

-FINAL-

Phase 2 RFG Public Education Subcommittee
Meeting Summary - August 17, 1994

Introduction

On August 17, 1994, the first Phase 2 Reformulated Gasoline (RFG) Public Education Subcommittee (PES) meeting was held at the Air Resources Board (ARB) in Sacramento. The meeting was attended by about 40 people (meeting sign-in sheet attached). The following topics were discussed:

- Appropriate operating procedures for the PES
- Draft Mission Statement
- Results from a brief telephone survey of PES members conducted by the ARB, and
- Ideas and input about possible Phase 2 RFG concerns, audiences, and outreach options.

Discussion of PES Operating Procedures

Ron Friesen presented the ARB's perspective concerning its work with the PES. The ARB plans to coordinate with the PES members by seeking their advice and assistance on the development and implementation of an outreach effort on Phase 2 RFG. As part of each meeting, the PES will be briefed on the other Subcommittee's activities. The ARB will periodically brief the Advisory Committee on the PES's efforts.

Draft Mission Statement

Richard Corey of the ARB presented a draft Mission Statement. Comments included the following recommendations:

- Language should be included stating the PES will provide accurate, consistent information about Phase 2 RFG, and
- The Mission Statement should state that the PES will convey information related to the air quality benefits of Phase 2 RFG.

The ARB agreed to revise the draft Mission Statement and mail it to the PES members prior to the next meeting.

Performance Subcommittee Activities

Dean Simeroth presented an overview of the Performance Subcommittee meeting of 8/16/94. Discussion topics included:

- Phase 2 RFG test and control fuels to be used as part of the vehicle performance testing program
- Vehicle test fleets now being considered for northern, central, and southern California
- Overview of the Performance Testing Protocol, including auto/oil (industry) comments & ARB proposal, and
- Proposed dates for the vehicle performance testing program (January 1995 through July 1995).

Summary of Comments/Concerns from Meeting Attendees

Several individual comments and concerns were discussed throughout the PES meeting (see summary below). The ARB staff will follow-up on a number of these comments/concerns.

Summary of Comments/Concerns from Meeting Attendees

- #1- Accurate information about Phase 2 RFG, including environmental benefits, needs to be distributed to the public in a timely manner.
- #2- How will the Public Education Subcommittee (PES) interact with the other Subcommittees and the Advisory Committee?
- #3- The ARB should explore outreach program funding options.
- #4- The ARB should investigate hiring an experienced Public Relations (PR) firm to facilitate outreach activities.
- #5- The draft Mission Statement should be revised to state that the PES will develop a plan to provide accurate, consistent information about Phase 2 RFG. This will

include information about air quality benefits of Phase 2 RFG.

- #6- The PES should have additional participation from other industries including: media/editors; advertising; technical trade associations; environmental groups; CSAA; Autoclub of Southern CA; NARP; consumer groups; and CA Motor Car Dealers Association.
- #7- The ARB should hold public workshops or briefings in southern California in order to enable additional outreach participation from environmental groups.
- #8- The ARB should have a contingency plan in place prior to March 1996 to address any potential performance and supply problems; the public should be educated about the ARB contingency plan.
- #9- The PES should develop a Phase 2 RFG fact sheet.
- #10- Outreach activities need to have credibility with the public; who will outreach messages come from?
- #11- The ARB needs to ensure that the quarterly refinery progress reports are being sent-out to the right audiences.
- #12- Information comparing Phase 2 RFG with other fuels should be developed; this information could be used to show that Phase 2 RFG is a cost-effective alternative.
- #13- Use of free public service messages should be investigated.

Draft Outreach Outline

The ARB is developing a draft outline of an Outreach Plan for Phase 2 RFG and plans to mail it to the PES members prior to the next meeting.

Presentations

Janis Christensen, National Association of Fleet Administrators (NAFA), made a short presentation which included a description about the NAFA organization. The NAFA comprises about 2,300 members, which represents over 2.7 million vehicles nationwide. The California fleet comprises about 206 members. One of the NAFA's objectives is to educate fleet managers about alternative fuels and encourage testing of alternative fuels in cooperation with government agencies. The NAFA's main concerns related to the implementation of Phase 2 RFG include: 1) increased cost, and 2) potential vehicle downtime or additional maintenance which could be caused by the use of Phase 2 RFG.

Al Mannato, U.S. EPA's Office of Air and Radiation, presented a short overview of EPA's approach to implementing federal Phase 1 RFG. The EPA estimates that the federal Phase 1 RFG Regulation will affect about one-third of all gasoline sold in the U.S. The EPA has created two task forces for federal Phase 1 RFG implementation (supply & distribution and public information). These task forces will look at ways to inform consumers about gasoline fuel changes in order to avoid frightening or angering the general public in the event of automotive problems or gasoline price increases. The EPA plans to use experience from both the fuel oxygenates and renewable fuels programs in implementing federal Phase 1 RFG.

Items for Next PES Meeting

1. Approve 8/17/94 meeting minutes;
2. Approve the PES Mission Statement
3. Discuss draft fact sheet on Phase 2 RFG
4. Discuss Phase 2 RFG Newsletter (mock-up)
5. Discuss Draft Outline of an Outreach Plan for Phase 2 RFG
6. Identify items to be discussed with the Advisory Committee

[CBG Program Advisory and Subcommittee Activities](#)