

ORIAG Meeting: Outreach Subcommittee Minutes

September 26, 2008

Member Attendees

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General Comments

- Regarding DOORS training during outreach events and seminars, the group felt a much more intensive piece on reporting and the DOORS reporting tool would be appropriate in any future training seminars hosted by ARB. The group suggested that the training seminars could focus primarily on reporting, as the deadline for reporting is approaching rapidly and will necessary before any other part of the

regulation. The group recommended a number of ways that ARB could improve the DOORS training:

- Make the training hands-on; give fleet owners experience with DOORS on a computer.
 - Before the seminar, send out information that fleets should collect to make the training more useful.
 - Hold the training over two or three evenings. Assign overnight work such as collecting information and using DOORS.
 - Make the goal at the end of the session for fleets to have their data input into DOORS.
- Regarding outreach materials such as flyers or posters about the off-road regulation, the group felt the material should grab people's attention, and avoid being subtle. It should be extremely serious or funny to attract notice. The group felt the language could also be modified to make a clear impression, such as:
 - Use 'law' instead of 'regulation'
 - Use 'equipment' instead of 'vehicle'
 - Use specific dates instead of "2009"
 - Use language that stands out, such as "Avoid Fines!" or "\$10,000 Fines!"

Additionally, the group suggested that if flyers are available at dealerships, there should be hundreds of them available, and that a small amount of sticky notes or material would not be sufficient.

- Regarding the proposed ARB VDECS Installation Clearinghouse: ARB discussed with the group a pilot program that would show successful VDECS installations reported to ARB by individuals, detailing an installation and providing pictures. The purpose of the clearinghouse would be to give people a way to see what VDECS are available and what works well. ARB wants to encourage information transfer between fleets and help them share success stories. Initially the program would be hosted on webpages, and if the interest was high enough it could be included in DOORS.
- The group felt that if ARB was not going to verify all of the information on VDECS installations posted, it could be misleading and cause more problems than it provided help. Additionally, the group raised the point that information posted would likely be faulty as installers used the tool as a marketing device. The group also felt that fleets had the option of contacting industry representatives they trusted for similar information, instead of relying on a tool that lists installations that ARB does not. The general group consensus was that the tool would not provide a benefit if ARB was not going to stand behind the information posted. ARB noted they would not have the staff to do this.
- Regarding the mail sent directly to fleets after they report and receive EINs, and what information could ARB provide that would help fleets: ARB is considering: Possible compliance plans for the specific fleet, more info on the regulation, labeling information, and showing fleets which retrofits are verified for their vehicles. The group added the following items to consider:

- Fleets would like to know the Tier of their vehicles.
- Some method to determine how close they are to meeting the regulation requirements, perhaps in a visual/graph method.

Member Suggestions

(all comments submitted by members unless otherwise noted)

- Supply a way to report via paper forms, as a very large portion of medium and small contractors are not computer literate.
 - **ARB:** Staff are working on the paper forms and will release them as soon as possible.
- On the webpage, add to the quick links a user guide that explains NOx devices, PM devices, etc. Fleet owners should be directed to verified devices that are required by the regulation.
 - **ARB:** ARB does have a verification database up that provides a way to search for which devices are verified for any engine family name in the system. Staff will explore the best way to link to the page and provide information on VDECS to fleet owners from the off-road diesel homepage
- To increase the number of fleets reporting, ARB should tell people when DOORS is complete and no further changes will be made.
 - **ARB:** Although initial reporting tools have been completed, ARB staff will look into providing more information to fleets to make them feel comfortable using the reporting tool, and understand they will not have to re-enter any information.
- Include a “frequently made mistakes” section in addition to the FAQ sections, for example FLEX engines, or compliance years.
- ARB should require that public agencies require a fleet to have a certificate of compliance before they can be awarded a contract.
 - **ARB:** This is not currently within the authority granted by the regulation.
- Consider presenting some information on CEQA, and some assistance on CEQA mitigation forms.
- Provide outreach materials that are sent out from ARB in pdf format or html format to ORIAG so it can be posted on the websites belonging to ORIAG members.

Questions from Members

- What are the solutions to vehicles that get repainted or the EIN rubs off?
 - **ARB:** Put the same number back on using any of the methods allowed to put the EINs on originally; painting, stickers, etc.

- Would you consider a consultant training and certification program?
 - **ARB:** We might explore the possibility of a training program, although we do not plan to have any certification programs.

- Would ARB consider creating a tool to let people know which VDECS can be used and which are frauds?
 - **ARB:** We plan on providing more information on VDECS and which devices have been verified. If ARB notices any widespread fraud we would consider sending out an advisory.

Requests

- ARB should bring Shawn Daley, manager of the section in charge of retrofits, to talk about the verification process, and explain it more. ORIAG wants to talk about what ARB does during the verification process, so that everyone knows what the manufacturers need to go through to get a device verified..
 - **ARB:** We have invited Miss Daley to the next ORIAG meeting.