

**TRAC: Outreach Subcommittee
September 8, 2011**

Members Attending

Last	First	Company
Leff	Michael	Valley Power Systems
Moir, Jr.	James	Mid-Pacific Industries, Inc.
Pfeifer	Nick	Granite Construction
Phipps	Bob	Bettendorf Trucking
Rea	Charley	Calif. Construction and Industrial Materials Assoc.
Schrap	Matthew	California Fleet Solutions
Torres	Chris	F & L Farms Trucking, Inc.
Tunnell	Mike	American Truck Association
Carleson	Eric	Associated California Loggers
Shimoda	Chris	

Discussion Items:

- Introduction to Compliance Assistance and Outreach Branch
- Update on Outreach Efforts and Outreach Plan
- Outreach Plan
- Committee Feedback and Discussion
- Wrap up and Agenda Building for Next Meeting

Introductory Comments

- Stanley Young said the Office of Communications has a new approach to getting the word out. ARB will interface through trade publications and general media, and the Office of Communications will put out press releases. The Office of Communications has an open door policy.
- Judy Friedman introduced the new Compliance Assistance and Outreach Branch. She also stated that she has an open door policy and that she wants to have a continuing dialog with the Outreach Subcommittee. Feedback is extremely important to the new Branch and helps us to continue to improve. Judy emphasized that we are not waiting to have an outreach plan. We are engaged right now in outreach activities.

Update on Outreach Efforts and Outreach Plan

- Mark Tavianini presented information on training courses offered. Amy Ng gave an overview of the call center. Carissa Ganapathy summarized other outreach activities.

Training

- After Mr. Tavianini gave his presentation, a commenter noted that in the webcast training some screen shots were blurry. Mr. Tavianini and Ms. Friedman answered that the presentations were available separately, and it was important to download the presentation materials before watching the webcast. Another commenter concurred.

Outreach Materials

- Need for Consistency and Clarity. Several comments were given on the need for consistency and branding in ARB outreach materials. In particular, there was a discussion about the change to the new silhouettes (with yellow and black) on the latest post card as well as other outreach materials.
- Stanley Young responded that we understand the need for consistency. ARB changed to the silhouettes because there were not enough photographs to illustrate the whole range of vehicles.
- Several commenters agreed that the silhouettes work. Comments included, “the simpler the better.”
- Several comments emphasized that the truckers just want to know what they need to do to comply, and how much will it cost them. One commenter added, “What are my competitors doing.”
- A commenter stated that staff changes at ARB may cause feedback to be lost.
- Another commenter said that ARB has a history of not being consistent, that dates keep changing. Also that the President relaxed the standards of U.S. EPA and that the little guy thinks that ARB rules will go away.
- Mr. Young responded that the rules are not going away.
- ARB staff stated that the regulation was amended to provide economic relief while still reducing emissions and meeting air quality goals.

Possible Action Item: Show Penalty Amounts on Outreach Materials

Comment: If ARB put a dollar amount for penalties on outreach materials, it would catch the eye and people would pay attention.

- Mr. Young responded that ARB would consider showing penalty amounts as a communication device, if the Enforcement Division approves a dollar amount.
- This suggestion was discussed further during the discussion period at the conclusion of the slide presentation. Members also wanted to know about red tagging or other non-monetary penalties.
- Mr. Young, Ms Friedman, Mr. Tavinini, and Mr. Judge deferred to the Enforcement Division as to the actual amounts of penalties. Penalty amounts may vary for similar violations because there are several factors that must be considered when determining a final penalty amount.

- Paul Jacobs spoke at length about monetary penalties and red tagging during the general TRAC meeting held directly after the subcommittee meeting.

“No Idling” Sign

Ms. Ganapathy held up the “no idling” sign and said there would be 300 signs put up at various rest stops and other locations.

- There were several comments concerning the sign, such as “Too cut and dry - the right kind of vehicle can idle” or “There is a health exemption if it is too hot.” Some comments were supportive of the sign.
- Judy responded that there was a balance between keeping it very simple (as in the sign) and thoroughness. Other outreach materials should fill in the gaps.

Incentive Funding

After the videos of Spanish and English truckers that obtained grants, there were a number of comments about incentive funding.

- A few commenters stated that people were counting on getting 1B grants, but that there were a lot of “ifs” on grants and that most of the time people need to get alternative funding.
- One commenter said that truckers keep waiting for funding to come through and if truckers count on this funding they will go out of business. This commenter said there should be a video about someone who didn’t get a grant and that only 1/10 of the dollars needed will come from funding.
- Judy agreed that we should not oversell what is not available. However, she added that outreach materials need to include the funding incentive opportunities.
- Stanley Young said that people should not depend solely on public funding, but they should apply. He added that we don’t want to raise expectations too high because not all applicants will get grant money.

Possible Action Item: Comment - Put out a quick outline (like a flow chart) of what it takes to get funding, especially in areas outside of trade corridors (no 1B available).

Feedback Session and Discussion

Action Item – Create an Outreach CD

- Since nearly every truck has a CD player, it was suggested that ARB should consider developing a CD of about 20 minutes as an introduction to the regulations. A question and answer format as an ongoing dialogue in truck driver language could work well. Truckers are very busy but would probably listen to a CD while they drive.

- Judy (and others) said it was a great suggestion, and ARB would look into developing a CD.
- It was also suggested that a high level “book on tape” be made available as well, with more detailed regulatory information.

Call Center Question: Will the call center help with the fleet calculator? Amy said that students will forward messages asking for help with the calculator to the staff level. Staff can and will help callers with the fleet calculator. Beth White, ARB, also suggested that the 8666 email could be used for these types of questions.

Question on mailing lists: Mailing list included zip codes in western states. Mexico and Canada (certain places) were included on earlier postcard mailings, but not on the last post card mailing.

Question about Request For Proposal (concerning accuracy of training by contractor): Mr. Tavianini answered that the training materials will come from ARB and the trainers will be trained by us.

Wrap up and Agenda Building for Next Meeting

There was some discussion about scheduling the next Outreach Subcommittee meeting.

- Ms. White suggested at least by the end of February but added that we are open to meeting sooner possibly by phone if needed.
- Currently, the next meeting is scheduled for early March.
- Some commenters said that we need information not another meeting. Ms. White said that another flyer was in progress.