

TRAC Meeting: Small Business Subcommittee

January 13, 2011

Member Attendees

Last	First	Company
Berg	Sandra	ARB Board Member
Casler	Angela	Sustainability Management Consulting
da Silva	Tom	Lee's Concrete Materials
de Carbonel	Hank	Concrete Pumpers Association
Garcia	Mike	Pacific Aggregates
Hobbs	Tony	Baker Trucking
Hogo	Henry	South Coast Air Quality Management District
Lee	Richard	Consultant
Leff	Mike	Valley Power Systems
Lujan	Steven	Cascade Sierra Solutions
Macartney	Jeff	Crossroad Equipment and Finance
Rasmussen	Chris	Emissions Guru, Inc.

Discussion Items

- Overview of Regulatory Changes and Affect on Incentive Funding
- Small Business Issues, Opportunities, and Outreach
- Priorities and Action Items
- Meeting Review – what worked and what didn't work

Overview of Regulatory Changes and Affect on Incentive Funding

- ARB staff gave an overview of the changes to the Truck and Bus Regulation which included changes to the agricultural vehicle provisions, new requirements for light and heavy vehicles, additional credits, and a provision for low mileage construction trucks. Staff is currently revising the fleet calculator to reflect the changes to the regulation.
- Members expressed concern regarding the late change to the BACT schedule for 1996 to 1999 model year engines for heavy trucks including industry's ability to comply, keeping a level playing field and outreach. ARB staff responded that the change was discussed at the board hearing, however, did acknowledge a need to get the word out to the regulated public regarding the change and understood the desire to have a level playing field.
- ARB staff gave an overview of incentive opportunities including information on Goods Movement (Prop 1B) funding, the Voucher Incentive Program (VI), and the AB 118 Air Quality Improvement Program (AQIP). A coordinated Goods Movement application period will be held at the 5 major districts this spring in attempt to simplify the process and make the

application fair to all potential stakeholders. Half of the first cycle of Proposition 1B funding went to fleets of 20 vehicles or less with one third being owner/operators. Staff encourages all who may qualify to apply this cycle.

- A concern was expressed that the VIP program is under-utilized for hybrid trucks and loans. Funding will be continued through the next couple of years. A Mailout was released on January 10 with changes to the VIP program that are expected to expand eligibility and increase participation. In response to air district request, these changes were released in advance of the overall Moyer program guidelines update that will be considered by the Board in April. ARB will continue to monitor program effectiveness and work with stakeholders to consider additional changes as necessary. Staff noted that although hybrid trucks are eligible for Moyer VIP funding, most hybrid trucks are being funded through the AB 118 Hybrid Voucher Incentive Program (HVIP).
- Subcommittee Chair, Sandra Berg, asked whether there is any federal funding available. Cynthia Marvin, ARB, responded that there is federal funding for diesel programs however; it was unclear at this point how much money would be available for California.
- Members, focusing on more funding for small business, also expressed concern over funding dollars available through districts. The concern is if ARB can direct the district to earmark specific funds, like Carl Moyer, to small fleets. ARB provides guidance through the Carl Moyer Program guidelines, but districts have the authority to focus the funding to areas they feel are priorities for their district as long as ARB's guidelines are met. ARB has oversight to assure funds are spent on projects that generate cost-effective, surplus emission reductions. Staff is proposing to make changes to the Moyer guidelines to expand funding opportunities to fleets of 10 trucks or less in April. That said, there are no guideline which states districts must direct any specific portion of the funding to small business or small fleets.
- Members also expressed concern that funding is not available to areas in Northern California. Subcommittee Chair, Sandra Berg, stated that this is an issue that has been brought up in the Incentive Advisory Group and encouraged members to participate in that effort. In addition, staff noted that Voucher Incentive Program funding is available statewide, including rural areas.

Small Business Issues, Opportunities, Outreach

- ARB staff gave an overview of what ARB is currently doing for outreach. ARB recently mailed out 250,000 postcards and used every mailing list suggested by the subcommittee. Other activities include advertisements at fuel pumps, development of six "one-stop" truck events throughout the state with local air districts and other agencies, and training for vehicle and equipment sellers. Staff requested assistance for a location for the "one-

stop” truck event in Sacramento. ARB will also be conducting training for agricultural vehicle reporting for the March 31, 2011 deadline. There will be 13 training sessions for agricultural vehicle reporting planned throughout the state.

- Member suggested that the trainings be held at locations where fleets are used to going to and can park easily at such as maintenance facilities. The hours of the training session are also important. It was also suggested that ARB staff work with local communities such as the local chambers of commerce and post flyers at dealers and parts departments. Members also suggest that ARB staff work with associations to get the word out about the events.
- Cascade Sierra Solutions offered their facility for use in Sacramento. ARB staff will contact them to work out details.
- Members suggested that mailers need to be more effective and that the message be direct and to the point. Members expressed the concern that stakeholders either do not believe the regulation will be enforced, ARB will amend the regulation again to push back the implementation dates, or just do not know about the regulation and without a direct, serious message, this regulation is not being taken seriously. ARB staff responded that the suggestion has been recommended before however it is up to ARB management on what the final product will be. Another member suggested that associations take a role in getting the message out.

Priorities and Action Items

- Subcommittee Chair, Sandra Berg, suggested that one of the subcommittee’s priorities be to come up with a “no frills” direct message that is repetitive. The message needs to state that there is help with resources and the opportunity is now to comply early. Members also suggested that information should be kept simple, that colors of the mailouts and posters be kept the same. ARB staff stated that ARB is working on branding consistency. Members agreed that branding was important.
- Other outreach efforts suggested by members included update on enforcement cases, ARB’s Truck Stop link on dealers’ websites, satellite radio, and on-line advertisements. Members also suggested that ARB staff contact other trade associations which would have a vested interest in getting the compliance word out, such as the food and restaurant industry.

Meeting Review – what worked and what didn’t work

- Members discussed whether the subcommittee should meet less frequently. One member stated that this subcommittee is very important for outreach to small businesses. Members agreed to discuss further at

next meeting on April 14. ARB staff requested members to forward any agenda items for discussion at the next meeting.