

# First Workgroup Meeting Series

- December 4, 2023
  - Border Communities Workgroup
  - Infrastructure Workgroup
- December 8, 2023
  - Outreach Workgroup
  - Rule Provisions Workgroup
- Future meetings
  - Quarterly and as needed

# Overview

- Introduction
- Purpose
- Member roles and meeting expectations
- Discussion
- Next steps

# Introduction

- Committed to successful implementation of the Advanced Clean Fleets (ACF) Regulation
- Discuss best practices for ACF implementation consistent with the regulation language
- Develop recommendations and action items on selected topics
- Facilitate constructive dialogue to address key rule implementation issues

# Purpose

- Not a forum to make changes to the regulation
- Identify rule provision topic areas that stakeholders need clarification
- Identify the main concerns for fleet owners/operators
- Feedback from meetings will help CARB and partner state agencies implement ACF.

# Member Roles and Meeting Expectations

- Chairs facilitate open “round table” discussion and maintain productive meetings
- Active members
  - Are panelists in Zoom
  - Engage in constructive dialogue
  - Respect people and their time
  - Mute own microphones to reduce background noise
  - Review meeting summaries timely
- Seek consensus where possible

# Workgroup Meeting Information

- Meeting materials to be posted at <https://ww2.arb.ca.gov/our-work/programs/advanced-clean-fleets/meetings-events/truck-regulation-implementation-group>
- Pre-meeting materials
  - Agenda and handouts for discussion
- Post meeting
  - Review and comment on action item summaries
- Meetings will be recorded

# Outreach Group

- Build on experiences from prior fleet rules
- Outreach to inform regulated operators
  - Methods of outreach
  - Information that operators need
  - Equity considerations
  - Leveraging grassroots efforts
- Review materials, messaging and reporting tools

# Med- HD Fleet Outreach Resources

## Outreach Materials

- ZEV TruckStop webpage
- ACF fact sheets
- Post card mailout
- GovDelivery notices
- Searchable FAQ
- Fleet calculator
- [zevfleet@arb.ca.gov](mailto:zevfleet@arb.ca.gov)

## Webinars/Trainings

- Short training videos
- Webinars
- Community presentations

## Events

- Ride & drive events
- Truck shows



# ACF Outreach—Proposed Media Contract

- Summer of 2024
  - Trade Publication Advertisement
  - Fuel Station Pump Toppers
  - Radio Advertisements
  - Digital TV Advertising Spots
  - Billboard Advertising

# Examples of Branding



# Brainstorming

- Think of a similar program that affected you
  - What types of messaging worked or didn't work?
  - What forms of outreach worked or didn't work?
- What have you heard other say about ACF that is impactful or confusing?
- What are the benefits or consequences of an ACF brand?

# Open Discussion

- Any additional topics that were not covered in today's meeting?
- Short term priorities (methods & messages)?
- Long term priorities (methods & messages)?
- Topics for next meeting?

# Next Steps

- Meetings will be:
  - Quarterly?
- What is the best way of getting information to group members?
- Topics for future meetings?