

Outreach Subcommittee Meeting Minutes, 6/25/2008, 9:00am

Member Attendees

Last Name	First Name	Affiliation	E-mail	Phone
Heroy-Rogalski	Kim	ARB	kheroyro@arb.ca.gov	(916) 327-2200
Bishop	Richelle	ARB	rbishop@arb.ca.gov	(916) 323-1696
Fierson	Eric	MCFA	eric.fierson@mcfa.com	(713) 365-1926
Michaelson	Rodney	Bay Cities Paving and Scraping	rmichaelson@baycities.us	(925) 688-0282
Porcher	Dave	Camarillo Engineering	dporcher@camarilloengineering.com	(805) 857-4836
Adams	Jona	Harris Construction	jladams@harrisconstruction.com	(559) 251-0301
Davis	William E.	SCCA	williamedavis@cox.net	(323) 726-3571
St. John	Charles	VMC	stjohnc@vmcmail.com	(323) 474-3251

Why involved?

Outreach subcommittee members discussed why they chose to be involved in the ORIAG Outreach subcommittee and what their goals were for the subcommittee. Reasons for joining included the following:

- More people need to be informed regarding the off-road regulation. Lots of affected parties are not yet aware of the regulation.
- Members get calls from customers with many questions regarding the regulation. It will save them time if ARB provides effective, accurate guidance and outreach materials.

The goals that members cited for the subcommittee included the following:

- ARB needs to delete many outdated items on its website, it is antiquated. Information must be timely. Old draft documents should be archived. Interested in teaming up with ARB member and updating Diesel site, making it more friendly. Maybe ARB should add place on the page where users can report that information is outdated.
- Create a simple regulation timeline with a calendar.
- Provide specific instructions, in brief, plain English. Use pictures where possible.

How do we spread the word?

ARB staff asked for advice regarding how to get out word about the regulation and about the upcoming statewide training sessions scheduled for late July through September. Suggestions from members regarding outreach included the following:

- All dealers should have a poster advising of the regulation. It would be useful to have the poster in Spanish as well. One member has already brought regulation information to his local dealer. Dealers have a vested interest in letting fleets know about the regulation, so take advantage of that.
- Use trade groups and associations. They could put information in their newsletters.
- Use Carl Moyer staff at local air districts to help reach interested parties. Moyer staff could also encourage their dealer contacts (service departments, etc.) to put up posters, etc.
- Do community outreach.
- Provide information at equipment auctions.
- Work with fuel distributors.
- Have docs available on website so that they can be downloaded and printed. ARB should not rely solely on internet material, however, because only about 40% of people work online. Thus, print materials need to be more accessible.
- Provide radio stations with public service announcements. Stations are required to allow agencies to air public service announcements at no cost. Country music and rock stations, stations that fit demographics, would be the best.
- Post videos on youtube.com. For example, ARB could create a 5-10 minute video introducing the regulation.
- Post information at schools and hospitals and industrial clinics.
- Work with faith-based groups and environmental groups to help distribute information. They could pass out flyers.
- Have a representative from ARB's Public Information Office attend the next ORIAG Outreach Subcommittee meeting.
- Provide a checklist for people to use to find out if they fall under the regulation or if it applies to you (website).
- Talk to general contractors and ask them to share information with their subcontractors. The general contractors are generally more sophisticated than the small subcontractors.
- Include the Western Council of Construction Consumers. They represent owners and are a trade group we have not worked with before.
- Work with local chapters of the Building Industry Association. There are about 20 local chapters.
- When making contacts regarding outreach, it is helpful to contact by phone, email, and fax.

ARB staff asked if it would be useful to hire an advertising agency. Members replied that this would likely be useful and offered to provide possible agencies to work with. Some also suggested that some advertising agencies do pro bono work and suggested that ARB might be able to take advantage of this.

A member asked if cross training with ARB enforcement staff had been done, and ARB staff replied that – yes – rule staff had spoken at the last Enforcement Division quarterly off-site.

Logistics and Next Steps

The group agreed to meet in person again at the next ORIAG meeting (most likely in September). Between now and then, the group plans to hold phone conferences.

ARB staff agreed to send out an outreach plan for the statewide training sessions to the group for comment within a week.