

**Marketing and Incentives Workgroup**  
**Meeting Minutes**  
**November 14, 2001**

On November 14, 2001, 13 members of the Marketing and Incentives Workgroup (MIW) met to discuss proactive procurement contracting, incentive strategies, and marketing ideas.

During the last several meetings, the MIW discussed the need for two legislative bills. One bill would require proactive contracting by state and local government agencies and create an Advisory Committee to review the program and periodically report to the legislature on improvements to the programs. The second bill would create a Carl Moyer PM program similar to Carl Moyer NOx.

Jude Lamare provided an update on the legislative concept for a proactive procurement-contracting program. Jude has discussed the proposal with other related interest groups, i.e. the Clean Air Partnership, CAPCOA, and Sierra Club on the procurement contracting proposal. She indicated that nothing would happen until money is committed.

Tim Taylor mentioned that he has broached the subject with members of the NOx Log Cabin group. This group represents various agencies and some elected officials. While the NOx Log Cabin group believes that there might be an existing mechanism for proactive contracting, they are concerned that no group has come forward to lead the effort, no lobbyists are on board, nor has an author for the legislation been identified.

Jude believes that NOx Log Cabin group could pursue the legislation, but there are no resources. The group has had a series of meetings with the Department of General Services (DGS). Currently, they are considering a pilot program but not legislation. Their next meeting will be held December 11, 2001 at SMAQMD (777 12<sup>th</sup> Street, Sacramento California). Several of the MIW members plan to attend that meeting. In addition, the MIW members agreed to have our next meeting that same day following the NOx Log Cabin meeting.

Dave Smith stated that he believes that BP/WSPA would support a proactive procurement-contracting program. He also indicated that limited resources should not be a showstopper. Dave stated that he would discuss the proposal with his colleagues.

Tim pointed out that the proactive procurement-contracting program has historically been viewed as a green marketing program and has not been supported by industry. He believes that for this type of program to be successful it must have support at the highest levels. Specifically, he indicated that CEOs of

major companies need to work directly with the Governor's office. He also stated that California should consider doing something similar to the "Energy Star", which is a federally sponsored program.

Doug Emig agreed that we should do something similar and said that we should call the program "Emission Star". This program would highlight significant (beyond what's required by law) reductions in emissions. Individuals and companies that go the extra mile would get recognition from the State. Dave asked about alternative fueled vehicles. Doug responded that the program should focus purely on emission reductions regardless of fuel.

Amy Wall did not have anything to report on the proposed legislation for the incentives program. She will report to the MIW at the next meeting whether CTA still plans to sponsor a bill for a Carl Moyer PM program.

Nancy Steel indicated that the legislative language for the PM program should not require NOx reductions as well. She expressed that PM retrofits should not be hung up on NOx because the technology does not currently exist to get both NOx and PM reductions. Plus, what's available is not cost effective at the time.

Cynthia Cory stated that the MIW should stop thinking of the legislation as a CTA deal and that the MIW should consider taking on this issue. Cynthia agreed to draft a resolution, in lieu of legislation, to re-constitute the Carl Moyer Advisory Committee. The Advisory Committee would assess the need for a PM program and make a recommendation to the Governor. In addition, the MIW members agreed that the Advisory Committee could possibly make a recommendation on proactive procurement contracting. A small group was formed to work with Cynthia on this effort. The group members are Jude Lamare, Tim Taylor, Dave Smith, Doug Emig, and Nancy Steele. The group plans to meet the week following Thanksgiving.

The group spent the last few minutes discussing marketing ideas. Pam Jones indicated that the MIW needs to decide whether to pursue a marketing campaign that raises the awareness of the proactive procurement contracting or raises the awareness of individuals and companies that use clean vehicles (ahead of mandates) to do business. Pam agreed to develop some ideas for marketing and the group will discuss concepts at the next meeting.

The next MIW meeting will be held December 11, 2001 from 12:00 to 2:00 p.m. at the Sacramento Metropolitan AQMD.