

Truck Regulation Advisory Committee

TRAC Outreach Subcommittee Presentation



Outreach Subcommittee



Welcome!



Moderated by: Carissa Ganapathy



Compliance Assistance and Outreach Branch
Mobile Source Control Division
California Air Resources Board



Outreach Subcommittee



Introduction

Judy Friedman, Chief
Compliance Assistance and
Outreach Branch

Outreach Subcommittee



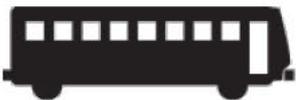
Branch Mission

- Provide compliance assistance and outreach to those affected by diesel regulations
- Assist operators in understanding and complying with the regulations

Achieving Our Mission

- Establish partnerships
- Provide assistance and feedback to ARB programs, such as language and design that provides clear concise information to owners and operators

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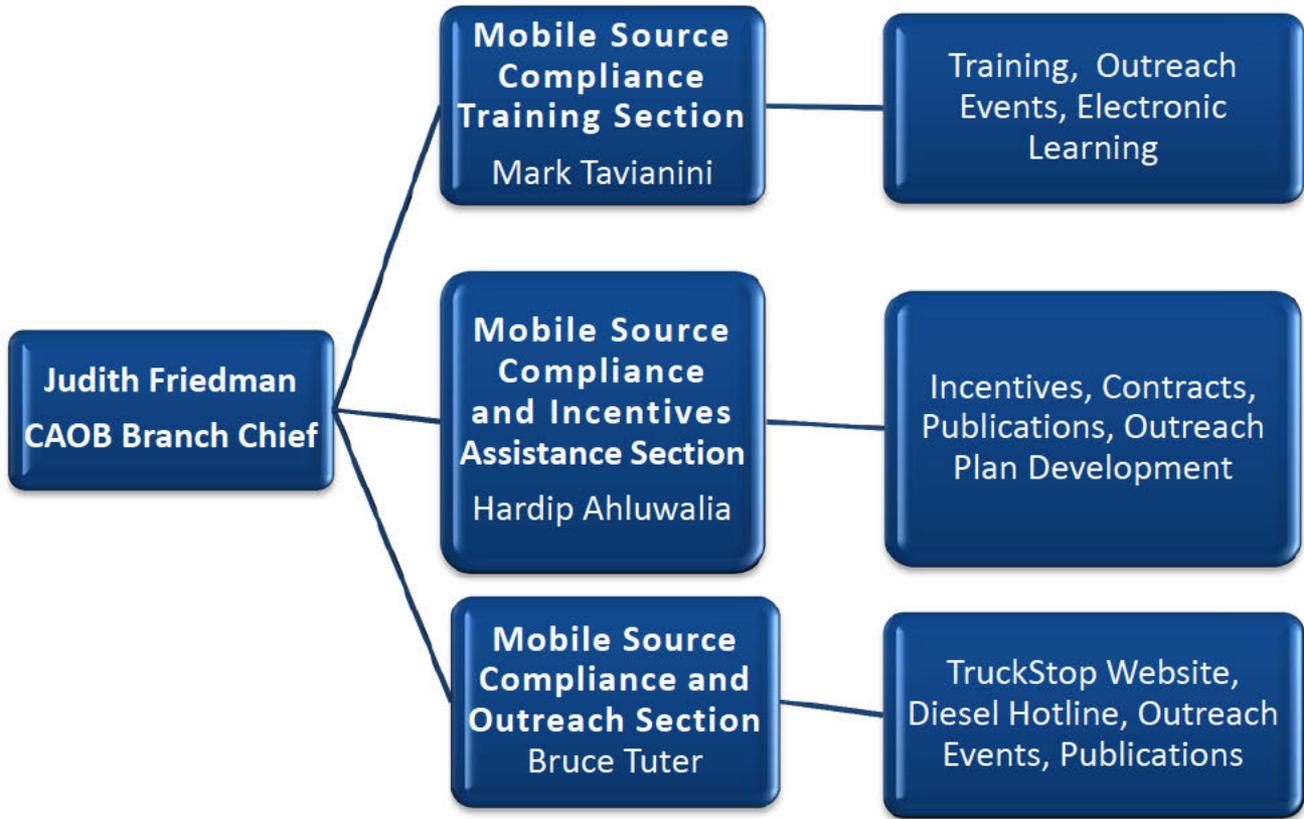
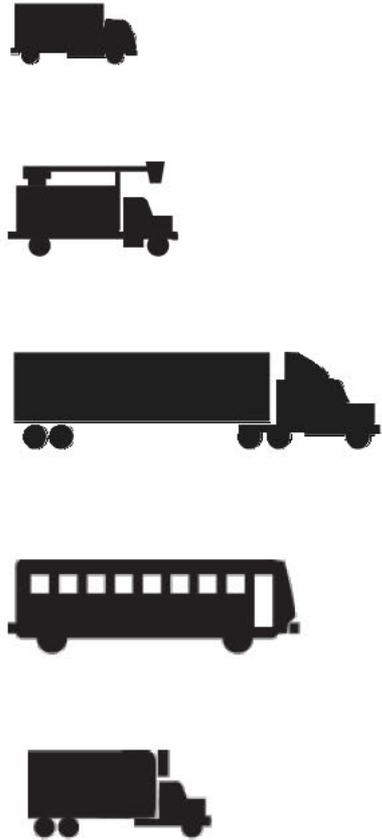


Compliance Assistance and Outreach

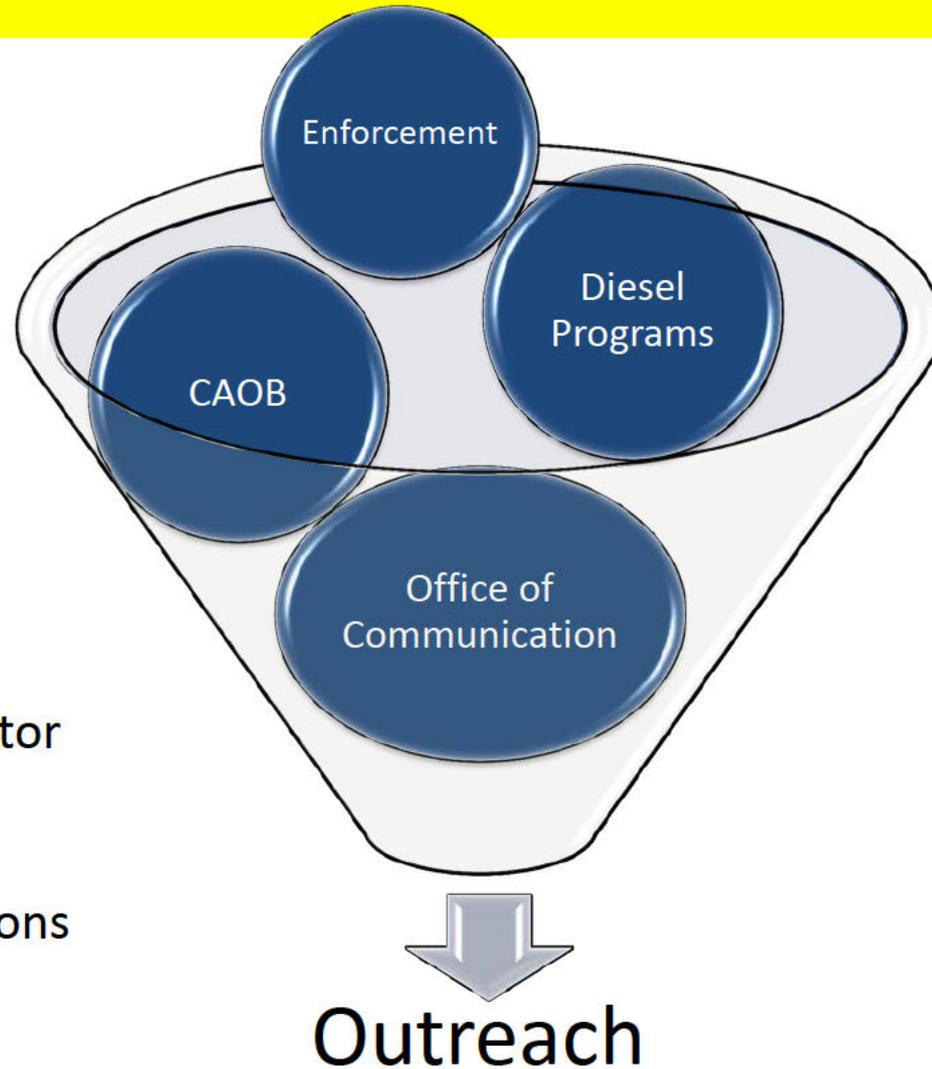
- Training
- Written material
- Audio visual aids
- 866-6Diesel hotline
- TruckStop website
- Technical assistance

Understanding
the regulatory
requirements
and options

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Outreach Subcommittee



Stanley Young
Communications Director

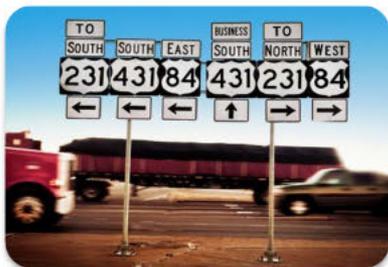
Cassandra Hockenson
Office of Communications

Outreach Subcommittee



Looking back

-since last TRAC meeting



Where we are headed



TRAC's suggested road forward

Outreach Subcommittee



DIRECT ASSISTANCE

**TRAINING, OUTREACH EVENTS
AND THE DIESEL HOTLINE**

TRAINING & OUTREACH EVENTS

BY: MARK TAVIANINI



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Training:
Looking
back...

Since September 2011

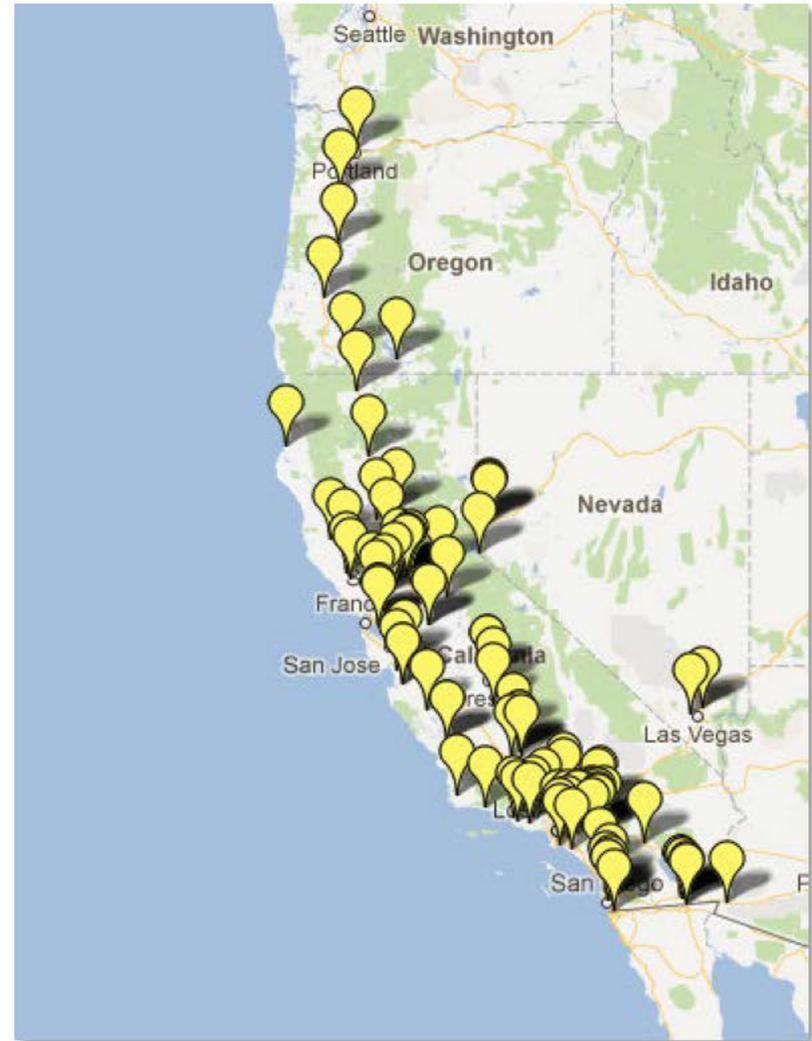
Course Name		Classes held	Students reached
Truck and Bus & Tractor-Trailer GHG Reporting Training (514)	ARB	52	1,890
	CleanFleets.net	60	2,525
Other ARB diesel related courses- Regulation Overview (512) , Maintenance Worker Regulatory Overview (515), Portable Equipment ATCM (502), Exhaust After-Treatment Devices (511), Exhaust After-Treatment Maintenance (516)		46	999
TOTALS		158	5,414

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Truck and Bus/GHG Reporting Course (514) Locations



ARB and CleanFleets.net
course location



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CleanFleets.net teaching the reporting course



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Strategies for Advertising for the Reporting Training Course

- Sent postcards to DMV list
- Posted on multiple ARB listserves
- Posted on ARB Training website
- Linked on TruckStop
- Involved dealers, industry groups, air districts
- Emailed past course attendees

<p>California Environmental Protection Agency  Air Resources Board</p>		 CleanFleets.net																		
<p align="center">Truck Owners and Operators CARB-Sponsored Diesel Truck Rules Training Events</p>																				
<p>Diesel trucks and equipment are required to meet new and existing state clean air rules. To inform truck owners and operators about these rules, CARB's authorized contractor is offering training events in your area. These training events will address:</p> <ul style="list-style-type: none">• what engines are affected;• how and when to comply; and• reporting requirements. <p>Knowing the laws and rules will help your business avoid compliance problems.</p> <p>Violators may be subject to:</p> <p>California Health and Safety Code penalties; DMV holds; and CHP impounds.</p>	<p align="center">Training Dates and Locations in Your Area</p> <table><thead><tr><th><u>Date (2012)</u></th><th><u>Location</u></th></tr></thead><tbody><tr><td>January 17</td><td>West Sacramento</td></tr><tr><td>January 17</td><td>Vacaville</td></tr><tr><td>January 18</td><td>Napa</td></tr><tr><td>January 18</td><td>Healdsburg</td></tr><tr><td>January 19</td><td>Ukiah</td></tr><tr><td>January 19</td><td>Clearlake</td></tr><tr><td>January 20</td><td>Colusa</td></tr><tr><td>January 20</td><td>Willows</td></tr></tbody></table> <p>For exact location, date, and time, and to register for a class, please go to: http://www.cleanfleets.net or call (916)739-1139.</p>		<u>Date (2012)</u>	<u>Location</u>	January 17	West Sacramento	January 17	Vacaville	January 18	Napa	January 18	Healdsburg	January 19	Ukiah	January 19	Clearlake	January 20	Colusa	January 20	Willows
<u>Date (2012)</u>	<u>Location</u>																			
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January 19	Clearlake																			
January 20	Colusa																			
January 20	Willows																			

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Business Events

General Truck and Bus

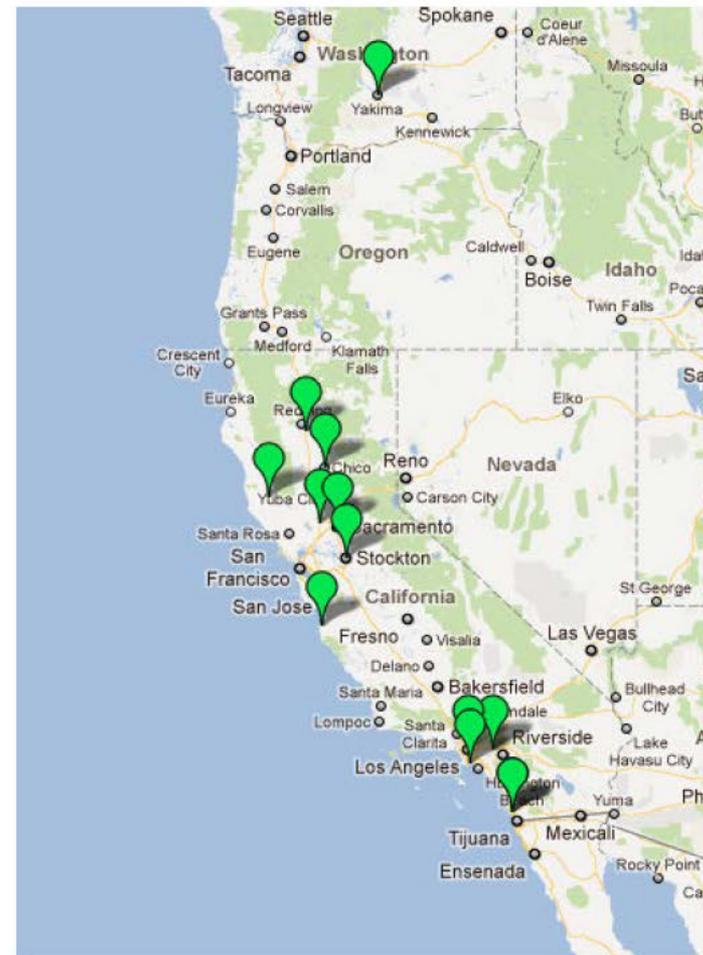
- 8 events, interacted with 543 attendees

Logging & Construction Industry

- 3 events, interacted with 250 attendees

Other- School Bus, Street Sweeper, Tow Trucks

- 3 events, interacted with 50+ attendees



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Training:

Where we
are headed...

Short-term

- Focus on Tractor-Trailer GHG (514)

Revive

- Diesel Exhaust After-Treatment Devices (511)
- In-Use Off-Road Diesel Vehicle Regulation Training (504)
- Diesel Vehicle Regulation Overview (512)

New

- Large Spark-Ignition (LSI) engine training
- “How to Comply” course
- Operator Retrofit Training

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Training:

TRAC's
suggested
road forward

Training: Feedback from
TRAC

1. Who needs training?
2. Where else should we do training?
3. What current/new topics?
4. Advertising suggestions, buzzwords, assistance?
5. How effective are webinars?
Best time of day to have?

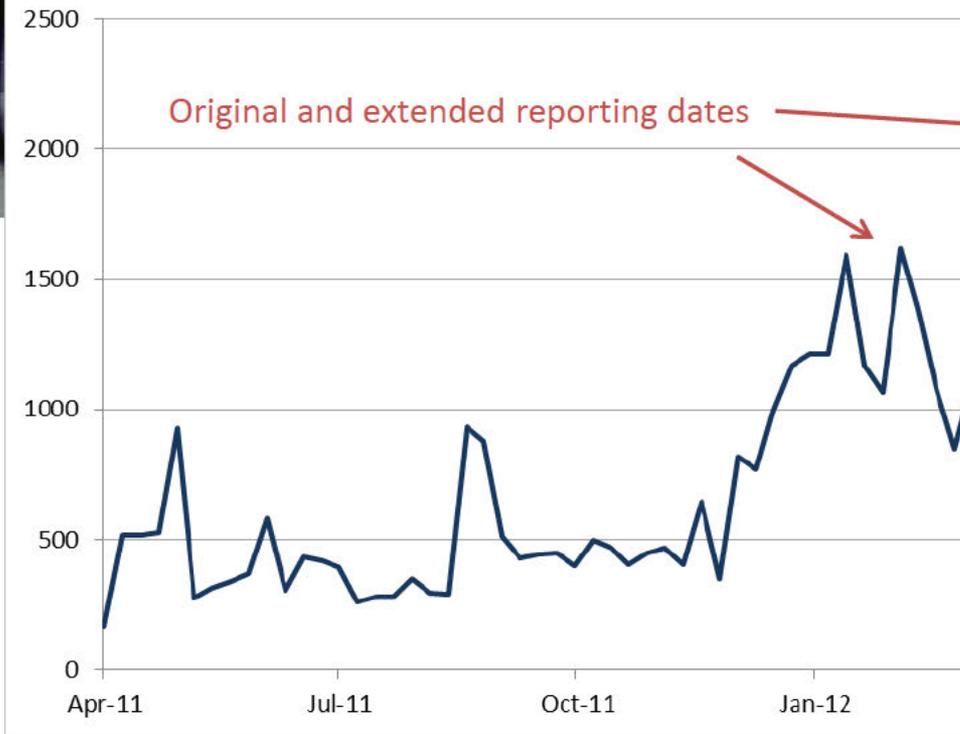
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1-866-6DIESEL
HOTLINE
BY: BRUCE TUTER



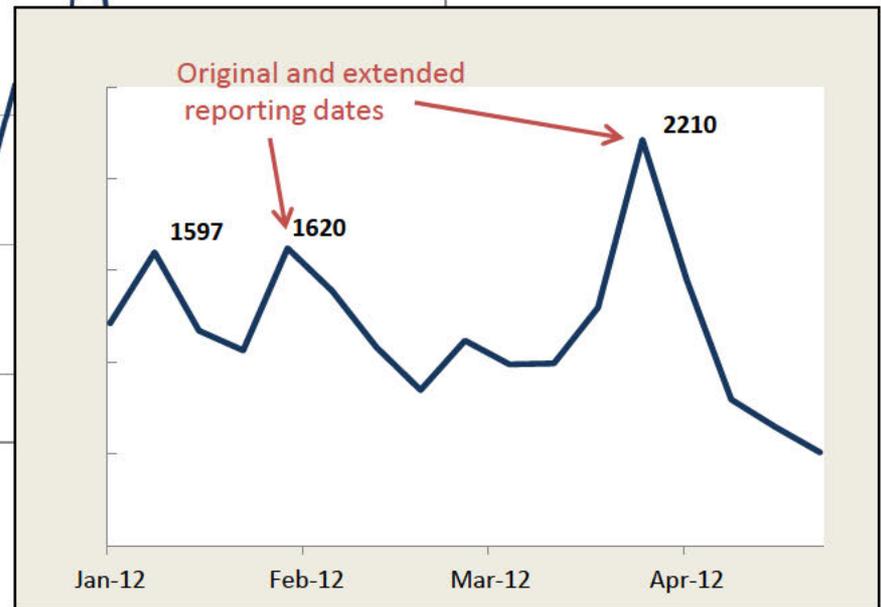
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One-year Call Center Trends



Weekly call volumes

Closer look at reporting period



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Call Volumes

Truck and Bus Deadline

- Call volumes were challenging
- Spoke with 16,500 callers during January – March
- Added staff and “emergency reserves” from other parts of ARB
- Used callers questions to design FAQs to maximize help

Steer more to

Steer
callers to
TruckStop

More informed
callers

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the TRUCK STOP

TRUCK STOP | TRUCK & BUS | TRACTOR/TRAILER GHG | TRUS | FINANCIAL OPPORTUNITIES | QUICK INDEX



1-866-6DIESEL Hotline's Most Frequently Asked Questions

[Truck and Bus Regulation Frequently Asked Questions](#)
[Truck and Bus Reporting, Reporting System, TRUCRS Frequently Asked Questions](#)

Truck and Bus Regulation Frequently Asked Questions

1. What is the purpose of the Truck and Bus Regulation? (Click here)
2. What is a PM filter?
3. How do I get a PM filter installed on my vehicle?
4. How much do PM filters cost?
5. Is there any funding available to help cover the cost of a PM filter or engine upgrade?
6. What if no PM filter is available for my vehicle?
7. Are any vehicles exempt from the Truck and Bus Regulation?
8. What is meant by the Gross Vehicle Weight Rating (GVWR)?
The gross vehicle weight rating (GVWR) is assigned by the vehicle manufacturer or finisher. Please note that the GVWR on your DMV paperwork may not be accurate, and should not be reported. The GVWR required for the regulation represents the maximum weight of the vehicle and what it can carry when fully loaded. The GVWR includes the weight of the vehicle itself plus fuel, passengers, cargo, and trailer tongue weight. The label that identifies the GVWR is typically located on the driver's door post. This weight is NOT the same as the unladed weight, gross combined weight rating, or DMV registration weight rating. This GVWR cannot be changed regardless of vehicle modifications. For more information on GVWR as defined by the Truck and Bus Regulation, please see Vehicle Code Section 350 . We recommend that you check out our GVWR video and GVWR webpage .
9. How do I determine my engine model year?
10. I am an owner-operator, how do I qualify for the Small Fleet Option for heavier trucks?
11. There are many flexibility options to choose from to comply with the Truck and Bus Regulation. What if I'm unsure or change my mind about which option(s) to take for my fleet; am I stuck with my initial choice or decision?
12. Can I split my fleet up to use either the Particulate Matter (PM) Filter Phase-In Option or the Small Fleet Option?

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Diesel
Hotline:

Where we
are headed...

Hotline staff
training

- Training staff for Tractor-Trailer GHG reporting deadline
- Continuous training and testing on all regulations

Using call center
data to improve
TruckStop

- Creating the next set of top questions for FAQs
- Get feedback from callers to improve TruckStop

Increasing
outreach to non-
English speakers

- Our staff will have more time to assist with translation of various materials

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Diesel
Hotline:

TRAC's
suggested
road forward

Hotline:

Feedback from TRAC

1. What would make the website more useful or helpful?
2. How do we get the word out about the TruckStop website?
3. How do we make the website easier to find and use?

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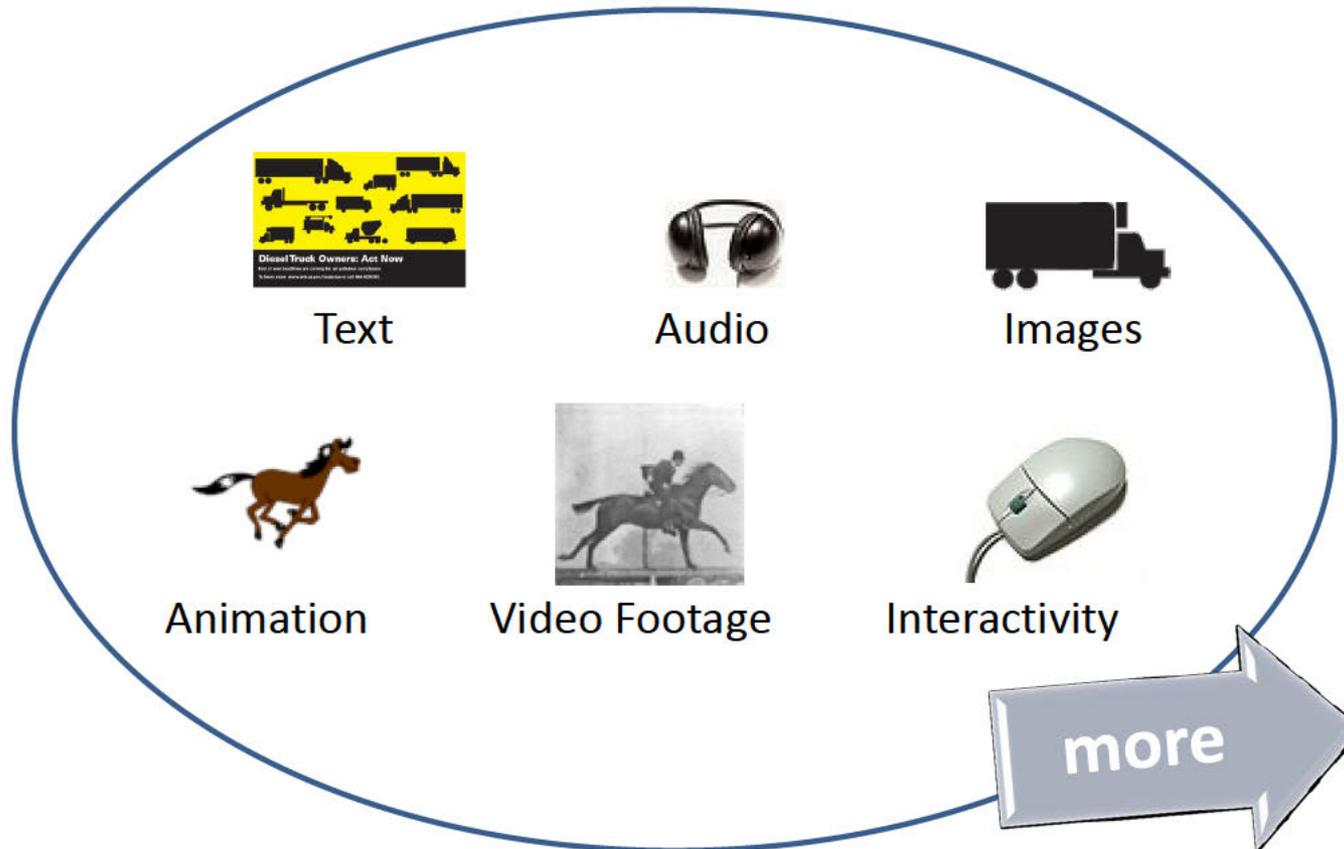


USING MULTI-TOOL COMPLIANCE ASSISTANCE

PUBLICATIONS, PRESS
RELEASES, RADIO, WEB

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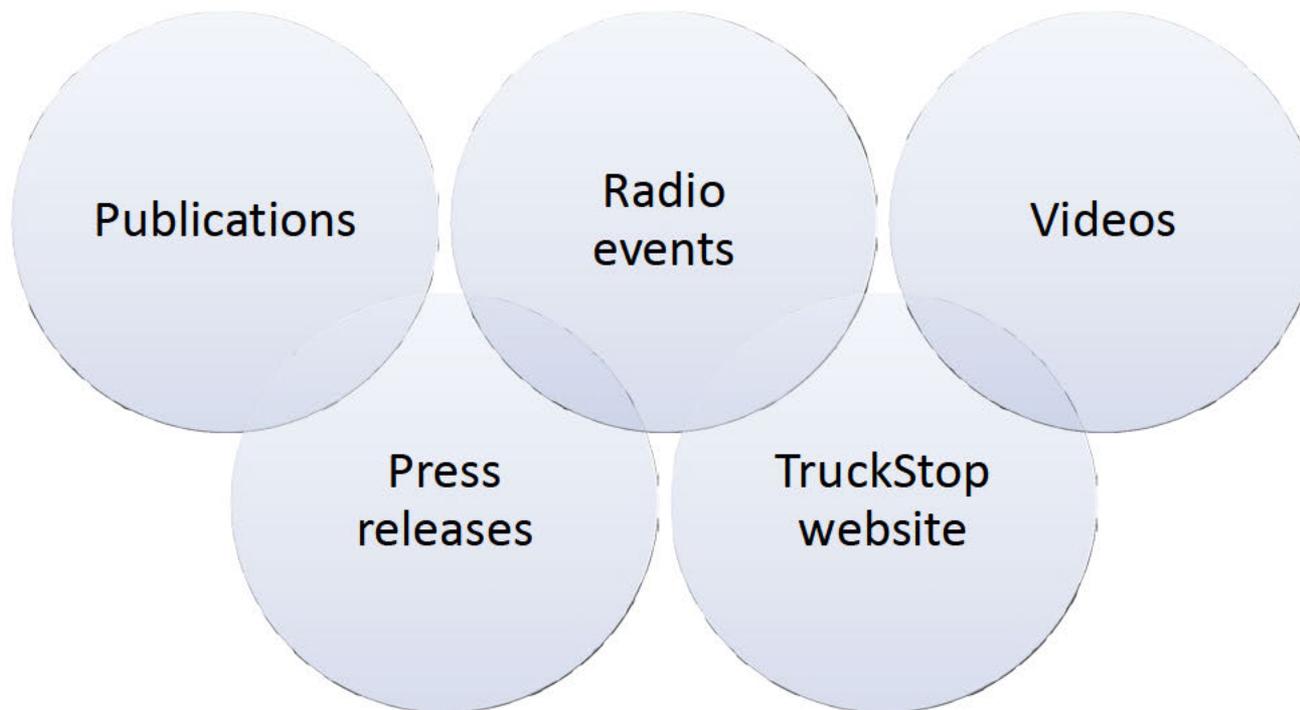
Wide Variety of Media



Explaining the regulations in plain language and providing visual assistance where possible

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Multi-Tool Outreach



Help the regulated public understand the rules

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**PUBLICATIONS, PRESS
RELEASES, RADIO
EVENTS**

BY: BRUCE TUTER



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Publications
In other
languages



**EI 1 DE JULIO DE 2012 ES LA FECHA
LÍMITE PARA REPORTARSE**

Para obtener más información acerca de las regulaciones para camiones y remolques de California, visite: www.arb.ca.gov/truckstop o llame al 866-6DIESEL.

¿Su empresa es una flota pequeña de camiones que tiene 20 o menos remolques (trailers) de 53' cerrados, y opera en California?

Si es así, este es el momento de aprovechar algunas flexibilidades en el cumplimiento de la nueva regulación sobre la emisión de gases de efecto invernadero de California.

California Environmental Protection Agency
Air Resources Board

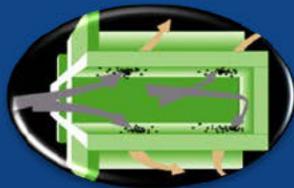
- [Low-Mileage Construction Truck Extension](#) (Español) (ਪੰਜਾਬੀ)
- [NOx Exempt Area Extensions](#) (Español) (ਪੰਜਾਬੀ)
- [PM Filter Availability and Extensions](#) (ਪੰਜਾਬੀ)
- [How to Report Summary](#) and Printable Forms (Español)

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Where we
are headed:

Publications



A Truck Driver's Guide
to Care and
Maintenance of Diesel
Particulate Filters
(DPFs)

--Filters are not a "plug
and play device." They
must be cared for to
keep your repair costs
down



Drayage
Regulation
Handbook



Translate
Drayage Class 7,
No-Drayoff and
latest PERP fliers
to Spanish

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Media:

Press
Releases
& Radio
Events

Press Releases

- Act now to reduce diesel emissions
- Clean air deadline for state's trucks and buses
- New Financing Option for Leasing Trucks
- ARB urges truckers to avoid last-minute rush, report vehicles now to meet deadline
- Tractor-trailer owners throughout North America urged to register early

Radio Interviews

- 12 radio interviews mostly about Truck and Bus
- Shows include "Dave Nemo," "Landline," "Let's Truck," "Lockridge Report," "All Driver's Together," "Ray Appleton," and NPR
- Include radio and satellite

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Multi-tool-
Publications
etc.,

TRAC's
suggested
road forward

Publications etc.

Feedback from TRAC

1. What other tools can we use?
2. How do we best distribute written material?
3. What do you find most helpful/important (FAQs, videos, radio spots)?

TRUCKSTOP WEBSITE



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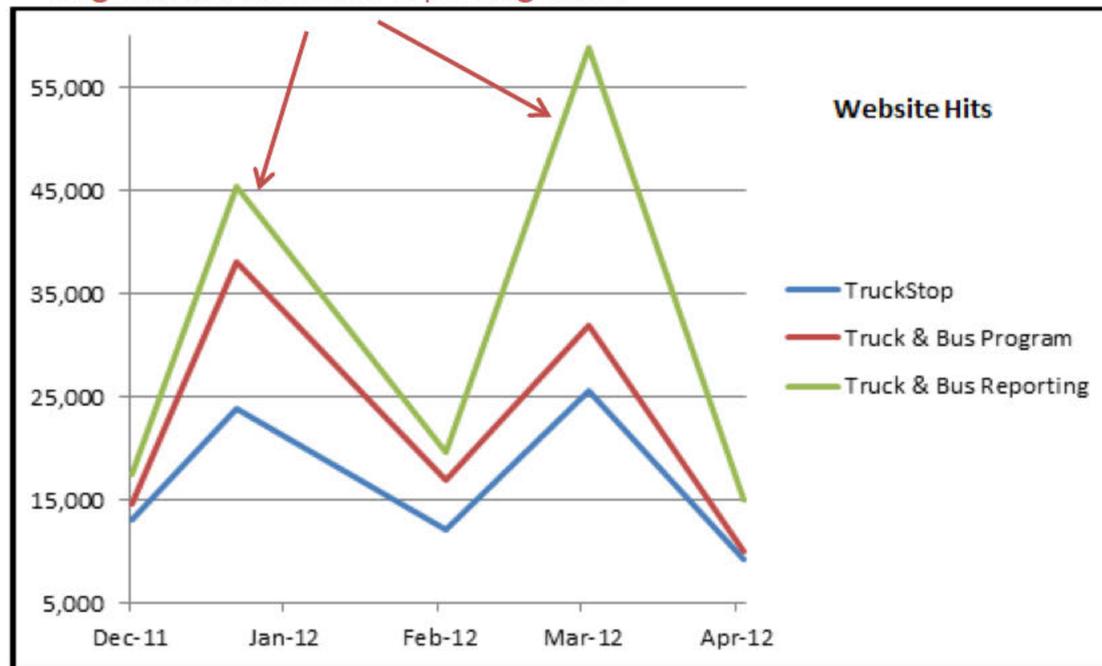
Looking
back:

TruckStop
website

TruckStop Website Hits

Use data to drive decisions

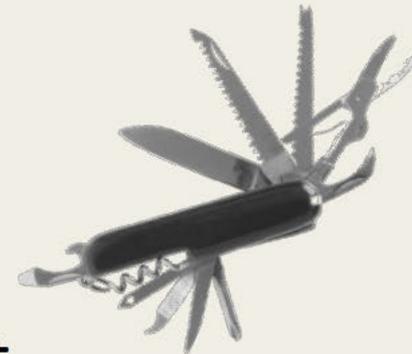
Original and extended reporting dates



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Changes to TruckStop to make it the tool of choice

- Videos
- FAQs
- “What’s New” section
- Minimize amount of text
- Buttons



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the TRUCK STOP

All diesel fueled trucks, buses, trailers and transportation refrigeration units operating in California, including those based out of state, are required by regulations to take steps to reduce air pollution. For answers to the most commonly asked questions click on our [Frequently Asked Questions](#), or call the California Air Resources Board (ARB) Diesel Hotline at 866-6DIESEL (866-634-3735) for more information. Operators are also available to answer questions in Spanish and Punjabi.

The Truck and Bus Regulation reporting deadline was extended to March 30, 2012. Please click on this link if you did not report on time and are wondering what to do: [What if I missed the first Truck and Bus Regulation reporting deadline?](#)

[Truckstop en Español](#)

Click On Information About Clean Air Requirements:

What is the Truck and Bus Regulation? more... 	Tractors and Box-Type Trailers more... 	Transport Refrigeration Units (TRU) more... 	Is there any funding for my vehicle? more... 	USEFUL LINKS What Regs. Apply To Me? Regulation Index Training Funding Resources Index Exhaust Retrofit Guidance Factsheets and Brochures California Truckin' News Request a speaker
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- Reporting & Registration Menu**
- Truck and Bus Reporting**
- Tractor-Trailer 53'+ CHG Emission Reporting**
- Reefers and TRUs Transport Refrigeration Unit Registration**
- Port Trucks Drayage Truck Registration**
- Off-Road Reporting DOORS**
- Portable Equipment Registration -PERP**

What's New?

New Web Page:

NEW [New Truck and Bus Regulation Information Menu Page](#) This new web page has Truck and Bus Regulation related links including the new pages and videos highlighted below:

- NEW** [1-866-6DIESEL Hotline's Most Frequently Asked Questions](#).
- Fleets with **three or fewer vehicles**: See our new [Small Fleet FAQ](#). Also watch the new [Small Fleet Compliance Options Video!](#)
- Truck and Bus Label Information**: Where is it located on your truck? [Gross Vehicle Weight Rating \(GVWR\)](#) and [Engine Label, Emission Control Label \(ECL\)](#).



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Videos

California Environmental Protection Agency | AIR RESOURCES BOARD DIESEL HOME | DIESEL OPERATORS

the TRUCK STOP



TRUCK STOP | WHICH REGS. APPLY TO ME? | TRUCK & BUS | TRACTOR/TRAILER GHG | TRUs | FINANCIAL OPPORTUNITIES | QUICK INDEX

 **TruckStop Videos**

Truck and Bus Regulation Videos

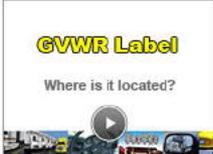
Compliance Options

If you have 3 or fewer vehicles see our new Small Fleet Compliance Options video:



Reporting

Have a look at our Truck and Bus Regulation reporting "How To" videos:



For more information please call (866) 6-DIESEL or (866-634-3735) from 8 am to 5 pm Monday-Friday or by email at 8666DIESEL@arb.ca.gov.

the Truck Stop Diesel Hotline: (866) 6-DIESEL (866-634-3735) E-Mail Us

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TruckStop en Español

¿Qué hay de nuevo?

actualizado La Fecha limite para reportar se esta acercando rápidamente para la regulación de "Tractor-Trailer GHG"

the TRUCK STOP

Las regulaciones exigen que todos los camiones, autobuses, remolques y unidades de transporte refrigerado diésel que circulan en el estado de California, aun aquellos con base fuera del estado, deben cumplir con los pasos necesarios para reducir la contaminación del aire. Comuníquese con la línea directa Diésel de La Agencia de Recursos del Aire de California al número 866-6 DIESEL (866-634-3735) para obtener más información o haga clic en los siguientes enlaces.

Tenga en cuenta que la fecha limite para la regulación de camiones y autobuses se extendió al 30 de marzo del 2012. Por favor presione en este enlace si usted no reporto a tiempo y quiere saber que hacer:

Truckstop in English

Información acerca de los requisitos de aire limpio para

CAMIONES Y
AUTOBUSES (Truck
& Bus Reg.)

TRACTORES Y
REMOLQUES
(GHG)

TRU
(Vehículos
Refrigerados)

FINANCIAMIENTO

ENLACES ÚTILES

-¿Que otras regulaciones se aplican a mi vehículo o remolque? Deje que nuestra encuesta interactiva le ayude...

actualizado **Resumen de las regulaciones:** Este documento describe los requisitos que aplican a los camiones, autobuses, remolques y unidades de refrigeración de diesel (Actualizado Marzo 2012) - Incluye las nuevas enmiendas las unidades de refrigeración de transporte (TRU, por sus siglas en ingles).

Course #514: Truck and Bus and Tractor-Trailer GHG Reporting Training

Reportando y Registración

Camiones y Autobuses
Reportando

Tractores-Remolques 53'+
GHG Emisiones
Reportando

Unidades de Refrigeración
de Transporte (TRU)
Registración

Camiones de
Puertos
y Terminals

Vehículos Diesel
Off-Road
DOORS

Equipos Fijos y
Portátiles
PERP

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Where we
are headed:

TruckStop
website

Ways to find and
understand
information

- Hotline staff surveyed callers
- Feedback from ARB and from the TRAC

Improve navigation
to and from the
programs

- Choose a uniform navigation style and look for TruckStop and the technical pages

Simplify TruckStop

- Create a simple website with traditional link colors and underlined links?
- More buttons, fewer words

Add more visual
aids

- Use the truck silhouettes and make additional short videos

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TruckStop:

TRAC's
suggested
road forward

TruckStop:

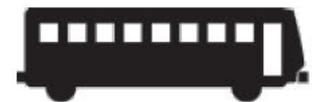
Feedback from TRAC

1. Are videos helpful?
2. Are buttons useful?
3. Suggestions on navigation, ease of use, etc.
4. Is it better to have users go through TruckStop to get to all diesel programs?
5. Are online courses useful?

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ASSISTANCE WITH
OUTREACH

MARKETING
CONTRACT, TRAC'S
ASSISTANCE,
FEEDBACK, AND
ACKNOWLEDGEMENT



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RFP- “Media Outreach Strategies for In-Use Diesel Regulations.”

We plan to contract to identify the most effective way to educate those affected by ARB’s In-Use Heavy-Duty Diesel Regulations

Implement a strategic and comprehensive media and information strategy

Reach subsectors of the population missed by other means

Use their knowledge to find the most effective methods-
Such as marketing, focus groups, communications, traditional media, and social media

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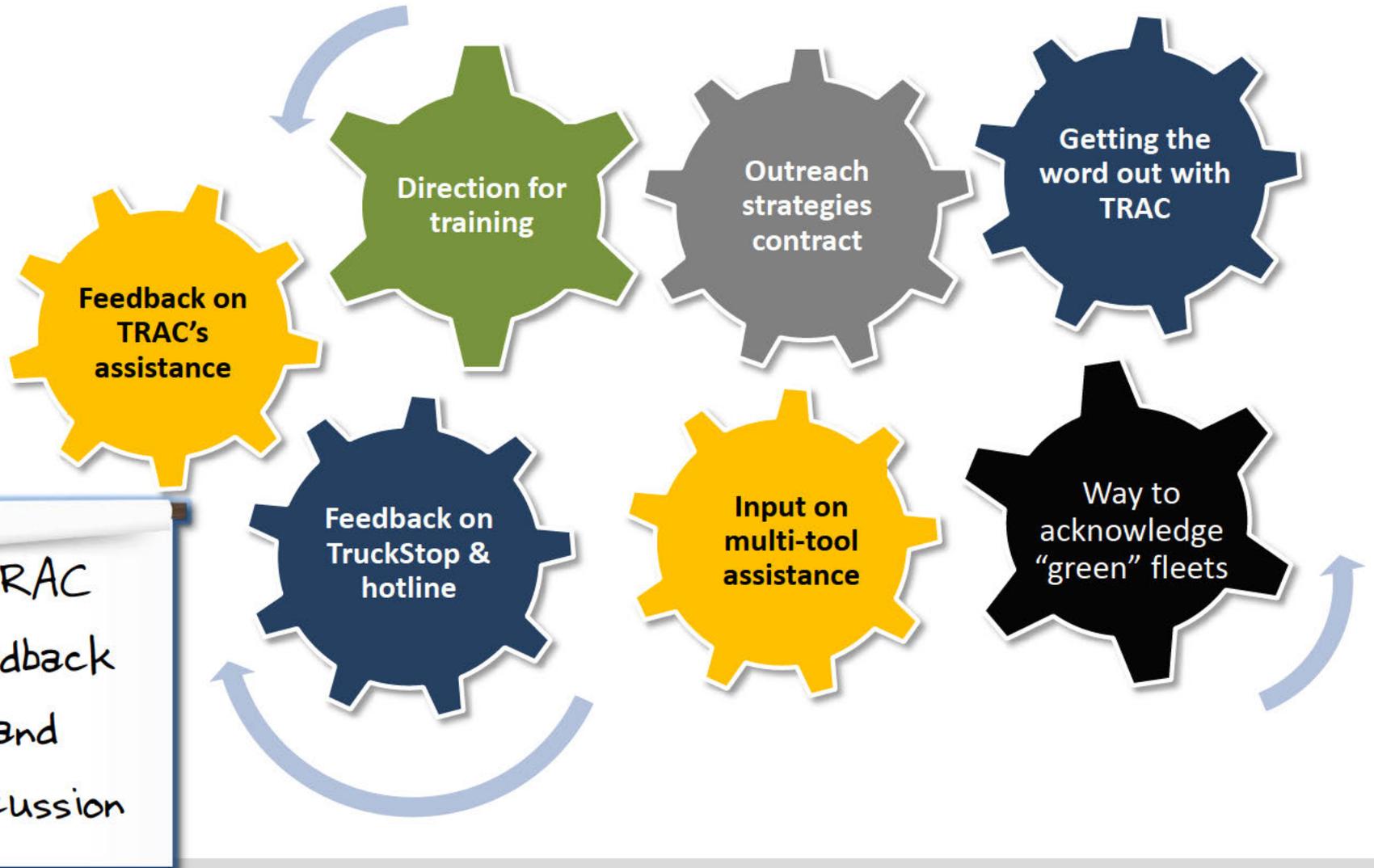
- Find a way to give recognition to “green” fleets
- Modeled after programs at the state and federal level
- Looking for ideas from TRAC that would be beneficial to small and large fleets

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Getting the Word Out

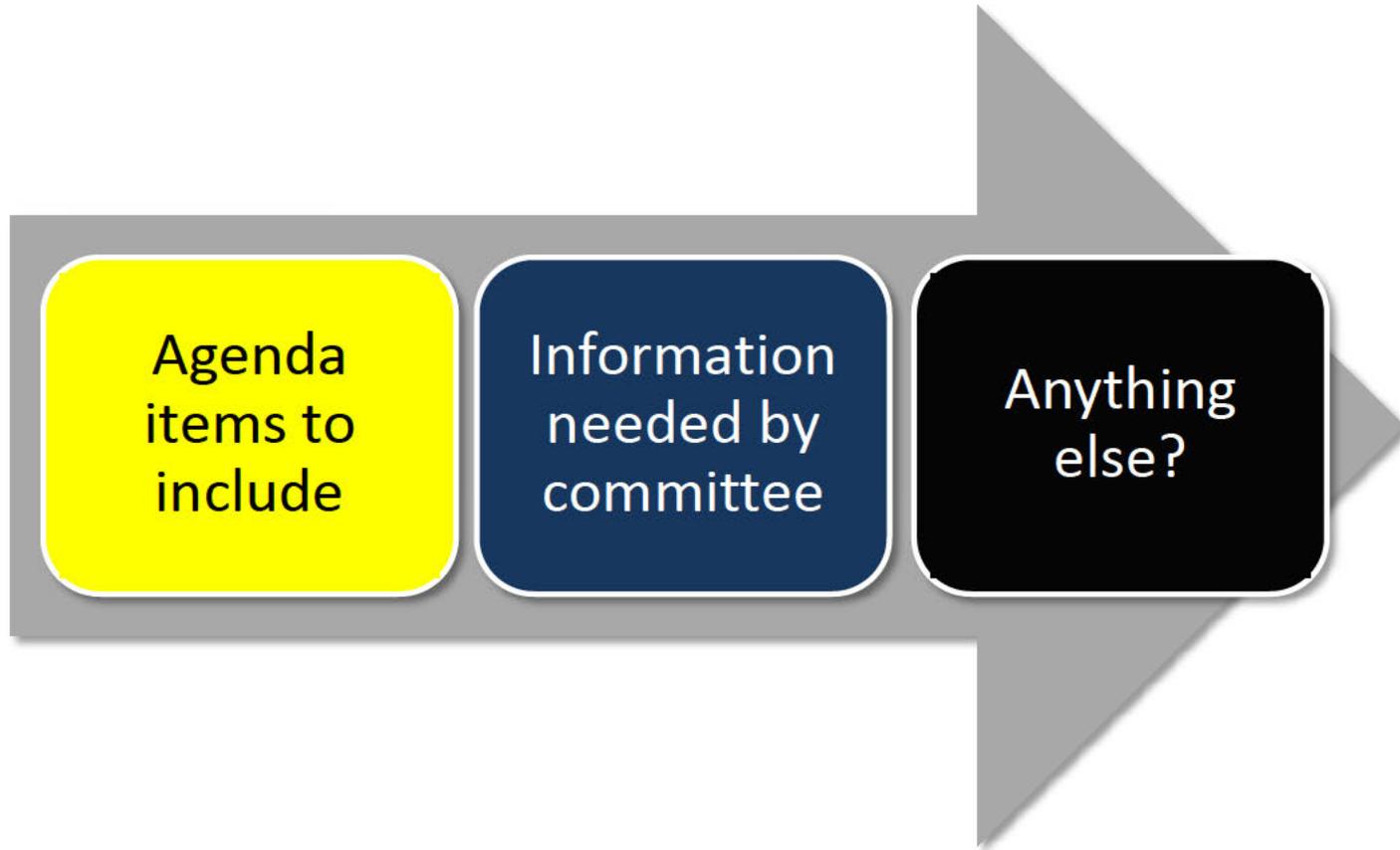
- *Create a process to regularly communicate with TRAC members about issues and outreach needs*
- *Create a process to distribute outreach material through TRAC members when needed*

Outreach Subcommittee



Outreach Subcommittee

Wrap-up and Future Agenda



Outreach Subcommittee



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