



Overview of the ARB Office of Communications

Leo Kay

ARB Communications Director

February 26, 2009



General Philosophy

Run an aggressive, completely open program to inform California citizens and beyond of ARB's work to clean up the air we all share.

Communications Tools

- Press releases
- Op eds
- News conferences
- Letters to the editor
- Speeches
- Web postings
- Videos



Respond to Media Queries

Field roughly 75 media calls per month/900 per year



Additional Services We Provide

- News clips
- Media training starting soon
- Air Waves
- Graphics help
- Fact sheets
- Main ARB hotline (& email interface)
- Web design
- Videos and photography
- Speechwriting

Creating an ARB Brand

California Environmental Protection Agency / AIR RESOURCES BOARD

Release 08-08

FOR IMMEDIATE RELEASE
January 24, 2008

ARB COMPLETES ALTERNATIVE FUEL INCENTIVE PROGRAM
Delivers new fuel funds

CONTRACTS:
Contract Number: (FWS) 2007-00001

News Contact:
(916) 227-0725
(916) 227-0725

FOR IMMEDIATE RELEASE
Additional Info: Additional Info

ALTERNATIVE FUEL INCENTIVE PROGRAM
The Air Resources Board (ARB) today announced the completion of its Alternative Fuel Incentive Program (AFIP). The program, which was established in 1997, provides financial incentives to encourage the use of alternative fuels in California's fleet of public and private vehicles. The program has been a success, with over 10,000 vehicles converted to alternative fuels and over \$10 million in incentives distributed. The program will continue to provide incentives for the use of alternative fuels in California's fleet of public and private vehicles.

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CLIMATE CHANGE DRAFT SCOPING PLAN
a framework for change

JUNE 2008 DISCUSSION DRAFT
Pursuant to ARB 12
The California Global Warming Solutions Act of 2006

Prepared by
The California Air Resources Board
for the State of California

Arnold Schwarzenegger
Governor

Mark E. Harris
Secretary, California Environmental Protection Agency

Steve M. Glick
Chairman, Air Resources Board

James N. Glick
Executive Director, Air Resources Board

California Environmental Protection Agency / AIR RESOURCES BOARD

NOTES ABOUT Emissions and Health Benefits of Regulation for In-Use On-Road Diesel Vehicles
Reducing the health effects of air pollution from heavy-duty trucks

On December 11, 2007, the California Air Resources Board (ARB) is implementing the latest round of diesel vehicle regulation to significantly reduce emissions from the nearly 1 million on-road diesel trucks and buses operating in California's mobile source sector. The latest round of regulation is the most stringent ever, and will result in significant health benefits for California's residents. The regulation will reduce emissions of particulate matter (PM) and nitrogen oxides (NOx) by 100,000 tons per year, which will result in a significant reduction in the number of premature deaths and hospital admissions caused by air pollution from heavy-duty trucks.

What are the expected emission benefits of this regulation?
In 2008, the ARB's latest round of diesel regulation will result in a 100,000-ton reduction in PM and NOx emissions from on-road diesel trucks and buses. This is a significant reduction, and will result in a significant reduction in the number of premature deaths and hospital admissions caused by air pollution from heavy-duty trucks. The regulation will also result in a significant reduction in the number of premature deaths and hospital admissions caused by air pollution from heavy-duty trucks.

What are the expected health benefits of this regulation?
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Figure 1: On-Road Diesel PM emissions inventory in tons per day (TPD)

Year	On-Road Diesel PM emissions inventory (TPD)
2000	100
2001	95
2002	90
2003	85
2004	80
2005	75
2006	70
2007	65
2008	60


Figure 2: On-Road Diesel NOx emissions inventory in tons per day (TPD)

Year	On-Road Diesel NOx emissions inventory (TPD)
2000	1000
2001	950
2002	900
2003	850
2004	800
2005	750
2006	700
2007	650
2008	600



Communications Timeline

The key planning and tracking tool used by the Office of Communications to publicize ARB actions, including regulations, grants, court decisions, studies.



Office of Communications COMMUNICATIONS TIMELINE	
FEBRUARY 2009	SAE HYBRID VEHICLE TECH. SYMPOSIUM San Diego, CA
TBD	2009 AIR QUALITY & EMISSIONS ALMANAC RELEASE News Release (7)
TBD	Climate Champions Announced
TBD	Antelope Valley Transit Authority Enforcement Press Release
TBD	On-road/Off-road media plan
TBD	ARB Fact Sheet -English/Spanish Versions
TBD	M Nichols keynote speech - Applied Solutions - Sonoma
TBD	M Nichols keynote speech - World Wildlife - Cavallo Point
TBD	M Nichols Talking Points - Furman Center - NYC
TBD	M Nichols keynote speech - Sustain Mobility Summit-Pasadena
2/5/09	M Nichols keynote speech - Climate & Energy Symp -UC San
2/10/09	M Nichols keynote speech - Berkeley Energy Symp - (40 p
2/12/09	M Nichols keynote speech - Berkeley Energy Symp - (40 p
2/19/09	Board member Telles' confirmation hearing @ Capital
2/20/09	Board member Telles' confirmation hearing @ Capital
2/23/09	Dan Sperling Talking Points on MN behalf - Global In
2/25/09	ARB BOARD HEARING (1-Day) Location: Sacramento
2/25/09	Health update: Traffic-related heart disease
2/25/09	Research proposals (14 total)
2/25/09	AB 32 early action - semiconductor, SFE
2/25/09	Non-attainment design for Fed 8 & 14 Q3
2/25/09	Scoping Plan update
2/25/09	ICAT Goals
2/25/09	Strategic Plan: diesel enforcement
2/25/09	Comms update (tentative)

Organized for Communication

Leo Kay

Communications Director

Gennet Paauwe

Deputy Communications Director

Stanley Young

Information Officer, Climate Change Programs

Sarah Dalton

Speechwriter for the Chairman

Dimitri Stanich

Information Officer, Innovative Programs

Peter Dallas

Videographer

Karen Caesar

Information Officer, Southern California

Padma Lingam

Web Designer

Mary Salas Fricke

Information Officer, Spanish Language Media

John Swanton

Communications and Graphics Specialist

Gloria Massey

Administrative Support, Sacramento

Chris Gapas-Jackson

Administrative Support, El Monte



Overarching Goals for 2009

Looking to consolidate, bring uniformity to ARB's outreach efforts. Outreach can include workshops, speaking engagements (using a speakers bureau), strategic partnerships with environmental, municipal and industry stakeholders and attendance at fairs and trade shows.



Overarching Goals for 2009

Looking to work closer with the Web Development Team to streamline web page, regroup function areas to synch up with our media and outreach strategies.



Overarching Goals for 2009

Continue building relationships with air district PIOs, other state and federal agencies and other stakeholders to publicize air programs, especially behavior change needed to reach climate change goals.

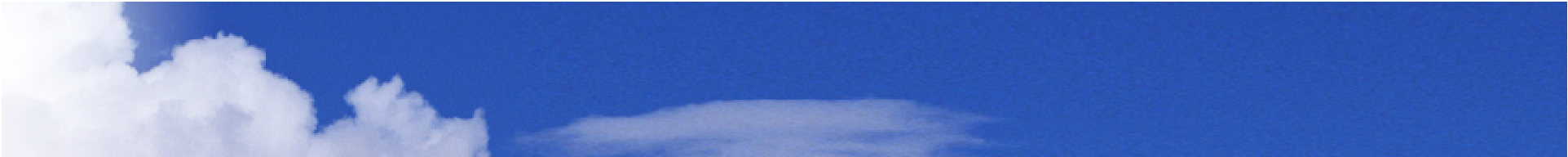


Main Issues for 2009

- Truck and off-road regulations
- Ag engines
- Low Carbon Fuel Standard
- Pavley regulation
- Specific AB 32 regulations



Looking Ahead

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- Adapting to fundamental changes in the news media and in the way news is researched, reported, and delivered.
 - Using the web and “new media” to better tell ARB’s story.
 - Developing support of programs through improved information and outreach efforts.