

**Marketing and Incentives Workgroup
Meeting Minutes
September 19, 2001**

On September 19, 2001, several members of the Marketing and Incentives Workgroup (MIW) met to discuss the proposed language for legislation; proposed incentive strategies; and upcoming status report to the International Diesel Retrofit Advisory Committee (IDRAC).

Terrel Ferreira, from the Office of the Ombudsman at ARB, announced to the group that she has been asked to chair the MIW. She noted that this will not affect the participation of any other ARB staff.

Jude Lamare provided an outline of the proposed legislative language for contracting and procurement. She stressed that the language include a section that requires state and local governments to indicate preference for low emission heavy-duty vehicles (HDVs) when contracting out for goods and services. All state employees procuring goods should be informed of this preference. In addition, ARB should be required to annually update definitions for low emission HDVs and low emission HDV fleet. The legislative language should also include enforcement authority for ARB and procedure for air districts to levy fines. The group agreed that the draft outline is a good starting point.

Tim Taylor discussed the proposed incentive strategies and indicated that two legislative bills are required. One bill would require government contractors to use low-emission HDVs and require agencies to inform suppliers of the low emission HDVs incentive program. The second would create a Carl Moyer Memorial Particulate Matter Reduction Program with an Advisory Committee charged with reviewing all three programs and recommending improvements on a regular basis.

The three programs that the Advisory Committee would review are:

- (1) Proactive Contracting – a new program to require proactive contracting for government agencies;
- (2) Moyer PM Program – a new incentive funds program for on-road and off-road PM reductions; and
- (3) Moyer NOx Program – the existing incentive funds program for on-road and off-road NOx reductions.

In general, the group agreed that the MIW should continue to support other programs to clean up HDVs. This would include a national fuel standard that does not jeopardize NOx benefits; support, with matching funds, any State or federal incentive or grant fund programs for PM and NOx retrofits; support federal tax incentives for PM and NOx retrofits; and others programs that will reduce NOx and PM emissions.

Tim Taylor volunteered to present the MIW's report to the IDRAC on October 2, 2001 in Los Angeles. The presentation will outline the concepts of the two legislative bills. The group agreed that it is important to get feedback from MIW members on the two documents that Nancy Steele e-mailed to everyone on Tuesday, September 18, 2001. Terrel Ferreira indicated that she would e-mail the members, following the close of the meeting, to ask that comments be submitted to Tim by Monday, September 24, 2001. This will allow Tim time to include any additional information in the presentation. He plans to e-mail the presentation to the members for review.

The meeting adjourned at 11:30 a.m. and the next meeting was tentatively scheduled for November 7, 2001 from 10 a.m. to noon.