75 percent using new technologies. And by the next decade, its alternative fuel provisions will help reduce our dependence on foreign oil.

This bill means cleaner cars, cleaner power plants, cleaner factories and cleaner fuels -- this bill means a cleaner America. Virtually every person in every city and every town will enjoy its benefits. //

This legislation isn't just the centerpiece of our environmental agenda. It is simply the most significant air pollution legislation in our nation's history -- and it restores America's place as the global leader in environmental protection.

1990 is now a milestone year for the environment. I also hope that it will be remembered as an important year for environmental cooperation.

There were several members of my Administration who saw to it, through thick and thin, that this bill got to my desk: EPA Administrator William Reilly, Energy Secretary Watkins, Bill Rosenberg from EPA and from my staff, Roger Porter and Boyden Gray. What a great job they did. //

I also want to thank the many Senators and Members of Congress from both sides of the aisle -- many of you are here today, others couldn't be with us -- but the list is too long to recognize each of you personally. So again, thank you for your commitment and dedication -- as well as the Governors and the experts from local governments who were all so instrumental in building bipartisan support for this legislation. We've met with business leaders, who saw stewardship to the environment as a key to long-term economic growth; and we've met with academics and

innovative problem-solvers from every side, who have built the foundation for this approach.

Let me also commend the environmental groups we've met with -- especially the Environmental Defense Fund, under the leadership of Fred Krupp ((other names possible)) -- for bringing creativity to the table to end the stalemate.

We all had to make tough choices. Some said we went too far -- others said not far enough. But despite our differences, we all agreed on the goal: clean air for all Americans. We agreed on the means: a new Clean Air Act.

And we all agreed: it was time to take a new approach. This bill is both ambitious in its goals and innovative in its methods. For the first time, we've moved away from the red-tape bureaucratic approach of the past. The old tradition of command and control regulation isn't the answer. By relying on the marketplace we can achieve the ambitious environmental goals we have as a country in the most efficient, cost-effective way possible. We will have to take advantage of the innovation, energy, and ingenuity of every American -- drawing local communities and the private sector into the cause. It is time for a new kind of environmentalism -- driven by the knowledge that a sound ecology and a strong economy can coexist.

The approach in this bill balances economic growth and environmental protection. The approach is comprehensive, cost-effective, and most of all, it will work. The first major pollution reductions are where we need them most.

It offers incentives, choice and flexibility for industry to find the best solutions -- all in the context of continued economic growth. The bill is balanced -- it will stimulate the use of natural gas from the wells of Texas and Louisiana, fuels made from the farms of Iowa, Illinois and the great Midwest, and cleaner, low-sulfur coal from the hills of West Virginia to the Rocky Mountain states. This bill can make America the global leader in developing a new generation of environmental technologies to which the world is now turning.

But it does more. The legislation sets reasonable deadlines for those who must comply, but once the deadlines pass, penalties are severe. America's heritage is precious. We will not turn our backs or look the other way. That means polluters must pay.//

And so there is a new breeze blowing -- a new current of concern for the environment. Today marks a great victory for the environment, a day when we have strengthened our clean air statutes -- already the world's toughest. This legislation is not only in America's interest; like so many of the environmental issues that we are working on, this bill is in the interest of people all over the world.

And the new environmental ethos is growing. We see it in community efforts and school involvement across America. And we're seeing it in the innovative response of private industry - - in alternative fuel service stations and electric vehicles. These companies understand: We must pioneer new technology, find

new solutions, and envision new horizons if we are to build a bright future and a better America for our children.

There's an old saying: "We don't inherit the Earth from our parents. We borrow it from our children." We have succeeded today because of a sense of global stewardship, a sense that it is the Earth that endures. And that all of us are simply holding a sacred trust left for future generations.

For the sake of future generations, I thank each and every one of you for your commitment to the environment. I am now honored to sign this Clean Air bill into law.

Thank you and God bless you all.

#

WHITE HOUSE STAFFING MEMORANDUM

90 OCT 14 P3:54

DATE: 11/13/90

ACTION/CONCURRENCE/COMMENT DUE BY: NOON 11/14/90

SUBJECT: PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
(11/13 3:00 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
CARD	☐	☒	UNTERMAYER	☐	☐
CICCONI	☐	☒	ROGERS	☒	☐
DEMAREST	☒	☐	PINKERTON	☒	☐
FITZWATER	☐	☒	DELAND	☒	☐
GRAY	☐	☐	WINSTON	☐	☒
HAGIN	☐	☐	FIRESTONE	☐	☒
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON on Wednesday, 11/14, with a copy to my office. Thanks/

RESPONSE:

see comments

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

90 NOV 13 PM 4:01

Grant/Cawley/Simon
November 13, 1990
3:00 p.m.
A:CLEANAIR

**PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990
2:30 P.M.**

((Acknowledgements))

Although Thanksgiving is still a week away, today is truly a red-letter day for all Americans. Today, we add a long-awaited and long-needed chapter in America's environmental history -- and begin a new era for clean air. //

This last weekend, I spent a few days in the Catoctin Mountains of Maryland, at Camp David. Saturday and Sunday were clear and crisp -- bright sunshine and fall colors. Great to get out in the woods, and go for a run. ((Pumped a little iron on the Arnold Schwarzenegger Memorial Leg Press.)) But no American should have to drive to the top of a mountain to breathe clean air. Every city in America should have air as clean as a mountaintop. And with this legislation, I'm hoping we will.//

I first made a commitment to comprehensive clean air legislation as a Presidential candidate. Then, early in the Administration, I called together Republicans and Democrats, business ^{leaders} ~~executives~~ and conservationists to make a point: it was time to break the logjam that hindered progress on clean air for thirteen years.

It was time to enlist the innovation, energy and ingenuity of every American -- to create a national ~~sense~~ of commitment to conservation.

And so I told our best minds, assembled that morning a year and a half ago, this: "Every American expects and deserves to breathe clean air. And as President, it is my mission to guarantee it: for this generation, and for generations to come."

Well, as we used to say in the Navy, "Mission defined. Mission accomplished."// Today, I am proud to sign the Clean Air Act of 1990. //

This landmark legislation will ^{reduce} pull 56 billion pounds of pollution each year from the air ^{by} -- that's 224 pounds for every man, woman and child in America. It will go after the three main ^{types} ~~causes~~ ^{causes} of air pollution: acid rain, smog, and toxic air pollutants.

This bill will cut emissions that cause acid rain in half -- by 10 million tons -- and permanently cap them at these new levels. It will reduce pollutants that cause smog in our cities -- by 40 percent -- so that by the year 2000, over one hundred major American cities will have ~~clean~~ ^{cleaner} healthy air. It will cut dangerous air toxics emissions by up to ⁷⁵ ~~90~~ percent using new check technologies. And over the next decade, its alternative fuel provisions will reduce our dependence on foreign oil by at least 800,000 barrels of oil a day. //

This bill means cleaner cars, cleaner power plants, cleaner factories and cleaner fuels -- this bill ^{means a cleaner} ~~is good news for~~ America. ^{its} ~~And the benefits of this Clean Air bill~~ will affect ^{every} ~~virtually~~ every person in every city and town in America. ^{will enjoy its} ~~benefits~~ // ^{benefits}

*how is this
more significant
than the original
CAA?*

This legislation isn't just the biggest environmental bill of our Administration. This is simply the most significant air pollution legislation in our nation's history. //

~~My hope is that, 1990 will be known as~~ ^{is now} a milestone year for the environment. I also hope that it will be known as an important year for environmental cooperation.

There were several members of my Administration who ~~was~~ saw to it, through thick and thin, that this bill got to my desk: EPA Director William Reilly, Energy Secretary Watkins, and my domestic policy advisor, Roger Porter. What a great job they did. //

And I'd also like to thank the Congressmen and Senators, from both sides of the aisle ((names?)). As well as the Governors and the local governments who were all so instrumental in building bipartisan support for this legislation. We've met with business leaders, who saw stewardship to the environment as a key to long-term economic growth; and we've met with academics and innovative problem-solvers from every side, who have built the foundation for this approach.

Let me also commend ((names of environmental groups?)) for bringing creativity to the table to end the stalemate.

We all had to make tough choices. And ~~while~~ ^{some} said we went too far -- others said not far enough. But despite our differences, we all care about clean air.

And we all agreed: it was time to take a new approach. And so, the bill is as ambitious in its goals as it is innovative in

its methods. For the first time, we've moved away from the red-tape bureaucratic approach of the past -- not with over-regulation but with ^{smarter} ~~better~~ regulation. These standards are tough ~~ones~~, but they ^{depend upon} ~~employ~~ market-oriented strategies -- using industry to the advantage of the environment -- to enact efficient, effective legislation. ~~Now~~ we know ^{now that} we can establish a new kind of environmentalism, one where a sound ecology and a strong economy go hand in hand. //

The approach is comprehensive, cost-effective, and most of all, it will work. ^{The first} ~~It seeks~~ major pollution reductions, where we ^{are} ~~most~~ need them ^{most} ~~first~~.

It offers incentives, choice and flexibility for industry to find the best solutions -- all in the context of continued economic growth. This bill contains an emissions trading plan in order to allow reduction targets to be met at a fraction of the cost it would have been otherwise. In short, it ^{is a breakthrough that} ~~taps~~ the power of the marketplace and the community ~~— better than any other environmental bill in history.~~ // ^{in the service of the environment.}

But it does more. The legislation sets reasonable deadlines for those who must comply, but once the deadlines pass, penalties are severe. ^{heritage} Because America ^{We will not turn} ~~is too~~ precious ~~for us to~~ turn our backs ^{or look the other way. That means} ~~on those who think otherwise.~~ Polluters must pay. //

And so there is a new breeze blowing -- a new current of concern for the environment. We see it in community efforts and school involvement across America. And we're seeing it in the innovative response of private industry. Take a look at the

Arco, Marathon and Exxon stations offering cleaner fuels.

Chrysler
 Earlier this month Amoco opened a new alternative fuels service station right down Pennsylvania Avenue here in Washington. We're seeing compressed natural gas vehicles from GM, as well as flexible fueled vehicles from GM and Ford, and we look forward to Ford's electric vehicles in the near future. These companies understand: We must pioneer new technology, find new solutions, and envision new horizons if we are to build a bright future and a better America for our children. We must -- and we will. //

I've said many times, when talking about other issues like fighting the flow of drugs or stopping the menace of crime, that the most fundamental obligation of the government is to protect the people -- their health, their safety, and their ideals and values.

One of the greatest conservationists of this century and perhaps my favorite President, Theodore Roosevelt, understood this. He called our lands and wildlife "the property of unborn generations." This clean air bill will mark a new chapter in the tradition of protecting future generations.

That's where you come in. Everyone with us today has made a commitment to a cleaner and safer world for our children. For that, I thank each and every one of you -- for your expertise, your dedication and for your sacrifice over the many months that went into the passage of this legislation. With that said, I am now honored to sign this Clean Air bill into law. Thank you and God bless you all.

#

WHITE HOUSE STAFFING MEMORANDUM

90 OCT 13 P5:26

DATE: 11/13/90

ACTION/CONCURRENCE/COMMENT DUE BY:

NOON 11/14/90

SUBJECT: PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
(11/13 3:00 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE <i>NC</i>	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN <i>N/C</i>	☒	☐	ROGICH	☒	☐
CARD	☐	☒	UNTERMEYER	☐	☐
CICCONI	☐	☒	ROGERS	☒	☐
DEMAREST	☒	☐	PINKERTON <i>N/C</i>	☒	☐
FITZWATER	☐	☒	DELAND	☒	☐
GRAY	☐	☐	WINSTON	☐	☒
HAGIN	☐	☐	FIRESTONE	☐	☒
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON on Wednesday, 11/14, with a copy to my office.
Thanks/

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

90 NOV 13 PM 4:01

Grant/Cawley/Simon
November 13, 1990
3:00 p.m.
A:CLEANAIR

**PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990
2:30 P.M.**

((Acknowledgements))

Although Thanksgiving is still a week away, today is truly a red-letter day for all Americans. Today, we add a long-awaited and long-needed chapter in America's environmental history -- and begin a new era for clean air. //

This last weekend, I spent ~~a few days~~ ^{some pleasant hours} in the Catoctin Mountains of Maryland, at Camp David. Saturday and Sunday were clear and crisp -- bright sunshine and fall colors. Great to get out in the woods, and go for a run. ((Pumped a little iron on the Arnold Schwarzenegger Memorial Leg Press.)) But no American should have to drive to ~~the top of a mountain to~~ breathe clean air. Every city in America should have ^{clean} ~~air as clean as a~~ ~~mountaintop~~. And with this legislation, ~~I'm hoping we will.~~ //

Insert A
I first made a commitment to comprehensive clean air legislation as a Presidential candidate. Then, ~~early in the Administration, I called together Republicans and Democrats,~~ ^{leaders} ~~business executives and conservationists to make a point: it was time to break the logjam that hindered progress on clean air for thirteen years.~~

It was time to enlist the innovation, energy and ingenuity of every American -- to create a national ~~sense of commitment to~~ conservation.

And so I told our best minds, assembled that morning a year and a half ago, ~~this~~: "Every American expects and deserves to breathe clean air. And as President, it is my mission to guarantee it: for this generation, and for generations to come."

Well, as we used to say in the Navy, "Mission defined. Mission accomplished."// Today, I am proud to sign the Clean Air Act of 1990. //

This landmark legislation will ^{reduce} ~~pull~~ 56 billion pounds of pollution each year from the air ^{by} -- that's 224 pounds for every man, woman and child in America. It will go after the three main ^{types of} causes of air pollution: acid rain, smog, and toxic air pollutants.

This bill will cut emissions that cause acid rain in half -- ~~by 10 million tons~~ -- and permanently cap them at these new levels. It will reduce pollutants that cause smog in our cities -- by 40 percent -- so that by the year 2000, over one hundred major American cities ^{with the poor air quality} will have ~~clean~~ ^{safer} ~~healthy~~ ^{ier} air. ^{And} It will cut dangerous air toxics emissions by up to ~~90~~ ⁷⁵ percent using new technologies. ^{And by the end of the next decade,} ~~And over the next decade,~~ ^{stet} its alternative fuel provisions will ^{help} ~~reduce~~ our dependence on foreign oil. ~~by at least~~ ^{delete} 800,000 barrels of oil a day. //

^{energy does not want to use this #} ~~no valid # exists.~~
This bill means cleaner cars, cleaner power plants, cleaner factories and cleaner fuels -- this bill ^{means a cleaner} ~~is good news for~~ America. ~~And the benefits of this Clean Air bill will affect~~ ^{every} virtually every person in every city and town in America. //

^{will enjoy its benefits.}

and it restores America's place as the global leader in environmental protection.

3

This legislation isn't just the ~~biggest environmental bill~~ ^{centerpiece of our environmental agenda.} of our Administration. ~~This is simply the most significant air pollution legislation in our nation's history.~~ ^{It} //

~~My hope is that 1990 will be known as a milestone year for the environment.~~ ^{is now} I also hope that it will be ~~known as an~~ ^{remembered} important year for environmental cooperation.

There were several members of my Administration who ~~who~~ saw to it, through thick and thin, that this bill got to my desk: EPA Director William Reilly, Energy Secretary Watkins, and my domestic policy advisor, Roger Porter. What a great job they did. //

And I'd also like to thank the Congressmen and Senators, from both sides of the aisle ((names?)). As well as the Governors and ~~the~~ ^{Experts from} local governments who were all so instrumental in building bipartisan support for this legislation. We've met with business leaders, who saw stewardship to the environment as a key to long-term economic growth; and we've met with academics and innovative problem-solvers from every side, who have built the foundation for this approach.

Let me also commend ((names of environmental groups?)) for bringing creativity to the table to end the stalemate.

We all had to make tough choices. ~~And while~~ some said we went too far -- others said not far enough. But despite our differences, ~~we all care about clean air.~~ ^{we all agreed on the goal: clean air for ~~America~~ all Americans.}

And we all agreed: it was time to take a new approach. And ^{This} so, the bill is ~~as~~ ^{both} ambitious in its goals ~~as it is~~ ^{and} innovative in

We agreed on the means: A new Clean Air Act.

its methods. For the first time, we've moved away from the red-tape bureaucratic approach of the past, -- ~~not with over-~~ ^{smarter} regulation but with ~~better~~ ^{depend upon} regulation. These standards are tough ones, but they employ ~~market-oriented strategies~~ -- using industry to the advantage of the environment -- to enact ~~efficient, effective~~ ^{now that} legislation. ~~Now we know; we can establish~~ a new kind of environmentalism, ~~one where a sound ecology and a strong economy go hand in hand.~~ //

Insert B
Sketch
① The approach in this bill balances economic growth and environmental protection. ~~The approach is comprehensive, cost-effective, and most of all, it will work.~~ ^{The first} ~~are~~ ^{most} major pollution reductions, where we ~~most~~ need them, ~~first.~~

It offers incentives, choice and flexibility for industry to find the best solutions -- all in the context of continued economic growth. This bill contains an emissions trading plan ~~in order to allow reduction targets to be met at a fraction of the cost it would have been otherwise.~~ ^{is a breakthrough that} In short, it taps the power of the marketplace and the community, ^{in the service of the environment.} -- ~~better than any other environmental bill in history.~~ // (C)

But it does more. The legislation sets reasonable deadlines for those who must comply, but once the deadlines pass, penalties are severe. ~~Because America is too precious, for us to turn our backs on those who think otherwise.~~ ^{heritage is we will not} ^{or look the other way. That means} Polluters must pay. //

And so there is a new breeze blowing -- a new current of concern for the environment. We see it in community efforts and school involvement across America. And we're seeing it in the innovative response of private industry. Take a look at the

Arco, Marathon and Exxon stations offering cleaner fuels.

Earlier this month Amoco opened a new alternative fuels service station right down Pennsylvania Avenue here in Washington. We're seeing compressed natural gas vehicles from GM, as well as

Aluminum Chrysler
flexible fueled vehicles from GM and Ford, and we look forward to ~~Ford's~~ ^{their} electric vehicles in the near future. These companies understand: We must pioneer new technology, find new solutions, and envision new horizons if we are to build a bright future and a better America for our children. **We must -- and we will.** //

I've said many times, when talking about other issues like ~~fighting the flow of drugs or stopping the menace of crime~~ ^{or national security}, that the most fundamental obligation of the government is to **protect the people** -- their health, their safety, and their ideals and values.

One of the greatest conservationists of this century and perhaps my favorite President, Theodore Roosevelt, understood this. He called our lands and wildlife "the property of unborn generations." This clean air bill will mark a new chapter in the tradition of protecting future generations.

That's where you come in. Everyone with us today has made a commitment to a cleaner and safer world for our children. For that, I thank each and every one of you -- for your expertise, your dedication and for your sacrifice over the many months that went into the passage of this legislation. With that said, I am now **honored** to sign this Clean Air bill into law. Thank you and God bless you all.

#

CW - Use This one

WHITE HOUSE STAFFING REQUEST

Subject: Presidential Remarks: Clean Air Bill Signing Ceremony
90 OCT 14 P3:34

Date/Time Received:

11/13 5:30 P.M.

RESPONSE DUE:

Wed. 11/14
11:00 A.M.

Response due to Director's Office Support Group, Room 254, Ext. 3060.
Please respond to every staffing request, even if you have no comment.

Distribution Within OMB

Action FYI

—	—	Director
—	✓	Deputy Director
—	—	Al-Samarrie, A.
—	—	Anderson, B.
—	—	Burman, A.
✓	—	Dale, E.
✓	—	Damus, R.
✓	—	Grady, R.
—	—	Hale, J.

Action FYI

—	—	Hodsoll, F.
—	—	Howard, R.
✓	—	Legis. Affairs
—	—	Lieberman, S.
—	—	MacRae, J.
✓	—	Martin, B.
—	✓	Murr, J.
—	—	Scully, T.
—	—	Other

Comments:

Copies to:

Murr
Cicconi
Chriss Winston
MyKate Grant

ASAP !!

66:6d 71 100 06

FINAL ACTION TAKEN:

DATE:

WHITE HOUSE STAFFING MEMORANDUMDATE: 11/13/90ACTION/CONCURRENCE/COMMENT DUE BY: NOON 11/14/90SUBJECT: PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
(11/13 3:00 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
CARD	☐	☒	UNTERMAYER	☐	☐
CICCONI	☐	☒	<u>ROGERS</u>	☒	☐
DEMAREST	☒	☐	<u>PINKERTON</u>	☒	☐
FITZWATER	☐	☒	<u>DELAND</u>	☒	☐
GRAY	☐	☐	<u>WINSTON</u>	☐	☒
HAGIN	☐	☐	<u>FIRESTONE</u>	☐	☒
HOLIDAY	☒	☐	<u> </u>	☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON on Wednesday, 11/14, with a copy to my office.
Thanks/

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

Sound bites

90 NOV 13 PM 4:01

Grant/Cawley/Simon
November 13, 1990
3:00 p.m.
A:CLEANAIR

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((Acknowledgements))

Although Thanksgiving is still a week away, today is truly a red-letter day for all Americans. Today, we add a long-awaited and long-needed chapter in America's environmental history -- and begin a new era for clean air. //

This last weekend, I spent a few days in the Catoctin Mountains of Maryland, at Camp David. Saturday and Sunday were clear and crisp -- bright sunshine and fall colors. Great to get out in the woods, and go for a run. ((Pumped a little iron on the Arnold Schwarzenegger Memorial Leg Press.)) But no American should have to drive to the top of a mountain to breathe clean air. Every city in America should have air as clean as a mountaintop. And with this legislation, we are taking the decisive step toward clean air for all Americans. ~~I'm hoping we will.~~ //

I first made a commitment to comprehensive clean air legislation as a Presidential candidate. Then, early in the Administration, I called together Republicans and Democrats, business executives and conservationists to make a point: it was time to break the logjam that hindered progress on clean air for thirteen years.

It was time to enlist the innovation, energy and ingenuity of every American -- to create a national sense of commitment to conservation.

And so I told our best minds, assembled that morning a year and a half ago, this: "Every American expects and deserves to breathe clean air. And as President, it is my mission to guarantee it: for this generation, and for generations to come."

Well, as we used to say in the Navy, "Mission defined. Mission accomplished."// Today, I am proud to sign the Clean Air Act of 1990. //

Excellent

This landmark legislation will pull 56 billion pounds of pollution each year from the air -- that's 224 pounds for every man, woman and child in America. It will go after the three main causes of air pollution: acid rain, smog and toxic air pollutants.

This bill will cut emissions that cause acid rain in half -- by 10 million tons -- and permanently cap them at these new levels. It will reduce pollutants that cause smog in our cities -- by 40 percent -- so that by the year 2000, over one hundred major American cities will have clean, healthy air. It will cut dangerous air toxics emissions by up to 90 percent using new technologies. And over the next decade, its alternative fuel provisions will reduce our dependence on foreign oil, ~~by at least 800,000 barrels of oil a day.~~ //

This bill means cleaner cars, cleaner power plants, cleaner factories and cleaner fuels -- this bill is good news for America. And the benefits of this Clean Air bill will affect virtually every person in every city and town in America. //

It restores America's place as the global leader in environmental protection -- with this bill, we will have the cleanest cars, the cleanest fuels, cleanest power plants, and cleanest factories in the world.

This legislation isn't just the biggest environmental bill of our Administration. This is simply the most significant ^{environmental} air pollution legislation in our nation's history. //

My hope is that 1990 will be known as a milestone year for the environment. I also hope that it will be known as an important year for environmental cooperation.

There were several members of my Administration who saw to it, through thick and thin, that this bill got to my desk: EPA Director William Reilly, Energy Secretary Watkins, and my domestic policy advisor, Roger Porter. What a great job they did. //

→ Bill Rosenberg from EPA.

And I'd also like to thank the Congressmen and Senators, from both sides of the aisle ((names?)). As well as the Governors and the local governments who were all so instrumental in building bipartisan support for this legislation. We've met with business leaders, who saw stewardship to the environment as a key to long-term economic growth; and we've met with academics and innovative problem-solvers from every side, who have built the foundation for this approach.

S Mitchell
Dole
Baucus
Chafee
S
Dingell
Leahy
Shoup
Wicker
Bundick
→
SO
many
others
and their
fine staffs.

Let me also commend ^{Clean Air Coalition, Env. Def Fund, + NRDC} ~~environmental groups~~ for bringing creativity to the table to end the stalemate.

We all had to make tough choices. And while some said we went too far -- others said not far enough. But despite our differences, ^{we agreed on the goal: clean air for all Americans.} ~~we all care about clean air.~~ We agreed on the means: a new Clean Air Act. And we agreed on the result -- a bill that ends the stalemate and creates the solution. ^{that} And we all agreed it was time to take a new approach. And so, the bill is as ambitious in its goals as it is innovative in

its methods. For the first time, we've moved away from the red-tape bureaucratic approach of the past -- not with over-regulation but with better regulation. These standards are tough ones, but they employ market-oriented strategies. -- ^{The acid rain trading system heralds a new era in environmental protection -- one that harnesses the power of the marketplace in the service of the environment.} ~~using industry to the advantage of the environment -- to enact efficient, effective legislation.~~ Now we know: we can establish a new kind of environmentalism, one where a sound ecology and a strong economy go hand in hand. //

The approach is comprehensive, cost-effective, and most of all, it will work. It seeks major pollution reductions, where we most need them, first.

It offers incentives, choice and flexibility for industry to find the best solutions -- all in the context of continued economic growth. This bill contains an emissions trading plan in order to allow reduction targets to be met at a fraction of the cost it would have been otherwise. In short, it taps the power of the marketplace and the community -- better than any other environmental bill in history. // ^{The bill is balanced -- it will stimulate the use of natural gas from the wells of Texas & Louisiana, fuels made from the farms of Iowa, Illinois, & the great Midwest, and cleaner low sulfur coal from the hills of West Virginia.}

~~But it does more.~~ The legislation sets reasonable deadlines for those who must comply, but once the deadlines pass, penalties are severe. Because ^(is air) America is too precious for us to ^{destroy it;} turn our backs on those who think otherwise. ^{America's future is too bright for us to cloud it.} Polluters must pay. //

And so there is a new breeze blowing -- a new current of concern for the environment. We see it in community efforts and school involvement across America. And we're seeing it in the innovative response of private industry. Take a look at the America ^{This bill can make} the global leader in developing a new generation of environmental technologies to which the world is now turning.

Arco, Marathon and Exxon stations offering cleaner fuels.

Earlier this month Amoco opened a new alternative fuels service station right ^{on} down Pennsylvania Avenue here in Washington. We're seeing compressed natural gas vehicles from GM, as well as flexible fueled vehicles from GM and Ford, and we look forward to Ford's electric vehicles in the near future. These companies understand: We must pioneer new technology, find new solutions, and envision new horizons if we are to build a bright future and a better America for our children. We must -- and we will. //

I've said many times, when talking about ~~other issues like~~ ^{everything from drugs to crime to our national security} ~~fighting the flow of drugs or stopping the menace of crime~~, that the most fundamental obligation of the government is to protect the people -- their health, their safety, and their ideals and values.

One of the greatest conservationists of this century and perhaps my favorite President, Theodore Roosevelt, understood this. He called our lands and wildlife "the property of unborn generations." This clean air bill will mark a new chapter in the tradition of protecting future generations.

That's where you come in. Everyone with us today has made a commitment to a cleaner and safer world for our children. For that, I thank each and every one of you -- for your expertise, your dedication and for your sacrifice over the many months that went into the passage of this legislation. With that said, I am now honored to sign this Clean Air bill into law. Thank you and God bless you all.

#

CW:-

I worked on a new ending for Clean Air - won't change the length at all.

D.D. apparently reconciled Thousand Oaks when Boyden & Schmidt wanted all those fuel companies + car manufacturers cited for ^{innovation} ~~innovation~~. Counsel's office said they couldn't name the companies! Anticipating this, I've changed that paragraph.

Thanks alot,

M. K.

~~3~~

And so there is a new breeze blowing -- a new current of concern for the environment. **Today marks a great victory for the environment**, a day when we have strengthened our clean air statutes -- **already the world's toughest**. This legislation is not only in America's interest; like so many of the environmental issues that we are working on, this bill is in the interest of people all over the world.

And the new environmental ethos is growing. We see it in community efforts and school involvement across America. And we're seeing it in the innovative response of private industry - - in alternative fuel service stations and electric vehicles. These companies understand: We must pioneer new technology, find new solutions, and envision new horizons if we are to build a bright future and a better America for our children.

^{There's}
~~Native Americans have~~ an old saying: "We don't **inherit** the Earth from our **parents**. We **borrow** it from our **children**." We have succeeded today because of a sense of global stewardship, a sense that it is the Earth that endures. And that all of us are simply holding a sacred trust left for future generations.

For the sake of future generations, I thank each and every one of you for your commitment to the environment. I am now **honored** to sign this Clean Air bill into law.

Thank you and God bless you all.

#

THE WHITE HOUSE

WASHINGTON

November 14, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks for Clean Air Signing Ceremony

We have several recommendations which we believe will improve the remarks.

1. In the second paragraph on page one we recommend modifying the sentence to read: "This last weekend, I spent some pleasant hours in the Catoctin Mountains of Maryland, at Camp David." Few days may leave the impression of an extended period of time when there is a lot pressing here in Washington. The few hours reference still makes the point.

A

2. In the third paragraph on the first page we recommend the following language since the President did not call together Republican and Democrats himself: "Soon after coming into office, we developed a comprehensive clean air proposal. We consulted with Republicans and Democrats in the Congress, with environmentalists and with representatives of industry, because I believed it was time for a new approach. And it was time to break the logjam that hindered progress on clean air for thirteen years."

3. In the fourth paragraph on page two, we recommend deleting the reference to reducing "our dependence on foreign oil by at least 800,000 barrels oil a day". This statistic is insupportable and should be dropped.

4. In the same paragraph, the statement suggesting that only 100 major cities will have clean healthy air by 2000 is misleading. It should refer to 100 major cities with poor air quality will have healthy air by 2000.

5. If groups are mentioned in the fifth paragraph of page three we encourage naming the Environmental Defense Fund which was very helpful on the acid rain emissions trading system.

6. At the bottom of page three, we recommend inserting the following paragraph.

~~This bill is both ambitious in its goals and innovative in its methods. It is built on the premise that the old~~

B.

B

(B)

-2-

tradition of command and control regulation isn't the answer. By relying on the marketplace we can achieve the ambitious environmental goals we have as a country in the most efficient, cost-effective way possible. We will have to take advantage of the innovation, energy, and ingenuity of every American-- drawing local communities and the private sector into the cause. It is time for a new kind of environmentalism -- driven by the knowledge that a sound ecology and a strong economy can coexist.

7. On page four, first full paragraph, we recommend beginning the paragraph with the sentence: "The approach in this bill balances economic growth and environmental protection." Then continue with the rest of the paragraph.

8. Finally, with respect to the mention of administration individuals in paragraph three on page three, I am happy to have my name omitted. Lots of people worked extremely hard, as hard as I did, on this legislation. I view my role as staff and different from those in line positions. And I think the staff-line distinction is worth making here. I certainly have no problem with the President mentioning Administrator Reilly and Secretary Watkins.

If you have any questions or if I can help in any other way, please let me know.

cc: James W. Cicconi

Boyden Gray

Grant/Cawley/Simon
November 13, 1990
3:00 p.m.
A:CLEANAIR

NOV 13 PM 4:01

**PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990
2:30 P.M.**

((Acknowledgements))

Although Thanksgiving is still a week away, today is truly a **red-letter day** for all Americans. Today, we add a long-awaited and long-needed chapter in America's environmental history -- and **begin a new era for clean air. //**

This last weekend, I spent a few days in the Catoclin Mountains of Maryland, at Camp David. Saturday and Sunday were clear and crisp -- bright sunshine and fall colors. Great to get out in the woods, and go for a run. ((Pumped a little iron on the Arnold Schwarzenegger Memorial Leg Press.)) But no American should have to drive to the top of a mountain to breathe clean air. Every city in America should have ~~air as clean as a~~ air, ~~mountaintop~~. And with this legislation, I'm hoping we will.//

I first made a commitment to comprehensive clean air legislation as a Presidential candidate. Then, early in the Administration, I called together Republicans and Democrats, business executives and conservationists to make a point: it was time to break the logjam that hindered progress on clean air for thirteen years.

It was time to enlist the innovation, energy and ingenuity of every American -- to create a national sense of **commitment to conservation.**

And so I told our best minds, assembled that morning a year and a half ago, ~~this~~: "Every American expects and deserves to breathe clean air. And as President, it is my mission to guarantee it: for this generation, and for generations to come."

Well, as we used to say in the Navy, "Mission defined. Mission accomplished."// Today, I am proud to sign the Clean Air Act of 1990. //

This landmark legislation will pull 56 billion pounds of pollution each year from the air -- that's 224 pounds for every man, woman and child in America. It will go after the three main causes of air pollution: acid rain, smog and toxic air pollutants.

This bill will cut emissions that cause acid rain in half -- by 10 million tons -- and permanently cap them at these new levels. It will reduce pollutants that cause smog in our cities -- by 40 percent -- so that by the year 2000, over one hundred major American cities will have clean, healthy air. It will cut dangerous air toxics emissions by up to 90 percent using new technologies. And ^{by the end of} ~~over~~ the next decade, its alternative fuel provisions will reduce our dependence on foreign oil by at least 800,000 barrels of oil a day. //

This bill means cleaner cars, cleaner power plants, cleaner factories and cleaner fuels -- this bill is good news for America. And the benefits of this Clean Air bill will affect virtually every person in every city and town in America. //

This legislation isn't just the biggest environmental bill of our Administration. This is simply the most significant air pollution legislation in our nation's history. //

My hope is that 1990 will be known as a milestone year for the environment. I also hope that it will be known as an important year for environmental cooperation.

There were several members of my Administration who saw to it, through thick and thin, that this bill got to my desk: EPA Director William Reilly, Energy Secretary Watkins, and my domestic policy advisor, Roger Porter. What a great job they did. //

And I'd also like to thank the Congressmen and Senators, from both sides of the aisle ((names?)). As well as the Governors and the local governments who were all so instrumental in building bipartisan support for this legislation. We've met with business leaders, who saw stewardship to the environment as a key to long-term economic growth; and we've met with academics and innovative problem-solvers from every side, who have built the foundation for this approach.

Let me also commend ((names of environmental groups?)) for bringing creativity to the table to end the stalemate. *the Environmental Defense Fund, and Chuck Imbrecht, Jan Sharpless from California.*

We all had to make tough choices. And while some said we went too far -- others said not far enough. But despite our differences, we all care about clean air.

And we all agreed: it was time to take a new approach. And so, the bill is as ambitious in its goals as it is innovative in

its methods. For the first time, we've moved away from the red-tape bureaucratic approach of the past -- not with over-regulation but with better regulation. These standards are tough ones, but they employ market-oriented strategies -- using industry to the advantage of the environment -- to enact efficient, effective legislation. Now we know: we can establish a new kind of environmentalism, one where a sound ecology and a strong economy go hand in hand. //

The approach is comprehensive, cost-effective, and most of all, it will work. It seeks major pollution reductions, where we most need them, first.

It offers incentives, choice and flexibility for industry to find the best solutions -- all in the context of continued economic growth. This bill contains an emissions trading plan in order to allow reduction targets to be met at a fraction of the cost it would have been otherwise. In short, it taps the power of the marketplace and the community -- better than any other environmental bill in history.//

But it does more. The legislation sets reasonable deadlines for those who must comply, but once the deadlines pass, penalties are severe. Because America is too precious for us to turn our backs on those who think otherwise. Polluters must pay. //

And so there is a new breeze blowing -- a new current of concern for the environment. We see it in community efforts and school involvement across America. And we're seeing it in the innovative response of private industry. Take a look at the

American oil companies

~~Arco, Marathon and Exxon~~ stations offering cleaner fuels.

Earlier this month ~~Amoco~~ ^{opened} a new alternative fuels service station ^{opened} right down Pennsylvania Avenue here in Washington. We're ^{also} seeing compressed natural gas vehicles ^{and} ~~from GM~~, as well as flexible fueled vehicles from ^{American car companies} ~~GM and Ford~~, and we look forward to ~~Ford's~~ electric vehicles in the near future. These companies understand: We must pioneer new technology, find new solutions, and envision new horizons if we are to build a bright future and a better America for our children. We must -- and we will. //

I've said many times, when talking about other issues like fighting the flow of drugs or stopping the menace of crime, that the most fundamental obligation of the government is to protect the people -- their health, their safety, and their ideals and values.

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That's where you come in. Everyone with us today has made a commitment to a cleaner and safer world for our children. For that, I thank each and every one of you -- for your expertise, your dedication and for your sacrifice over the many months that went into the passage of this legislation. With that said, I am now honored to sign this Clean Air bill into law. Thank you and God bless you all.

#

To: CW FROM: M.K.

Acknowledgements: (from Bobbie Kilberg)

Thank you all very much. I'd like to welcome the Ambassador from Canada, Derek Burney, who represents his countrymen's concern for our common environment and their pleasure that America has enacted this historic agreement into law.

It's a pleasure to have so many members of the Cabinet here: Secretaries Lujan and Watkins; Attorney General Thornburgh; Administrators Reilly and Engeleiter. Also, I see Governor Madeleine Kunin of Vermont is here. Welcome, once again.

as per 1GA

Page three thank-you's: as per GARY ANDRES

... that this bill got to my desk: EPA Administrator William Reilly, Energy Secretary Watkins, Bill Rosenberg from EPA and from my staff, Roger Porter and Boyden Gray. What a great job they did. //

as per B.K.

I also want to thank the many Senators and Members of Congress from both sides of the aisle -- many of you are here today, others couldn't be with us -- but the list is too long to recognize each of you personally. So again, thank you for your commitment and dedication -- as well as the Governors and the local officials ... etc. ((rest of paragraph stands))

Let me also commend the environmental groups we've met with -- especially the Environmental Defense Fund, under the leadership of Fred Krupp -- for bringing creativity to the table to end the stalemate.

CW Ask me about this M.K.

WHITE HOUSE STAFFING MEMORANDUM

90 OCT 14 P1:33

DATE: 11/13/90

ACTION/CONCURRENCE/COMMENT DUE BY:

NOON 11/14/90

SUBJECT: PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
(11/13 3:00 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
CARD	☐	☒	UNTERMEYER	☐	☐
CICCONI	☐	☒	ROGERS	☒	☐
DEMAREST	☒	☐	PINKERTON	☒	☐
FITZWATER	☐	☒	DELAND	☒	☐
GRAY	☐	☐	WINSTON	☐	☒
HAGIN	☐	☐	FIRESTONE	☐	☒
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON on Wednesday, 11/14, with a copy to my office.
Thanks/

RESPONSE:

See comments. Thanks.

Holly Williamson

11-14-90

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

90 NOV 13 PM 4:01

Grant/Cawley/Simon
November 13, 1990
3:00 p.m.
A:CLEANAIR

**PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990
2:30 P.M.**

((Acknowledgements))

✓
(COCA) Although Thanksgiving is still a week away, ^{should also be} today ~~is truly a~~
^{a day of thanks} ~~not better day~~ for all Americans. Today, we add a long-awaited
and long-needed chapter in America's environmental history -- and
begin a new era for clean air. //

This last weekend, I spent a few days in the Catoctin
Mountains of Maryland, at Camp David. Saturday and Sunday were
clear and crisp -- bright sunshine and fall colors. Great to get
out in the woods, and go for a run. ((Pumped a little iron on
the Arnold Schwarzenegger Memorial Leg Press.)) But no American
should have to drive to the top of a mountain to breathe clean
air. Every city in America should have air as clean as a
mountaintop. And with this legislation, I'm hoping we will.//

I first made a commitment to comprehensive clean air
legislation as a Presidential candidate. Then, early in the
Administration, I called together Republicans and Democrats,
business executives and conservationists to make a point: it was
time to break the logjam that hindered progress on clean air for
thirteen years.

✓
(COCA) It was time to enlist the innovation, energy and ingenuity
of every American -- to create a national sense of commitment to
~~conservation~~. *clean up our air.*

And so I told our best minds, assembled that morning a year and a half ago, this: "Every American expects and deserves to breathe clean air. And as President, it is my mission to guarantee it: for this generation, and for generations to come."

Well, as we used to say in the Navy, "Mission defined. Mission accomplished."// Today, I am proud to sign the Clean Air Act of 1990. //

This landmark legislation will pull 56 billion pounds of pollution each year from the air -- that's 224 pounds for every man, woman and child in America. It will go after the three main ^{elements} ~~causes~~ of air pollution: acid rain, smog and toxic air pollutants.

This bill will cut emissions that cause acid rain in half -- by 10 million tons -- and permanently cap them at these new levels. It will reduce pollutants that cause smog in our cities

-- by 40 percent -- so that by the year 2000, over one hundred major American cities ^{that do not currently meet health standards} will have clean, healthy air. It will cut

dangerous air toxics emissions by up to 90 percent using new technologies. And, over the next decade, its alternative fuel

and acid rain ^{help} provisions will reduce our dependence on foreign oil, by at least ~~one billion barrels of oil a day.~~ //

This bill means cleaner cars, cleaner power plants, cleaner factories and cleaner fuels -- this bill is good news for America. And the benefits of this Clean Air bill will affect ^{virtually} every person in every city and town in America. //

Again - ~~When~~ this number (800,000) cannot be validated and absolutely should not be used. See memo sent last time from DOE attached. Please call me if this # is not going to be removed. Mps.

This legislation isn't just ~~the biggest environmental bill~~ ~~of our Administration~~. This is simply the most significant air pollution legislation in our nation's history. //

✓(COA)
why
point out
what it
isn't?

My hope is that 1990 will be known as a milestone year for the environment. I also hope that it will be known as an important year for environmental cooperation.

There were several members of my Administration who ~~who~~ saw ✓ to it, through thick and thin, that this bill got to my desk: EPA Administrator William Reilly, Energy Secretary Watkins, and my domestic policy advisor, Roger Porter. What a great job they did. //

Suggested names: And I'd also like to thank the Congressmen and Senators, (Senators first?) from both sides of the aisle ((names?)). As well as the Governors and the local ^{officials} ~~governments~~ who were all so instrumental ✓(COA) in building bipartisan support for this legislation. We've met with business leaders, who saw stewardship ^{of} the environment as ✓(COE) a key to long-term economic growth; and we've met with academics and innovative problem-solvers from every side, who have built the foundation for this approach.

House:
Dingell
Waxman
Sharp
Madigan
Lent

Let me also commend ((names of environmental groups?)) ^{+ individuals *} for bringing creativity to the table to end the stalemate.

We all had to make tough choices. And while some said we went too far -- others said not far enough. But despite our differences, we all ~~care about clean air.~~ ✓(COA)

~~And we all~~ agreed: it was time to take a new approach. And so, the bill is as ambitious in its goals as it is innovative in

Groups Suggested:

EPA + Energy =
Environmental
Defense Fund - YES

Other EPA suggestions =

Clean Air Coalition NO

(Also maybe commend individuals generally - see insert above *)

its methods. For the first time, we've moved away from the red-tape bureaucratic approach of the past -- not with over-regulation but with better regulation. These standards are tough ones, but they employ market-oriented strategies -- using market forces ^{cost} ~~industry~~ to the advantage of the environment -- to ^{achieve our clean} ~~enact~~ ^{air objectives in the} most efficient, ^{way} ~~effective~~ ^{legislation}. Now we know: we can establish a new kind of environmentalism, one where a sound ecology and a strong economy go hand in hand. //

The approach is comprehensive, cost-effective, and most of all, it will work. It seeks major pollution reductions, where we most need them, ~~first~~.

It offers incentives, choice and flexibility for industry to find the best solutions -- all in the context of continued economic growth. This bill contains an emissions trading plan ⁱⁿ ~~order~~ ^{clean air} to allow ~~reduction~~ targets to be met at a fraction of the ^{required} ~~costs it would have been~~ otherwise. In short, it taps the power of the marketplace and the community -- better than any other environmental bill in history. //

But it does more. The legislation sets reasonable deadlines for those who must comply, but once the deadlines pass, penalties are severe. Because America is too precious for us to turn our backs on those who think otherwise. Polluters must pay. //

And so there is a new breeze blowing -- a new current of concern for the environment. We see it in community efforts and school involvement across America. ^{We see it in states like California, which is leading the way with state-of-the-art quality programs.} And we're seeing it in the innovative response of private industry. Take a look at the

* See my note -
next page.

5

are producing
flexible fueled vehicles
both to run on alcohol
and gasoline.

Arco, Marathon and Exxon stations offering cleaner fuels.

Earlier this month Amoco opened a ^{compressed natural gas} ~~new alternative fuels~~ service ^(CNG)

station right down Pennsylvania Avenue here in Washington. We're ^(CEPA)

seeing compressed natural gas vehicles from GM ^{and UPS + Federal Express are also} ~~as well as~~ ^{converting their}

^(CEPA) ~~flexible fueled vehicles from GM and Ford~~ ^{Chrysler} ~~and we~~ ^{also} look forward to ^{fleets to run}

^(CEPA) ~~Ford's~~ electric vehicles in the near future. These companies ^{clean fuels made from natural gas and grain to power those vehicle}
understand: We must pioneer new technology, find new solutions, ^{on natural gas.}
^{will create jobs.}

and envision new horizons if we are to build a bright future and

a better America for our children. We must -- and we will. //

I've said many times, when talking about other issues like fighting the flow of drugs or stopping the menace of crime, that the most fundamental obligation of the government is to protect the people -- their health, their safety, and their ideals and values.

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That's where you come in. Everyone with us today has made a commitment to a cleaner and safer world for our children. For that, I thank each and every one of you -- for your expertise, your dedication and for your sacrifice over the many months that went into the passage of this legislation. With that said, I am now honored to sign this Clean Air bill into law. Thank you and God bless you all.

#

THE WHITE HOUSE
WASHINGTON

11-14-90

Chriss:

Please note on the top of page 5, where you mention some of the oil companies, the concern I have. EPA wanted to mention Amoco, Arco and Marathon and take out Exxon because the first three mentioned offer the cleanest fuels. EPA agreed however that we shouldn't say that. Energy wanted to leave Exxon in and add Sunoco.

I think the point being you have 2 levels of clean fuels and that to appease everyone maybe we should mention all of them. (EPA said there was one more company offering cleaner fuels, but I did not get the company's name.)

Also remember that OPL has invited much of industry in and you don't want to omit one of them and offend them.

Maybe all or none?

Thanks. Holly



DEPARTMENT OF ENERGY
Washington, DC 20585

OFFICE OF THE SECRETARY

November 2, 1990

MEMORANDUM TO: EDE HOLIDAY
BOB GRADY

FROM: POLLY GAULT *Polly J. Gault*

SUBJECT: DRAFT PRESIDENTIAL REMARKS

As you know, we have communicated the Department of Energy's comments on the draft Presidential Remarks for the Clean Air Act endorsement and tree planting ceremony at the California Lutheran University. We strongly objected to the passage on page 3 stating that the Clean Air Act would "reduce our dependence on foreign oil by over 800 thousand barrels of oil a day." This passage should be deleted.

These numbers have never been approved in an interagency process and are inaccurate. We fully support signing of the Clean Air Act and inclusion of the statement that "it's an important step toward energy security." However, no number on net oil import reduction has been substantiated, and the EPA number does not take into account a number of provisions that negatively impact energy security.

We do not believe that it is necessary or prudent for the President to cite a number in his remarks.

THE WHITE HOUSE

Office of the Press Secretary
(Thousand Oaks, California)

For Immediate Release

November 3, 1990

REMARKS BY THE PRESIDENT
AT TREE PLANTING CEREMONY

Kingsman Park
California Lutheran University
Thousand Oaks, California

9:50 A.M. PST

THE PRESIDENT: Thank you all. What a lovely, lovely day. Please be seated. And thank you. And may I salute Governor Deukmejian; Senator Pete Wilson; your own Congressman, Congressman Gallegly; Bob Lagomarsino -- neighboring Congressman. The distinguished environmentalist who leads our EPA, Bill Reilly, with us today from Washington. And, of course, Dr. Jerry Martin, we want to thank you for cleaning up the air and affording us such a very special day on your campus.

It is a pleasure to see these trees, spread beneath a broad and peaceful sky like, I'd say, a thousand points of shade. (Laughter.) And in a few minutes it's going to be a thousand and one.

I'm told that the people of Thousand Oaks have invested countless hours in urban forestry management -- something every community in America can do. Trees save on cooling cost, reduce urban smog. Trees mean greener cities and neighborhoods. And they are God's great filter -- noise and air; providers of shade, privacy, and wildlife habitat.

But more than that, trees create a sense of community among the people who plant them, and a sense of continuity between generations. And if we had stronger trees these would not be falling over if we had them tied into the tree. (Laughter.) And that's why I'm so pleased that this year's budget will begin our ambitious national tree-planting program.

I'm also pleased about something else. I made a commitment as a candidate for President to break the congressional stalemate that has hindered progress for clean air in this country for 13 years. And I continued that commitment beginning a year and a half ago by coming forward with a comprehensive clean air proposal. We worked with the leaders from both parties, local government, environmentalists, representatives of industry because I believed that it was time for a new approach.

And I want to thank your Senator for his support. I want to thank the example set by the Governor of this state. I want to thank the members of Congress on both sides of the aisle who were extraordinarily supportive.

The old tradition of simply regulation was not the answer. And we needed a new kind of environmentalism, driven by the knowledge that a sound ecology and a strong economy can go forward together. And so I challenged the Congress to work with me to break the logjam of clean air. And while our proposals differed in minor details, Congress has passed a bill that is true to the architecture and spirit of our approach.

Thanks to the persistence of Pete Wilson and other

MORE

members of Congress; and to our able head of our EPA, Bill Reilly is with us today, we are on the verge of a major domestic achievement for all Americans. And I can now say to Californians that I will sign this landmark clean air legislation as soon as it gets to my desk within the next few days. (Applause.)

Just a couple of details: The bill that I proposed last year and that Congress passed last week is efficient, effective legislation that will pull 56 billion pounds of pollution from the air every year -- 224 pounds for every man, woman, and child in America. And this legislation is a bold departure from the old "Washington knows best" approach. It achieves unprecedented pollution reductions by using incentives and the power of market forces. And in a phrase, we're cleaning up the air not through overregulation, but through smarter regulation.

This clean air legislation will cut in half the emissions that cause acid rain by 10 million tons, and then cap them at these lower levels. It will cut the emissions that cause smog in our cities, so that by the end of this century more than 100 major U.S. cities will have cleaner, healthier air. And it will cut these dangerous air toxic emissions by 75 percent. And it will encourage broader use of alternative fuels.

Ever since I first joined the Congress more than 25 years ago, I have been committed to using our laws to protect the environment. And so, of course, has our Senator Pete Wilson. We both believe that in its size and scope, this Clean Air Act isn't simply the most significant environmental legislation of this administration, it's the most significant air pollution legislation in the history of this country.

This Clean Air Act is sound energy policy as well because it does promote conservation. It encourages the use of cleaner fuels. It strengthens America's energy security. And in a short time since we issued the clean air challenge, we've seen a revolution in thinking about alternative fuels. The time is right, the people are ready, and industry is responding.

We are on the verge of a new era for clean air. And so to commemorate a milestone in America's environmental history, today we'll plant a tree. Because what we celebrate this day has roots running deeper than law. It is potential for new progress. A planting with a daily harvest: a promise lasting far longer than our lifetimes.

And so thank you all for joining us at this symbolic occasion. I am very grateful that we have a Clean Air Act. And now I would encourage all the citizens in our country to follow the example of today, right on this campus, and assist us in making tree planting a major national objective, not only good for the United States, but it benefits the entire world.

Thank you all so much for coming. (Applause.)

END

9:57 A.M. PST

WHITE HOUSE STAFFING MEMORANDUM

90 OCT 14 P2: 59

DATE: 11/13/90

ACTION/CONCURRENCE/COMMENT DUE BY:

NOON 11/14/90

SUBJECT: PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
(11/13 3:00 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
CARD	☐	☒	UNTERMAYER	☐	☐
CICCONI	☐	☒	ROGERS	☒	☐
DEMAREST	☒	☐	PINKERTON	☒	☐
FITZWATER	☐	☒	DELAND	☒	☐
GRAY	☐	☐	WINSTON	☐	☒
HAGIN	☐	☐	FIRESTONE	☐	☒
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON on Wednesday, 11/14, with a copy to my office.
Thanks/

RESPONSE:

No comment

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

90 NOV 13 PM 4:01

Grant/Cawley/Simon
November 13, 1990
3:00 p.m.
A:CLEANAIR

**PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990
2:30 P.M.**

((Acknowledgements))

Although Thanksgiving is still a week away, today is truly a red-letter day for all Americans. Today, we add a long-awaited and long-needed chapter in America's environmental history -- and begin a new era for clean air. //

This last weekend, I spent a few days in the Catoctin Mountains of Maryland, at Camp David. Saturday and Sunday were clear and crisp -- bright sunshine and fall colors. Great to get out in the woods, and go for a run. ((Pumped a little iron on the Arnold Schwarzenegger Memorial Leg Press.)) But no American should have to drive to the top of a mountain to breathe clean air. Every city in America should have air as clean as a mountaintop. And with this legislation, I'm hoping we will.//

I first made a commitment to comprehensive clean air legislation as a Presidential candidate. Then, early in the Administration, I called together Republicans and Democrats, business executives and conservationists to make a point: it was time to break the logjam that hindered progress on clean air for thirteen years.

It was time to enlist the innovation, energy and ingenuity of every American -- to create a national sense of commitment to conservation.

And so I told our best minds, assembled that morning a year and a half ago, this: "Every American expects and deserves to breathe clean air. And as President, it is my mission to guarantee it: for this generation, and for generations to come."

Well, as we used to say in the Navy, "Mission defined. Mission accomplished."// Today, I am proud to sign the Clean Air Act of 1990. //

This landmark legislation will pull 56 billion pounds of pollution each year from the air -- that's 224 pounds for every man, woman and child in America. It will go after the three main causes of air pollution: acid rain, smog and toxic air pollutants.

This bill will cut emissions that cause acid rain in half -- by 10 million tons -- and permanently cap them at these new levels. It will reduce pollutants that cause smog in our cities -- by 40 percent -- so that by the year 2000, over one hundred major American cities will have clean, healthy air. It will cut dangerous air toxics emissions by up to 90 percent using new technologies. And over the next decade, its alternative fuel provisions will reduce our dependence on foreign oil by at least 800,000 barrels of oil a day. //

This bill means cleaner cars, cleaner power plants, cleaner factories and cleaner fuels -- this bill is good news for America. And the benefits of this Clean Air bill will affect virtually every person in every city and town in America. //

This legislation isn't just the biggest environmental bill of our Administration. This is simply the most significant air pollution legislation in our nation's history. //

My hope is that 1990 will be known as a milestone year for the environment. I also hope that it will be known as an important year for environmental cooperation.

There were several members of my Administration who saw to it, through thick and thin, that this bill got to my desk: EPA Director William Reilly, Energy Secretary Watkins, and my domestic policy advisor, Roger Porter. What a great job they did. //

And I'd also like to thank the Congressmen and Senators, from both sides of the aisle ((names?)). As well as the Governors and the local governments who were all so instrumental in building bipartisan support for this legislation. We've met with business leaders, who saw stewardship to the environment as a key to long-term economic growth; and we've met with academics and innovative problem-solvers from every side, who have built the foundation for this approach.

Let me also commend ((names of environmental groups?)) for bringing creativity to the table to end the stalemate.

We all had to make tough choices. And while some said we went too far -- others said not far enough. But despite our differences, we all care about clean air.

And we all agreed: it was time to take a new approach. And so, the bill is as ambitious in its goals as it is innovative in

its methods. For the first time, we've moved away from the red-tape bureaucratic approach of the past -- not with over-regulation but with better regulation. These standards are tough ones, but they employ market-oriented strategies -- using industry to the advantage of the environment -- to enact efficient, effective legislation. Now we know: we can establish a new kind of environmentalism, one where a sound ecology and a strong economy go hand in hand. //

The approach is comprehensive, cost-effective, and most of all, it will work. It seeks major pollution reductions, where we most need them, first.

It offers incentives, choice and flexibility for industry to find the best solutions -- all in the context of continued economic growth. This bill contains an emissions trading plan in order to allow reduction targets to be met at a fraction of the cost it would have been otherwise. In short, it taps the power of the marketplace and the community -- better than any other environmental bill in history.//

But it does more. The legislation sets reasonable deadlines for those who must comply, but once the deadlines pass, penalties are severe. Because America is too precious for us to turn our backs on those who think otherwise. Polluters must pay. //

And so there is a new breeze blowing -- a new current of concern for the environment. We see it in community efforts and school involvement across America. And we're seeing it in the innovative response of private industry. Take a look at the

Arco, Marathon and Exxon stations offering cleaner fuels.

Earlier this month Amoco opened a new alternative fuels service station right down Pennsylvania Avenue here in Washington. We're seeing compressed natural gas vehicles from GM, as well as flexible fueled vehicles from GM and Ford, and we look forward to Ford's electric vehicles in the near future. These companies understand: We must pioneer new technology, find new solutions, and envision new horizons if we are to build a bright future and a better America for our children. We must -- and we will. //

I've said many times, when talking about other issues like fighting the flow of drugs or stopping the menace of crime, that the most fundamental obligation of the government is to protect the people -- their health, their safety, and their ideals and values.

One of the greatest conservationists of this century and perhaps my favorite President, Theodore Roosevelt, understood this. He called our lands and wildlife "the property of unborn generations." This clean air bill will mark a new chapter in the tradition of protecting future generations.

That's where you come in. Everyone with us today has made a commitment to a cleaner and safer world for our children. For that, I thank each and every one of you -- for your expertise, your dedication and for your sacrifice over the many months that went into the passage of this legislation. With that said, I am now honored to sign this Clean Air bill into law. Thank you and God bless you all.

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WHITE HOUSE STAFFING MEMORANDUM

90 OCT 14 12:16

DATE: 11/13/90

ACTION/CONCURRENCE/COMMENT DUE BY: NOON 11/14/90

SUBJECT: PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
(11/13 3:00 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
CARD	☐	☒	UNTERMEYER	☐	☐
CICCONI	☐	☒	ROGERS	☒	☐
DEMAREST	☒	☐	PINKERTON	☒	☐
FITZWATER	☐	☒	DELAND	☒	☐
GRAY	☐	☐	WINSTON	☐	☒
HAGIN	☐	☐	FIRESTONE	☐	☒
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON on Wednesday, 11/14, with a copy to my office.
Thanks/

RESPONSE:

No comments

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

90 OCT 14 AM:00 WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/13/90

ACTION/CONCURRENCE/COMMENT DUE BY:

NOON 11/14/90

SUBJECT: PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
(11/13 3:00 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
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HAGIN	☐	☐	FIRESTONE	☐	☒
HOLIDAY	☒	☐		☐	☐

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Thanks/

RESPONSE:

OK S.R.

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

90 NOV 13 PM 4:01

Grant/Cawley/Simon
November 13, 1990
3:00 p.m.
A:CLEANAIR

**PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990
2:30 P.M.**

((Acknowledgements))

Although Thanksgiving is still a week away, today is truly a red-letter day for all Americans. Today, we add a long-awaited and long-needed chapter in America's environmental history -- and begin a new era for clean air. //

This last weekend, I spent a few days in the Catoctin Mountains of Maryland, at Camp David. Saturday and Sunday were clear and crisp -- bright sunshine and fall colors. Great to get out in the woods, and go for a run. ((Pumped a little iron on the Arnold Schwarzenegger Memorial Leg Press.)) But no American should have to drive to the top of a mountain to breathe clean air. Every city in America should have air as clean as a mountaintop. And with this legislation, I'm hoping we will.//

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It was time to enlist the innovation, energy and ingenuity of every American -- to create a national sense of commitment to conservation.

And so I told our best minds, assembled that morning a year and a half ago, this: "Every American expects and deserves to breathe clean air. And as President, it is my mission to guarantee it: for this generation, and for generations to come."

Well, as we used to say in the Navy, "Mission defined. Mission accomplished."// Today, I am proud to sign the Clean Air Act of 1990. //

This landmark legislation will pull 56 billion pounds of pollution each year from the air -- that's 224 pounds for every man, woman and child in America. It will go after the three main causes of air pollution: acid rain, smog and toxic air pollutants.

This bill will cut emissions that cause acid rain in half -- by 10 million tons -- and permanently cap them at these new levels. It will reduce pollutants that cause smog in our cities -- by 40 percent -- so that by the year 2000, over one hundred major American cities will have clean, healthy air. It will cut dangerous air toxics emissions by up to 90 percent using new technologies. And over the next decade, its alternative fuel provisions will reduce our dependence on foreign oil by at least 800,000 barrels of oil a day. //

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This legislation isn't just the biggest environmental bill of our Administration. This is simply the most significant air pollution legislation in our nation's history. //

My hope is that 1990 will be known as a milestone year for the environment. I also hope that it will be known as an important year for environmental cooperation.

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And I'd also like to thank the Congressmen and Senators, from both sides of the aisle ((names?)). As well as the Governors and the local governments who were all so instrumental in building bipartisan support for this legislation. We've met with business leaders, who saw stewardship to the environment as a key to long-term economic growth; and we've met with academics and innovative problem-solvers from every side, who have built the foundation for this approach.

Let me also commend ((names of environmental groups?)) for bringing creativity to the table to end the stalemate.

We all had to make tough choices. And while some said we went too far -- others said not far enough. But despite our differences, we all care about clean air.

And we all agreed: it was time to take a new approach. And so, the bill is as ambitious in its goals as it is innovative in

its **methods**. For the first time, we've moved away from the red-tape bureaucratic approach of the past -- not with over-regulation but with better regulation. These standards are tough ones, but they employ **market-oriented strategies** -- using industry to the advantage of the environment -- to enact **efficient, effective** legislation. Now we know: we can establish a new kind of environmentalism, one where a sound ecology and a strong economy go hand in hand. //

The approach is comprehensive, cost-effective, and most of all, **it will work**. It seeks major pollution reductions, where we most need them, first.

It offers incentives, choice and flexibility for industry to find the best solutions -- all in the context of **continued economic growth**. This bill contains an emissions trading plan in order to allow reduction targets to be met at a fraction of the cost it would have been otherwise. In short, it taps the power of the marketplace and the community -- better than any other environmental bill in history.//

But it does more. The legislation sets reasonable deadlines for those who must comply, but once the deadlines pass, penalties are severe. **Because America is too precious for us to turn our backs on those who think otherwise. Polluters must pay.** //

And so there is a new breeze blowing -- a new current of concern for the environment. We see it in community efforts and school involvement across America. And we're seeing it in the innovative response of private industry. Take a look at the

Arco, Marathon and Exxon stations offering cleaner fuels.

Earlier this month Amoco opened a new alternative fuels service station right down Pennsylvania Avenue here in Washington. We're seeing compressed natural gas vehicles from GM, as well as flexible fueled vehicles from GM and Ford, and we look forward to Ford's electric vehicles in the near future. These companies understand: We must pioneer new technology, find new solutions, and envision new horizons if we are to build a bright future and a better America for our children. We must -- and we will. //

I've said many times, when talking about other issues like fighting the flow of drugs or stopping the menace of crime, that the most fundamental obligation of the government is to protect the people -- their health, their safety, and their ideals and values.

One of the greatest conservationists of this century and perhaps my favorite President, Theodore Roosevelt, understood this. He called our lands and wildlife "the property of unborn generations." This clean air bill will mark a new chapter in the tradition of protecting future generations.

That's where you come in. Everyone with us today has made a commitment to a cleaner and safer world for our children. For that, I thank each and every one of you -- for your expertise, your dedication and for your sacrifice over the many months that went into the passage of this legislation. With that said, I am now honored to sign this Clean Air bill into law. Thank you and God bless you all.

#

EXECUTIVE OFFICE OF THE PRESIDENT
COUNCIL ON ENVIRONMENTAL QUALITY
722 JACKSON PLACE, NW.
WASHINGTON, DC 20503

90 OCT 14 P5:31

DATE: WED 11-14
TO: NANCY - MARY KATE

TELEPHONE NUMBER: _____

FAX NUMBER: 6218

SUBJECT OF MATERIAL: _____

CLEAN AIR

NUMBER OF PAGES: 5

MESSAGE: _____

FROM: _____

DALE CURTIS

TELEPHONE NUMBER: x5750

FAX NUMBER: FTS: 395-3744

- ① trim the use of "hope" - make it more affirmative
- ② Drop 10 million ton figure
- ③ insert pollution prevention w/ air toxics, p 2
- ④ GM has an electric car too

90 NOV 13 PM 4:01

Grant/Cawley/Simon
November 13, 1990
3:00 p.m.
A:CLEANAIR

PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGHTING CEREMONY
THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990
2:30 P.M.

((Acknowledgements))

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* should have to drive to the top of a mountain to breathe clean air. Every city in America should have air as clean as a mountaintop. And with this legislation, I'm hoping we will.//

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It was time to enlist the innovation, energy and ingenuity of every American -- to create a national sense of commitment to conservation.

* Whiteface Mountain, site of 1980 Winter Olympics, violates health-based ozone standards several days each year - as does Acadia National Park and Cadillac Mtn. in Maine. Perhaps Acadia could be mentioned?

2

And so I told our best minds, assembled that morning a year and a half ago, this: "Every American expects and deserves to breathe clean air. And as President, it is my mission to guarantee it: for this generation, and for generations to come."

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*This number
the
subject
of
intra-
Admin
debate*

This bill will cut emissions that cause acid rain in half ~~by 50 million tons~~ and permanently cap them at these new levels. It will reduce pollutants that cause smog in our cities -- by 40 percent -- so that by the year 2000, over one hundred major American cities will have clean, healthy air. It will cut dangerous air toxics emissions by up to 90 percent using new ^{and wherever possible, voluntary pollution prevention.} technologies. And over the next decade, its alternative fuel provisions will reduce our dependence on foreign oil by at least 600,000 barrels of oil a day. //

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3

centerpiece of our env agenda.

This legislation isn't just the ~~biggest~~ environmental bill of our Administration. ~~This is simply the most significant air pollution legislation in our nation's history.~~ //

My hope is that 1980 will be known as a milestone year for the environment. I also hope that it will be ^{remembered} known as an important year for environmental cooperation. more *

There were several members of my Administration who saw to it, through thick and thin, that this bill got to my desk: EPA Director William Reilly, Energy Secretary Watkins, and my domestic policy adviser, Roger Porter. What a great job they did. //

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* ~~Confrontation may make great headlines; but it is cooperation that gets the job done.~~ * All of you have demonstrated your persistence and willingness to find common ground.

4

its methods. For the first time, we've moved away from the red-tape bureaucratic approach of the past -- not with over-regulation but with better regulation. These standards are tough ones, but they employ market-oriented strategies -- using ^{the market} ~~industry~~ to the advantage of the environment -- to enact efficient, effective legislation. Now we know: we can establish a new kind of environmentalism, one where a sound ecology and a strong economy go hand in hand. //

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to stimulate
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and that is
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5

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GM's
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electric
car -
the impact

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#

STAFFED
90 OCT 13 P4:02

Grant/Cawley/Simon
November 13, 1990
3:00 p.m.
A:CLEANAIR

**PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990
2:30 P.M.**

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It was time to enlist the innovation, energy and ingenuity of every American -- to create a national sense of **commitment** to **conservation.**

And so I told our best minds, assembled that morning a year and a half ago, this: "Every American expects and deserves to breathe clean air. And as President, it is my mission to guarantee it: for this generation, and for generations to come."

Well, as we used to say in the Navy, "Mission defined. Mission accomplished."// Today, I am proud to sign the Clean Air Act of 1990. //

This landmark legislation will pull 56 billion pounds of pollution each year from the air -- that's 224 pounds for every man, woman and child in America. It will go after the three main causes of air pollution: acid rain, smog and toxic air pollutants.

This bill will cut emissions that cause acid rain in half -- by 10 million tons -- and permanently cap them at these new levels. It will reduce pollutants that cause smog in our cities -- by 40 percent -- so that by the year 2000, over one hundred major American cities will have clean, healthy air. It will cut dangerous air toxics emissions by up to 90 percent using new technologies. And over the next decade, its alternative fuel provisions will reduce our dependence on foreign oil by at least 800,000 barrels of oil a day. //

This bill means cleaner cars, cleaner power plants, cleaner factories and cleaner fuels -- this bill is good news for America. And the benefits of this Clean Air bill will affect virtually every person in every city and town in America. //

This legislation isn't just the biggest environmental bill of our Administration. This is simply the most significant air pollution legislation in our nation's history. //

My hope is that 1990 will be known as a milestone year for the environment. I also hope that it will be known as an important year for environmental cooperation.

There were several members of my Administration who saw to it, through thick and thin, that this bill got to my desk: EPA Director William Reilly, Energy Secretary Watkins, and my domestic policy advisor, Roger Porter. What a great job they did. //

And I'd also like to thank the Congressmen and Senators, from both sides of the aisle ((names?)). As well as the Governors and the local governments who were all so instrumental in building bipartisan support for this legislation. We've met with business leaders, who saw stewardship to the environment as a key to long-term economic growth; and we've met with academics and innovative problem-solvers from every side, who have built the foundation for this approach.

Let me also commend ((names of environmental groups?)) for bringing creativity to the table to end the stalemate.

We all had to make tough choices. And while some said we went too far -- others said not far enough. But despite our differences, we all care about clean air.

And we all agreed: it was time to take a new approach. And so, the bill is as ambitious in its goals as it is innovative in

its methods. For the first time, we've moved away from the red-tape bureaucratic approach of the past -- not with over-regulation but with better regulation. These standards are tough ones, but they employ **market-oriented strategies** -- using industry to the advantage of the environment -- to enact **efficient, effective** legislation. Now we know: we can establish a new kind of environmentalism, one where a sound ecology and a strong economy go hand in hand. //

The approach is comprehensive, cost-effective, and most of all, it will work. It seeks major pollution reductions, where we most need them, first.

It offers incentives, choice and flexibility for industry to find the best solutions -- all in the context of **continued economic growth**. This bill contains an emissions trading plan in order to allow reduction targets to be met at a fraction of the cost it would have been otherwise. In short, it taps the power of the marketplace and the community -- better than any other environmental bill in history.//

But it does more. The legislation sets reasonable deadlines for those who must comply, but once the deadlines pass, penalties are severe. Because America is too precious for us to turn our backs on those who think otherwise. Polluters must pay. //

And so there is a new breeze blowing -- a new current of concern for the environment. We see it in community efforts and school involvement across America. And we're seeing it in the innovative response of private industry. Take a look at the

Arco, Marathon and Exxon stations offering cleaner fuels.

Earlier this month Amoco opened a new alternative fuels service station right down Pennsylvania Avenue here in Washington. We're seeing compressed natural gas vehicles from GM, as well as flexible fueled vehicles from GM and Ford, and we look forward to Ford's electric vehicles in the near future. These companies understand: We must pioneer new technology, find new solutions, and envision new horizons if we are to build a bright future and a better America for our children. We must -- and we will. //

I've said many times, when talking about other issues like fighting the flow of drugs or stopping the menace of crime, that the most fundamental obligation of the government is to protect the people -- their health, their safety, and their ideals and values.

One of the greatest conservationists of this century and perhaps my favorite President, Theodore Roosevelt, understood this. He called our lands and wildlife "the property of unborn generations." This clean air bill will mark a new chapter in the tradition of protecting future generations.

That's where you come in. Everyone with us today has made a commitment to a cleaner and safer world for our children. For that, I thank each and every one of you -- for your expertise, your dedication and for your sacrifice over the many months that went into the passage of this legislation. With that said, I am now honored to sign this Clean Air bill into law. Thank you and God bless you all.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/13/90

ACTION/CONCURRENCE/COMMENT DUE BY:

NOON 11/14/90

SUBJECT: PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
(11/13 3:00 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
CARD	☐	☒	UNTERMAYER	☐	☐
CICCONI	☐	☒	ROGERS	☒	☐
DEMAREST	☒	☐	PINKERTON	☒	☐
FITZWATER	☐	☒	DELAND	☒	☐
GRAY	☐	☐	WINSTON	☐	☒
HAGIN	☐	☐	FIRESTONE	☐	☒
HOLIDAY	☒	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON on Wednesday, 11/14, with a copy to my office.
Thanks/

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

90 NOV 13 PM 4:01

Grant/Cawley/Simon
November 13, 1990
3:00 p.m.
A:CLEANAIR

**PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990
2:30 P.M.**

((Acknowledgements))

Although Thanksgiving is still a week away, today is truly a red-letter day for all Americans. Today, we add a long-awaited and long-needed chapter in America's environmental history -- and begin a new era for clean air. //

This last weekend, I spent a few days in the Catoctin Mountains of Maryland, at Camp David. Saturday and Sunday were clear and crisp -- bright sunshine and fall colors. Great to get out in the woods, and go for a run. ((Pumped a little iron on the Arnold Schwarzenegger Memorial Leg Press.)) But no American should have to drive to the top of a mountain to breathe clean air. Every city in America should have air as clean as a mountaintop. And with this legislation, I'm hoping we will.//

I first made a commitment to comprehensive clean air legislation as a Presidential candidate. Then, early in the Administration, I called together Republicans and Democrats, business executives and conservationists to make a point: it was time to break the logjam that hindered progress on clean air for thirteen years.

It was time to enlist the innovation, energy and ingenuity of every American -- to create a national sense of commitment to conservation.

And so I told our best minds, assembled that morning a year and a half ago, this: "Every American expects and deserves to breathe clean air. And as President, it is my mission to guarantee it: for this generation, and for generations to come."

Well, as we used to say in the Navy, "Mission defined. Mission accomplished."// Today, I am proud to sign the Clean Air Act of 1990. // *THIS BILL BALANCES ECONOMIC GROWTH WITH ENVIRONMENTAL PROTECTION.*

This landmark legislation will pull 56 billion pounds of pollution each year from the air -- that's 224 pounds for every man, woman and child in America. It will go after the three main causes of air pollution: acid rain, smog and toxic air pollutants.

This bill will cut emissions that cause acid rain in half -- by 10 million tons -- and permanently cap them at these new levels. It will reduce pollutants that cause smog in our cities -- by 40 percent -- so that by the year 2000, over one hundred major American cities will have clean, healthy air. It will cut dangerous air toxics emissions by up to 90 percent using new technologies. And over the next decade, its alternative fuel provisions will reduce our dependence on foreign oil by at least 800,000 barrels of oil a day. //

This bill means cleaner cars, cleaner power plants, cleaner factories and cleaner fuels -- this bill is good news for America. And the benefits of this Clean Air bill will affect virtually every person in every city and town in America. //

This legislation isn't just the biggest environmental bill of our Administration. This is simply the most significant air pollution legislation in our nation's history. //

My hope is that 1990 will be known as a milestone year for the environment. I also hope that it will be known as an important year for environmental cooperation.

There were several members of my Administration who ~~who~~ saw to it, through thick and thin, that this bill got to my desk: EPA Director William Reilly, Energy Secretary Watkins, and my domestic policy advisor, Roger Porter. What a great job they did. //

And I'd also like to thank the Congressmen and Senators, from both sides of the aisle ((names?)). As well as the Governors and the local governments who were all so instrumental in building bipartisan support for this legislation. We've met with business leaders, who saw stewardship to the environment as a key to long-term economic growth; and we've met with academics and innovative problem-solvers from every side, who have built the foundation for this approach.

Let me also commend ((names of environmental groups?)) for bringing creativity to the table to end the stalemate.

We all had to make tough choices. And while some said we went too far -- others said not far enough. But despite our differences, we all care about clean air.

And we all agreed: it was time to take a new approach. ^{INSERT} [And so, the bill is as ambitious in its goals as it is innovative in

its methods. For the first time, we've moved away from the red-tape bureaucratic approach of the past -- not with over-regulation but with better regulation. These standards are tough ones, but they employ market-oriented strategies -- using industry to the advantage of the environment -- to enact efficient, effective legislation. Now we know: we can establish a new kind of environmentalism, one where a sound ecology and a strong economy go hand in hand.] //

THIS APPROACH BALANCES ECONOMIC GROWTH AND ENVIRONMENTAL
~~The approach is comprehensive, cost-effective, and most of all, it will work. It seeks major pollution reductions, where we most need them, first.~~

It offers incentives, choice and flexibility for industry to find the best solutions -- all in the context of continued economic growth. This bill contains an emissions trading plan in order to allow reduction targets to be met at a fraction of the cost it would have been otherwise. In short, it taps the power of the marketplace and the community -- better than any other environmental bill in history. //

But it does more. The legislation sets reasonable deadlines for those who must comply, but once the deadlines pass, penalties are severe. Because America is too precious for us to turn our backs on those who think otherwise. Polluters must pay. //

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PROTECTION AND IS COMPREHENSIVE.

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I've said many times, when talking about other issues like fighting the flow of drugs or stopping the menace of crime, that the most fundamental obligation of the government is to protect the people -- their health, their safety, and their ideals and values.

One of the greatest conservationists of this century and perhaps my favorite President, Theodore Roosevelt, understood this. He called our lands and wildlife "the property of unborn generations." This clean air bill will mark a new chapter in the tradition of protecting future generations.

That's where you come in. Everyone with us today has made a commitment to a cleaner and safer world for our children. For that, I thank each and every one of you -- for your expertise, your dedication and for your sacrifice over the many months that went into the passage of this legislation. With that said, I am now honored to sign this Clean Air bill into law. Thank you and God bless you all.

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**CLEAN AIR BILL SIGNING CEREMONY \ THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990 \ 2:30 P.M.**

**THANK YOU ALL VERY MUCH. I'D LIKE TO WELCOME THE
AMBASSADOR FROM CANADA, DEREK BURNEY, WHO REPRESENTS
HIS COUNTRYMEN'S CONCERN FOR OUR COMMON ENVIRONMENT AND
THEIR PLEASURE THAT AMERICA HAS ENACTED THIS HISTORIC
AGREEMENT INTO LAW.**

**IT'S A PLEASURE TO HAVE SEVERAL MEMBERS OF THE
CABINET HERE: SECRETARIES LUJAN AND WATKINS; AS WELL
AS ADMINISTRATORS REILLY AND ENGELEITER. ALSO, I SEE
GOVERNOR MADELEINE KUNIN OF VERMONT IS HERE.**

- 2 -

**AGAIN, WELCOME. ^DALTHOUGH THANKSGIVING IS STILL A WEEK
AWAY, TODAY IS TRULY A RED-LETTER DAY FOR ALL
AMERICANS. TODAY, WE ADD A LONG-AWAITED AND LONG-
NEEDED CHAPTER IN AMERICA'S ENVIRONMENTAL HISTORY --
AND BEGIN A NEW ERA FOR CLEAN AIR. //**

**THIS LAST WEEKEND, I SPENT SOME PLEASANT HOURS IN
THE CATOCTIN MOUNTAINS OF MARYLAND, AT CAMP DAVID.
SATURDAY AND SUNDAY WERE CLEAR AND CRISP -- BRIGHT
SUNSHINE AND FALL COLORS.**

GREAT TO GET OUT IN THE WOODS, AND GO FOR A RUN.
((PUMPED A LITTLE IRON ON THE ARNOLD SCHWARZENEGGER
MEMORIAL LEG PRESS.)) BUT NO AMERICAN SHOULD HAVE TO
DRIVE OUT OF TOWN TO BREATHE CLEAN AIR. EVERY CITY IN
AMERICA SHOULD HAVE CLEAN AIR. AND WITH THIS
LEGISLATION, WE WILL.//

I FIRST MADE A COMMITMENT TO COMPREHENSIVE CLEAN
AIR LEGISLATION AS A PRESIDENTIAL CANDIDATE. SOON
AFTER COMING INTO OFFICE, WE DEVELOPED A COMPREHENSIVE
CLEAN AIR PROPOSAL.

WE CONSULTED WITH REPUBLICANS AND DEMOCRATS IN THE
CONGRESS, WITH ENVIRONMENTALISTS AND WITH
REPRESENTATIVES OF INDUSTRY, BECAUSE I BELIEVED IT WAS
TIME FOR A NEW APPROACH. AND IT WAS TIME TO BREAK THE
LOGJAM THAT HINDERED PROGRESS ON CLEAN AIR FOR THIRTEEN
YEARS.

AND SO I TOLD OUR BEST MINDS, ASSEMBLED THAT MORNING A YEAR AND A HALF AGO: "EVERY AMERICAN EXPECTS AND DESERVES TO BREATHE CLEAN AIR. AND AS PRESIDENT, IT IS MY MISSION TO GUARANTEE IT: FOR THIS GENERATION, AND FOR GENERATIONS TO COME."

WELL, AS WE USED TO SAY IN THE NAVY, "MISSION DEFINED. MISSION ACCOMPLISHED."// TODAY, I AM PROUD TO SIGN THE CLEAN AIR ACT OF 1990. //

THIS LANDMARK LEGISLATION WILL REDUCE AIR POLLUTION EACH YEAR BY 56 BILLION POUNDS -- THAT'S 224 POUNDS FOR EVERY MAN, WOMAN AND CHILD IN AMERICA. IT WILL GO AFTER THE THREE MAIN TYPES OF AIR POLLUTION: ACID RAIN, SMOG, AND TOXIC AIR POLLUTANTS.

THIS BILL WILL CUT EMISSIONS THAT CAUSE ACID RAIN IN HALF -- AND PERMANENTLY CAP THEM AT THESE NEW LEVELS.

IT WILL REDUCE POLLUTANTS THAT CAUSE SMOG IN OUR CITIES -- BY 40 PERCENT -- SO THAT BY THE YEAR 2000, OVER ONE HUNDRED MAJOR AMERICAN CITIES WITH POOR AIR QUALITY WILL HAVE SAFER, HEALTHIER AIR. AND IT WILL CUT DANGEROUS AIR TOXICS EMISSIONS BY OVER 75 PERCENT USING NEW TECHNOLOGIES. AND BY THE NEXT DECADE, ITS ALTERNATIVE FUEL PROVISIONS WILL HELP REDUCE OUR DEPENDENCE ON FOREIGN OIL.

THIS BILL MEANS CLEANER CARS, CLEANER POWER PLANTS, CLEANER FACTORIES AND CLEANER FUELS -- THIS BILL MEANS A CLEANER AMERICA. VIRTUALLY EVERY PERSON IN EVERY CITY AND EVERY TOWN WILL ENJOY ITS BENEFITS. //

THIS LEGISLATION ISN'T JUST THE CENTERPIECE OF OUR ENVIRONMENTAL AGENDA. IT IS SIMPLY THE MOST SIGNIFICANT AIR POLLUTION LEGISLATION IN OUR NATION'S HISTORY -- AND IT RESTORES AMERICA'S PLACE AS THE GLOBAL LEADER IN ENVIRONMENTAL PROTECTION.

1990 IS NOW A MILESTONE YEAR FOR THE ENVIRONMENT. I ALSO HOPE THAT IT WILL BE REMEMBERED AS AN IMPORTANT YEAR FOR ENVIRONMENTAL COOPERATION.

THERE WERE SEVERAL MEMBERS OF MY ADMINISTRATION WHO SAW TO IT, THROUGH THICK AND THIN, THAT THIS BILL GOT TO MY DESK: EPA ADMINISTRATOR WILLIAM REILLY, ENERGY SECRETARY WATKINS, AND FROM MY STAFF, ROGER PORTER AND BOYDEN GRAY. WHAT A GREAT JOB THEY DID. //

I ALSO WANT TO THANK THE MANY SENATORS AND MEMBERS OF CONGRESS FROM BOTH SIDES OF THE AISLE -- MANY OF YOU ARE HERE TODAY, OTHERS COULDN'T BE WITH US -- BUT THE LIST IS TOO LONG TO RECOGNIZE EACH OF YOU PERSONALLY. SO AGAIN, THANK YOU FOR YOUR COMMITMENT AND DEDICATION -- AS WELL AS THE GOVERNORS AND THE EXPERTS FROM LOCAL GOVERNMENTS WHO WERE ALL SO INSTRUMENTAL IN BUILDING BIPARTISAN SUPPORT FOR THIS LEGISLATION.

WE'VE MET WITH BUSINESS LEADERS, WHO SAW STEWARDSHIP TO THE ENVIRONMENT AS A KEY TO LONG-TERM ECONOMIC GROWTH; AND WE'VE MET WITH ACADEMICS AND INNOVATIVE PROBLEM-SOLVERS FROM EVERY SIDE, WHO HAVE BUILT THE FOUNDATION FOR THIS APPROACH.

LET ME ALSO COMMEND THE ENVIRONMENTAL GROUPS WE'VE MET WITH -- LIKE THE ENVIRONMENTAL DEFENSE FUND, UNDER THE LEADERSHIP OF FRED KRUPP -- FOR BRINGING CREATIVITY TO THE TABLE TO END THE STALEMATE.

WE ALL HAD TO MAKE TOUGH CHOICES. SOME SAID WE WENT TOO FAR -- OTHERS SAID NOT FAR ENOUGH. BUT DESPITE OUR DIFFERENCES, WE ALL AGREED ON THE GOAL: CLEAN AIR FOR ALL AMERICANS. WE AGREED ON THE MEANS: A NEW CLEAN AIR ACT.

AND WE ALL AGREED: IT WAS TIME TO TAKE A NEW APPROACH. THIS BILL IS BOTH AMBITIOUS IN ITS GOALS AND INNOVATIVE IN ITS METHODS.

FOR THE FIRST TIME, WE'VE MOVED AWAY FROM THE RED-TAPE BUREAUCRATIC APPROACH OF THE PAST. THE OLD TRADITION OF COMMAND AND CONTROL REGULATION ISN'T THE ANSWER. BY RELYING ON THE MARKETPLACE WE CAN ACHIEVE THE AMBITIOUS ENVIRONMENTAL GOALS WE HAVE AS A COUNTRY IN THE MOST EFFICIENT, COST-EFFECTIVE WAY POSSIBLE. WE WILL HAVE TO TAKE ADVANTAGE OF THE INNOVATION, ENERGY, AND INGENUITY OF EVERY AMERICAN -- DRAWING LOCAL COMMUNITIES AND THE PRIVATE SECTOR INTO THE CAUSE.

IT IS TIME FOR A NEW KIND OF ENVIRONMENTALISM -- DRIVEN BY THE KNOWLEDGE THAT A SOUND ECOLOGY AND A STRONG ECONOMY CAN COEXIST.

THE APPROACH IN THIS BILL BALANCES ECONOMIC GROWTH AND ENVIRONMENTAL PROTECTION. THE APPROACH IS COMPREHENSIVE, COST-EFFECTIVE, AND MOST OF ALL, IT WILL WORK. THE FIRST MAJOR POLLUTION REDUCTIONS ARE WHERE WE NEED THEM MOST.

IT OFFERS INCENTIVES, CHOICE AND FLEXIBILITY FOR INDUSTRY TO FIND THE BEST SOLUTIONS -- ALL IN THE CONTEXT OF CONTINUED ECONOMIC GROWTH. THE BILL IS BALANCED -- IT WILL STIMULATE THE USE OF NATURAL GAS FROM THE WELLS OF TEXAS AND LOUISIANA, FUELS MADE FROM THE FARMS OF IOWA, ILLINOIS AND THE GREAT MIDWEST, AND CLEANER, LOW-SULFUR COAL FROM THE HILLS OF WEST VIRGINIA TO THE ROCKY MOUNTAIN STATES.

THIS BILL CAN MAKE AMERICA THE GLOBAL LEADER IN DEVELOPING A NEW GENERATION OF ENVIRONMENTAL TECHNOLOGIES TO WHICH THE WORLD IS NOW TURNING.

BUT IT DOES MORE. THE LEGISLATION SETS REASONABLE DEADLINES FOR THOSE WHO MUST COMPLY, BUT ONCE THE DEADLINES PASS, PENALTIES ARE SEVERE. AMERICA'S HERITAGE IS PRECIOUS. WE WILL NOT TURN OUR BACKS OR LOOK THE OTHER WAY. THAT MEANS POLLUTERS MUST PAY.//

AND SO THERE IS A NEW BREEZE BLOWING -- A NEW CURRENT OF CONCERN FOR THE ENVIRONMENT. TODAY MARKS A GREAT VICTORY FOR THE ENVIRONMENT, A DAY WHEN WE HAVE STRENGTHENED OUR CLEAN AIR STATUTES -- ALREADY THE WORLD'S TOUGHEST. THIS LEGISLATION IS NOT ONLY IN AMERICA'S INTEREST; LIKE SO MANY OF THE ENVIRONMENTAL ISSUES THAT WE ARE WORKING ON, THIS BILL IS IN THE INTEREST OF PEOPLE ALL OVER THE WORLD.

AND THE NEW ENVIRONMENTAL ETHOS IS GROWING. WE SEE IT IN COMMUNITY EFFORTS AND SCHOOL INVOLVEMENT ACROSS AMERICA. AND WE'RE SEEING IT IN THE INNOVATIVE RESPONSE OF PRIVATE INDUSTRY -- IN ALTERNATIVE FUEL SERVICE STATIONS AND ELECTRIC VEHICLES. THESE COMPANIES UNDERSTAND: WE MUST PIONEER NEW TECHNOLOGY, FIND NEW SOLUTIONS, AND ENVISION NEW HORIZONS IF WE ARE TO BUILD A BRIGHT FUTURE AND A BETTER AMERICA FOR OUR CHILDREN.

THERE'S AN OLD SAYING: "WE DON'T INHERIT THE EARTH FROM OUR PARENTS. WE BORROW IT FROM OUR CHILDREN." WE HAVE SUCCEEDED TODAY BECAUSE OF A SENSE OF GLOBAL STEWARDSHIP, A SENSE THAT IT IS THE EARTH THAT ENDURES. AND THAT ALL OF US ARE SIMPLY HOLDING A SACRED TRUST LEFT FOR FUTURE GENERATIONS.

FOR THE SAKE OF FUTURE GENERATIONS, I THANK EACH AND EVERY ONE OF YOU FOR YOUR COMMITMENT TO THE ENVIRONMENT. I AM NOW HONORED TO SIGN THIS CLEAN AIR BILL INTO LAW.

THANK YOU AND GOD BLESS YOU ALL.

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THE WHITE HOUSE

WASHINGTON

November 14, 1990

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *cw*
FROM: MARY KATE GRANT *MKG*
SUBJECT: CLEAN AIR BILL SIGNING CEREMONY

I. SUMMARY

Attached are draft remarks for the Clean Air Bill signing ceremony, to be held on Thursday, November 15, 1990 at 2:30 p.m. Leaders from conservation groups, industry and government will attend the East Room event.

II. DISCUSSION

Your remarks (10 minutes/cards) will thank all those involved, outline the legislation, and emphasize the market-oriented approach taken by the bill.

Canadian Ambassador Derek Burney will be present, as will Secretaries Lujan and Watkins; Attorney General Thornburgh; and Administrators Reilly and Engeleiter. Also, Governor Madeleine Kunin of Vermont will attend.

Grant/Cawley/Simon
November 14, 1990
9:00 p.m.
A:CLEANAIR

**PRESIDENTIAL REMARKS: CLEAN AIR BILL SIGNING CEREMONY
THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990
2:30 P.M.**

Thank you all very much. I'd like to welcome the Ambassador from Canada, Derek Burney, who represents his countrymen's concern for our common environment and their pleasure that America has enacted this historic agreement into law.

It's a pleasure to have several members of the Cabinet here: Secretaries Lujan and Watkins and Attorney General Thornburgh; as well as Administrators Reilly and Engeleiter. Also, I see Governor Madeleine Kunin of Vermont is here. Again, welcome. ✓

Although Thanksgiving is still a week away, today is truly a red-letter day for all Americans. Today, we add a long-awaited and long-needed chapter in America's environmental history -- and begin a new era for clean air. //

This last weekend, I spent some pleasant hours in the Catoctin Mountains of Maryland, at Camp David. Saturday and Sunday were clear and crisp -- bright sunshine and fall colors. Great to get out in the woods, and go for a run. ((Pumped a little iron on the Arnold Schwarzenegger Memorial Leg Press.)) But no American should have to drive out of town to breathe clean air. Every city in America should have clean air. And with this legislation, we will.//

I first made a commitment to comprehensive clean air legislation as a Presidential candidate. Soon after coming into

office, we developed a comprehensive clean air proposal. We consulted with Republicans and Democrats in the Congress, with environmentalists and with representatives of industry, because I believed it was time for a new approach. And it was time to break the logjam that hindered progress on clean air for thirteen years.

And so I told our best minds, assembled that morning a year and a half ago: "Every American expects and deserves to breathe clean air. And as President, it is my mission to guarantee it: for this generation, and for generations to come."

Well, as we used to say in the Navy, "Mission defined. Mission accomplished."// Today, I am proud to sign the Clean Air Act of 1990. //

This landmark legislation will reduce air pollution each year by 56 billion pounds -- that's 224 pounds for every man, woman and child in America. It will go after the three main types of air pollution: acid rain, smog, and toxic air pollutants.

This bill will cut emissions that cause acid rain in half -- and permanently cap them at these new levels. It will reduce pollutants that cause smog in our cities -- by 40 percent -- so that by the year 2000, over one hundred major American cities with poor air quality will have safer, healthier air. And it will cut dangerous air toxics emissions by ^{over} 75 percent using new technologies. And by the next decade, its alternative fuel provisions will help reduce our dependence on foreign oil.

✓
Gandy

This bill means cleaner cars, cleaner power plants, cleaner factories and cleaner fuels -- this bill means a cleaner America. Virtually every person in every city and every town will enjoy its benefits. //

This legislation isn't just the centerpiece of our environmental agenda. It is simply the most significant air pollution legislation in our nation's history -- and it restores America's place as the global leader in environmental protection.

1990 is now a milestone year for the environment. I also hope that it will be remembered as an important year for environmental cooperation.

There were several members of my Administration who saw to it, through thick and thin, that this bill got to my desk: EPA Administrator William Reilly, Energy Secretary Watkins, ~~Bill~~ out ✓ ~~Rosenberg from EPA~~ and from my staff, Roger Porter and Boyden Gray. What a great job they did. //

I also want to thank the many Senators and Members of Congress from both sides of the aisle -- many of you are here today, others couldn't be with us -- but the list is too long to recognize each of you personally. So again, thank you for your commitment and dedication -- as well as the Governors and the experts from local governments who were all so instrumental in building bipartisan support for this legislation. We've met with business leaders, who saw stewardship to the environment as a key to long-term economic growth; and we've met with academics and

innovative problem-solvers from every side, who have built the foundation for this approach.

Let me also commend the environmental groups we've met with ^{like} ~~especially~~ the Environmental Defense Fund, under the leadership of Fred Krupp (~~other names possible~~) -- for bringing creativity to the table to end the stalemate. ✓

We all had to make tough choices. Some said we went too far -- others said not far enough. But despite our differences, we all agreed on the goal: clean air for all Americans. We agreed on the means: a new Clean Air Act. ✓

And we all agreed: it was time to take a new approach. This bill is both ambitious in its goals and innovative in its methods. For the first time, we've moved away from the red-tape bureaucratic approach of the past. The old tradition of command and control regulation isn't the answer. By relying on the marketplace we can achieve the ambitious environmental goals we have as a country in the most efficient, cost-effective way possible. We will have to take advantage of the innovation, energy, and ingenuity of every American -- drawing local communities and the private sector into the cause. It is time for a new kind of environmentalism -- driven by the knowledge that a sound ecology and a strong economy can coexist.

The approach in this bill balances economic growth and environmental protection. The approach is comprehensive, cost-effective, and most of all, it will work. The first major pollution reductions are where we need them most.

It offers incentives, choice and flexibility for industry to find the best solutions -- all in the context of continued economic growth. The bill is balanced -- it will stimulate the use of natural gas from the wells of Texas and Louisiana, fuels made from the farms of Iowa, Illinois and the great Midwest, and cleaner, low-sulfur coal from the hills of West Virginia to the Rocky Mountain states. This bill can make America the global leader in developing a new generation of environmental technologies to which the world is now turning.

But it does more. The legislation sets reasonable deadlines for those who must comply, but once the deadlines pass, penalties are severe. America's heritage is precious. We will not turn our backs or look the other way. That means polluters must pay.//

And so there is a new breeze blowing -- a new current of concern for the environment. Today marks a great victory for the environment, a day when we have strengthened our clean air statutes -- already the world's toughest. This legislation is not only in America's interest; like so many of the environmental issues that we are working on, this bill is in the interest of people all over the world.

And the new environmental ethos is growing. We see it in community efforts and school involvement across America. And we're seeing it in the innovative response of private industry -- in alternative fuel service stations and electric vehicles. These companies understand: We must pioneer new technology, find

new solutions, and envision new horizons if we are to build a bright future and a better America for our children.

There's an old saying: "We don't inherit the Earth from our parents. We borrow it from our children." We have succeeded today because of a sense of global stewardship, a sense that it is the Earth that endures. And that all of us are simply holding a sacred trust left for future generations.

For the sake of future generations, I thank each and every one of you for your commitment to the environment. I am now honored to sign this Clean Air bill into law.

Thank you and God bless you all.

#

**CLEAN AIR BILL SIGNING CEREMONY \ THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990 \ 2:30 P.M.**

**THANK YOU ALL VERY MUCH. I'D LIKE TO WELCOME THE
AMBASSADOR FROM CANADA, DEREK BURNEY, WHO REPRESENTS
HIS COUNTRYMEN'S CONCERN FOR OUR COMMON ENVIRONMENT AND
THEIR PLEASURE THAT AMERICA HAS ENACTED THIS HISTORIC
AGREEMENT INTO LAW.**

**IT'S A PLEASURE TO HAVE ^{two} ~~SEVERAL~~ MEMBERS OF THE
^{members today} CABINET HERE: SECRETARIES LUJAN AND WATKINS; AS WELL
AS ADMINISTRATORS REILLY AND ENGELEITER. ALSO, I SEE
GOVERNOR MADELEINE KUNIN OF VERMONT IS HERE.**

- 2 -

**AGAIN, WELCOME. ALTHOUGH THANKSGIVING IS STILL A WEEK
AWAY, TODAY IS TRULY A RED-LETTER DAY FOR ALL
AMERICANS. TODAY, WE ADD A LONG-AWAITED AND LONG-
NEEDED CHAPTER IN AMERICA'S ENVIRONMENTAL HISTORY --
AND BEGIN A NEW ERA FOR CLEAN AIR. //**

**THIS LAST WEEKEND, I SPENT SOME PLEASANT HOURS IN
THE CATOCTIN MOUNTAINS OF MARYLAND, AT CAMP DAVID.
SATURDAY AND SUNDAY WERE CLEAR AND CRISP -- BRIGHT
SUNSHINE AND FALL COLORS.**

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**CLEAN AIR BILL SIGNING CEREMONY \ THE EAST ROOM
THURSDAY, NOVEMBER 15, 1990 \ 2:30 P.M.**

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**I'D LIKE TO WELCOME MAJORITY LEADER MITCHELL AND
REPUBLICAN LEADER DOLE, AS WELL AS THE LEADERSHIP OF
THE COMMITTEES THAT WORKED SO HARD ON THIS LEGISLATION.**

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GREAT TO GET OUT IN THE WOODS, AND GO FOR A RUN.
((PUMPED A LITTLE IRON ON THE ARNOLD SCHWARZENEGGER
MEMORIAL LEG PRESS.)) BUT NO AMERICAN SHOULD HAVE TO
DRIVE OUT OF TOWN TO BREATHE CLEAN AIR. EVERY CITY IN
AMERICA SHOULD HAVE CLEAN AIR. AND WITH THIS
LEGISLATION, WE WILL.//

I FIRST MADE A COMMITMENT TO COMPREHENSIVE CLEAN
AIR LEGISLATION AS A PRESIDENTIAL CANDIDATE. SOON
AFTER COMING INTO OFFICE, WE DEVELOPED A COMPREHENSIVE
CLEAN AIR PROPOSAL.

WE CONSULTED WITH REPUBLICANS AND DEMOCRATS IN THE
CONGRESS, WITH ENVIRONMENTALISTS AND WITH
REPRESENTATIVES OF INDUSTRY, BECAUSE I BELIEVED IT WAS
TIME FOR A NEW APPROACH. AND IT WAS TIME TO BREAK THE
LOGJAM THAT HINDERED PROGRESS ON CLEAN AIR FOR THIRTEEN
YEARS.

AND SO I TOLD OUR BEST MINDS, ASSEMBLED THAT MORNING A YEAR AND A HALF AGO: "EVERY AMERICAN EXPECTS AND DESERVES TO BREATHE CLEAN AIR. AND AS PRESIDENT, IT IS MY MISSION TO GUARANTEE IT: FOR THIS GENERATION, AND FOR GENERATIONS TO COME."

WELL, AS WE USED TO SAY IN THE NAVY, "MISSION DEFINED. MISSION ACCOMPLISHED."// TODAY, I AM PROUD TO SIGN THE CLEAN AIR ACT OF 1990. //

THIS LANDMARK LEGISLATION WILL REDUCE AIR POLLUTION EACH YEAR BY 56 BILLION POUNDS -- THAT'S 224 POUNDS FOR EVERY MAN, WOMAN AND CHILD IN AMERICA. IT WILL GO AFTER THE THREE MAIN TYPES OF AIR POLLUTION: ACID RAIN, SMOG, AND TOXIC AIR POLLUTANTS.

THIS BILL WILL CUT EMISSIONS THAT CAUSE ACID RAIN IN HALF -- AND PERMANENTLY CAP THEM AT THESE NEW LEVELS.

IT WILL REDUCE POLLUTANTS THAT CAUSE SMOG IN OUR CITIES -- BY 40 PERCENT -- SO THAT BY THE YEAR 2000, OVER ONE HUNDRED MAJOR AMERICAN CITIES WITH POOR AIR QUALITY WILL HAVE SAFER, HEALTHIER AIR. AND IT WILL CUT DANGEROUS AIR TOXICS EMISSIONS BY OVER 75 PERCENT USING NEW TECHNOLOGIES. AND BY THE NEXT DECADE, ITS ALTERNATIVE FUEL PROVISIONS WILL HELP REDUCE OUR DEPENDENCE ON FOREIGN OIL.

THIS BILL MEANS CLEANER CARS, CLEANER POWER PLANTS, CLEANER FACTORIES AND CLEANER FUELS -- THIS BILL MEANS A CLEANER AMERICA. VIRTUALLY EVERY PERSON IN EVERY CITY AND EVERY TOWN WILL ENJOY ITS BENEFITS. //

THIS LEGISLATION ISN'T JUST THE CENTERPIECE OF OUR ENVIRONMENTAL AGENDA. IT IS SIMPLY THE MOST SIGNIFICANT AIR POLLUTION LEGISLATION IN OUR NATION'S HISTORY -- AND IT RESTORES AMERICA'S PLACE AS THE GLOBAL LEADER IN ENVIRONMENTAL PROTECTION.

1990 IS NOW A MILESTONE YEAR FOR THE ENVIRONMENT. I ALSO HOPE THAT IT WILL BE REMEMBERED AS AN IMPORTANT YEAR FOR ENVIRONMENTAL COOPERATION.

THERE WERE SEVERAL MEMBERS OF MY ADMINISTRATION WHO SAW TO IT, THROUGH THICK AND THIN, THAT THIS BILL GOT TO MY DESK: EPA ADMINISTRATOR WILLIAM REILLY, ENERGY SECRETARY WATKINS, AND FROM MY STAFF, ROGER PORTER AND BOYDEN GRAY. WHAT A GREAT JOB THEY DID. //

I ALSO WANT TO THANK THE MANY SENATORS AND MEMBERS OF CONGRESS FROM BOTH SIDES OF THE AISLE -- MANY OF YOU ARE HERE TODAY, OTHERS COULDN'T BE WITH US -- BUT THE LIST IS TOO LONG TO RECOGNIZE EACH OF YOU PERSONALLY. SO AGAIN, THANK YOU FOR YOUR COMMITMENT AND DEDICATION -- AS WELL AS THE GOVERNORS AND THE EXPERTS FROM LOCAL GOVERNMENTS WHO WERE ALL SO INSTRUMENTAL IN BUILDING BIPARTISAN SUPPORT FOR THIS LEGISLATION.

WE'VE MET WITH BUSINESS LEADERS, WHO SAW STEWARDSHIP TO THE ENVIRONMENT AS A KEY TO LONG-TERM ECONOMIC GROWTH; AND WE'VE MET WITH ACADEMICS AND INNOVATIVE PROBLEM-SOLVERS FROM EVERY SIDE, WHO HAVE BUILT THE FOUNDATION FOR THIS APPROACH.

LET ME ALSO COMMEND THE ENVIRONMENTAL GROUPS WE'VE MET WITH -- LIKE THE ENVIRONMENTAL DEFENSE FUND, UNDER THE LEADERSHIP OF FRED KRUPP -- FOR BRINGING CREATIVITY TO THE TABLE TO END THE STALEMATE.

WE ALL HAD TO MAKE TOUGH CHOICES. SOME SAID WE WENT TOO FAR -- OTHERS SAID NOT FAR ENOUGH. BUT DESPITE OUR DIFFERENCES, WE ALL AGREED ON THE GOAL: CLEAN AIR FOR ALL AMERICANS. WE AGREED ON THE MEANS: A NEW CLEAN AIR ACT.

AND WE ALL AGREED: IT WAS TIME TO TAKE A NEW APPROACH. THIS BILL IS BOTH AMBITIOUS IN ITS GOALS AND INNOVATIVE IN ITS METHODS.

FOR THE FIRST TIME, WE'VE MOVED AWAY FROM THE RED-TAPE BUREAUCRATIC APPROACH OF THE PAST. THE OLD TRADITION OF COMMAND AND CONTROL REGULATION ISN'T THE ANSWER. BY RELYING ON THE MARKETPLACE WE CAN ACHIEVE THE AMBITIOUS ENVIRONMENTAL GOALS WE HAVE AS A COUNTRY IN THE MOST EFFICIENT, COST-EFFECTIVE WAY POSSIBLE. WE WILL HAVE TO TAKE ADVANTAGE OF THE INNOVATION, ENERGY, AND INGENUITY OF EVERY AMERICAN -- DRAWING LOCAL COMMUNITIES AND THE PRIVATE SECTOR INTO THE CAUSE.

IT IS TIME FOR A NEW KIND OF ENVIRONMENTALISM -- DRIVEN BY THE KNOWLEDGE THAT A SOUND ECOLOGY AND A STRONG ECONOMY CAN COEXIST.

THE APPROACH IN THIS BILL BALANCES ECONOMIC GROWTH AND ENVIRONMENTAL PROTECTION. THE APPROACH IS COMPREHENSIVE, COST-EFFECTIVE, AND MOST OF ALL, IT WILL WORK. THE FIRST MAJOR POLLUTION REDUCTIONS ARE WHERE WE NEED THEM MOST.

IT OFFERS INCENTIVES, CHOICE AND FLEXIBILITY FOR INDUSTRY TO FIND THE BEST SOLUTIONS -- ALL IN THE CONTEXT OF CONTINUED ECONOMIC GROWTH. THE BILL IS BALANCED -- IT WILL STIMULATE THE USE OF NATURAL GAS FROM THE WELLS OF TEXAS AND LOUISIANA, FUELS MADE FROM THE FARMS OF IOWA, ILLINOIS AND THE GREAT MIDWEST, AND CLEANER, LOW-SULFUR COAL FROM THE HILLS OF WEST VIRGINIA TO THE ROCKY MOUNTAIN STATES.

THIS BILL CAN MAKE AMERICA THE GLOBAL LEADER IN DEVELOPING A NEW GENERATION OF ENVIRONMENTAL TECHNOLOGIES TO WHICH THE WORLD IS NOW TURNING.

BUT IT DOES MORE. THE LEGISLATION SETS REASONABLE DEADLINES FOR THOSE WHO MUST COMPLY, BUT ONCE THE DEADLINES PASS, PENALTIES ARE SEVERE. AMERICA'S HERITAGE IS PRECIOUS. WE WILL NOT TURN OUR BACKS OR LOOK THE OTHER WAY. THAT MEANS POLLUTERS MUST PAY.//

AND SO THERE IS A NEW BREEZE BLOWING -- A NEW CURRENT OF CONCERN FOR THE ENVIRONMENT. TODAY MARKS A GREAT VICTORY FOR THE ENVIRONMENT, A DAY WHEN WE HAVE STRENGTHENED OUR CLEAN AIR STATUTES -- ALREADY THE WORLD'S TOUGHEST. THIS LEGISLATION IS NOT ONLY IN AMERICA'S INTEREST; LIKE SO MANY OF THE ENVIRONMENTAL ISSUES THAT WE ARE WORKING ON, THIS BILL IS IN THE INTEREST OF PEOPLE ALL OVER THE WORLD.

AND THE NEW ENVIRONMENTAL ETHOS IS GROWING. WE SEE IT IN COMMUNITY EFFORTS AND SCHOOL INVOLVEMENT ACROSS AMERICA. AND WE'RE SEEING IT IN THE INNOVATIVE RESPONSE OF PRIVATE INDUSTRY -- IN ALTERNATIVE FUEL SERVICE STATIONS AND ELECTRIC VEHICLES. THESE COMPANIES UNDERSTAND: WE MUST PIONEER NEW TECHNOLOGY, FIND NEW SOLUTIONS, AND ENVISION NEW HORIZONS IF WE ARE TO BUILD A BRIGHT FUTURE AND A BETTER AMERICA FOR OUR CHILDREN.

THERE'S AN OLD SAYING: "WE DON'T INHERIT THE EARTH FROM OUR PARENTS. WE BORROW IT FROM OUR CHILDREN." WE HAVE SUCCEEDED TODAY BECAUSE OF A SENSE OF GLOBAL STEWARDSHIP, A SENSE THAT IT IS THE EARTH THAT ENDURES. AND THAT ALL OF US ARE SIMPLY HOLDING A SACRED TRUST LEFT FOR FUTURE GENERATIONS.

FOR THE SAKE OF FUTURE GENERATIONS, I THANK EACH AND EVERY ONE OF YOU FOR YOUR COMMITMENT TO THE ENVIRONMENT. I AM NOW HONORED TO SIGN THIS CLEAN AIR BILL INTO LAW.

THANK YOU AND GOD BLESS YOU ALL.

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