Drayage Truck Regulation Outreach Update

Board Hearing
February 28, 2008
Background

- Drayage Truck Regulation
  - Approved - December 7, 2007

- Update Board on Outreach Plan
  - February 2008

- Update Board on Implementation
  - First Quarter 2009
Previous Outreach Efforts

- Workshops
- Website
- Mailouts/Listserve
- Fact Sheets
- Meetings/Presentations/Conferences
- Press Releases
- Ombudsman Office
- Hotline Phone Number
Outreach Plan

▪ Continue existing outreach efforts
▪ Establish new working group
▪ Target outreach to specific stakeholders
▪ Work with ports and other stakeholders to address funding
Working Group

- Address outreach issues
- Coordinate implementation
- Provide a conduit for stakeholder concerns or recommendations
- Sponsor localized technology and funding informational events
Truck Owners/Motor Carriers

- Industry organizations and community groups
- Internet - email - local media
- Trade publications/labor groups
- Advertising materials (multiple languages)
- ARB enforcement activities
Ports/Rail Yards

- Develop outreach packet
- Visit every port and rail yard to discuss and coordinate outreach, implementation and enforcement activities
Shippers/Freight Forwarders

- Industry organizations
- Trade publications
- Personal meetings
Funding

- Work closely with ports and local districts
- Conduct targeted outreach
- Provide conduit to local resources
- Monitor progress
Summary

- Outreach key to successful implementation
- Use a variety of methods to conduct outreach
- Work with stakeholders on funding issues
- Monitor implementation and advise Board