

TRAC Meeting: Outreach Subcommittee Minutes

February 17, 2010

Member Attendees

Last	First	Company
Leff	Michael	Valley Power Systems
Lindsey	Ken	Commercial Power Sweep, Inc.
Lujan	Steven	Cascade Sierra Solutions
Maggiora	Michael	Maggiora Bros. Drilling, Inc.
Moir, Jr.	James	Mid-Pacific Industries, Inc.
Pfeifer	Nick	Granite Construction, Inc.
Phipps	Bob	Bettendorf Trucking
Plowman	Betty	California Dump Truck Owners Association
Schrap	Matthew	California Trucking Association
Tennies	Robert	Western Truck Center
Tunnell	Mike	American Trucking Association

Discussion Items

- Update on ARB Activities
- Implementation Workshops
- Outreach Product Review

Update on ARB Activities

- ARB's current outreach focus is on the agricultural community because of the approaching March 31 reporting deadline for agricultural vehicles. ARB staff is looking for feedback on brochures and would like to finalize the one-page multi-truck program flyer. ARB is working on two direct mailouts: one on the voucher program and one on the upcoming March 31 reporting deadline. ARB staff is also working with the CHP on distribution of flyers and training for officers on the current regulations.

Implementation Workshops

- ARB obtained feedback from members on the training seminar presented to committee members on February 16. The reporting training seminars will start on February 24 in El Monte. The March 2 and March 18 seminars are being webcast and staff is still looking for more venues to hold the training seminars throughout the state. Subcommittee members suggested adding Eureka and Redding areas and provide evaluation forms to attendees for feedback.

Outreach Product Review

- ARB's Public Information Office (PIO) staff provided an update on ARB's efforts for a poster to be posted at dealerships, repair shops, and other locations where truck owners will see the poster. ARB staff requested feedback on the poster's size and text.
- Subcommittee members had many comments on the poster. Members expressed that the size of the poster should vary. There should also be letter size. The letter size would be easier to distribute and since wall space is limited at some facilities, a poster size may not work in some cases. It should also be laminated and/or free standing such as for display at parts stores' countertops. Subcommittee members suggested a sticker or decal be developed for fuel pumps at fueling stations. Subcommittee members also suggested additional pictures of medium-duty bobtail, motor coach, trailer, and a truck with a TRU.
- Subcommittee co-chair, Matt Schrap, stressed the need to make sure the poster's message makes truck owners and operators understand that they have a monetary stake in complying with the regulation. The message needs to be clear that there are fines involved if you don't comply. Several members agreed that this is important for the poster. Since owners and operators need to understand what the cost is, the subcommittee members suggested ARB staff include what the fine is on the poster. ARB staff will take the subcommittee's comments back for consideration.
- The subcommittee directed ARB staff that the poster needs to be up now and needs to be completed within the next month. ARB staff agreed to provide another draft of the poster in one week. Subcommittee members expressed concern and strongly recommended that the poster's message be clear and on point as to the monetary stake in complying with the regulation. The current draft will not catch the attention of the trucker. ARB staff stated that ARB's Executive Officer and the Governor's Office will have final say on the poster; however, the subcommittee's comments are important.