

# **On-Board Diagnostics Outreach and Communications Plan**

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## CONTENTS

<b>I.</b>	<b>INTRODUCTION</b> .....	1
<b>II.</b>	<b>BACKGROUND</b> .....	1
	A. Overview of OBD .....	1
	B. Summary of Existing OBD Outreach Resources .....	2
<b>III.</b>	<b>PURPOSE AND APPROACH OF NATIONAL OUTREACH PLAN</b> .....	3
	A. Role of EPA .....	3
	B. Role of State I/M Programs .....	4
	C. Role of Other Partners .....	4
<b>IV.</b>	<b>TARGET AUDIENCES</b> .....	5
	A. Primary Audiences .....	5
	B. Secondary Audiences .....	5
<b>V.</b>	<b>KEY PROGRAM MESSAGES</b> .....	6
	A. Messages for All Audiences .....	6
	B. Messages for Consumers .....	6
	C. Messages for State Inspection and Testing Personnel .....	7
	D. Messages for Automotive Repair Technicians .....	7
<b>VI.</b>	<b>DISTRIBUTION CHANNELS</b> .....	7
	A. List of Potential Distribution Channels .....	7
	B. Technician Training .....	10
	C. Mechanisms for Stakeholder Feedback .....	11

<b>VII.</b>	<b>RECOMMENDED PUBLIC INFORMATION MATERIALS</b>	12
A.	High Priority Items	12
B.	Lower Priority Items	15
<b>VIII.</b>	<b>OPPORTUNITIES FOR MEASURING PROGRAM EFFECTIVENESS</b>	16
A.	Partnering with States to Conduct State-Specific Evaluations	17
B.	Partnering with National Organizations to Target Specific Audiences	17
C.	Conducting Focus Groups of Selected Audiences	17
D.	Conducting a Statistically Valid Survey	18
B.	Incorporating OBD-Specific Questions into Existing Surveys	18
<b>IX.</b>	<b>TIMELINE OF PROPOSED OUTREACH ACTIVITIES</b>	18
A.	Timeline for EPA	19
B.	Timeline for States	24
C.	Timeline for Other Partners	28
<b>X.</b>	<b>ATTACHMENTS</b>	30
A.	List of Existing OBD Outreach Materials	30
B.	Distribution Channels and Target Audiences	35
C.	Outreach Materials and Target Audiences	37
D.	List of Related Trade Organizations	39
E.	List of Related Publications and Journals	49
F.	List of Related Web Sites	60

## **I. Introduction**

This document provides a comprehensive outreach and communications plan to create national awareness of on-board diagnostics (OBD) as an emissions control strategy. This strategy was developed based on a thorough analysis of existing OBD outreach materials and discussions with several state inspection and maintenance (I/M) program managers who are incorporating OBD into their programs.

The document begins with an overview of OBD technology and the existing requirements for state I/M programs. It then describes the goals and overall approach of the outreach plan, recommended target audiences, key program messages for each target audience, channels for disseminating information to each audience, and the tools and products that can be used to promote OBD to each audience. A timetable of specific activities is provided to assist EPA and key stakeholders in planning and prioritizing outreach activities. The strategy concludes with a series of attachments that include lists of related trade organizations, publications and journals, and Web sites.

## **II. Background**

### *Overview of OBD*

OBD refers to a combination of software programming that is incorporated into a vehicle's existing on-board computer and various sensors and devices that monitor how certain vehicle components, including the engine and emission control components, function. The first OBD systems were introduced in the early 1980s as electronic systems replaced mechanical systems in automobiles. The 1990 Clean Air Act Amendments required manufacturers to put a new generation of OBD (OBD II – hereafter referred to as “OBD”) on all gasoline-powered<sup>1</sup> light-duty<sup>2</sup> cars and light-duty trucks beginning with the 1996<sup>3</sup> model year. These systems—which are the focus of this communications plan—provide expanded and more sophisticated detection and monitoring capabilities than the original OBD systems. They offer enhanced monitoring of the oxygen sensor, exhaust gas recirculation system, fuel system, catalytic converter, engine misfire, electronic input components, and the secondary air system operations.

The OBD system helps ensure that the emission control system operates properly throughout a vehicle's lifetime by monitoring emission-related components and systems for deterioration and malfunction. Vehicles equipped with OBD systems have an advantage over earlier vehicles without these systems, since the performance of the OBD-equipped vehicle is continually being monitored. If the OBD system detects a failure that could cause emissions to increase beyond federal standards, it alerts a driver

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<sup>1</sup> OBD II is required on all 1997 and newer light-duty diesel cars and trucks, which are few in number. If states are testing these model years, they will be able to perform OBD I/M checks on these diesel vehicles.

<sup>2</sup> In all states except California, “light-duty” refers to vehicles less than or equal to 8,500 pounds Gross Vehicle Weight (GVW). In California, it includes vehicles less than or equal to 6,000 pounds GVW.

<sup>3</sup> OBD II was originally required on 1994 and newer light-duty cars and trucks; however, waivers allowed manufacturers to delay or phase in the implementation of OBD on these vehicles. Now all 1996 and newer light-duty cars and trucks are equipped with OBD systems.

to the problem by illuminating the Malfunction Indicator Light ( or “Check Engine”<sup>4</sup> light). OBD also helps automotive repair technicians diagnose and repair the computerized engine controls by storing a Diagnostic Trouble Code (DTC) corresponding to each malfunction. If performance of the component improves, the DTC is erased and the “Check Engine” light is extinguished within manufacturer’s specifications.

To ensure that emissions control systems are operating properly, the Clean Air Act further required states to incorporate OBD testing in their I/M programs once OBD systems were fully in place. OBD is a continual, comprehensive monitoring system, while traditional “tailpipe” emissions testing only partially represents actual driving patterns and conditions. According to the U.S. Environmental Protection Agency’s (EPA’s) current rule, states will be required to implement OBD checks as part of their I/M programs by January 2002, although there is some flexibility for states unable to meet this goal.

Several states are implementing pilot or full-scale OBD I/M programs prior to January 2002. Oregon, for example, fully implemented a full-scale pass/fail OBD testing program on December 1, 2000. Maine and Vermont began OBD testing in January 2001 and Wisconsin is scheduled to start in July 2001. The following states are currently implementing pilot programs: Alaska, California, Colorado, Connecticut, New Hampshire, New Jersey, New York, Texas, and Utah. To make the transition, some states are beginning with mandatory OBD checks but optional or “advisory” repairs. Georgia, for example, will begin with advisory OBD repairs in June 2001. This is designed to introduce motorists to the concept of OBD and upcoming requirements as an initial step toward full implementation.

#### *Summary of Existing OBD Outreach Resources*

Numerous OBD outreach materials have already been developed by EPA, states, and other organizations. Rather than starting from scratch, this strategy aims to build on these existing resources and integrate them into a successful EPA-coordinated outreach program. In particular, EPA has published fact sheets with general information on OBD and continues to manage an OBD Web site.

As part of an EPA funded grant, the Center for Automotive Service and Technology at Weber State University in Ogden, Utah, has developed a *Communications Tool Kit* designed to help states implement an effective OBD outreach program. This kit includes guidance to assist states in communicating effective messages to the general public. It also includes an OBD logo, sample newspaper and magazine ads, sample radio commercials, a sample press release and letterhead, owner’s manual page layouts, outdoor billboard designs, and oil change reminders. These templates are intended as examples or starting points for the various state programs.

Several states have produced brochures for the public (Vermont, Colorado, New Hampshire, and Illinois) and radio and TV announcements (Vermont). Numerous OBD Web sites and online discussion forums have been initiated, as well. In addition, the National Center for Vehicle and Emissions Control Safety (Colorado State University) and the Center for Automotive Service and Technology (Weber State

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<sup>4</sup> According to the California Code of Regulations, Section 1968.1, Paragraph A: General Regulations 1.1., the following seven variations of this terminology may be used: Check Engine, Service Engine Soon, Check Powertrain, Service Powertrain Soon, Check (with universal engine symbol), Service Soon (with universal engine symbol), and the universal engine symbol on its own.

University) have well-established training programs for states, emission inspection technicians, and vehicle repair personnel. Section VI provides examples of the numerous technician training programs available throughout the country. Attachment A includes a comprehensive list of OBD outreach materials prepared to date, including ordering information.

### **III. Purpose and Approach of National OBD Outreach Plan**

Despite the number of outreach materials developed to date, there is a clear need for further outreach on OBD to ensure a smooth transition to the addition of new inspection and testing procedures. The materials mentioned above represent the work of pioneers in the field; many states have not yet developed programs which incorporate OBD testing. Research<sup>5</sup> by Colorado State University and others shows that most motorists are not aware of OBD or the connection between the “Check Engine” light and emission control systems. Research also shows that some technicians and repair shops are still unfamiliar with OBD test procedures and how to use OBD to repair vehicles.

The purpose of this outreach plan is the following:

- To create national awareness of OBD as an emissions control strategy—helping motorists make the connection between a vehicle’s “Check Engine” light and its emission control system.
- To educate key audiences (e.g., consumers, state inspection and testing personnel, and automotive repair personnel) in states conducting I/M testing to prepare for the inclusion of OBD checks.
- To prioritize outreach to non-attainment areas<sup>6</sup> and lay out a schedule for implementing the strategy.

This strategy recommends a broad-based, multifaceted approach for conducting OBD outreach with key roles for EPA, states, and other partners. A timetable of specific activities to support each of these roles is provided in Section VIII.

#### *Role of EPA*

- Facilitate the activities of states and others implementing OBD outreach through a Stakeholder Task Force.
- Identify and foster tools for states and other partners to tailor and use as part of their

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<sup>5</sup> Additional information on the Human Factors Research being conducted by the National Center for Vehicle & Emissions Control Safety at Colorado State University, including presentations given at past clean air conferences, can be found at <<http://www.obdiisu.com>>.

<sup>6</sup> Non-attainment areas are those areas of the country where air pollution levels persistently exceed EPA’s national ambient air quality standards. EPA maintains a list of non-attainment areas on its Web site at <<http://www.epa.gov/oar/oaqps/greenbk/>>.

individual outreach efforts.

- Partner with trade associations or other organizations to conduct outreach to the target audiences through the Stakeholder Task Force.
- Assist states in implementing OBD outreach.
- Support a centralized clearinghouse of information related to OBD outreach.
- Facilitate training at national conferences and other venues.
- Evaluate and adjust the strategy as necessary.

#### *Role of State I/M Programs*

- Provide feedback and input on the development of the outreach strategy.
- Tailor outreach to their own circumstances and OBD timetable.
- Sponsor training at conferences, vocational technical centers, universities, and other venues.
- Share outreach materials, results, and lessons learned through a central OBD Web site, Stakeholder Task Force, OBD e-mail group, and other mechanisms.
- Help measure success and track outreach activities via feedback from the states.

#### *Role of Other Partners*

*Includes trade organizations, automobile manufacturers, and environmental groups who can help EPA and states reach the primary and secondary target audiences with information on OBD.*

- Provide feedback and input on the development of the outreach strategy.
- Conduct outreach to target audiences.
- Sponsor and assist with national or state outreach initiatives.
- Train technicians and testing personnel.
- Help measure success and track outreach activities.

#### **IV. Target Audiences**

This section provides a list of potential target audiences for OBD outreach. The audiences are divided into two categories—primary and secondary. The primary audiences are those most involved in or affected by the use, detection, testing, and repair of OBD systems. The secondary audiences remain important, but are not the focus of this outreach strategy.

##### *Primary Audiences*

- Consumers.
- State inspection and testing personnel.
- Automotive repair personnel (includes technicians, shop owners, managers, and service writers from dealerships, service stations, repair chains, fleets, auto parts staff, and private garages).

##### *Secondary Audiences*

- Original equipment manufacturers.
- State and local elected officials.
- EPA headquarters and regional staff.
- State and local government transportation and air quality directors and planners, public education staff, other related officials.
- Environmental organizations (includes clean air associations and climate change groups).
- Universities, community colleges, and local vocational technical schools.
- I/M training program staff.
- Car collectors and other specialized consumer groups.
- Media.

#### **V. Key Program Messages**

The incorporation of OBD testing will require a cultural shift in thinking and behavior for

drivers, repair shops, and state testing personnel. Thus, reaching all three primary audiences is pivotal to the success of I/M programs. While some messages apply to all three target audiences, other information is appropriate for only one of the groups. This section provides specific messages tailored to each of the primary target audiences, as well as common messages for all audiences. In order to be effective, the messages must be simple, consistent, and clear.

In general, outreach materials for the public should avoid technical terms such as “on-board diagnostics” and should instead use phrases such as “your car’s built-in computer system.” Outreach efforts toward inspection and testing personnel and repair technicians should contain a higher level of technical detail. In addition, it is important to promote the benefits of OBD and for the information to come from sources that the different audiences view as credible. For this reason, EPA (and the states) should foster relationships with key contacts in representative trade groups and associations to help deliver information about OBD. In addition to the specific messages below, the campaign could also feature a catchy slogan to gain attention and make a lasting impact.

#### *Messages for All Audiences*

- Light-duty gasoline-powered cars or trucks manufactured in 1996 or later have a built-in “on-board diagnostics” computer system that monitors the engine and emissions control system.
- Unlike traditional “tailpipe” emissions tests, OBD is a continual, comprehensive monitoring system. Your state is incorporating OBD testing for applicable vehicles into its emissions testing program on [insert date]. Traditional tailpipe testing will continue for some time on older vehicles that are not equipped with OBD technology.

#### *Messages for Consumers*

- The on-board computer turns on the “Check Engine” light if it detects a problem with one of your vehicle’s components.
- If your “Check Engine” light comes on, you should have your car serviced by a professional technician in a timely fashion (unless the light is flashing, in which case it should be serviced as soon as possible).
- Your on-board computer system provides an early warning of problems which could (if left unattended) turn into expensive repairs. By flagging small problems before they become larger ones, OBD testing may help you prevent costly repairs.
- OBD testing procedures involve a computer download of your vehicle’s performance. No personal information will be downloaded.
- OBD testing is quicker and more accurate, saving time at testing stations.
- Responding to the “Check Engine” light in a timely fashion can improve driveability and fuel efficiency, enhance your vehicle’s performance, and protect the environment by

reducing vehicle emissions.

- Don't wait until the "Check Engine" light comes on to care for your car or truck. Following your vehicle's recommended maintenance schedule will help prevent problems that could lead to emission system or other failures. Routine maintenance also enhances vehicle driveability and fuel efficiency.

#### *Messages for State Inspection and Testing Personnel*

- Your state is offering training on the new procedures. You can learn more about training opportunities by contacting [insert contact].
- You play an important role in educating the public about OBD and the importance of responding to the "Check Engine" light.

#### *Messages for Automotive Repair Personnel*

- OBD aids technicians in the diagnosis and repair of emissions related problems. It can save time and help guarantee repair effectiveness.
- You will need to learn how to diagnose and repair vehicles using OBD. You can learn more about training opportunities by contacting [insert contact]. This training might include what constitutes an OBD "failure," the kinds of repairs that might be necessary prior to retests, whether retests can be conducted by repair shops, and what (if any) repair waivers might apply.
- OBD technology fosters good repair habits, cost savings, and promotes good maintenance.
- You may be the customer's first contact and can play an important role in educating the public about the importance of the "Check Engine" light, as well as the benefits of routine maintenance.

## **VI. Distribution Channels**

Numerous channels can provide information about OBD to the different target audiences. Below is a list of possible distribution channels, drawing on suggestions made by several state contacts and organized in order of priority. Because of the importance of reaching automotive repair technicians with information on OBD, a section on the training opportunities for this audience is included, as well. Attachment B illustrates which distribution channels target each audience.

- **"Clearinghouse" Web site.** Providing OBD information and tools on a centralized Web site will make it easy for states and other stakeholders to locate outreach materials and other information and will help prevent participants from "reinventing the wheel." EPA

has already sponsored the development of an existing Website or operated and maintained by Weber State University. Colorado State University has also developed a Website for the distribution of valuable OBD info.

- **E-mail Network.** EPA can use an e-mail list server to provide updates on EPA’s outreach activities, promote new tools and resources, and facilitate information exchange. All stakeholders would be invited to join the network, including state I/M program managers, trade associations, repair technicians, testing personnel, and others. As an alternative, the Web site could include a chat room for discussion of OBD issues.
- **Trade organizations.** Key organizations include the American Automobile Association (AAA), Car Care Council, Automotive Service Association, Automotive Maintenance Repair Association, National Automobile Dealerships Association, National Institute for Automotive Service Excellence, Service Station Dealers of America, Society of Automotive Engineers, and the American Association of Motor Vehicle Administrators. A comprehensive list of automotive-related trade organizations is provided in Attachment D. Groups such as the Consumer Federation of America can help reach consumers.
- **Publications and Journals.** Placing and contributing to announcements and articles in industry publications is another key strategy. Attachment E provides a full list of industry publications and journals, ranging from automotive magazines such as AAA’s newsletter to sector-specific publications. In addition, some states such as Illinois widely distribute quarterly automotive newsletters. Wisconsin’s newsletter goes to 2,500 repair facilities.
- **I/M Testing Stations.** A wealth of information could be distributed to the public at inspection and testing stations, including brochures or fact sheets on OBD.
- **Targeted Mailing Lists.** Many states maintain or could obtain mailing lists of key audiences such as automobile manufacturers, emission inspection contractors and stations, environmental organizations, technical colleges, private garages, and repair chains.
- **Automotive Repair Technician and State I/M Training Courses.** States could sponsor technical courses to train both emission testing personnel and repair technicians or coordinate with existing training programs (see section on “Technician Training”). EPA (and states) can also develop training materials, such as curricula or videos, to supplement existing automotive training programs. Vermont began by holding a series of “train-the-trainer” courses for a dozen instructors. During a 3-month period, the instructors then taught more than 200 courses across the state—training more than 1,200 technicians through local vocational technical centers. Both Weber State University and Colorado State University offer complete training services.
- **Automotive-Related Web Sites and List Servers.** Hundreds of automotive-related Web sites have been developed, several of which are included in Attachment F. EPA and states should encourage these sites to link to their Web sites for information on OBD.

Many sites also contain regular columns that feature new industry developments or newsworthy events. EPA and states should encourage these sites to include general information on OBD, including how it works and how it affects their readership. EPA should also include information about OBD and the outreach campaign on related list servers.

- **State Departments of Motor Vehicle Offices.** These offices provide an excellent venue to display posters or distribute literature on OBD to the general public. States should also consider including information about OBD in vehicle registration notices, property tax information, or other annual mailings. The notices could mention that “changes are coming” with regard to emissions testing. EPA could solicit the support of the American Association of Motor Vehicle Administrators with these activities.
- **Driver’s Education Courses.** Incorporating information on OBD into state driver’s education curricula is another important strategy, particularly as a way to reach younger drivers.
- **Radio and TV.** Vermont developed and aired 15-second radio and TV spots about its OBD program. The ads were co-sponsored by a local environmental organization. The Center for Automotive Service and Technology at Weber State University also developed eight sample radio announcements for states to consider. Vermont advises radio over TV because radio ads tend to be less expensive and individuals are in their cars when they hear the radio spots which helps make the information more relevant. EPA has begun preliminary development of PSA themes for OBD (Attachment A provides additional details). The PSAs could be conducted in partnership with the major automobile manufacturers.
- **Dealerships.** Dealerships are important because they can educate consumers about OBD at the point of initial sale. Sales staff could be encouraged to go over the owners manual, emphasizing the “Check Engine” light and other OBD-related information. Dealerships could also display posters on OBD or help distribute brochures, fact sheets, or other materials. The National Automobile Dealers Association and the Service Station Dealers of America could potentially play an important role in coordinating and encouraging these efforts.
- **Private Garages, Service Stations, and National Repair Chains.** Service stations and repair staff (i.e., technicians, shop owners, service writers) can help educate consumers about OBD at the point of repair, and garages can display posters on OBD, distribute information, or include messages on customer receipts. Illinois suggests developing a laminated set of talking points for repair staff that cover the basics of OBD. National repair chains such as National Automotive Parts Association, Jiffy Lube, Midas, and Meineke Discount Mufflers could lend support by distributing information at their repair shops. The Automotive Service Association and Automotive Maintenance Repair Association could potentially play a role in supporting these activities.
- **Auto Shows.** Numerous auto shows take place nationwide every year. These events provide an opportunity to distribute literature about OBD, including upcoming training

courses, to a wide audience. The North American International Auto Show in Detroit, Michigan, appears to be the largest drawing over 800,000 consumers, industry personnel, media, and automotive enthusiasts. Industry publications also sponsor shows throughout the year; *Motor Trend* magazine, for example, recently published its 2001 show schedule with events planned for Baltimore, Las Vegas, and San Diego.

- **Conferences.** National and state automotive-related conferences provide opportunities to give presentations on OBD, distribute literature, staff a table top display which could include a video on OBD, co-sponsor events or sessions, publish announcements in conference literature, share lessons learned, and network with experts from around the country. Attachment C includes a list of upcoming conferences for consideration.
- **State Fairs.** Wisconsin developed an OBD display for its state fair and reached more than 300,000 people. The display included a scan tool hooked up to a police car. State officials were on hand to provide information on OBD and answer questions.
- **Owners Manuals for Model Year 1996 and Newer Vehicles.** Owner's manuals should provide clear instructions that explain the function of the "Check Engine" light, the difference between a steady light and a blinking light, and how to respond to a problem with the emission control system. In some cases, information about OBD is missing from owner's manuals or is inconsistent from one manufacturer to another which can be confusing to consumers. EPA may want to consider working with auto manufacturers to improve the consistency of language on OBD in owners manuals.
- **Universities, Technical Colleges, and Vocational Technical Schools.** Many states rely on universities and technical colleges to train emission testing personnel and repair technicians. In addition, many vocational technical centers already teach automotive studies. Each provides an opportunity to promote awareness about OBD as well as strengthen ties between states and local communities and school systems. Finally, there are several national and local automotive student competitions that may be useful in spreading the message.
- **State Health Agencies.** The Center for Automotive Service and Technology at Weber State University noted that although state health educators focus on a variety of issues such as teen pregnancy and tobacco use, they typically have experience with outreach and can serve as helpful partners in executing OBD outreach.

### *Technician Training*

Automotive repair technicians are important stakeholders in the incorporation of OBD testing programs. Currently, there are a number of training options available for technicians, and this training may be provided by numerous types of organizations. Some programs have courses specifically on OBD; other programs incorporate information on OBD into related coursework (e.g., as part of certification programs on automotive powertrain systems) because many vehicles on the road today are equipped with OBD technology. Below are the general categories of training available along with examples of participating programs:

- **Colleges and universities**, such as New York State University or Palomar College (with degrees such as automotive engineering), Delta College, Fullerton College, Southeastern Community College, Weber State University, and Colorado State University.
- **Automotive and technical training institutes and professional organizations**, such as Mitchell International, JENDHAM, Society of Automotive Engineers, National Institute for Automotive Service Excellence (ASE) , National Automotive Technicians Education Foundation (NATEF), [a number of training institutions are associated with NATEF], Technician Training Institute, Service Technician Society, ASPIRE, Inc, Mechanics Education Association, Target Training Systems, Inc., Engine Systems Learning Center, Advanced Training Systems, Snap-On Technical Training, Automotive Electronics Services, Council of Advanced Automotive Trainers, Environmental Development Corporation, International Automotive Technicians' Network (iATN), and the I-CAR Education Foundation.
- **Vehicle manufacturers**, such as the General Motors Delco Tech Program, Ford, and Toyota (all manufacturers are required to provide emissions-related training materials upon request).
- **Manufacturers of automotive repair equipment**, such as Bosch, Snap-On, and B&B Electronics.
- **State training programs**, such as the State of California Apprentice Program.

Although a wide network of training options are available, there may be opportunities for outreach in two areas:

- Encouraging more repair technicians (especially those from the smaller repair shops) to attend to help them keep up with technology advancements. Specific activities might include developing a comprehensive list of OBD training programs and contacts and publicizing the courses via the OBD Web site, working with states, or other means. EPA is currently working with Ferris State University in Big Rapids, Michigan, to evaluate and assess the different types of training programs. This effort can lay the groundwork for broader promotional support.
- Working with training programs to ensure that information on OBD is included in course curricula. Specific activities might include sending the programs a general fact sheet and brochure on OBD and the incorporation of OBD emissions testing, offering to speak at workshops or training events, developing/providing materials to supplement existing training curricula (e.g., training video), inviting training programs to link to the OBD Web site, and developing tailored articles for automotive repair technicians to be distributed at the training sites. EPA, for example, could encourage training programs to use the OBD video for automotive repair technicians recently produced by the Service Technicians Society. EPA and states could also invite training program representatives to participate in the Stakeholder Task Force to help EPA and states evaluate options for outreach. Also, EPA could develop specific, tailored training programs.

### *Mechanisms for Stakeholder Feedback*

In addition to providing information, it is equally important for EPA to establish mechanisms for obtaining feedback from the target audiences on both the key messages and the overall outreach implementation process. Below is a list of potential feedback mechanisms:

- **Stakeholder Task Force** to review the implementation plan, provide feedback on the tone and content of sector-specific messages and tools, provide input for the development and review of outreach tools, and work with EPA to implement the strategy. The task force should include representatives from states as well as the various stakeholder groups identified in this outreach strategy.
- **E-mail Network** list server to solicit input and feedback as the outreach campaign is developed and implemented.
- **National Hotline** for states and others implementing OBD outreach. The hotline would serve as a central point of contact for people to ask questions and request information and could be developed and funded through a collaborative effort of interested stakeholders.

## **VII. Recommended Public Information Materials**

Several potential tools can be developed to support outreach on OBD. High priority items are listed first followed by other options. This may assist EPA in determining how to allocate limited resources. For each tool listed below, a brief description is provided along with information on whether the tool has already been developed and the level of effort required to develop the tool. This list also reflects the suggestions made by several state contacts. Tools should be flexible for use by both state inspection and testing programs. Attachment C illustrates which tools target each audience.

### *High Priority Items*

- **Logo.** Provides an easily recognizable symbol on OBD.  
*Status:* With EPA funding, the Center for Automotive Service and Technology at Weber State University developed a national OBD logo featuring the “Check Engine” symbol. In addition to outreach materials, states could use the logo to certify qualified OBD technicians or service centers through a patch, sticker, or similar device.  
*Level of effort required:* Low (to distribute)
- **Overall Graphic Identity.** Provides an overall “look” that is recognized as OBD outreach.  
*Status:* With EPA funding, the Center for Automotive Service and Technology at Weber State University developed a *Communications Tool Kit* with various outreach items and an established graphic identity.

*Level of effort required:* Depends on whether existing graphic identity is adopted or enhanced.

- **“Clearinghouse” Web site.** Provides “one-stop shopping” for those interested in accessing sample OBD outreach materials and learning the latest OBD news. Includes links to materials and info for states to use. Could be expanded to include additional information on training opportunities, Web-based tools, and a virtual tour of a sample test station. Information could be organized by target audience for easy reference by visitors. Tools could also be distributed on a comprehensive CD.  
*Status:* EPA currently maintains an OBD Web site and has sponsored the Weber State University Website. The Colorado State University Website is also a useful resource.  
*Level of effort required:* Medium to high (to create); Low to medium (to maintain, depending on scope).
- **E-mail Network.** Designed as a list server to coordinate national and state outreach activities, solicit input from interested stakeholders, announce new tools, and generally inform participants of EPA’s plans regarding OBD implementation. Could include regular (e.g., monthly) updates from EPA on newsworthy items. Could also alert participants when new information has been added to the Web site.  
*Status:* To be developed.  
*Level of effort required:* Medium (to create); Low (to maintain).
- **National Hotline.** Would serve as a central point of contact for states and others implementing OBD outreach to ask questions and request information. It could be structured as a full-time staffed position or as a voicemail system and be funded as a collaborative effort by interested stakeholders. Several companies (e.g., Identifix, Diagnostic Hotline) operate technical hotlines on a fee basis.  
*Status:* To be developed.  
*Level of effort required:* Low to medium depending on how structured.
- **Sample Fact Sheet.** Provides answers to frequently asked questions about OBD, including how it works, the connection between OBD and vehicle emissions, how OBD informs drivers of emission-related problems, how OBD helps the environment, and other issues such as whether aftermarket parts will work with OBD. Numerous OBD Web sites link to this fact sheet.  
*Status:* Developed by EPA in May 1997; may need minor updates.  
*Level of effort required:* Low.
- **Sample Brochure.** Describes general information on OBD, as well as state-specific implementation plans and where to go for more information. Vermont distributed more than 100,000 brochures prior to implementing its OBD pilot program.  
*Status:* Developed by Vermont, Colorado, New Hampshire, and Illinois; could be consolidated into one sample brochure.  
*Level of effort required:* Low.
- **Sample Posters.** Includes general information on OBD including how it works and how it benefits drivers. Could be tailored by states to include details on how to get more information in each state.  
*Status:* To be developed.

*Level of effort required:* Medium.

- **Promotional Articles.** Informational/promotional articles on OBD can be structured several ways:
  - General articles introducing OBD, including how it works and providing contact names for more information.
  - Tailored articles expanding upon the generic article by targeting a particular publication or audience.
  - In-depth articles focusing on a particular technical issue or theme.

*Status:* Numerous general articles on OBD have been published.

*Level of effort required:* Low to medium depending on the number and scope of articles.

- ▶ **Newspaper and Magazine Announcements.** Provides introductory information on OBD and where to go for more information.

*Status:* Developed by the Center for Automotive Service and Technology at Weber State University.

*Level of effort required:* Depends on whether used as is or modified.

- **Media Kit.** Folder containing a press release, fact sheet, public service announcements, or other information tailored for the media. Includes various items that could also be produced as stand-alone items. Could be tailored by states to meet the needs of specific audiences or circumstances.

*Status:* Sample press release developed by the Center for Automotive Service and Technology at Weber State University; factsheet developed by EPA.

*Level of effort required:* Depends on whether items used as is or modified.

- **Sample Radio and TV PSAs.** Provides general information on OBD and how motorists should respond to the “Check Engine” light.

*Status:* Vermont has developed both a radio and TV announcement; the Center for Automotive Service and Technology at Weber State University has developed eight radio announcements.

EPA has also begun preliminary development of PSA themes for OBD (see Attachment A for more details). These could be conducted in partnership with the major automobile manufacturers.

*Level of effort required:* Depends on whether used as is or modified for adaptation in different areas.

- **Information Packet.** Folder containing all of the sample outreach materials. Could be tailored by states and local organizations to meet the needs of specific audiences or circumstances.

*Status:* See above for status of items to be included in information packet.

*Level of effort required:* Low (to create folder).

- **Booth Display.** Can travel to key conferences and events as a staffed or stand alone unstaffed display. Can be used to distribute materials targeted to conference attendees and provide general information on OBD. Table top and full-size (8' x 10') options are available.

*Status:* To be developed.

*Level of effort required:* Medium to high.

- **Standard Overview Presentations.** Provides a general PowerPoint presentation on OBD, including how it works, how OBD will lead to cleaner air, and what consumers should do if their OBD system detects a problem. Includes the national OBD logo and key program messages. Could be tailored by states to include state-specific implementation plans or other information.  
*Status:* A generic overview presentation has been developed by EPA.  
*Level of effort required:* Low (to update and enhance).
- **Briefing Materials.** Updates specific organizations or secondary audiences on the status/progress of OBD outreach and implementation. Materials could be tailored to meet the needs of different secondary audiences, including elected officials, environmental groups, or others.  
*Status:* To be developed.  
*Level of effort required:* Medium.

#### *Lower Priority Items*

- **Outdoor Billboard Designs.** Provides general information on OBD and how motorists should respond to a problem with the “Check Engine” light.  
*Status:* Sample design developed by the Center for Automotive Service and Technology at Weber State University.  
*Level of effort required:* Depends on whether used as is or modified.
- **Video.** There are several possible formats for a video on OBD. The videos could be distributed to various stakeholders or shown at trade shows as part of an EPA conference booth.
  - General information on OBD, including how it works and contact information for more information.
  - Tailored video expanding upon the generic video by targeting a particular audience.
  - In-depth video to serve as a training tool for automotive repair technicians or I/M personnel.

*Status:* Vermont has developed a training video. EPA co-sponsored an episode of “Shadetree Mechanic,” a syndicated television show, that was devoted to explaining the use of OBD in vehicle testing and repair. Working with the Service Technicians Society, EPA also has sponsored the development of an OBD training video directed at automotive repair technicians.  
*Level of effort required:* Medium to high depending on the scope of the video.
- **Other Promotional Items.** Promotional items might include patches for technicians who have completed training requirements, hats, key chains, owner’s manual page layouts, and oil change reminders. Laminated script for repair industry with talking points for interacting with the driving public.  
*Status:* The following items have been developed by the Center for Automotive Service and

Technology at Weber State University: hats, owner's manual page layouts, and oil change reminders.

*Level of effort required:* Depends on whether items used as is or modified.

## **VIII. Opportunities for Measuring Program Effectiveness**

Although often overlooked, it is important for EPA to measure the effectiveness of the outreach conducted. This will help the Agency assess whether the outreach goals have been met or whether the messages or overall approach need to be refined if efforts are not having the desired effect. Program evaluation also will enable EPA to highlight results and successes to key stakeholders, including state agencies, EPA headquarters and regional staff, state and local elected officials, automobile manufacturers, and others.

Various approaches can be considered—each with different partners, levels of resource requirements by EPA and others, implementation strategies, and quality of results. The simplest approach is measuring easy-to-count activities or output measures such as the number of fact sheets distributed, number of articles written, number of inquiries received from the target audiences, and the number of media placements of public service announcements. Although these measures would be helpful in assessing the level of activity for funds expended, they do not address the effectiveness or value of the outreach conducted. A more complex effort is required to evaluate the actual changes in awareness and understanding—or even changes in behavior—for different target audiences. Regardless of the approach, to be most effective, information should be collected both before and after the outreach is conducted to gauge the effect of the promotional campaign.

When evaluating the different measurement options, it is important to be aware that the Paperwork Reduction Act of 1995 requires that federal agencies prepare an Information Collection Request (ICR) to explain and justify any activity that involves collecting information from ten or more non-federal respondents. Agencies are required to submit ICRs to the Office of Management and Budget (OMB) for approval and make them available to the public for comment. It typically takes between 9 to 12 months to complete the ICR process. This requirement may limit the scope of EPA's evaluation efforts given the timetable for implementing OBD testing programs. EPA should work with appropriate officials in the Office of Policy, Planning, and Evaluation's Regulatory Information Division upfront to evaluate the different options for measurement and to determine whether an ICR is required.

With this in mind, EPA might consider the following options with regard to program measurement:

- Partnering with states to conduct state-specific evaluations.
- Partnering with national organizations to evaluate specific representative audiences.
- Conducting focus groups with selected audiences as part of new or ongoing research efforts.
- Conducting a statistically valid survey.

- Incorporating OBD-related questions into national surveys conducted by other agencies or groups.

#### *Partnering with States to Conduct State-Specific Evaluations*

Partnering with states to conduct state-specific evaluations would allow each state to tailor its approach to the evaluation. It would allow states, for example, to target specific audiences or use existing mailing lists or distribution channels. It would also allow states to determine the scope of the evaluation based on budgetary or time constraints. Illinois, for example, is considering doing surveys of motorists to see if they had their vehicles examined after failing the advisory OBD tests. These surveys could include questions to gauge the public's level of awareness of OBD. EPA could also pilot test a certain approach or set of questions with one state and then offer a refined strategy to other states for consideration.

Depending on resources, states could also sponsor focus groups (described below) or develop case studies documenting their outreach activities along with challenges faced and lessons learned. Finally, EPA could encourage states to maintain a list of everyone to whom they distribute a brochure or other information. States could then follow up by sending these groups a formal or informal survey about OBD. Brochures could also include a comment card that recipients fill out and return. Other approaches might involve distributing pre-addressed, pre-paid questionnaires to I/M stations or including questions with drivers license renewal forms.

#### *Partnering with National Organizations to Target Specific Audiences*

Another, less-formal approach is partnering with national organizations to solicit feedback from their memberships. As described in this document, these organizations are key partners in executing a national OBD outreach strategy by educating their memberships about OBD. As one example, EPA could work with AAA to learn whether the general public is aware of OBD and understands how to respond when the "Check Engine" light is illuminated. With input from EPA, organizations could conduct informal surveys—perhaps online through their Web site—to poll their memberships about OBD, seek feedback at annual conferences or workshops, send a special mailing with questions about OBD, or solicit feedback through their newsletters. This may serve as a cost-effective approach, but one potential drawback is that EPA would have less control of the information sought and collected.

#### *Conducting Focus Groups of Selected Audiences*

Another approach is to sponsor focus groups with the different target audiences. Focus groups allow researchers to collect qualitative information from a representative sample of participants. Focus groups could also help test messages at the outset of the campaign and assess common beliefs about OBD. States could sponsor focus groups made up of consumers, repair technicians, or testing personnel to assess the effect of the outreach undertaken. EPA could help support these efforts by providing sample survey or focus group questions, reviewing potential questions, or helping evaluate the results. EPA could also conduct the focus groups under a contract that would allow EPA to have significant input into the scope of the focus groups, including the different audiences targeted, the types of questions asked, and how the results are summarized and used. As an alternative, the focus group or a broader evaluation

effort could be conducted as part of a new or existing research grant. If conducted under an EPA grant, EPA would not have control over the study, but the effort would not be subject to the Paperwork Reduction Act requirements.

#### *Conducting a Statistically Valid Survey*

EPA could also conduct a statistically valid survey of the target audiences to evaluate the level of awareness and understanding about OBD before and after the outreach. Data collection options include mail surveys to collect qualitative and quantitative data from a large number of respondents and telephone surveys, which allow researchers to ask probing follow-up questions to obtain better information on lessons learned. Combining mail surveys with telephone follow-up enables the research team to obtain a large volume of data from the mail survey and qualitative information and supporting anecdotes from the telephone follow-up. These options would require an ICR and OMB approval.

#### *Incorporating OBD-Specific Questions into Existing Surveys*

EPA could research and evaluate the opportunities for including OBD-specific questions in existing national or state-specific surveys conducted by other agencies or groups. As one example, EPA could work with the Federal Highway Administration to include questions about OBD in future Nationwide Personal Transportation Surveys (NPTS). This survey, conducted five times since 1969, measures the travel of American household members and provides national-level statistics on travel by all modes. The NPTS is designed primarily to cover local, repetitive travel, although long-distance trips are also reported. The most recent survey was conducted in 1995 and proposals have been made to conduct smaller versions of the NPTS on an annual basis.

### **IX. Timeline of Proposed Outreach Activities: EPA, States, and Other Partners**

See attached tables.

**Timeline of Proposed Outreach Activities  
EPA**

Outreach Activities	Spring 2001	Summer 2001	Fall 2001	Winter 2001/2002	Spring 2002	Summer 2002	Fall 2002	Winter 2002/2003
<b>Coordinate the activities of states and others implementing OBD outreach</b>								
Establish Stakeholder Task Force	x							
Finalize outreach strategy with input from Task Force	x							
Establish broader e-mail network	x							
Recruit new participants to e-mail network	x	x	x	x	x	x	x	x
Send updates (monthly)	x	x	x	x	x	x	x	x
Solicit feedback on outreach tools and activities	x	x	x	x	x	x	x	x
<b>Identify and foster tools for states and other stakeholders to tailor and use</b>								
Distribute <i>existing</i> tools to states and other stakeholders via Web site	x	x						
Develop sample OBD brochure	x	x						
Develop sample OBD posters	x	x						

**Timeline of Proposed Outreach Activities  
EPA**

<b>Outreach Activities</b>	<b>Spring 2001</b>	<b>Summer 2001</b>	<b>Fall 2001</b>	<b>Winter 2001/2002</b>	<b>Spring 2002</b>	<b>Summer 2002</b>	<b>Fall 2002</b>	<b>Winter 2002/2003</b>
Develop standard overview presentations	x	x						
Develop sample video	x	x						
Develop sample media kit	x	x						
Develop and broadcast sample radio and TV PSAs	x	x	x	x	x	x		
Develop briefing materials and specialized information packets	x	x	x	x	x	x	x	x
Distribute <i>new</i> tools to states and other stakeholders via Web site		x	x	x	x	x	x	x
Promote OBD and tools through related list servers		x	x	x	x	x	x	x
<b>Partner with trade associations and other organizations to conduct outreach to the primary target audiences</b>								
Partner with AAA to promote OBD to consumers	x	x	x	x	x	x	x	x

**Timeline of Proposed Outreach Activities  
EPA**

<b>Outreach Activities</b>	<b>Spring 2001</b>	<b>Summer 2001</b>	<b>Fall 2001</b>	<b>Winter 2001/2002</b>	<b>Spring 2002</b>	<b>Summer 2002</b>	<b>Fall 2002</b>	<b>Winter 2002/2003</b>
Partner with auto manufacturers to improve the consistency of OBD information in owner's manuals	x	x	x	x	x			
Partner with NADA and SSDA-AT to encourage local dealerships to educate consumers at point of sale	x	x	x	x	x	x	x	x
Partner with ASA and AMRA to educate repair technicians about OBD/encourage them to educate consumers at point of repair	x	x	x	x	x	x	x	x
Partner with technician training programs to encourage increased attendance by technicians and to incorporate OBD information into existing curricula	x	x	x	x	x	x	x	x
Partner with other groups as identified	x	x	x	x	x	x	x	x

**Timeline of Proposed Outreach Activities  
EPA**

<b>Outreach Activities</b>	<b>Spring 2001</b>	<b>Summer 2001</b>	<b>Fall 2001</b>	<b>Winter 2001/2002</b>	<b>Spring 2002</b>	<b>Summer 2002</b>	<b>Fall 2002</b>	<b>Winter 2002/2003</b>
<b>Assist states in implementing OBD outreach</b>								
Establish national hotline	x							
Respond to specific questions on OBD outreach		x	x	x	x	x	x	x
Provide assistance through e-mail network		x	x	x	x	x	x	x
Develop and place promotional articles	x	x	x	x	x	x	x	x
Develop case studies of successful state outreach initiatives	x	x	x	x	x	x	x	x
<b>Support a centralized clearinghouse of OBD outreach information</b>								
Collect existing outreach materials	x							
Support Web site with existing outreach materials	x	x						
Update Web site with new materials (monthly)		x	x	x	x	x	x	x
Encourage related sites to link to OBD Web site		x	x	x	x	x	x	x

**Timeline of Proposed Outreach Activities  
EPA**

<b>Outreach Activities</b>	<b>Spring 2001</b>	<b>Summer 2001</b>	<b>Fall 2001</b>	<b>Winter 2001/2002</b>	<b>Spring 2002</b>	<b>Summer 2002</b>	<b>Fall 2002</b>	<b>Winter 2002/2003</b>
<b>Facilitate training at national conferences and other venues</b>								
Identify conferences and trade shows for giving presentations/training for consumers, technicians, and state inspection and testing personnel; develop plan for attending select shows	x							
Speak at selected conferences		x	x	x	x	x	x	x
Sponsor training at selected conferences/venues		x	x	x	x	x	x	x
Develop display booth	x	x						
Distribute materials and send display booth to selected conferences/venues		x	x	x	x	x	x	x
<b>Evaluate and adjust strategy as necessary</b>								
Develop and implement strategy to measure success of national outreach campaign	x	x	x	x	x	x	x	x

**Timeline of Proposed Outreach Activities  
States**

<b>Outreach Activities</b>	<b>Spring 2001</b>	<b>Summer 2001</b>	<b>Fall 2001</b>	<b>Winter 2001/2002</b>	<b>Spring 2002</b>	<b>Summer 2002</b>	<b>Fall 2002</b>	<b>Winter 2002/2003</b>
<b>Provide feedback and input on development of outreach strategy</b>								
Join Stakeholder Task Force	x							
Join e-mail network	x							
Provide feedback and input on strategy	x							
<b>Tailor outreach to own circumstances and OBD timetable</b>								
Develop tailored brochures, fact sheets, and/or other tools	x	x	x					
Distribute materials at I/M stations, parts stores, dealerships, private garages, auto shows, and motor vehicle departments		x	x	x	x	x	x	x
Develop and place promotional articles in state newsletters and other publications		x	x	x	x	x	x	x
Incorporate OBD information into existing state Web site	x	x	x	x	x	x	x	x

**Timeline of Proposed Outreach Activities  
States**

<b>Outreach Activities</b>	<b>Spring 2001</b>	<b>Summer 2001</b>	<b>Fall 2001</b>	<b>Winter 2001/2002</b>	<b>Spring 2002</b>	<b>Summer 2002</b>	<b>Fall 2002</b>	<b>Winter 2002/2003</b>
Conduct site visits to repair shops, service stations, dealerships	x	x	x	x	x	x	x	x
Promote OBD to consumers through existing communications (e.g., vehicle registration notices)	x	x	x	x	x	x	x	x
Customize and broadcast radio and TV PSAs	x	x	x	x	x	x	x	x
Develop display booth and participate in state fair and other events	x	x	x	x	x	x	x	x
Partner with state health departments and health educators to promote awareness of OBD	x	x	x	x	x	x	x	x
Customize other items for distribution at state and local events (e.g., hat, key chains, etc.)	x	x	x	x	x	x	x	x
<b>Sponsor training at conferences, vocational technical centers, universities, and other venues</b>								
Plan training curricula	x							

**Timeline of Proposed Outreach Activities  
States**

<b>Outreach Activities</b>	<b>Spring 2001</b>	<b>Summer 2001</b>	<b>Fall 2001</b>	<b>Winter 2001/2002</b>	<b>Spring 2002</b>	<b>Summer 2002</b>	<b>Fall 2002</b>	<b>Winter 2002/2003</b>
Conduct “train-the-trainer” workshops		x						
Conduct training workshops across state		x	x	x	x			
Speak at state and local conferences	x	x	x	x	x	x	x	x
Incorporate OBD into driver’s education curricula	x	x	x	x	x	x	x	x
<b>Share outreach materials, results, and lessons learned</b>								
Participate in e-mail network	x	x	x	x	x	x	x	x
Participate in national conferences	x	x	x	x	x	x	x	x
Publish or contribute to articles documenting strategies, successes, and lessons learned	x	x	x	x	x	x	x	x
Send materials to EPA to be posted on centralized Web site	x	x	x	x	x	x	x	x
<b>Help measure success and track outreach activities</b>								

**Timeline of Proposed Outreach Activities  
States**

<b>Outreach Activities</b>	<b>Spring 2001</b>	<b>Summer 2001</b>	<b>Fall 2001</b>	<b>Winter 2001/2002</b>	<b>Spring 2002</b>	<b>Summer 2002</b>	<b>Fall 2002</b>	<b>Winter 2002/2003</b>
Develop and implement strategy to measure success and track activities	x	x	x	x	x	x	x	x
Share results with EPA, states, and other stakeholders		x	x	x	x	x	x	x

**Timeline of Proposed Outreach Activities  
Other Partners**

<b>Outreach Activities</b>	<b>Spring 2001</b>	<b>Summer 2001</b>	<b>Fall 2001</b>	<b>Winter 2001/2002</b>	<b>Spring 2002</b>	<b>Summer 2002</b>	<b>Fall 2002</b>	<b>Winter 2002/2003</b>
<b>Provide feedback and input on development of outreach strategy</b>								
Join Stakeholder Task Force	x							
Join e-mail network	x							
Provide feedback and input on strategy	x							
<b>Conduct outreach to target audiences</b>								
Develop tailored brochures and sector-specific information sheets	x	x	x					
Distribute OBD information via mail or e-mail to membership		x	x	x	x	x	x	x
Publish articles or information in organizational newsletters	x	x	x	x	x	x	x	x
Include information on OBD in organizational Web sites	x	x	x	x	x	x	x	x
Distribute materials at organizational conferences or meetings	x	x	x	x	x	x	x	x

**Timeline of Proposed Outreach Activities  
Other Partners**

<b>Outreach Activities</b>	<b>Spring 2001</b>	<b>Summer 2001</b>	<b>Fall 2001</b>	<b>Winter 2001/2002</b>	<b>Spring 2002</b>	<b>Summer 2002</b>	<b>Fall 2002</b>	<b>Winter 2002/2003</b>
<b>Sponsor and assist with national or state outreach initiatives</b>								
Partner with state or local governments to sponsor public relations materials and events	x	x	x	x	x	x	x	x
<b>Train technicians and testing personnel</b>								
Conduct training workshops	x	x	x	x	x	x	x	x
<b>Help measure success and track outreach activities</b>								
Develop and implement strategy to measure success and track activities	x	x	x	x	x	x	x	x
Share results with EPA, states, and other stakeholders		x	x	x	x	x	x	x

## Attachment A: List of Existing OBD Outreach Materials

### Tool Kits

- *Communications Tool Kit*. This tool kit, produced by the Center for Automotive Service and Technology at Weber State University, contains the following materials designed to help states implement an effective OBD outreach program. To obtain a copy, contact the Center at 801 626-6579 or <<http://obdclearinghouse.com>>.
  - *Planning and Implementing Effective Public Outreach Campaigns*, a primer for states, which includes general information about getting an effective message to the public, specific directions for using the OBD tool kit, and guidance for developing an effective public outreach plan.
  - A “visual tools” CD-ROM containing OBD logos, outdoor billboard designs (two versions), oil change reminder static cling, qualified service center static cling, full page magazine ads, half-page magazine ads, newspaper ads, press release letterhead and sample press release, owner’s manual page layouts, and possible take-home items such as hats and coffee mugs.
  - An “electronic tools” CD-ROM containing eight finished radio commercials.

### Brochures

- *What Does My Check Engine Light Mean? On-Board Diagnostics II*. Developed by the Colorado Department of Public Health and the Environment, this 2-page brochure explains OBD and how it works, how OBD will lead to cleaner air, and what consumers should do if their OBD system detects a problem. Contact local officials in Denver, Colorado Springs, and Fort Collins with specific questions. For more information, call the Air Care Colorado Hotline at 303 456-7090.
- *New Hampshire’s Vehicle Safety Inspection Program: On-Board Diagnostics*. Produced by the New Hampshire Department of Safety and New Hampshire Department of Environmental Services, this 2-page brochure introduces OBD and how it works, the new vehicle testing requirements, and how to service OBD-related problems. Information on the state’s OBD testing program is available from the Department of Environmental Services at 603 271-6749 or <[http://www.des.state.nh.us/ard/mobile\\_sources.htm#htm](http://www.des.state.nh.us/ard/mobile_sources.htm#htm)>.
- *Air Pollution Control in Vermont: On-Board Diagnostics*. The Vermont Agency of Natural Resources developed this 2-page brochure that explains OBD and how it works, the link between OBD and vehicle air emissions, how OBD can help consumers, how motorists should respond to the “Check Engine” light, and service and repair issues. For more information, contact the Agency’s Air Pollution Control Division at 802 241-3840 or visit <<http://www.anr.state.vt.us/dec/air>>.

### *Fact Sheets*

- *Frequently Asked Questions About On-Board Diagnostics.* This fact sheet, developed by EPA in May 1997, describes OBD and how it works, the connection between OBD and vehicle emissions, how OBD informs drivers of emission-related problems, how OBD helps the environment, and other issues such as whether aftermarket parts will work with OBD. The fact sheet is available on EPA's Web site at <<http://www.epa.gov/otaq/obd-faq.htm>>. Numerous OBD Web sites link to this fact sheet.
- *On-Board Diagnostics: A New Generation of Motor Vehicles Fact Sheet.* Developed by New Hampshire, this fact sheet describes OBD, including how it works; its benefits to the environment, the consumer, and the repair technician; new testing requirements; and how to service OBD-related problems. Information on the state's OBD testing program is available from the Department of Environmental Services at 603 271-6749 or <[http://www.des.state.nh.us/ard/mobile\\_sources.htm#htm](http://www.des.state.nh.us/ard/mobile_sources.htm#htm)>.
- *Fact Sheet: On-Board Diagnostics.* This fact sheet, developed by the Oregon Department of Environmental Quality, includes general background on the state's OBD testing program, as well as the link between OBD and cleaner air. For a copy, visit <<http://www.deq.state.or.us/aq/factsheets/OnBoardDiagnostics.pdf>>.

### *Radio and TV Announcements*

- *OBD II Public Service Announcement.* EPA has begun preliminary development of a public service announcement on OBD II. The theme is "Emission control...we have a problem" and links a space shuttle launch (and its associated advanced technologies) with starting up a vehicle with a sophisticated OBD system.
- *Air Pollution Control in Vermont: On-Board Diagnostics Radio and TV Announcements.* The Vermont Agency of Natural Resources partnered with the Lung Association of Vermont to develop a radio and TV announcement, which can be reviewed at <<http://obdclearinghouse.com>>. For more information, contact the Agency's Air Pollution Control Division at 802 241-3840 or visit <<http://www.anr.state.vt.us/dec/air>>.
- *On-Board Diagnostics Sample Radio Announcement.* Developed by New Hampshire, this radio announcement introduces the concept of OBD to young adults. Information on the state's OBD testing program is available from the Department of Environmental Services at 603 271-6749.

### *Videos*

- *OBD Training Video.* Working with the Service Technicians Society (STS), EPA sponsored the development of an OBD training video directed at automotive repair technicians. For more information, contact STS at 800 787-9596, via e-mail at <[sts@sae.org](mailto:sts@sae.org)>, or on the Internet at <<http://www.sts.sae.org>>.

- *Shadetree Mechanic: OBD II Engine Troubleshooting & Repair*. EPA and General Motors co-sponsored an episode of this syndicated television show. The show's hosts explain OBD and how to use scan tools and other OBD-equipment to diagnose and repair automobiles. Use of the video is restricted by Scripps Productions. The video can be used for in-house training and trade show booths. However, no portion of the video can be rebroadcast on broadcast or cable television, duplicated for resale, used as part of a product offering, or offered to "end use" customers. Any questions regarding guidelines for its use or distribution should be directed to Paul Kay at Scripps Productions at 423 690-9950.

#### *Online Discussion Forums*

- *OBD II Online Forum*. Colorado State University offers two new online forums for OBD II: a "free" open forum for all interested participants and a password-protected forum for I/M administrators. Participants are encouraged to pose questions, exchange information, and share materials related to OBD. Web site: <[www.obdiicsu.com](http://www.obdiicsu.com)>.
- *OBD II Discussion Forum*. B&B Electronics offers an online forum for registered users on issues related to OBD. There is no charge to register for the forum. Web site: <<http://www.obdii.com/cgi-bin/Ultimate.cgi>>.

#### *Training Materials and Course Offerings*

- *On-Board Diagnostics Manual and Quick Reference Guide*. This 70-page manual, produced by Weber State University's Center for Automotive Science and Technology, includes a thorough introduction to OBD including a history of OBD, existing regulatory requirements, and overall emission benefits. It also provides technical details related to the Malfunction Indicator Light, Readiness Codes, Equipment Monitors, and Diagnostic Trouble Codes. A *Quick Reference Guide* includes more than 100 technical terms and frequently used EPA acronyms. For more information, contact the Center at 801 626-6579 or <<http://obdclearinghouse.com>>.
- *The Center for Automotive Science & Technology at Weber State University* is a nationally recognized center for OBD training. The Center offers a 3-day training course that familiarizes each participant with OBD regulations as they currently apply to all vehicle manufacturers. The course also details the methods and technologies used by the vehicle and scan tool manufacturers. The most recent course was held January 23-25, 2001, and cost \$450. Interested participants can register online at <<http://obdclearinghouse.com>>.
- *The National Center for Vehicle Emissions Control and Safety (NCVECS)* at Colorado State University offers OBD training on campus or at a client's preferred site. NCVECS training sessions are customized for each audience, including repair technicians, automotive instructors, program administrators and staff, and the public. "Train-the Trainer" programs are available for automotive instructors who teach automotive technicians how to operate inspection and emissions control equipment and effectively repair polluting vehicles. New courses include "Understanding OBD II and Its Implications to I/M Programs" (2-days for administrators) and "Understanding OBD II and Its Challenge to the Automotive Service and Repair Industry" (2-

days for Technicians). Costs vary depending on the level of training provided. NCVECS also offers a range of training and reference materials for \$30 each. More information is available at <[www.obdiicsu.com](http://www.obdiicsu.com)>.

- *On-Board Diagnostics II Systems Inspection and Diagnostics*. Developed for Vermont, this inspector reference guide provides an overview of OBD and the state's plans for OBD testing as well as an introduction to scan tools and system monitors, inspection procedures, laboratory exercises, and a glossary of terms. It also includes an accompanying training video. For more information, contact the agency's Air Pollution Control Division at 802 241-3840.
- *On-Board Diagnostics II Inspection Training Materials*. Oregon has developed training materials on OBD for emissions inspectors in the state. For more information, contact the Oregon Department of Environmental Quality at 503 229-5696.

### *Presentations*

- *On-Board Diagnostics: One Key to a Clean Fleet*. This general overview presentation developed by EPA explains OBD in simple terms including its benefits, how it works, what to do if the "Check Engine" light is illuminated, OBD test procedures, how to use OBD to fix a vehicle, and available Web sites.
- *Inspection Maintenance - On Board Diagnostics II Program Implementation Support*. This presentation was given by Sally Newstead of EPA at the Mobile Sources Clean Air Conference in Steamboat Springs, Colorado, in September 2000. It outlines EPA's plans for revising OBD I/M requirements. It also describes EPA's strategy for communicating OBD-related information to key stakeholders: trades/aftermarket, opinion leaders, and consumers.
- *Update on OBD II Pilot Programs*. This presentation was given by Rob Klausmeier of de la Torre Klausmeier Consulting, Inc., at the Mobile Sources Clean Air Conference. Honda has contracted his firm to assist the following states with OBD II pilot projects: Vermont, New York, Oregon, Maine, New Hampshire, Connecticut, New Jersey, and Texas. The presentation includes the results of the pilot projects including common issues and themes.
- *On-Board Diagnostics for Vehicle Emission Control Systems: OBD II Primer*. This presentation was given by David Ferris of General Motors at the Mobile Sources Clean Air Conference. It introduces OBD and explains its history and future, OBD requirements, efforts to develop and validate OBD technology, benefits of OBD, and concerns about OBD implementation in I/M.
- *OBD II and the WVIP: An Overview of Potential New Testing Requirement*. This presentation was prepared by Sue Krueger for Wisconsin's Vehicle Inspection Program. It outlines Wisconsin's current emission test procedures and possible OBD II scenarios in the state. It also describes the legislative process in Wisconsin required for OBD II to take effect.
- *OBD Outreach to the Repair Industry*. This presentation was given by Elizabeth Tracy of the Illinois Environmental Protection Agency. To reach the repair industry, Illinois publishes a quarterly newsletter, holds open houses, conducts site visits by outreach staff, offers I/M start-up

seminars each month, and offers training in partnership with Colorado State University. The state plans to continue and strengthen its outreach efforts to support the transition to OBD II.

### *Outreach-Related Research*

- NCVECS at Colorado State University is conducting an ongoing assessment of what type of information is needed and available about OBD II for two audiences (auto technicians and I/M administrators and staff), a study of public relations strategies employed by successful I/M programs that could be used by states implementing OBD II, and the design and presentation of an OBD II Web site for three audiences (driving public, auto technicians, and I/M administrators and staff). NCVECS has developed a bibliography of publicly available OBD II information that will be available through the Web site. NCVECS also has an OBD II Advisory Board that oversees all planning efforts. More information on these activities is available at <[www.obdiicsu.com](http://www.obdiicsu.com)>.
- *Human Factors Research.* NCVECS also is conducting human factors research related to OBD II. This research includes: 1) focus groups to identify issues, concerns, and how to best reach the driving public regarding OBD II; 2) interviews with case study participants from the Center's technology research; 3) surveys to establish a baseline of perceptions and attitudes towards OBD II; and 4) using the survey results to develop information for the driving public and technician training. For additional details contact Lenora Bohren at NCVECS or visit <[www.obdiicsu.com](http://www.obdiicsu.com)>.

**Attachment B: Distribution Channels and Target Audiences**

<b>Tools</b>	<b>Consumers</b>	<b>State Inspection and Testing Personnel</b>	<b>Automotive Repair Personnel</b>	<b>Secondary Audiences</b>	<b>Media</b>
Stakeholder Task Force		x	x	x	
E-mail network		x	x	x	
National hotline		x	x	x	
“Clearinghouse” Web site	x	x	x	x	x
Trade organizations	x	x	x	x	
Publications and journals	x	x	x	x	
I/M testing stations	x				
Targeted mailing lists	x	x	x	x	
I/M training courses		x	x		
Automotive-related Web sites and list servers	x	x	x	x	
State departments of motor vehicle offices	x				
Driver’s education courses	x				
Radio and TV	x		x	x	
Dealerships	x		x		

**Attachment B: Distribution Channels and Target Audiences**

<b>Tools</b>	<b>Consumers</b>	<b>State Inspection and Testing Personnel</b>	<b>Automotive Repair Personnel</b>	<b>Secondary Audiences</b>	<b>Media</b>
Private garages and national repair chains	x		x		
Auto shows	x	x	x	x	
Conferences	x	x	x	x	
State fairs	x				
Owners manuals for MY 1996 and newer vehicles	x				
Universities, technical colleges, and vocational technical schools		x	x		
State health agencies	x				

**Attachment C: Outreach Materials and Target Audiences**

<b>Tools</b>	<b>Consumers</b>	<b>State Inspection and Testing Personnel</b>	<b>Automotive Repair Personnel</b>	<b>Secondary Audiences</b>	<b>Media</b>
Logo	x	x	x	x	x
“Clearinghouse” Web site	x	x	x	x	x
E-mail network		x	x	x	
National hotline		x	x	x	
Sample fact sheet	x	x	x	x	x
Sample brochure	x	x	x	x	x
Sample posters	x				
Promotional articles	x	x	x	x	
Newspaper and magazine announcements	x	x	x	x	
Media kit					x
Information packet	x	x	x	x	
Booth display	x	x	x	x	
Standard overview presentations	x	x	x	x	
Briefing materials				x	
Sample radio and TV PSAs	x		x	x	

**Attachment C: Outreach Materials and Target Audiences**

<b>Tools</b>	<b>Consumers</b>	<b>State Inspection and Testing Personnel</b>	<b>Automotive Repair Personnel</b>	<b>Secondary Audiences</b>	<b>Media</b>
Outdoor billboard designs	x				
Video (depending on scope)	x	x	x	x	

**Attachment D: List of Related Trade Organizations**

<b>Contact Information</b>	<b>Membership</b>	<b>Publication</b>	<b>Annual Conference</b>
<p><b>AAA</b></p> <p>1000 AAA Drive                      Heathrow, FL 32746                      Phone: 407 444-8000                      Fax: 407 444-8030                      Web site: www.aaa.com</p>	<p>More than 43 million members nationwide.</p> <p>AAA operates as a federation of independent regional offices, many with their own publications and Web sites.</p> <p>The Florida headquarters handles public relations issues.</p>	<p>AAA publishes over 30 regional, monthly publications including the following (with circulations):</p> <p><i>AAA Arizona Highroads Magazine</i> (330,000)</p> <p><i>AAA Going Places</i> (2,000,260)</p> <p><i>AAA Midwest Traveler</i> (434,080)</p> <p><i>AAA Motorist of Northeast Pennsylvania</i> (187,380)</p> <p><i>AAA Southern Traveler</i> (170,000)</p> <p><i>AAA Traveler</i> (205,000)</p> <p><i>AAA Wisconsin Home &amp; Away</i> (360,000)</p> <p><i>AAA World</i> (2,200,000)</p> <p><i>Connecticut Traveler</i> (181,450)</p> <p><i>Go Magazine</i> (650,000)</p> <p><i>Home &amp; Away Cincinnati</i> (205,000)</p> <p><i>Home &amp; Away Illinois &amp; Northern Indiana</i> (450,000)</p> <p><i>Home &amp; Away Indiana</i> (225,000)</p> <p><i>Home &amp; Away Minnesota</i> (218,000)</p>	<p>AAA holds an annual board meeting but not a conference/exposition.</p>

**Attachment D: List of Related Trade Organizations**

<b>Contact Information</b>	<b>Membership</b>	<b>Publication</b>	<b>Annual Conference</b>
<p><b>American Association of Motor Vehicle Administrators</b></p> <p>4301 Wilson Boulevard Arlington, VA 22203 Phone: 703 522-4200 Fax: 703 522-1553 Web site: www.aamva.org</p>	<p>150 state and provincial agencies in the United States and Canada responsible for the administration and enforcement of motor vehicle and traffic laws.</p>	<p><i>Move Magazine</i> Quarterly</p> <p><i>AAMVA Bulletin</i> Monthly newsletter</p>	<p>AAMVA hosts a series of workshops throughout the year.</p>
<p><b>American International Automobile Dealers Association</b></p> <p>99 Canal Center Plaza Suite 500 Alexandria, VA 22314-1538 Phone: 703 519-7800 Fax: 703 519-7810 Web site: www.aiada.org</p>	<p>10,000 dealers</p> <p>Only trade association exclusively dedicated to representing the nation's international nameplate automobile dealers before political leaders, industry, the media, and the American public.</p>	<p><i>Showroom</i> Monthly</p>	<p>Annual Membership Meeting &amp; Luncheon February 2-5, 2001 Las Vegas, NV <i>Held in conjunction with the National Automobile Dealers Association convention.</i></p> <p>24<sup>th</sup> Annual American International Automotive Congress May 20-22, 2001 Washington, DC</p>
<p><b>Alliance of Automobile Manufacturers</b></p> <p>1401 H Street, NW. Suite 900 Washington, DC 20005-2100 Phone: 202 326-5500 Fax: 202 326-5567 Web site: www.autoalliance.org</p>	<p>Represents 13 global companies committed to improving the environment and motor vehicle safety.</p> <p>Members include Ford Motor Company, General Motors, Toyota, Nissan, and BMW Group.</p>	<p>None unique to the association.</p>	<p>TBD</p>

**Attachment D: List of Related Trade Organizations**

<b>Contact Information</b>	<b>Membership</b>	<b>Publication</b>	<b>Annual Conference</b>
<p><b>Association of International Automobile Manufacturers</b></p> <p>1001 19<sup>th</sup> Street, North Suite 1200 Arlington, VA 22209 Phone: 703 525-7788 Fax: 703 525-8817 Web site: www.aiam.org</p>	<p>18 manufacturers, 17 associates</p> <p>AIAM acts as a voice for U.S. subsidiaries of international automobile companies and serves as a clearinghouse for industry-related information.</p>	<p>None</p>	<p>TBD</p>
<p><b>Automotive Communications Council</b></p> <p>4600 East West Highway Bethesda, MD 20814 Phone: 240 333-1089 Fax: 301 654-3299 Web site: www.acc-online.org</p>	<p>65 companies</p> <p>A professional organization of individuals in the automotive aftermarket who specialize in marketing communications.</p>	<p><i>ACC Newsletter</i> semi-annually</p>	<p>Semi-annual meeting in May and October.</p>

**Attachment D: List of Related Trade Organizations**

<b>Contact Information</b>	<b>Membership</b>	<b>Publication</b>	<b>Annual Conference</b>
<p><b>Automotive Industry Action Group</b></p> <p>26200 Lahser Road Suite 200 Southfield, MI 48034 Phone: 810 358-3570 Fax: 810 358-3253 Web site: www.aiag.org</p>	<p>1,500 companies involved in various aspects of the automotive industry.</p> <p>Their mission is to provide an open forum where members cooperate in developing and promoting solutions that enhance the prosperity of the automotive industry. The focus is on continuously improving business processes and practices involving trading partners throughout the supply chain.</p>	<p><i>Actionline</i> monthly</p>	<p>Auto-Tech 2001 August 28-30, 2001 Detroit, MI</p>
<p><b>Automotive Maintenance Repair Association</b></p> <p>1444 I Street, NW. Suite 700 Washington, DC 20005 Phone: 202 712-9038 Fax: 202 216-9646 Web site: www.motorist.org</p>	<p>165 companies 23,000 repair shops</p> <p>Through Motorist Assurance Program (MAP), works to strengthen the relationship between motorists and the automotive service and repair industry by educating motorists and service providers and creating industry standards.</p>	<p><i>Directions Newsletter</i> quarterly</p>	<p>TBD</p>

**Attachment D: List of Related Trade Organizations**

Contact Information	Membership	Publication	Annual Conference
<p><b>Automotive Parts Rebuilders Association</b></p> <p>4401 Fair Lakes Court Suite 210 Fairfax, VA 22033-3848 Phone: 703 968-2772 Fax: 703 968-2878 Web site: <a href="http://www.apra.org">www.apra.org</a></p>	<p>2,100 companies including manufacturers and rebuilders.</p>	<p><i>APRA E-Connection</i> Weekly e-newsletter</p> <p><i>APRA Datalink</i> Monthly newsletter compiled from press releases.</p>	<p>November 9-12, 2001 Dallas, TX</p>
<p><b>Automotive Service Association</b></p> <p>P.O. Box 929 1901 Airport Freeway Bedford, TX 76095-0929 Phone: 817 283-6205 Fax: 817 685-0225 Web site: <a href="http://www.asashop.org">www.asashop.org</a></p>	<p>12,000 businesses</p> <p>Members are businesses providing various automotive services including autobody and repairs.</p>	<p><i>AutoInc</i> Monthly magazine</p> <p><i>Division Bulletins</i> Monthly newsletter</p>	<p>2001 Annual Convention April 22-29, 2001 Maui, HI</p>
<p>National Institute for Automotive Service Excellence (ASE) and National Automotive Technicians Education Foundation (NATEF)</p> <p>13505 Dulles Technology Drive, Suite 2 Herndon, VA 20171 phone: (703) 713-3800 fax: (703) 793-6544 Website: <a href="http://www.asecert.org">www.asecert.org</a> Website: <a href="http://www.natef.org">www.natef.org</a></p>	<p>ASE - More than 400,000 certified professionals in various specialty areas</p> <p>NATEF - 1,500 certified training programs</p>	<p><i>Blue Seal Tech News</i> Quarterly Circulation to 500,000 certified professionals, media and others</p>	<p>N/A</p>

**Attachment D: List of Related Trade Organizations**

<b>Contact Information</b>	<b>Membership</b>	<b>Publication</b>	<b>Annual Conference</b>
<p><b>Automotive Service Industry Association</b></p> <p>4600 East West Highway Bethesda, MD 20814 Phone: 301 654-6664 Fax: 301 654-3299 Web site: www.aftmke.com</p>	<p>1,800 companies</p> <p>Members are manufacturers, re-manufacturers, distributors, and their representatives in various aspects of the automotive industry.</p>	<p><i>Aftermarket Today</i> Monthly</p>	<p>TBD</p>
<p><b>Car Care Council</b></p> <p>42 Park Drive Port Clinton, OH 43452 Phone: 419 734-5343 Fax: 419 732-3780 Web site: www.carcarecouncil.org</p>	<p>150 companies</p> <p>Members are automotive aftermarket manufacturers, distributors, service providers, associations, and communications organizations.</p> <p>Their mission is to educate motorists about the importance of maintenance, repair, and enhancements for safer, cleaner, better performing vehicles.</p>	<p><i>Car Care Corner</i> Quarterly</p>	<p>November during Automotive Aftermarket Industry Week</p> <p>Coordinates National Car Care Month in October</p>

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<b>Contact Information</b>	<b>Membership</b>	<b>Publication</b>	<b>Annual Conference</b>
<p><b>Clean Air Network</b></p> <p>1200 New York Avenue, NW. Suite 400 Washington, DC 20005 Phone: 202 289-2404 Contact: Jayne Mardock Web site: www.cleanair.net</p>	<p>1,105 members</p> <p>Members include national, state, and local environmental, public health, environmental justice, and other clean air organizations.</p> <p>A broad alliance of local, state, and national organizations committed to working to improved air quality.</p>	<p>A variety of reports and fact sheets.</p>	
<p><b>Consumer Federation of America</b></p> <p>1424 16<sup>th</sup> Street, NW. Suite 604 Washington, DC 20036 Phone: 202 387-6121 Fax: 202 265-7989 Web site: www.consumerfed.org</p>	<p>285 affiliated pro-consumer groups, reaching 50 million people.</p> <p>Their mission is to provide consumers a well-reasoned and articulate voice in decisions that affect their lives. CFA staff gather facts, analyze issues, and disseminate information to the public, legislators, and regulators.</p>	<p>Automotive-related reports and brochures</p>	
<p><b>Intelligent Transportation Society of America</b></p> <p>400 Virginia Avenue, SW. Suite 800 Washington, DC 20024-2730 Phone: 202 484-4847 Fax: 202 484-3483 Web site: www.itsa.org</p>	<p>1,150 organizations</p> <p>ITS refers to the application of advanced computer, information, and communication technologies to surface transportation.</p>	<p><i>ITS America News</i> Monthly</p>	<p>11<sup>th</sup> Annual Meeting &amp; Expo June 4-7, 2001 Miami Beach, FL</p>

**Attachment D: List of Related Trade Organizations**

<b>Contact Information</b>	<b>Membership</b>	<b>Publication</b>	<b>Annual Conference</b>
<p><b>International Motor Press Association</b></p> <p>211 West 56<sup>th</sup> Street            Room 26-J            New York, NY 10019            Phone: 212 315-4900            Fax: 212 315-4903            Web site: www.impa.org</p>	<p>500 individuals</p> <p>A professional group of writers and editors producing automotive articles for radio, TV, and other media.</p>	<p><i>IMPAct</i>            Monthly</p>	<p>TBD</p>
<p><b>Manufacturers of Emission Controls Association</b></p> <p>1660 L Street, NW.            Suite 1100            Washington, DC 20036            Phone: 202 296-4797            Fax: 202 331-1388            Web site: www.meca.org</p>	<p>35 companies including leading manufacturers of a variety of emission control equipment.</p>	<p><i>Clean Air Technology News</i>            Semi-annually</p>	<p>March            Washington, DC</p>
<p><b>Motor &amp; Equipment Manufacturers Association</b></p> <p>P.O. Box 13966            Research Triangle Park, NC 27709-3966            Phone: 919 549-4800            Fax: 919 549-4824            Web site: www.mema.org</p>	<p>700 companies</p> <p>Members are nearly all manufacturers.</p>	<p>10 specialty publications</p>	<p>October 20 - November 3, 2001            Las Vegas, NV            (Part of Automotive Aftermarket Industry Week)</p>

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Contact Information	Membership	Publication	Annual Conference
<p><b>Motor Press Guild</b></p> <p>c/o Vista Group            805 South San Fernando Road            Burbank, CA 91502            Phone: 818-840-6789            Web site: www.motorpressguild.org</p>	<p>550 members</p> <p>Members include staff and freelance journalists, broadcasters and other media professionals, as well as public-relations representatives from vehicle manufacturers, industry suppliers, aftermarket companies, consumer groups, governmental bodies, and other motoring-related firms and organizations.</p>	<p><i>Mile Post</i>            Monthly newsletter</p>	<p>TBD</p>
<p><b>National Automobile Dealers Association</b></p> <p>8400 Westpark Drive            McLean, VA 22102            Phone: 703 821-7000            Fax: 703 821-7075            Web site: www.nada.org</p>	<p>19,500 individual dealerships</p>	<p><i>Automotive Executive</i>            Monthly</p>	<p>84<sup>th</sup> Annual Convention &amp; Exposition            February 3-6, 2001            Las Vegas, NV</p>
<p><b>North American Council of Automotive Teachers</b></p> <p>11956 Bernardo Plaza Drive, Dept. 436            San Diego, CA 92128-9713            Phone: 858 487-8126            Fax: 858 487-3617            Web site: www.nacat.com</p>	<p>750 individuals            50 companies</p>	<p><i>NACAT News</i>            Three times/year</p>	<p>July 2001            Winnipeg, Canada</p>

**Attachment D: List of Related Trade Organizations**

<b>Contact Information</b>	<b>Membership</b>	<b>Publication</b>	<b>Annual Conference</b>
<p><b>North American Professional Driver Education Association</b></p> <p>5180 North Elston Drive Chicago, IL 60630-1682 Phone: 773 777-9605</p>	280 schools nationwide	<i>NAPDEA News</i> Quarterly	Annual meeting held in the spring.
<p><b>Service Station Dealers of America and Allied Trades</b></p> <p>9420 Annapolis Road, Suite 307 Lanham, MD 20706 Phone: 301 577-4956 Fax: 301 731-0039</p>	60,000 individuals	<i>SSDA Newsletter</i> Monthly	TBD
<p><b>Service Technicians Society</b></p> <p>400 Commonwealth Drive Warrendale, PA 15096 Phone: 888 787-3278 Fax: 724 776-2644 Web site: www.sts.sae.org</p>	6,000 individuals	<i>Service Tech Magazine</i> Bimonthly	
<p><b>Society of Automotive Analysts</b></p> <p>4700 West Lake Avenue Glenview, IL 60025-1485 Phone: 847 375-4722 Fax: 847 375-4777 Web site: www.autoanalyst.org</p>	600 individuals	<i>Auto Analyst</i> Monthly	TBD

**Attachment E: List of Related Publications and Journals**

<b>Contact Information</b>	<b>Membership</b>	<b>Publication</b>	<b>Annual Conference</b>
<p><b>Society of Automotive Engineers International</b></p> <p>400 Commonwealth Drive                      Warrendale, PA 15096-0001                      Phone: 724 772-7168                      Fax: 724 776-1830                      Web site: www.sae.org</p>	80,000 individuals	<p><i>Automotive Engineering International</i>                      Monthly</p> <p><i>SAE Update</i>                      Monthly</p>	March 2001 Detroit, MI

<b>Publication</b>	<b>Profile</b>	<b>Frequency/Circulation</b>	<b>Ad Rates*</b>
<p><i>AAA Going Places</i></p> <p>1515 North West Shore Boulevard                      Tampa, FL 33607-4505                      Phone: 813 289-1398                      Fax: 813 289-6245                      Web site: www.aaagoingplaces.com</p> <p>Michael Eisman, Advertising Sales Director</p> <p>Tom Wuckovich, Senior Editor</p>	Provides information on travel and automobile news to AAA members in Florida and neighboring states.	<p>Monthly</p> <p>Circulation: 2,000,260</p>	\$75,350

**Attachment E: List of Related Publications and Journals**

<b>Publication</b>	<b>Profile</b>	<b>Frequency/Circulation</b>	<b>Ad Rates*</b>
<p><b><i>AAA World</i></b></p> <p>2040 Market Street Philadelphia, PA 19103-3302 Phone: 215 864-5000 Fax: 215 851-0297 Web site: www.aaamidatlantic.com</p> <p>Brian Case, Managing Editor</p>	<p>Provides information on travel and automobile news to AAA members in the Mid-Atlantic motor-club with ten regional editions also printed.</p>	<p>Monthly</p> <p>Circulation: 2,200,000</p>	<p>\$33,180</p>
<p><b><i>Actionline</i></b></p> <p>21633 East 9 Mile Road Saint Clair Shores, MI 48080-1811 Phone: 810 771-8228 Fax: 810 771-6999 Web site: www.aiag.org</p> <p>Carla Kalogeridis, Editorial Director</p>	<p>The official publication of the Automotive Industry Action Group, dedicated to increasing industry productivity through cooperative efforts.</p>	<p>Monthly</p> <p>Circulation: 16,740</p>	<p>\$2,070</p>

**Attachment E: List of Related Publications and Journals**

<b>Publication</b>	<b>Profile</b>	<b>Frequency/Circulation</b>	<b>Ad Rates*</b>
<p><b><i>Architectural Digest Motoring</i></b></p> <p>6300 Wilshire Boulevard Suite 1100 Los Angeles, CA 90048-9083 Phone: 323 965-3700 Fax: 323 933-4605 Web site: www.condenast.com</p> <p>James Truman, Editorial Director</p>	<p>Published for upscale fans of new and vintage automobiles. Provides information on new models, maintenance, and the future of the automobile.</p>	<p>Semi-Annual</p> <p>Circulation: 700,990</p>	<p>\$34,770</p>
<p><b><i>Auto &amp; Track International</i></b></p> <p>250 South Wacker Drive Suite 1150 Chicago, IL 60606-5827 Web site: www.autotruck.net</p>	<p>Written for people in the international market for vehicles, service equipment, replacement parts, and accessories.</p>	<p>Bi-monthly</p> <p>Circulation: 52,110</p>	<p>\$8,000</p>

**Attachment E: List of Related Publications and Journals**

<b>Publication</b>	<b>Profile</b>	<b>Frequency/Circulation</b>	<b>Ad Rates*</b>
<p><i><b>Auto Auction Shopper/Used Car News</b></i></p> <p>24840 Harper Avenue            Saint Clair Shores, MI 48080-1241            Phone: 810 772-5200            Fax: 810 772-9400            Web site: www.eusedcarnews.com</p> <p>Colleen Fitzgerald, Advertising Sales Manager</p> <p>Peter Salinas, Managing Editor</p>	<p>Written for new and used car dealerships. Addresses issues of concern to the industry regarding pending or proposed legislation, market trends, manufacturing news, and other economic variables.</p>	<p>Bi-weekly</p> <p>Circulation: 90,000</p>	<p>\$3,600</p>
<p><i><b>Automobile Magazine</b></i></p> <p>1200 East Liberty Street            Ann Arbor, MI 48104-2186            Phone: 734 994-3500            Fax: 734 994-1153            Web site: www.automobilemag.com</p> <p>Kevin Clemens, Technical Editor</p>	<p>Edited for the automotive enthusiast with an interest in all automotive issues.</p>	<p>Monthly</p> <p>Circulation: 635,390</p>	<p>\$44,070</p>

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<b>Publication</b>	<b>Profile</b>	<b>Frequency/Circulation</b>	<b>Ad Rates*</b>
<p><b><i>Automotive Engineering International</i></b></p> <p>400 Commonwealth Drive                      Warrendale, PA 15096-0001                      Phone: 724 772-7114                      Fax: 724 776-4026                      Web site: <a href="http://www.sae.org/automag">www.sae.org/automag</a></p> <p>Becky Wiley, Advertising Sales Coordinator</p> <p>Kevin Jost, Editor</p>	<p>Written for domestic and international manufacturers of vehicles, producers of automotive parts, automotive design engineers, and technical managers.</p>	<p>Monthly</p> <p>Circulation: 123,370</p>	<p>\$8,750</p>
<p><b><i>Automotive Industries</i></b></p> <p>3011 West Grand Boulevard                      Suite 2600                      Detroit, MI 48202-3030                      Phone: 313 875-2090                      Fax: 313 875-8588                      Web site: <a href="http://www.ai-online.com">www.ai-online.com</a></p> <p>Barb Hoffman, Advertising Sales Manager</p> <p>Dale Jewett, Senior Editor</p>	<p>Serves the domestic and international original equipment vehicle industry. Editorial content covers advances in automotive design, engineering, and new production technologies, as well as news and developments on the regulatory scene.</p>	<p>Monthly</p> <p>Circulation: 104,050</p>	<p>\$9,290</p>

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<b>Publication</b>	<b>Profile</b>	<b>Frequency/Circulation</b>	<b>Ad Rates*</b>
<p><i><b>Automotive News</b></i></p> <p>1400 Woodbridge Street            Detroit, MI 48207-3187            Phone: 313 446-6000            Fax: 313 446-0383            Web site: www.automotivenews.com</p> <p>Tony Merpi, Advertising Sales Director (313 446-6030)</p> <p>Charles Child, News Editor (313 446-0365)</p>	<p>Covers the entire automotive industry. Written for original equipment manufacturers, their franchised dealers, and suppliers. Readers are primarily decision-makers from all segments of the automotive industry, as well as others allied with it. Articles include current events and developments in the industry.</p>	<p>Weekly</p> <p>Circulation: 81,190</p>	<p>\$10,770</p>
<p><i><b>Auto World Weekly</b></i></p> <p>P.O. Box 888            Pass Christian, MS 39571-0537            Phone: 228 452-3257            Fax: 228 452-0741            Web site: www.autoworldweekly.com</p> <p>Ted Grozier, News Editor</p>	<p>Written for automotive consumers.</p>	<p>Bi-weekly</p> <p>Circulation: 400,000</p>	<p>\$17,500</p>

**Attachment E: List of Related Publications and Journals**

<b>Publication</b>	<b>Profile</b>	<b>Frequency/Circulation</b>	<b>Ad Rates*</b>
<p><b><i>Autoweek</i></b></p> <p>1400 Woodbridge Street            Detroit, MI 48207-3110            Phone: 313 446-6000            Fax: 313 446-1027            Web site: <a href="http://www.autoweek.com">www.autoweek.com</a></p> <p>Jeff Nellett, Advertising Sales Director (313 446-0355)</p> <p>Todd Lassa, News Editor (313 446-0342)</p>	<p>Written for the car enthusiast and consumer to provide news and reviews of automobiles and motorsports.</p>	<p>Weekly</p> <p>Circulation: 315,000</p>	<p>\$24,280</p>
<p><b><i>Blue Seal Tech News</i></b></p> <p>13505 Dulles Technology Drive, Suite 2            Herndon, VA 20171            phone: (703) 713-3800            fax: (703) 793-6544            Website: <a href="http://www.asecert.org">www.asecert.org</a>            Website: <a href="http://www.natef.org">www.natef.org</a></p> <p>Martin Lawson, Executive Director of Public Relations</p>	<p>Written for ASE and NATEF membership which includes certified professionals, media and others</p>	<p>Quarterly</p> <p>Circulation:500,000</p>	<p>N/A</p>

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<b>Publication</b>	<b>Profile</b>	<b>Frequency/Circulation</b>	<b>Ad Rates*</b>
<p><i><b>Car and Driver</b></i></p> <p>3155 West Big Beaver Road                      Troy, MI 48084-3002                      Phone: 734 971-3600                      Fax: 734 971-9188                      Web site: www.caranddriver.com</p> <p>Peter Saad, Advertising Sales Vice President (248 649-1950)</p> <p>Frank Markus, Technical Editor</p>	<p>Geared toward automotive enthusiasts ranging from multi-car owners to new drivers.</p>	<p>Monthly</p> <p>Circulation: 1,365,580</p>	<p>\$74,580</p>

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Publication	Profile	Frequency/Circulation	Ad Rates*
<p><i>Motor Age</i></p> <p>2000 Clearwater Drive Oak Brook, IL 60523-8809 Phone: 630 320-7000 Fax: 630 320-7350 Web site: www.motorage.com</p> <p>Quentin Brown, Advertising Sales Manager (630 320-7003)</p> <p>Bridget Ryan, Senior Associate Editor (630 320-7394)</p>	<p>Edited as a technical journal and an installer aftermarket's source for automotive service dealers and technicians.</p>	<p>Monthly</p> <p>Circulation: 142,040</p>	<p>\$11,950</p>

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<b>Publication</b>	<b>Profile</b>	<b>Frequency/Circulation</b>	<b>Ad Rates*</b>
<p><i><b>Motor Service Magazine</b></i></p> <p>250 South Wacker Drive Suite 1150 Chicago, IL 60606-5827 Web site: www.autotruck.net</p> <p>Dan Thornton, Advertising Sales Manager (734 676-9135)</p> <p>Bob Freudenberger, Editorial Director (732 431-4734)</p>	<p>Edited for independent firms involved with the servicing and maintenance of on-the-road motor vehicles.</p>	<p>Monthly</p> <p>Circulation: 148,240</p>	<p>\$12,000</p>
<p><i><b>Motor Trend</b></i></p> <p>6420 Wilshire Boulevard Los Angeles, CA 90048-5502 Phone: 323 782-2220 Fax: 323 782-2355 Web site: www.motortrend.com</p> <p>Steve Rousseau, Advertising Sales Director (323 782-2249)</p> <p>Mac DeMere, Technical Senior Editor (323 782-2503)</p>	<p>Readers range from new car shoppers to dedicated motor enthusiasts. Monthly features include auto-industry, environmental, and government news, car care, and repair information.</p>	<p>Monthly</p> <p>Circulation: 1,278,570</p>	<p>\$65,380</p>

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<b>Publication</b>	<b>Profile</b>	<b>Frequency/Circulation</b>	<b>Ad Rates*</b>
<p><b><i>National Oil and Lube News</i></b></p> <p>1617 27th Street Suite 130 Lubbock, TX 79405-1417 Phone: 806 762-4464 Fax: 806 762-4023 Web site: www.noin.net</p> <p>Sheila Beam, Advertising Sales Coordinator</p> <p>Jessica Myracle, Industry News Staff Writer</p>	<p>For fast oil change and lubrication shop owners and managers. Contains news on practices and procedures, the latest advances in product technology, and coverage of environmental concerns.</p>	<p>Monthly</p> <p>Circulation: 15,500</p>	<p>\$1,930</p>
<p><b><i>Popular Mechanics</i></b></p> <p>810 7<sup>th</sup> Avenue Floor 6 New York, NY 10019-5818 Phone: 212 649-2853 Fax: 212 649-2944 Web site: www.popularmechanics.com</p> <p>Jean Wladar, Advertising Sales Manager (212 649-2904)</p> <p>Don Chaikin, Automotive Editor (212 649-2867)</p>	<p>Designed to inform readers on automobiles, electronics, home repair and other issues.</p>	<p>Monthly</p> <p>Circulation: 1,271,040</p>	<p>\$52,890</p>

**Attachment E: List of Related Publications and Journals**

Publication	Profile	Frequency/Circulation	Ad Rates*
<p><b><i>Professional Tool &amp; Equipment News</i></b></p> <p>25401 Cabot Road Suite 209 Laguna Hills, CA 92653-5514 Phone: 949 830-7520 Fax: 949 830-7523 Web site: www.pten.com</p> <p>Rudy Wolf, Advertising Sales Director</p> <p>Dave Cappert, Technical Editor</p>	<p>Edited for the personnel and owners of general and specialty automotive repair shops. Editorial staff spotlights how to buy tools and equipment, technological innovations, new equipment systems, time-saving tool ideas, product releases, and financing information.</p>	<p>Bi-monthly</p> <p>Circulation: 110,515</p>	<p>\$7,980</p>
<p><b><i>Repair Shop Product News</i></b></p> <p>250 South Wacker Drive Suite 1150 Chicago, IL 60606-5827 Phone: 312 977-0999 Fax: 312 980-3135 Web site: www.autotruck.net</p> <p>Dan Thornton, Advertising Sales Manager (734 676-9135)</p> <p>Bob Freudenberger, Editorial Director (732 431-4734)</p>	<p>Designed for busy shop owners and their technicians as a quick reference of recently introduced tools and equipment, plus a variety of automotive aftermarket parts and services.</p>	<p>Bi-monthly</p> <p>Circulation: 35,000</p>	<p>\$4,300</p>

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Publication	Profile	Frequency/Circulation	Ad Rates*
<p><b><i>Road and Track</i></b></p> <p>1499 Monrovia Avenue Newport Beach, CA 92663-2752 Phone: 949 720-5300 Fax: 949 631-2757 Web site: www.roadandtrack.com</p> <p>John Driscoll, Advertising Sales Manager (323 954-4838)</p> <p>Andrew Bornhop, Features Editor (949 720-5396)</p>	<p>Edited for the automotive enthusiast. Topics covered include design, engineering, driving reports, and detailed technical discussions.</p>	<p>Monthly</p> <p>Circulation: 758,300</p>	<p>\$47,240</p>
<p><b><i>Service Tech Magazine</i></b></p> <p>400 Commonwealth Drive Warrendale, PA 15096 Phone: 888 787-3278 Fax: 724 776-2644 Web site: www.sts.sae.org</p> <p>Dan Holt, Editor</p> <p>Jenny Stafford, Advertising</p>	<p>Technical publication tailored for vehicle service and repair professionals.</p>	<p>Bimonthly</p> <p>Circulation: 10,000</p>	<p>\$1,605</p>

**Attachment E: List of Related Publications and Journals**

Publication	Profile	Frequency/Circulation	Ad Rates*
<p><b>Showroom</b></p> <p>2807 North Parham Road Suite 107 Richmond, VA 23294-4410 Phone: 804 217-8968 Fax: 804 217-8969 Web site: www.aiada.org</p> <p>Kimberlee Berry, Advertising Sales Manager (703 519-7800)</p> <p>Lori Barnes, Editor (703 519-7800)</p>	<p>The official publication of the American International Automobile Dealers Association.</p>	<p>9 times/year</p> <p>Circulation: 10,000</p>	<p>\$4,770</p>

\* Ad rates are the equivalent of a one-time full-page black and white ad.

**Attachment F: List of Related Web Sites**

<b>Web site</b>	<b>Consumers</b>	<b>Automotive Repair Personnel</b>	<b>State Inspection &amp; Testing Personnel</b>	<b>Secondary Audiences</b>
<b>General Automotive</b>				
Auto Channel <www.autochannel.com>	x	x		
Autostation <www.autostation.com>	x			
Autoweb <www.autoweb.com>	x			
Automotive Cars <www.automotivecars.com>	x			
Car Club <www.carclub.com>	x			
Family Car <www.familycar.com>	x			
Woman Motorist <www.womanmotorist.com>	x			
<www.auto.com>	x	x	x	
<www.cars.com>	x			

**Attachment F: List of Related Web Sites**

<b>Web site</b>	<b>Consumers</b>	<b>Automotive Repair Personnel</b>	<b>State Inspection &amp; Testing Personnel</b>	<b>Secondary Audiences</b>
<b>National Programs</b>				
EPA's Office of Transportation & Air Quality <www.epa.gov/otaq/obd.htm>	x	x	x	x
National Center for Vehicle & Emissions Control Safety at Colorado State University <www.obdiicsu.com>		x	x	x
Center for Automotive Service & Technology at Weber State University <obdclearinghouse.com>		x	x	x
The OBD II Home Page <www.obdii.com>	x	x	x	x
<b>State Programs</b>				
California Air Resources Board <www.arb.ca.gov/msprog/obdprog/obdprog.htm>			x	x
Air Care Colorado <www.aircarecolorado.com/check.htm>		x	x	x
New Hampshire Department of Environmental Services <www.des.state.nh.us/ard/mobile_sources.htm#htm>.	x	x	x	

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<b>Web site</b>	<b>Consumers</b>	<b>Automotive Repair Personnel</b>	<b>State Inspection &amp; Testing Personnel</b>	<b>Secondary Audiences</b>
Oregon Department of Environmental Quality < <a href="http://www.deq.state.or.us/aq/vip/index.htm">www.deq.state.or.us/aq/vip/index.htm</a> >	x	x	x	
Pennsylvania Department of Environmental Protection < <a href="http://www.drivecleanpa.state.pa.us/drivecleanpa/links.htm">www.drivecleanpa.state.pa.us/drivecleanpa/links.htm</a> >			x	
Vermont's Agency of Natural Resources < <a href="http://www.anr.state.vt.us/dec/air/pages/mobile%5Fsources.htm">www.anr.state.vt.us/dec/air/pages/mobile%5Fsources.htm</a> >			x	