
OBD I/M Implementation -- The National Education and Outreach Effort

OBD2K2 Conference
Ogden, Utah
May 21-24, 2002



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OBD I/M Program Update



- One third of the 33 state and local areas requiring I/M tests have now incorporated OBD checks.
- On the whole, programs continue to run smoothly.
- Ten more areas plan to begin OBD checks by year-end -- seven of those will start by/on 7/01/02.
- EPA continues to work with states to gather data and best practices.

Ongoing OBD I/M Activities



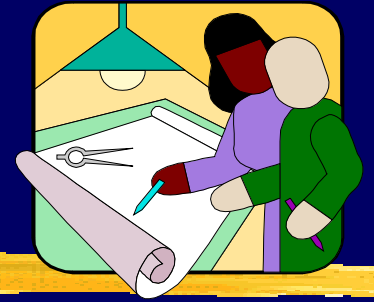
- Technical support and information exchange with states before & after OBD programs come on-line.
- OBD I/M team prepared and eager to assist states in next round of startups.
- OBD Stakeholder Workgroup
- OBD FACA Policy Workgroup
- OBD FACA Technical Workgroup

What's next?



- EPA heard stakeholders say:
 - A demonstration of OBD support at the national level is a critical component of OBD success.
 - States need technical data from operating programs.
 - States need accurate information readily available to quickly respond to numerous audiences and correct misinformation.
 - Public and repair community need more information about OBD and vehicle maintenance.

Under Construction . . .



- Contract support was enlisted to help EPA:
 - Create a design concept & author useful materials that deliver the national message.
 - Create, produce & distribute a media kit for states and other OBD partners.
 - Create, produce and showcase a display booth targeting general public, repair community and program administrators.
 - Incorporate design concept and propose organizational format for OBD web redesign.

Media Resource Kit Contains. . .



- ✓ Information folder representing design concept look and feel.
- ✓ Press release/desk statement incorporating quote by senior EPA official.
- ✓ OBD Frequently Asked Questions
- ✓ One-page consumer focused fact sheet on OBD benefits for state and local I/M programs.

and...



- ✓ Technical workgroup response to AAA presentation.
- ✓ OR-WI technical information
- ✓ Consumer Brochure
- ✓ OBD Expert Contacts
- ✓ OBD Existing Resources
- ✓ All materials on CD ROM

Display Booth



- Incorporates and builds on overall design concept.
- Reinforces the media kit, fact sheets and other products.
- Has a central design theme with an interchangeable panel that can be used to target a specific audience.
- For use by EPA and others.

Getting the message out. . .



- OBD2K2 Conference provides an opportunity to showcase the work that has been done thus far and get valuable feedback from you.
- Products will go through the EPA Product Review Process before becoming final.
- Materials are expected to be ready for distribution by early summer.
- Need help in developing the distribution strategy.

(Detailed preview of materials at Thursday 2:00 session.)

Web Resources & Contacts



- www.epa.gov/otaq/obd.htm
- www.obdclearinghouse.com
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