

## TRAC Meeting: Outreach Subcommittee Minutes

September 1, 2009

### Member Attendees

Last Name	First Name	Company	Present
Brink	Steven	California Forestry Association	
Colbourn	Jack	Bay Area Air Quality Management District	X
Ernst	Chuck	Twin Rivers Unified School District	
Friedman	Randal	United States Navy	X
Hawkins	Doug	Ramos Oil Company, Inc.	X
Isom	Roger	California Cotton Ginners and Growers Association	X
Johal	Dildeep	Arrow Truck Sales	X
Laskowski	Stephen	Canadian Trucking Alliance	X
Lawson	Dave	Crop Production Services	X
Leff	Michael	Valley Power Systems	X
Lindsey	Ken	Commercial Power Sweep, Inc.	X
Lujan	Steven	Cascade Sierra Solutions	X
Maggiore	Michael	Maggiore Bros. Drilling, Inc.	X
McVaigh	Rick	San Joaquin Valley Air Pollution Control District	X
Moir, Jr.	James	Mid-Pacific Industries, Inc.	X
Noland	Kristi	J.B. Hunt Transport, Inc.	X
Pfeifer	Nick	Granite Construction, Inc.	
Phipps	Bob	Bettendorf Trucking	X
Pitto	Mary	Regional Council of Rural Counties	X
Plowman	Betty	California Dump Truck Owner Association	X
Rea	Charley	California Construction and Industrial Materials Assoc.	X
Rhoads	Stephen	School Bus Transportation Coalition	
Riddington	Chris	Classic Charter, Inc.	X
Robertson	Michael	CCDET: College of Alameda	X
Schrap	Matthew	California Trucking Association	X
Tennies	Robert	Western Truck Center	X
Thomas	James	Nabors Well Services Co.	X
Torres	Chris	F & L Farms Trucking, Inc.	X
Tunnell	Mike	American Trucking Association	X
Vivar	Jocelyn	East Yard Communities for Environmental Justice	X

The Outreach Subcommittee meeting was held to discuss the focus and intent of the outreach subcommittee, and outreach targets and opportunities.

### Focus and Intent of Outreach Subcommittee

- The meeting began with discussion that the focus of the outreach subcommittee should be on the requirements of the Truck and Bus and GHG regulations. The regulations affect a very diverse range of affected fleets. ARB staff would like to target specific fleets such as agricultural fleets, independent operators and fleets that must comply with multiple

regulations. Staff would also like to utilize the outreach subcommittee to give feedback on written outreach materials such as advisories and factsheets. Staff would also like to get the subcommittee's opinion on how to handle reviewing documents. Such as, reviewing only documents specific to their industry focus or if they would like to receive all documents for review.

- Members stated that ARB staff should allow subcommittee to review all documents and that the more information for the subcommittee members has the better. Members also stated that some subcommittees are better for particular focus but the entire subcommittee should be aware and involved in the final outcome.
- ARB staff will make all documents available to the entire committee and those who are directly involved can make comments.

### **Brochure**

- ARB staff has developed a comprehensive brochure, showing key deadlines of the regulations. ARB staff intends to have the brochure available online in the near future.

### **Diesel Vehicle Regulation Overview**

- ARB staff would like the subcommittee members to watch the training course, Diesel Vehicle Regulation Overview, on-line or in person on September 3, 2009. ARB plans to present two of these training classes a week for eight weeks throughout California. There will be a training class throughout the State and staff would like members to let others know about it. ARB staff are also seeking comments on the usability of Moodle on-line software, web location, and the content of the presentation. We would like feedback and responses on this course as soon as possible.
- ARB staff is also willing to work with industry to give shorter presentations on the regulations to various audiences with 30 or more people. These presentations can be at dealerships or at an association meeting on a weekend or evening. Staff is focusing on those who need to comply with the various rules.

### **Print Media/Radio/Outreach Opportunities**

- ARB staff discussed that a near term goal is to contact all associations to request help on getting information out whether factsheets or pointing people to website. Not only for long haul/GHG, but trucks that have tankers or other types of equipment.

- Member requested that ARB staff look into having a Google link to steer people to Truck Stop on ARB's website.
- The Owner Operator Independent Drivers Association (OOIDA) would be willing to put information in their magazine and on the radio seven days a week. ARB staff could also do an informative talk for radio and tape the program to be distributed on Road Dog Network.
- ARB staff requested members that if there are opportunities that members can think of now or later, please send an email to Kathleen Mead, ARB. We are looking for those opportunities, and we are trying to see if publications will be interested in some articles that we would provide. We also would like to send out a list for comment groups of people so that we do not miss any important stakeholder group. We are looking for any venues and feedback on if publications and radios are helpful and if we are targeting the right groups.

### **Targeted Outreach Discussion**

- A members suggested an idea for targeting small fleets is for information on the regulations to be received when they register their vehicle every year for renewal.
- ARB staff stated that they have done a mailout with the DMV mailing list. This is something that we are pursuing further. Staff is in meetings now with DMV staff to determine if we can send out information with renewal notices.
- A member requested staff to consider registration with other states.
- ARB staff's inventory group has been able to get information from other states, but not all states will be able to give this information to staff. If it is a barrier, the subcommittee will have to find another way to reach small fleets that operate just over the border. Other states should not have problem to provide outreach information. Out of state associations will facilitate that communication. At a minimum the other DMV's should be contacted and given a postcard.
- Member requested that since small and large fleets all use diesel fuel, ARB staff should work with the petroleum industry?
- ARB staff stated that the idea was brought up in the Agriculture Subcommittee meeting about using fuel jobbers. ARB staff has discussed and presented information to the California Independent Oil Marketers Association (CIOMA) members but we have not given them the materials yet.

- Several months ago, ARB staff put together a one pager that described all deadlines for on road and off-road diesel regulation. ARB staff should also look into asking the suppliers to send out a mailer to their customers. Should we use something that we already have?
- A one page document is preferred for outreach to most operators. The operators do not have time to read 6 pages of information. The document should contain language that if they come to California, they can be charged \$10,000 per day in fines. Also, the document should point to the website for more information. There are a number of different avenues that can get an operator's attention. Something like a sign with information below it that also includes website information. The sign should be posted in public places where it is visible for people to see.
- There are a lot of fleet operators that still do not think this regulation is going to happen. Another idea for a place to post information is at fuel stations and parts dealers since everybody buys fuel and parts. In the poster, it should say what is the drop dead date that you must comply with this regulation, this will happen on this date, and it will affect you.
- Stating the \$10,000 in fines will hit the person in the pocket book --this gets everyone's attention. Fear gets attention.
- There needs to be consistency in the message. Fleet operators are not going to believe the regulation is going to happen if there is no consistency in the message. If they see signs, mailers, and brochures and they start asking questions, they will start to believe that the regulation is going to happen. I think that should be the subcommittee's goal.
- OOIDA gets 40,000 new applicants every year for drivers to become owner operators. Owner operators have to sign a MCSA 150, which is telling which states they operate in. These are the hardest to reach and the least informed. Using organizations that distribute these MCSAs would be helpful.
- The California Trucking Association (CTA) is willing to help distribute information to national associations.
- There also needs to be communication to Canada. Some equipment that we ask for we are charged a fee for using. Do you know how to contact Canadian governments?
- ARB staff could work with the Canadian Trucking Alliance in drafting a letter to Canadian government agencies.

- ARB staff suggested an outreach poster can be done with one similar to the one used for the off-road diesel vehicle regulation. Outreach materials can be sent to subcommittee members for comment.
- Member suggested that the poster should be bigger but doesn't need the pull off tabs that is on the off-road poster. The poster could be posted at weigh stations and rest areas. Outreach materials can be sent to subcommittee members for comment.

### **Priorities/Conclusion**

- Subcommittee members need to determine what groups are not represented and needs to be involved. Truck stop owners are a stakeholder group is an example of a group that is not represented here. California Highway Patrol and Caltrans also need to be included to hand out fliers with tickets.
- The first priorities for the subcommittee would be having a one pager developed and send out. The members also need to identify for outreach efforts stakeholder groups that are missing from the targeted outreach.
- Members agreed to Matt Schrap, California Trucking Association, to be Co-Chair of the Outreach Subcommittee.