Update on ARB’s “Gear Up for Clean Truck Month” Campaign

October 18, 2012
GEAR UP FOR CLEAN TRUCK MONTH

- Background
- Purpose
- Participants
- Activities
- Results
- Next steps
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Background

• Diesel Risk Reduction Plan: biggest public health initiative to date

• Implementation of regulations is key

• Past and approaching milestones
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Background

- Increased outreach and enforcement efforts
- Wide stakeholder support
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Compliance assistance and outreach efforts

- Ensure regulated community awareness
- Form strategic partnerships with stakeholders
- Complement traditional enforcement efforts
Purpose of Clean Truck Month

• Visibly demonstrate our commitment to full compliance

• August selected due to approaching deadlines
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Participants

Internal
MSCD  PIO
ED    Ombudsman
SSD   Air Districts

External
CHP
CDFA
Caltrans
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Clean Truck Month activities

- Compliance assistance and outreach
- Enforcement
- Media
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52 Event Locations

Compliance Assistance

Training

Enforcement

Compliance Assistance/Enforcement
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Compliance assistance and outreach activities:

- Develop informational materials
- Partner with enforcement teams
- Provide compliance assistance and information at statewide locations
- Conduct training
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Development of informational materials
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Information packets:

- TruckStop menu “advertisement”
- Soot filter (DPF) maintenance summary
- Diesel rule applicability checklist
- English and Spanish
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the TRUCK STOP

All diesel fueled trucks, buses, trailers and transportation refrigeration units operating in California, including those based out of state, have requirements to reduce air pollution and improve the state's overall air quality. For answers to the most commonly asked questions click on our Frequently Asked Questions, or call the California Air Resources Board (ARB) Diesel Hotline at 866-6DIESEL (666-634-3735) for more information. Operators are also available to answer questions in Spanish and Punjabi.

What if I missed the September 1, 2012, small fleet phase-in option registration deadline for the Tractor Trailer Green House Gas Regulation?

TruckStop en Español

Click On Information About Clean Air Requirements:

USEFUL LINKS
What Regs. Apply To Me?
Regulation Index
Training
Funding Resources Index
Exhaust Retrofit Guidance
Factsheets and Brochures
* California Trucking News
Request a speaker

What's New?

Gear Up for Clean Truck Month!
- Information on How to Get in Compliance
- See our new Truck Stop Enforcement Webpage, Clean truck requirements are being enforced on California roads.

* * *
GEAR UP FOR CLEAN TRUCK MONTH

Web page:
- Enforcement actions and penalties
- Training classes
- FAQs and videos
- DPF information
- Funding opportunities

The California Air Resources Board has designated August as “Gear Up for Clean Truck Month.” Outreach and enforcement teams will conduct several highly visible events targeted throughout California where diesel vehicles are present to ensure full compliance with diesel regulations.

Enforcement actions will involve fleet citations and audits as part of the enforcement awareness campaign. ARB will also continue to provide compliance assistance to educate truckers on regulatory requirements that affect their businesses.

Learn more about ARB’s enforcement actions, inspection programs, penalties, sanctions, and settled cases.

Information on How to Get and Stay in Compliance

Take a look at our Clean Truck Month Packet for printable materials on how to get and stay in compliance.

Sign up for free live training classes on heavy-duty diesel regulations.

View short videos that explain diesel requirements and reporting systems.

See questions and answers from our diesel hotline generated by truckers like you.

Find out about diesel particulate filters.

Financial opportunities may be available to clean up your trucks, buses, and equipment.
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Partnering with enforcement teams at inspection locations
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Providing compliance assistance at locations throughout California
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Enforcement activities occurred at:

- CHP inspection stations and weigh scales
- Border crossings
- Truck stops
- Roadside locations
- Rest stops
- Port facilities
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CHP inspection stations and weigh scales
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Border crossings
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Truck stops
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Roadside locations

ALL TRUCKS
STOP
VEHICLE
INSPECTION
AHEAD
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Rest stops
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Port facilities
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Field enforcement inspections

- Smoke and tampering
- Engine certification labeling
- Truck and Bus
- Idling
- Transport refrigeration units
- Port trucks
- Properly working catalysts
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Media activities included:

- 37 news stories
- Media events in Fresno, Otay Mesa and Port of Oakland
“August brings CARB truck enforcement heat” – *LandLine Magazine*

“Truck inspections at border aimed at reducing pollution” – *CBS 10 San Diego*

“Truckers at Oakland’s port undergo pollution inspections” – *Oakland Tribune*
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Results

- Increased collaboration and new partnerships
- Measuring success
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Increased collaboration and new partnerships

Internal
ARB
Air Districts

External
CHP
CDFA
Caltrans
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Measuring success

- Explore new and improved methods for collecting data
- Measure impact of outreach materials
- Share data
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Statistics

• Compliance assistance and outreach
  o Information packets
  o Web hits
  o Call trends
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Total Web Hits

- ARB Truck and Bus Page
- TruckStop Home Page

June July August
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Total Calls 866-6DIESEL

- June
- July
- August

English
Spanish
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Statistics

- Enforcement
  - More than 4,000 vehicles inspected
  - Overall compliance rate ~90%
  - Truck and Bus compliance rate ~90%
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Next Steps

- Future campaigns
- Targeted compliance assistance and enforcement activities
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Program Compliance Rates

- Smoke & Tampering
- Engine Labeling
- Idling
- Truck & Bus
- Port Trucks
- Transport Refrig. Units

- Statewide
- North
- South
- Border
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Recent and planned events:

- Otay Mesa – September 2012
- Port of Los Angeles – October 2012
- Imperial County – December 2012
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Helping
Navigate
Clean Air
Requirements

TRUCK STOP
www.dot.ca.gov/truckstop
866-60DIESEL
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End of Presentation

For information visit:
www.arb.ca.gov/truckstop

Or call: 866-6DIESEL