This page is intentionally left blank.
Data analysis and reporting are required for the monitoring and evaluation of Georgia’s Enhanced I/M Program ("the Program") by program management and the US Environmental Protection Agency (EPA). This report includes information regarding the types of program activities performed and their final outcomes. Also included are summary statistics and effectiveness evaluations of the enforcement mechanism, the quality assurance system, the quality control program, and the testing element.
Table of Contents

Sections

I. Test Data Report .......................... 7
II. Quality Assurance Report ................. 11
III. Quality Control Report .................. 17
IV. Enforcement Report ...................... 21
V. Public Information and Consumer Protection Program (PI&CP) .......... 29

Appendices

A. Overall Initial Test and After-Repairs (Retest) Results by Test Type
B. Test Results by Test Type
C. Visual (Catalytic Converter) Results by Test Type
D. Functional (Fuel Cap Test) Results by Test Type
E. OBD Malfunction Indicator Light (MIL) and Associated Diagnostic Trouble Code (DTCs)
F. OBD Readiness and Associated Monitors
G. OBD and Functional (Fuel Cap Test) Results
H. First After-Repairs (Retest) Results by Test Type
I. Second/Subsequent After-Repairs (Retest) Results by Test Type
J. Vehicles with Initial Fail Result that Receive Repair Waiver
K. Summary of Waivers Processed & Referee Tests Performed
L. Audit Activity
M. Covert Audits Conducted by Inducement and Test Type
N. Covert Audits Conducted Resulting in a False Pass by Test Type
O. Inspection Station Information by Test Type
   1. Test Type: OBD
   2. Test Type: ASM
   3. Test Type: TSI
P. Vehicle Outcome by Test Type and Vehicle Class
Q. Most Common Repairs and Associated Emissions Benefit
This page is intentionally left blank.
Section I. Test Data Report
This page is intentionally left blank.
Test Data Report

The following report provides basic statistics on the testing program for the reporting year of January 1, 2018, through December 31, 2018. It includes:

A. The number of vehicles tested by model year and vehicle type [CFR §51.366(a)(1)]
   1. See Appendix A.

B. By model year and vehicle type, the number and percentage of vehicles [CFR §51.366(a)(2)]
   1. Failing initially, per test type
      a. See Appendices A and B.
   2. Failing the first after-repairs test (retest), per test type
      a. See Appendix H.
   3. Passing the first after-repairs test (retest), per test type
      a. See Appendix H.
   4. Initially failed vehicles passing the second or subsequent after-repairs test (retest), per test type
      a. See Appendix I.
   5. Initially failed vehicles receiving a Repair Waiver
      a. See Appendix J.
   6. Vehicles with an undetermined final outcome (regardless of reason)
      a. See Appendix P.
   7. Passing the on-board diagnostic (OBD) check
      a. See Appendix B.
   8. Failing the on-board diagnostic (OBD) check
      a. See Appendix B.
   9. Failing the on-board diagnostic (OBD) check and passing the tailpipe test (if applicable)
      a. Not applicable: in Georgia’s Enhanced I/M Program.
   10. Failing the on-board diagnostic (OBD) check and also failing the tailpipe test (if applicable)
      a. Not applicable: in Georgia’s Enhanced I/M Program.
   11. Passing the on-board diagnostic (OBD) check and failing the I/M gas cap evaporative system test (if applicable)
      a. See Appendix G.
   12. Failing the on-board diagnostic (OBD) check and passing the I/M gas cap evaporative system test (if applicable)
      a. See Appendix G.
13. Passing both the on-board diagnostic (OBD) check and the I/M gas cap evaporative system test (if applicable)
   a. See Appendix G.
14. Failing both the on-board diagnostic (OBD) check and the I/M gas cap evaporative system test (if applicable)
   a. See Appendix G.
15. MIL (Malfunction Indicator Light) is commanded on/illuminated and no codes are stored
   a. See Appendix E.
16. MIL (Malfunction Indicator Light) is not commanded on/illuminated and codes are stored
   a. See Appendix E.
17. MIL (Malfunction Indicator Light) is commanded on/illuminated and codes are stored
   a. See Appendix E.
18. MIL (Malfunction Indicator Light) is not commanded on/illuminated and codes are not stored
   a. See Appendix E.
19. Readiness status indicates that the evaluation is not complete for any module supported by on-board diagnostic (OBD) systems
   a. See Appendix F.

C. The initial test volume by model year and test station [CFR §51.366(a) (3)]
   1. See Appendix O.

D. The initial test failure rate by model year and test station [CFR §51.366(a) (4)]
   1. See Appendix O.

E. The average increase or decrease in tailpipe emissions levels for HC, CO and NOx after-repairs by model year and vehicle type for vehicles receiving a mass emissions test [CFR §51.366(a)(5)]
   1. Not applicable: in Georgia’s Enhanced I/M Program, no vehicle received a mass emissions test.
Section II. Quality Assurance Report
This page is intentionally left blank.
Quality Assurance Report

The following report provides basic statistics on the quality assurance program for the reporting year of January 1, 2018, through December 31, 2018. It includes:

A. The number of inspection stations and lanes [CFR §51.366(b) (1)]
   1. Operating throughout the year:
      There were 703 inspection stations and 755 inspection lanes that operated throughout the year in Georgia’s Enhanced I/M Program. Stations that operated throughout the year may have inspection lanes that operated only part of the year. This occurs when an existing station changes the number of test lanes it operates.
   2. Operating for only part of the year:
      There were 194 inspection stations and 231 inspection lanes that operated for only part of the year in Georgia’s Enhanced I/M Program.

B. The number of inspection stations operating throughout the year [CFR §51.366(b) (2)]
   1. Receiving overt performance audits in the year:
      There were 897 inspection stations that received overt performance audits during the year in Georgia’s Enhanced I/M Program.
   2. Not receiving overt performance audits in the year:
      There were 0 inspection stations that did not receive an overt performance audit during the year in Georgia’s Enhanced I/M Program.
   3. Receiving covert performance audits in the year:
      There were 837 inspection stations that received covert performance audits during the year in Georgia’s Enhanced I/M Program.
   4. Not receiving covert performance audits in the year:
      There were 60 inspection stations that did not receive a covert performance audit. Of these stations, 18 stations were operating as fleet stations. The remaining 42 stations only operated for part of the year in Georgia’s Enhanced I/M Program.
5. That has been shut down as a result of overt performance audits:

No stations were "shut down" as the direct result of an overt audit. In accordance with Georgia’s Administrative Procedures Act, the Environmental Protection Division (EPD) cannot "shut down" a station, except through the administrative hearing process. Inadequacies found during an overt performance audit that would warrant temporarily closing a station are typically related to malfunctioning or faulty testing equipment. When equipment problems are identified that might affect the integrity of the inspections, station owners are notified that they are not to conduct inspections until the equipment has been repaired and the accuracy of the equipment confirmed by a follow-up overt performance audit. Any station identified as conducting inspections after being so notified is cited for the violation and subject to: a suspension and/or monetary penalty through the consent order process; civil penalties through the administrative hearing process; or criminal charges, depending on the severity and gravity of the situation. Violations and penalties associated with overt audits are accounted for under question four below, part III, “That received fines - Stations”.

C. The number of covert audits [CFR §51.366(b) (3)]

1. Conducted with the vehicle set to fail per test type:
   a. See Appendix M.

2. Conducted with the vehicle set to fail any combination of two or more test types:
   a. Not applicable in the in Georgia’s Enhanced I/M Program.

3. Resulting in a false pass per test type:
   a. See Appendix N.

4. Resulting in a false pass for any combination of two or more test types:
   a. Not applicable in the Georgia’s Enhanced I/M Program.

D. The number of inspectors and stations [CFR §51.366(b) (4)]

1. That were suspended, fired (revoked\(^1\)), or otherwise prohibited from testing as a result of covert audits:

<table>
<thead>
<tr>
<th></th>
<th>Licenses Suspended</th>
<th>Licenses Revoked</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspectors</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Stations</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

\(^1\) Because it is a decentralized program, inspectors and stations are licensed by, not employed by the State of Georgia. Accordingly, the resulting action is to revoke a station’s or inspector’s license as opposed to firing them.
2. That were suspended, fired (revoked), or otherwise prohibited from testing for other causes:

<table>
<thead>
<tr>
<th></th>
<th>Licenses Suspended</th>
<th>Licenses Revoked</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspectors</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>Stations</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

3. That received fines:

<table>
<thead>
<tr>
<th></th>
<th>Fined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspectors</td>
<td>4</td>
</tr>
<tr>
<td>Stations</td>
<td>2</td>
</tr>
</tbody>
</table>

E. The number of inspectors licensed or certified to conduct testing [CFR §51.366(b) (5)]

The total number of inspectors licensed or certified to conduct testing in 2018 was 4,227 (this includes all inspectors with an active license regardless of testing activity).

There was a total of 2,357 inspectors who attended training during 2018 (this includes all training types and retests). The new inspector certification class had 1,142 attendees. Of the 1,142 attending, 868 passed the course and became newly licensed emissions inspectors with full certification (OBD, ASM and TSI).

All currently active certified inspectors are required to receive re-certification training every two years; 895 inspectors attended the recertification training. Of the 895 attending, 890 passed the recertification.

New inspector certification and recertification training continues to be offered by the management contractor. Classes are scheduled as needed. The average numbers of new inspector and recertification training classes conducted per month in 2018 respectively were 3.0 and 2.0. Note: At least one inspector was assigned per station. Some inspectors were assigned to multiple stations (See Appendix O).

F. The number of hearings [CFR §51.366(b) (6)]

The State of Georgia uses a two-step enforcement process for inspectors and station owners that commit violations of the rules. They are first offered an opportunity to settle the allegations by way of an Environmental Protection Division (EPD) proposed settlement of suspension/revocation and/or negotiated monetary settlement through the consent order process. If a settlement cannot be reached at this level, an administrative order is issued seeking an elevated level of enforcement (license suspension or revocation). The inspector or station owner is given the opportunity to petition for an administrative hearing prior to the administrative order taking effect. The vast majority of enforcement actions are settled through the consent order process. For more serious violations, a citation is issued to place the alleged violation in state court for criminal prosecution.
There were no hearings held during the reporting period of 2018.

G. The total amount collected in fines from inspectors and stations by type of violation [CFR §51.366(b) (7)]

The fine amounts shown below are by violation type. In some cases where there were multiple violations against an inspector; EPD may have combined the total fine into one violation code.

<table>
<thead>
<tr>
<th>Code</th>
<th>Violation Type</th>
<th>Fines Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fines Collected</td>
<td></td>
<td>$4,500.00</td>
</tr>
</tbody>
</table>

H. The total number of covert vehicles available for undercover audits over the year [CFR §51.366(b) (8)]

The management contractor uses multiple resources (private sale, auctions, etc.) to maintain a rotating fleet of covert vehicles. This fleet is varied in its composition of vehicle ages and types. For the 2018 test year, there were a total of 17 covert vehicles available for covert audits.

I. The number of covert auditors available for undercover audits [CFR §51.366(b) (9)]

The management contractor trained all its field auditors and most of its office staff as certified emissions inspectors. Personnel are also trained in Georgia’s Enhanced I/M Program overt and covert audit procedures and enforcement requirements. During this reporting period, there were 10 covert auditors available for covert audits.
Section III. Quality Control Report
This page is intentionally left blank.
Quality Control Report

The following report provides basic statistics on the quality control program for the reporting year of January 1, 2018, through December 31, 2018. It includes:

A. The number of emissions testing sites and lanes in use in the program [CFR 51.366(c) (1)]

During the reporting year, there were 897 inspection stations and 986 inspection lanes in use in Georgia’s Enhanced I/M Program. Note: Not all of these stations or lanes were operational throughout the test year.

B. The number of equipment audits by station [CFR §51.366(c) (2)]

In the reporting year, 2,074 equipment audits were performed. The management contractor performed equipment audits both during audits and during the certification of a station or lane. Note: Equipment audits were conducted during the audit types of: Certification Audits, Complete Audits, 5-Gas Audits, and 90-day Lockout Audits (See Appendix L.

C. The number and percentage of stations that have failed equipment audits [CFR 51.366(c) (3)]

Based on the management contractor’s 2,074 equipment audits performed during station audits and during the certification of a station or lane, 332 stations out of 897 failed at least one audit task; this equates to approximately 37 percent of the stations participating in the program. Note: Some stations had more than one lane.

D. Number and percentage of stations and lanes shut down as a result of equipment audits [CFR §51.366(c) (4)]

No stations were “shut down” as the direct result of a failed equipment audit. In accordance with Georgia’s Administrative Procedures Act, EPD cannot “shut down” a station except through the administrative hearing process. When equipment problems are identified that might affect the integrity of the inspections, station owners are notified that they shall not conduct inspections until the equipment has been repaired and the accuracy of the equipment confirmed by a follow-up overt performance audit. Any station identified as conducting inspections after being so notified is cited for the violation and subject to: a suspension and/or monetary penalty through the consent order process; civil penalties through the administrative hearing process; or criminal charges, depending on the severity and gravity of the situation.

E. Additional Information Requested:

1. Reports on all audit activities

A summary of audit activities performed by the management contractor during the reporting year can be found in Appendix L.
2. Auditor Performance Evaluations

Monthly Auditor Performance Evaluations were performed for all field auditors employed throughout the reporting year. The evaluations consisted of the following criteria: number of audits scheduled/completed, completeness and thoroughness of recorded data/observations, enforcement effectiveness, and feedback from EPD staff/emissions station owners/inspectors, and results from ride-along evaluations performed by the management staff and the QA/QC Manager. The Overt Manager also performed ride-alongs, as well as unannounced follow-up field evaluations of the auditors’ performance. EPD I/M unit staff and enforcement staff conducted follow-up audits of the management contractor’s audits on a random basis. No significant issues or problems were identified.
Section IV. Enforcement Report
This page is intentionally left blank.
Enforcement Report

The following report provides basic statistics on the enforcement program for the reporting year of January 1, 2018, through December 31, 2018. It includes:

A. An estimate of the number of vehicles subject to the inspection program derived from the vehicle registration database. [CFR §51.366(d) (1)]

### 2018 Registration Data

<table>
<thead>
<tr>
<th>County (County Code)</th>
<th>Vehicles Potentially Subject to I/M Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cherokee (35)</td>
<td>147670</td>
</tr>
<tr>
<td>Clayton (13)</td>
<td>147297</td>
</tr>
<tr>
<td>Cobb (7)</td>
<td>423166</td>
</tr>
<tr>
<td>Coweta (27)</td>
<td>82532</td>
</tr>
<tr>
<td>DeKalb (2)</td>
<td>367103</td>
</tr>
<tr>
<td>Douglas (57)</td>
<td>85094</td>
</tr>
<tr>
<td>Fayette (112)</td>
<td>74328</td>
</tr>
<tr>
<td>Forsyth (79)</td>
<td>127044</td>
</tr>
<tr>
<td>Fulton (1)</td>
<td>473243</td>
</tr>
<tr>
<td>Gwinnett (16)</td>
<td>511439</td>
</tr>
<tr>
<td>Henry (54)</td>
<td>132700</td>
</tr>
<tr>
<td>Paulding (75)</td>
<td>90964</td>
</tr>
<tr>
<td>Rockdale (89)</td>
<td>51353</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,713,933</strong></td>
</tr>
</tbody>
</table>

---

2 The above table contains the number of vehicles subject to inspection for 2018. Data source: Georgia Registration and Title Information System (GRATIS) managed by the Georgia Department of Revenue (DOR).
B. The percentage of motorist compliance based upon a comparison of the number of valid tests with the number of vehicles subject to the program.

As can be seen, the number of vehicles potentially subject to the I/M program (2,713,933 based on the GRATIS registration database) is less than the number of initial inspections (2,915,645) performed in 2018. This total was derived by taking all initial tests and excluding all aborts and covert tests. This difference can increase or decrease and can be attributed to any of the following.

1. The GRATIS database cannot accurately differentiate between light-duty trucks with a gross vehicle weight rating (GVWR) over or under 8,500 pounds.

2. There is no way of anticipating the number of vehicles not previously registered in Georgia entering the 13-county Atlanta area due to new residency or used car sales; however, these vehicles receive tests prior to being counted in the GRATIS data.

3. Senior Exemptions and Out-of-Area Extensions are not taken into account.

4. Most State of Georgia government agencies are headquartered in the metro Atlanta area and their vehicles are registered in an I/M program county, but many of these vehicles are permanently assigned to counties or areas a significant distance from the I/M program area and therefore are not required to be inspected.

5. The registration information is only a “snapshot” of the fleet when the data was retrieved from GRATIS.

6. Vehicles legally or illegally registered outside of the I/M program area.

7. VIN errors in the I/M inspection database and GRATIS.

8. Georgia excludes the newest three (3) vehicle model years.

9. Used car dealers and auction houses often inspect vehicles being sold even though these vehicles may not be sold to owners living the non-attainment area.

10. Vehicles which fail multiple times may have several initial inspections.

Of these, the most significant reason for this discrepancy appears to be the difficulty using the GRATIS registration data to differentiate between light-duty trucks (LDT) over or under the 8,500 pounds GVWR subjectivity threshold for the I/M program.

Since Georgia moved to electronic verification of vehicle liability insurance on GRATIS through the registration process in 2002, VIN errors are identified and corrected more efficiently.
The graph below illustrates data collected regarding registered vehicles in the 13-county non-attainment area, annual total tests performed, paid test volume, and the subject vehicle population for test years 2008 through 2018. This graph also illustrates the expected vehicle volumes projecting forward to test year 2019. As expected, subject vehicle numbers are less than the registered vehicles due to the several vehicle exemptions listed above. Tested vehicles indicate that more vehicles are tested than anticipated from the subject vehicle data for several reasons listed above.
C. Total number of compliance documents issued to inspection stations

Compliance documents (e-certificates of emissions inspections) are sold in blocks of 200 to new individual station owners and in blocks of 100 to past-standing individual station owners; they are issued electronically via the I/M inspection database by certificate number to each of the station’s analyzers. All inventories are documented and accounted for in a database table. For each vehicle inspection performed, the analyzer e-certificate inventory is decremented by one and a hard copy of the official Certificate of Emissions Inspection is printed showing that unique certificate number assigned. The total number of certificates used is equal to the number of paid tests as shown in the database. During 2018, there were 2,983,874 certificates issued, which is more than the 2,918,921 certificates issued in 2017.

D. The total number of missing compliance documents

With the procedures described above for selling, issuing and accounting of e-certificates, the history in Georgia’s Enhanced I/M Program has shown there is little cause for concern regarding “missing compliance documents.” However, the potential for the production of counterfeit certificates continues to be of concern. With electronic matching of emissions inspections to the registration records on GRATIS, the occurrence of counterfeit certificates has been virtually eliminated. However, there are still instances when tag office clerk is presented with a paper Certificate of Emissions Inspection and no electronic verification of the inspection results is shown on GRATIS. In these cases, tag office personnel have become cautious, and utilize specific instructions on confirming the Test ID and visually identifying counterfeit certificates. The Test ID is a unique security number only printed on passing emissions certificates (generated by an algorithm that uses various test parameters from the vehicle’s inspection). When a motorist presents a fraudulent certificate for vehicle registration, the tag office personnel notify either EPD officers or local law enforcement officers who can charge the individuals with submitting false documents to a government agency, which can be a felony in Georgia.

E. The number of time extensions and other exemptions are granted

1. See Appendix K

F. The number of compliance surveys conducted, number of vehicles surveyed, and the compliance rates found

The Environmental Protection Division (EPD) and the Department of Revenue (DOR) continue to improve upon the transfer of electronic data from the I/M inspection database to the Georgia Registration And Title Information System (GRATIS) database. Additionally, with better integration and utilization of inspection results by GRATIS and better understanding by county tag office clerks, the registration denial component of the program continues to become an increasingly effective tool to ensure program compliance. However, vehicles owned by the State of Georgia and any municipality or political subdivision in the state used exclusively for government functions are not issued tag expiration decals like privately owned or corporate vehicles. Once issued, the government license plates are good until the next five to seven-year tag cycle for government agencies. Without annual registration renewal, it is possible that some government-owned vehicles are out of compliance with the I/M inspection requirement under a program enforced
through registration denial.

Several methods are used to strengthen the relationship between government agencies operating fleets of vehicles and EPD. They include outreach and communication with fleet managers; semi-annual notices are provided reminding them of their obligation to inspect their subject vehicles each year.

For fleet vehicles owned and registered by various state agencies in Atlanta, but operated or assigned well outside of the 13-county I/M program area, EPD streamlined the process by which state fleet managers can obtain the proper Out-of-Area Extensions. State agencies can now adhere more closely to the inspection rules and better account for their subject vehicles driven in the 13-county metro Atlanta non-attainment area.

Fleet information and the emission testing schedule is posted in Georgia’s Clean Air Force website under Stations and Inspectors, Fleet information.

G. Information provided regarding program enforcement by registration denial. [CFR §51.366(d) (2)]

A report of efforts and actions to prevent motorists from falsely registering vehicles out of the program area or falsely changing the fuel type or weight class on the vehicle registration, and the results of special studies to investigate the frequency of such activity.

Preventing motorists from falsely registering vehicles out of the program area or falsely changing the fuel type or weight class on the vehicle registration is accomplished at the county level. Various means of detecting vehicles falsely registered out of the program area are also employed. At each county tax commissioner’s office, property tax records and vehicle registration records are compared to reveal any inconsistencies between the location of the registered vehicle and the location where homestead exemption is claimed. Additionally, complaints from citizens regarding out-of-area vehicle registration are forwarded to the respective county tax commissioners’ office for further investigation.

The measures taken to preclude vehicle owners from falsely changing the fuel type or vehicle weight for the purpose of seeking exemption from the I/M program are also taken at the county tag offices. An affidavit that indicates the change in fuel type or vehicle weight along with repair work-orders indicating engine or chassis modification are required at the time of vehicle registration or when the owner requests any change in the registration record.

H. The number of registration file audits, number of registrations reviewed, and compliance rates found in such audits

Registration file audits are done in conjunction with enforcement actions involving inspection stations or inspectors caught conducting fraudulent emissions inspections. Through the normal course of the investigation, suspect emissions test records are examined for signs of validity. Any that appear to have a likelihood of being fraudulent are further investigated on the registration database for signs of fraudulent activity. Although these audits or activities are not specifically tracked or tabulated, if necessary, investigations involve review of registration records.
This page is intentionally left blank
Section V. Public Information and Consumer Protection Program (PI&CP)
This page is intentionally left blank.
Public Information and Consumer Protection Program (PI&CP)

Executive Summary

The Public Information and Consumer Protection Program (PI&CP) of Georgia’s Clean Air Force (GCAF) celebrated 22 years of continued successful public outreach initiatives. The GCAF PI&CP team responded to more than 41,000 inquiries via CRM tickets, email and comment cards. The GCAF Call Center responded to approximately 52,000 calls from English and Spanish-speaking motorists, inspection stations and repair facilities.

Additional program highlights included:

A. New educational campaigns were launched with the use of press releases, infographics, infographic video, and web banners, covering allergy season, Earth Day, Clean Air Month, “Check Engine” light awareness, back-to-school driving tips, the Clean Air Force Elite Program, and Fall Car Care maintenance tips.

B. The website home page was redesigned with the addition of new banners to promote seasonal educational campaigns and to highlight the most visited online resources.

C. Social media marketing efforts included the continuation of Facebook, Twitter and YouTube. In total, 2.1M impressions were gained, 2,480 engagements occurred, 6,569 link clicks were reported, and the total followers increased by 23 percent.

D. Media relations were enhanced with the use of infographic videos in addition to proactive pitching, press releases and infographics, which generated 522,963 earned media impressions.

E. GCAF utilized an online survey methodology to assess program acceptance and education levels. The survey collected more than 300+ responses. “Excellent” was the highest rating for the overall experience with testing at 42.07%, while the highest rated benefit of testing was “cleaner air in metro Atlanta” at 59.12%.

F. The annual advertising campaign consisted of outdoor digital billboards, gas station pump toppers, :10 and :15 radio traffic spots, Marta taillight displays and a rail video, online display ads, Pandora ads, Facebook ads, and solar-powered kiosks.

G. The annual training of tag office personnel was provided via online video presentation, along with a Google Docs link that included accompanying training material.

H. GCAF partnered with Industry Advisory Board (IAB) officers to enhance IAB promotion and outreach.

I. The inspection industry received 51 Georgia Analyzer System (GAS) messages, containing program updates and reminders.

J. The customer service program, the Clean Air Force Elite Program, was completed and included 288 participating station and inspector education who were promoted via the website, media relations, social media, and Repair Watch Public Report.
K. EPD was invited to appear as a guest on the AutoNsider, a live-talk radio show on Entercom Radio/1380 WAOK with host Daryl Killian.

**PI&CP Quarterly Report**

**First Quarter: January - March 2018**

A. GCAF kicked off 2018 with updated program collateral and website, along with a refreshed advertising campaign.

B. The 2018 media plan, PR plan, and social media plans were approved for the year’s planned activities. GCAF submitted monthly social media messaging calendars.

C. The new home page website design was launched.

D. An updated press kit and crisis communication plan were approved, incorporating new program messages and situations.

E. The annual advertising campaign began; advertising mediums included gas pump toppers, solar-powered kiosks, digital billboards, Marta bus tail ads and rail video, Facebook ads, and radio traffic sponsorships.

F. The fourth quarter 2017 Repair Watch reports and e-newsletters were distributed.

**Second Quarter: April - June 2018**

A. The advertising campaign continued with the addition of Pandora ads and messaging around Earth Day.

B. Earth Day, Clean Air Month, and tips for buying a pre-owned vehicle campaigns were launched and included press releases, infographics, videos and web banners.

C. GCAF launched its online motorist survey and promoted it via Facebook, Twitter, email, the program website, flyers, and IAB meetings.

D. The first quarter Repair Watch reports and e-newsletters were distributed.

**Third Quarter: July - September 2018**

A. The annual advertising campaign continued and included new messaging and creative to promote the “Check Engine” light educational campaign (“See the Light”).

B. Station and inspector participants of the Clean Air Force Elite customer service program were promoted to motorists via a web banner, press release, social media, and Repair Watch Public Report booklets.

C. “Check Engine” light tips, lung cancer awareness, and back-to-school campaigns were launched, including educational press releases, infographics, videos and web banners.
D. The 2019 registration renewal insert was completed and delivered for distribution by Datamatx for motorist education. Datamatx handled the storage and inventory of inserts, in addition to including the inserts with registration renewal mailings.

E. The second quarter RepairWatch reports and e-newsletters were distributed.

F. EPD personnel appeared on the live-talk radio show, “AutoNsider,” on Entercom Radio/1380 WAOK with host Daryl Killian. Citizens called in with questions regarding vehicle emissions as well as vehicle diagnostic and repair questions.

**Fourth Quarter: October - December 2018**

A. The annual training of tag office personnel was handled via a recorded video presentation; a Google Drive link was provided with accompanying handouts.

B. The Fall Car Care campaign was launched to provide vehicle maintenance tips and was promoted via an educational press release, infographic, video and a web banner.

C. The 2019 English and Spanish Question and Answer (Q&A) brochures were printed and delivered.

D. GCAF planned for 2019 program updates, including updating all necessary collateral, the GCAF website, and the call center training presentations.

E. The third quarter RepairWatch reports and e-newsletters were distributed.
## 2018 PI&CP Summary

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Motorist Calls Assisted (English)</th>
<th>Motorist Calls Assisted (Spanish)</th>
<th>Station Calls Assisted</th>
<th>Repair Assistance Calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12,425</td>
<td>92</td>
<td>1,352</td>
<td>34</td>
</tr>
<tr>
<td>2</td>
<td>11,674</td>
<td>84</td>
<td>1,239</td>
<td>51</td>
</tr>
<tr>
<td>3</td>
<td>11,789</td>
<td>97</td>
<td>1,050</td>
<td>40</td>
</tr>
<tr>
<td>4</td>
<td>11,119</td>
<td>101</td>
<td>1,081</td>
<td>39</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>47,007</strong></td>
<td><strong>374</strong></td>
<td><strong>4,722</strong></td>
<td><strong>164</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quarter</th>
<th>CRM Tickets</th>
<th>Emails</th>
<th>Hard Copy Comment Cards</th>
<th>Electronic Comment Cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10,581</td>
<td>93</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>10,483</td>
<td>67</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>10,355</td>
<td>61</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>9,685</td>
<td>55</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>41,104</strong></td>
<td><strong>276</strong></td>
<td><strong>1</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>
**Motorist Outreach**

**Key Messages & Goals**

A. Maintain awareness of the following:
   1. Health benefits of emissions testing
   2. Regular maintenance for improved emissions test results and cost savings
      a. Keep tires properly inflated
      b. Thermostat accuracy
      c. Replacing fuses

B. Maintain outreach to Hispanic market

**Motorist Outreach Tools**

A. Radio and support media advertising campaign
B. Social media marketing and tools
C. Website
D. Toll-free hotline
E. Collateral materials
F. Consumer comments/complaints system including annual online survey and comment cards (hard and electronic copy)
G. Media relations, including crisis management and earned media
H. Community outreach initiatives/special events

**Evaluation Methods**

A. Internet tracking studies via the annual research study that served as a mapping of motorist awareness and attitudes toward the program
B. Traffic/volume data collected from each emissions test site
C. Comment cards/website queries - most frequent comments and concerns
D. Hotline inquiries - volume of calls and types of issues; escalations via CRM tickets
E. Media coverage - quantity and quality of message delivery
F. Website traffic and trend analysis via Google Analytics
G. Social media engagement and trend analysis via Sprout software

**Motorist Program Deliverables**

A. Continued awareness of program benefits and repair tips
B. Provided consistent message delivery; reiterated appreciation to motorists
C. Controlled key messages and ensured consistent branding
D. Strengthened awareness and acceptance of Georgia’s Clean Air Force
E. Averted negative coverage/perception proactively

**Motorist Outreach Audiences**

A. Metro Atlanta motorists
   1. Registered owners of 1994 - 2015 model year gasoline-powered cars and light-duty trucks (with a gross vehicle weight rating [GVWR] of 8,500 pounds or less) in the 13 metro counties; this included seniors and non-English-speaking motorists (Spanish, Korean and Vietnamese).
   2. Annual media campaign targets adults ages 25-54 who own/lease and operate a passenger vehicle and live within the 13-county non-attainment region.

B. Metro Atlanta media
   1. Print: Includes daily and weekly publications in the metro Atlanta area; full media list available upon request.
   2. Radio: See Advertising and Marketing section.
   3. Interactive: See Advertising and Marketing section.

C. Advocacy groups
   1. Environmental and consumer advocacy groups: GCAF provided program information through press releases, [www.cleanairforce.com](http://www.cleanairforce.com), the GCAF Call Center and email, as requested.

D. Ethnic audiences (Hispanic, Vietnamese and Korean)
   1. GCAF provided program information through press releases, [www.cleanairforce.com](http://www.cleanairforce.com), the GCAF Call Center and email, as requested. See Community Outreach for additional information.

E. Senior citizen groups
   1. GCAF provided program information through press releases, [www.cleanairforce.com](http://www.cleanairforce.com), the GCAF Call Center and email, as requested. See Community Outreach for additional information.
Advertising and Marketing

Objectives

A. Maintain awareness of Georgia’s Clean Air Force and the following:
   1. Environmental and health benefits of emissions testing
   2. Regular maintenance for improved emissions test results and cost savings
B. Provide drivers with easy access to program information and testing locations
C. Drive traffic to the www.cleanairforce.com website and social media channels

Strategy

A. Target only 13-county metro Atlanta residents
B. Concentrate activity in relevant, highly visible local media outlets
C. Utilize a multi-channel platform that will reach motorists and increase overall presence

Paid Media

GCAF ran a successful paid media campaign from March through November 2018, consisting of the following components:

A. Out of home
   1. MARTA bus tails
   2. Digital network (English and Spanish)
   3. Gas station toppers (English and Spanish)
4. Solar-powered kiosks

B. Radio
   1. Traffic sponsorships
   2. Digital media
   3. Pandora
   4. Digital display
   5. Facebook ads

**Advertising Campaign Summary**

<table>
<thead>
<tr>
<th>Media</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor</td>
<td></td>
</tr>
<tr>
<td>MARTA Bus Tails</td>
<td>5,676,000</td>
</tr>
<tr>
<td>Digital Network # 2</td>
<td>3,006,276</td>
</tr>
<tr>
<td>Solar Recycling Kiosks</td>
<td>2,994,760</td>
</tr>
<tr>
<td>Gas Station Toppers</td>
<td>2,288,160</td>
</tr>
<tr>
<td>Radio</td>
<td></td>
</tr>
<tr>
<td>Traffic Sponsorships</td>
<td>3,430,000</td>
</tr>
<tr>
<td>Digital</td>
<td></td>
</tr>
<tr>
<td>Pandora</td>
<td>492,712</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>17,887,908</strong></td>
</tr>
</tbody>
</table>
**Social Media**

This year’s social media activities included the continuation of Facebook, Twitter and a YouTube channel.

![Social Media Stats](image)

2018 overall statistics:

A. For Facebook and Twitter
   1. Total fans: 533
      a. Total followers increased by 23% since 2017.
   2. Total impressions: 2.1M
      a. The number of impressions increased by 1,156% since 2017.
   3. Total engagements: 2,480
      a. The number of engagements decreased by 24% since 2017.

B. For YouTube
   1. Total YouTube video views: 8,800
      a. The number of video views increased by 57% compared to 2017.

**Facebook**

GCAF continued social media as part of its communications program via Facebook ([https://www.facebook.com/GeorgiasCleanAirForce/](https://www.facebook.com/GeorgiasCleanAirForce/)) to communicate its key messages, program-related news, information and statistics to fans and visitors. Fans may communicate directly with GCAF by posting a message on the page’s wall. Facebook was promoted via the GCAF website, GAS messages, and Repair Watch E-news.

Overall, Facebook had 459 total fans and 150 posts were made for 2,027,847 impressions and 2,188 engagements.
GCAF ran paid boosts of key messages for increased reach and visibility, including the promotion of the online annual survey, in addition to paid spots as part of the annual advertising campaign.

Twitter

The Twitter handle (@GACleanAirForce) continued as an additional outlet to disseminate program messaging and tips, and to promote the GCAF website. Twitter messaging complemented Facebook messages, and included graphics, when available. GCAF promoted Twitter through the program website, emails, and Facebook.

Overall, Twitter had 74 total fans and 149 posts were made for 52,506 impressions and 292 engagements.

YouTube

The [GCAF YouTube channel](#) continued targeting motorists, inspectors and the repair industry. The following videos were created and posted:

A. “Breathe Easier this Allergy Season”
B. “Celebrate Earth Day!”
C. “Celebrate Clean Air Month in Georgia”
D. “Expert Tips on Buying A Pre-Owned Vehicle”
E. “Back-to-School Commuter Tips”
F. “See the Light”
G. “Lung Cancer Awareness Month”
H. “Fall Car Care Month”
GCAF promoted the YouTube channel through the program website, emails, Facebook and Twitter.

Annual Statistics

A. Total watch time (in minutes): 94,900
B. Total views: 8,800
C. Most viewed video: Emission Inspector Recertification Training Video

Public Relations/Media Relations

The PI&CP team wrote, designed and distributed to the media seven press releases and infographics. These press releases and infographics generated 522,963 earned media impressions.

Press Releases

Below is a list of the press releases and infographics that were created and distributed:

A. Allergy Season Infographic
B. Allergy Season Press Release
C. Earth Day Infographic
D. Earth Day Press Release
E. Clean Air Month Infographic
F. Clean Air Month Press Release
Media Interviews and Coverage

GCAF updated its media contacts list, answered media inquiries, provided program information, and efficiently monitored any pertinent news coverage related to the I/M program.


Outlets that ran stories included:

A. The Atlanta Business Chronicle
B. WALB-News
C. Patch Atlanta
D. AutoNsider
E. Other outlets in Georgia and nationally

A detailed report of media placements, which included online outlets in Atlanta, as well as statewide and regional media, has been provided to EPD.

Media Crisis Management Plan
The Media Crisis Communications Plan was updated, talking points were issued as needed, and issue management strategies and communications plans were reviewed for preparation of controversial consumer and media issues.

GCAF prepared talking points for issue-specific topics, as needed.

**Motorist Resources**

GCAF provided many resources for motorists to seek program information or file a comment or complaint. Each of these resources, listed below, provided an effective and timely avenue for motorist assistance.

**GCAF Call Center**

The GCAF Call Center assisted 47,381 English and Spanish motorist calls, averaging approximately 3,949 calls per month. More complex inquiries were forwarded to the GCAF team who assisted with 41,104 CRM ticket inquiries.

Additionally, the GCAF Call Center answered 3,377 live chat inquiries.

During the reporting year, GCAF continued the use of a self-service after-hours IVR menu on the motorist and Spanish queues. The self-service IVR menu includes the same information as the daytime message, but when the caller requests to speak with a representative a recording plays stating that the office is currently closed and to leave message for a callback.

Customer service representatives (CSRs) utilized Knowledge Base (an online information tree) to assist callers. GCAF updated Knowledge Base with program updates and announcements as necessary.

The 2018 call center training was held on Tuesday, March 13, at 6 p.m. at GCAF Central. The training provided an overview of 2018 updates and any recent changes within the program, along with common caller topics for motorists, stations and inspectors, and repair technicians and facilities. Additionally, monthly trainings were held.

**GCAF Service Centers**

GCAF Service Centers provided assistance for not only waivers, extensions and exemptions, but also answered general motorist and station inquiries. GCAF continued supplying program collateral including 2018 question and answer (Q&A) brochures in English and Spanish. Public Information Manager Becky Dent Robinson worked with Service Center Manager Keren Hunter to ensure GCAF collateral posted at the tag offices/part-time service centers was current and up to date.

**Georgia’s Clean Air Force Website** [www.cleanairforce.com](http://www.cleanairforce.com)
GCAF enhanced the program website to provide additional program information and resources for its three key audiences: motorists, stations, and the repair industry. The website welcomed more than 816,109 visitors throughout the year.

New language was added to the website providing information to motorists new to Georgia.

The website included the following features:

A. The home page of the website was redesigned with a new large web banner and two sub-banners to promote current campaign themes (seven themes in total) and to promote the top visited pages. The campaign themes covered:

1. Allergy Season
2. Earth Day
3. Clean Air Month
4. 2018 Clean Air Force Elite Program
5. Back to School
6. Check Engine Light
7. 2018 Fall Car Care Month

B. For motorist convenience, the website included an updated online vehicle inspection report (VIR) summary reprint functionality, in addition to online comment cards, a Repair Assistance Knowledge Base with diagnostic trouble codes (DTCs), warranty, recall and technical service bulletins (TSBs) information, and testing tips, including how to prepare for a test, avoid a wait, the benefits of testing early, and email sign-up. All waiver applications continued to be offered in electronic format for online submissions. Testing station locations remained available via Google Maps, with a quick search via a zip code.

C. For station convenience, all applications remained in electronic format for online submissions, including station and inspector certification and recertification applications. Additionally, the site offered the inspector training manual and print-on-demand feature for
station signage, GAS message postings, and fleet information. The inspector recertification training class video remained posted via YouTube, to enable inspectors the convenience of observing at home, instead of in-person training. A Clean Air Force Elite Program dedicated web page was maintained to promote participating inspectors and stations.

D. For repair technician convenience, a link to an online training course, TSB notices and additional resources for technician assistance remained posted. GCAF also promoted new and existing recognized repair technicians.

E. The live chat feature continued to offer immediate assistance for program inquiries.

**Email Inquiries**

Motorists had the opportunity to submit email inquiries via the GCAF website. Each inquiry received a response within three business days. The GCAF team responded to a total of 38,186 inquiries for the year 2018. There are four (4) different categories of inquiry, the breakdown consist of: ecerts@cleanairforce.com with six (6) inquiries, info@cleanairforce.com with 276 inquiries, industry@cleanairforce.com with 15,166 inquiries, and waivers@cleanairforce.com with 22,738 inquiries.

**Annual Research Study: Online**

The year 2018 marked the 11th year GCAF has conducted an online survey via the GCAF website. During the period of April through December, GCAF received 300+ surveys.

A. 42.07% of respondents rated their overall experience with the emissions process as “excellent” while and 32.76% rated it as “good.”

B. “Cleaner air in metro Atlanta” was the top-rated benefit of testing at 59.12%.

C. Tag office renewal inserts were the top-rated resource for program information at 74%.

A full report of the survey responses was provided to EPD.

The survey was promoted via:

A. Social media, including paid Facebook ads

B. GCAF website (links were posted on the most visited web pages, in addition to a “take survey” button that was posted at the top of the website panel)

C. E-marketing to motorists, stations and tag offices

D. Flyers (posted at GCAF Service Centers, training rooms and promoted to stations for posting)

A complete copy of the online survey results can be found at EPD’s office.

**Tag Office Personnel**

See Tag Office Outreach section.
Collateral Material

All collateral that required annual updates were updated and posted online in December. The “What To Do Before You Buy” flyer and the Used Vehicle Sale Complaint form were updated and posted online with new information to assist motorists new to Georgia.

A. Question & Answer (Q&A) Brochure – English and Spanish

Question and Answer (Q&A) brochures were distributed to all emission stations, service centers, EPD, and GCAF office personnel. The brochures provided information about the following: vehicle testing requirements; testing and buying tips; used vehicle sales information; failure and repair information; service center locations; and extension/exemption information.

B. Comment Cards

Each Q&A brochure included a perforated comment card for motorists to mail to GCAF and voice their opinions on the program. Comment cards included a rating system on inspectors, inspection stations, Repair Watch, collateral material, website, hotline, and service centers. The comment card is also available electronically on the GCAF website. GCAF received one (1) comment cards via mail and 12 electronic comment cards.

C. Registration Renewal Insert

Registered motorists in the program’s 13-county area received a registration renewal via mail or via their county tag office. The inserts provided a general overview of the emission inspection process. GCAF translated the insert into Spanish, Vietnamese, and Korean and posted online. See Tag Office Outreach for additional information.

D. Repair Watch

Motorists can view the quarterly repair effectiveness report (Repair Watch) either at an emissions station or via GCAF’s website. The report allows motorists to find a repair facility in their area by city and zip code. See the Repair Watch section under Industry Outreach for additional information.

E. Repair Watch E-News

GCAF’s quarterly e-newsletter, Repair Watch E-News, was distributed to run in conjunction
with the RepairWatch quarterly report. Two (2) versions were created – one (1) targeting motorists and a second version for stations and repair facilities. The newsletters provided information on used vehicle sales, online VIR reprints, repair technician training, testing tips, preparing for an emissions test, and general program statistics.

F. Motorists’ Rights Poster

GCAF continued to offer the Motorists’ Rights posters to educate motorists on their rights during and after their inspection. The poster included information on inspection procedures and cost, used vehicle sales, retests, referee tests, fraud, and more. A Spanish version is posted online.

G. Who Gets Tested When?

The annual “Who Gets Tested When?” flyer was created and posted on the website and at GCAF Service Centers, offering assistance to motorists with registration scenarios. An at-a-glance version was created to assist tag office personnel with motorist inquiries.

H. Heart Health flyer

To communicate the relationship between air pollution and health concerns, GCAF updated its Heart Health flyer. The flyer was posted on the website and at GCAF Service Centers.

I. Social media poster

Social media posters continued to promote GCAF’s social media networks – Facebook, Twitter and YouTube, and are posted at tag offices and GCAF Service Centers.

Community Outreach

GCAF’s community outreach plan was designed to increase the reach of PI&CP resources, specifically the use of registration renewal inserts and additional collateral material. The following groups were targeted: Hispanic, Korean, Vietnamese, and senior citizens. Various groups were contacted to introduce GCAF contacts and resources, provide program information, request distribution of program information to members, and request each organization link to the GCAF website.

Hispanic Outreach

GCAF broadcasted :05 and :10 second radio traffic sponsorships in Spanish on regional Hispanic stations in the metro Atlanta area. The messages provided brief testing tips and promoted the hotline and website for assistance.

Korean Outreach

GCAF translated the registration renewal insert to Korean and posted online. The Korean version was promoted to stations to alleviate communication issues.

Vietnamese Outreach

GCAF translated the registration renewal insert to Vietnamese and posted online. The Vietnamese
version was promoted to stations to alleviate communication issues.

**Senior Citizen Outreach**

GCAF continued the Waiver Information Line (option 4) to expedite senior renewals. GCAF continued the promotion of the Senior Exemption Application Requirements document for service center and tag office posting. GCAF promoted its collateral materials to senior motorists and organizations.

**GCAF PI&CP Team**

The GCAF PI&CP team included:

A. Executive Program Manager Shawn Bomar

B. Public Information Manager Becky Dent Robinson, who reported to EPD staff members including Kelley Nardell-Powell and Ashley Besaw

**Non-Contract Deliverables**

A. GCAF used Google Analytics to track traffic to the GCAF website.

B. The GCAF Call Center continued partnering with GCAF Service Centers to provide status on previously-submitted applications, as well as assisting seniors who call in to renew their exemptions.

C. The Waiver Information Line (option 4) remained available at the GCAF Call Center.
Industry Outreach

Georgia’s Clean Air Force conducted industry outreach to active emissions inspection stations (both test only and test and repair) and prospective business owners.

Outreach goals in 2018 included: educate emissions inspectors on OBD, ASM and TSI testing procedures; ensure accurate dissemination of program information; provide high quality motorist assistance; and maintain an acceptable level of inspection stations to serve the metro Atlanta area.

GCAF accepted submissions for the Clean Air Force Elite program through the end of June; 288 testing stations and inspectors participated after reviewing a Best Practices Toolkit and signing a pledge in support of best practices when assisting motorists throughout the 13-county metro Atlanta region. The participants were promoted to the public.

Key updates included the new audit/NOV updates, which included the roll-out of the GCAF Audit Checklist and the updated station owner presentation.

Outreach Messages

A. OBD testing:
   1. OBD testing is a more accurate and efficient method of testing vehicle emissions.
   2. If a vehicle’s battery was recently repaired or disconnected or if emissions-related repairs have recently been conducted, a vehicle should be driven for one to two weeks, including some highway driving, prior to having a retest.
   3. The Repair Watch program provides a marketing opportunity and exceptional assistance to consumers.
   4. Vehicles that are well-maintained throughout the year create less pollution and have a greater chance at passing the emissions inspection.
5. Emissions testing is important for our health:
   a. Vehicle emissions lead to the creation of ground-level ozone, which can aggravate asthma and other respiratory conditions.
   b. Emissions testing is helping to identify and clean-up heavy polluting vehicles in the metro Atlanta area.
   c. Emissions testing is improving metro Atlanta’s air quality.

**Target Audiences**

A. Vehicle emissions station owners, managers and inspectors within Georgia’s Enhanced I/M program
B. Industry Advisory Board (IAB) officers and meeting attendees
C. Repair industry
D. Used vehicle dealers
E. Fleets

**Industry Outreach Resources/Deliverables**

**Station Owner Presentation**

The station owner training program is designed to assist all new station owners with opening their station(s). The Station Owner Presentation is required for all current station owners to view in order to renew their station license. The purpose of this presentation is to: inform station owners of the program requirements and their oversight responsibilities; expedite the station start-up process; assist station owners with identifying and reporting improper and/or fraudulent emissions testing; and educate station owners about ongoing maintenance and managerial functions within the analyzer software. The presentation is updated annually or as needed, with any updates to program processes.

**Industry Advisory Board (IAB)**

GCAF participated in IAB meetings as a vital source for communication between EPD, GCAF, and the emissions inspection and emissions repair industries. The public information manager attended meetings and provided an update on PI&CP activities. GCAF promoted each meeting via GAS messaging and posted all meetings on the GCAF website, in addition to an updated listing of IAB board members.

**Repair Watch Program**

The quarterly repair effectiveness reporting mechanism was continued, consisting of two (2) reports: the Facility Summary and the Public Report. The Facility Summary is the individual repair facility’s report card while the Public Report is a complete listing of all facilities that qualified for public use.
Repair facilities that completed 12 or more emissions-related repairs within the designated six-month reporting period, maintained an initial retest passage rate of 80 percent or better, and the vehicles being reported received all recommended emissions-related repairs, qualified for listing in both reports. Stations were not included in the report if they were suspended or revoked at the time of printing.

Facility Summaries were posted on the GCAF Dashboard. The online availability enabled instant access to the summaries and the ability to print multiple copies at any time during the quarter. The Public Report was posted on the GCAF website and booklets were mailed to all testing stations. GCAF assisted stations with securing additional copies, upon request. Below is a summary of all 2018 reports:

<table>
<thead>
<tr>
<th>Reporting Quarter</th>
<th>Collection Period</th>
<th>Expiration Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2018</td>
<td>July 1, 2017 – December 31, 2017</td>
<td>April 30, 2018</td>
</tr>
<tr>
<td>Q2 2018</td>
<td>October 1, 2017 – March 31, 2018</td>
<td>July 31, 2018</td>
</tr>
<tr>
<td>Q3 2018</td>
<td>January 1, 2018 – June 30, 2018</td>
<td>October 31, 2018</td>
</tr>
<tr>
<td>Q4 2018</td>
<td>April 1, 2018 – September 30, 2018</td>
<td>January 31, 2019</td>
</tr>
</tbody>
</table>

Quarterly Repair *Watch* e-newsletters were distributed to stations to communicate program updates and reminders.

**GAS Messages**

Program changes; announcements, and reminders were delivered throughout the year to the industry, via messages over GAS units. In 2018, 51 messages were sent to inspection stations, EPD, GCAF, service centers, call center staff, and IAB members. Pertinent GAS messages were posted to the GCAF website as necessary.
<table>
<thead>
<tr>
<th></th>
<th>GAS Messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>“Early Office Closure Notice for Monday, Jan. 8”: January 5, 2018</td>
</tr>
<tr>
<td>2</td>
<td>“Holiday Closing Notice”: January 11, 2018</td>
</tr>
<tr>
<td>3</td>
<td>“Repair Watch Report Notification”: February 5, 2018</td>
</tr>
<tr>
<td>4</td>
<td>“GCAF Launches Clean Air Force Elite Customer Service Program”: February 9, 2018</td>
</tr>
<tr>
<td>5</td>
<td>“Gas Cap Testing Reminders”: March 5, 2018</td>
</tr>
<tr>
<td>6</td>
<td>“Reminder: GCAF Launches Clean Air Force Elite Customer Service Program”: April 2, 2018</td>
</tr>
<tr>
<td>7</td>
<td>“IAB Meeting April 12 at EPD Training Room”: April 10, 2018</td>
</tr>
<tr>
<td>8</td>
<td>“Random TSI Event April 12”: April 10, 2018</td>
</tr>
<tr>
<td>9</td>
<td>“Random TSI Event – Perform Data File Refresh”: April 13, 2018</td>
</tr>
<tr>
<td>10</td>
<td>“Random TSI Event April 18”: April 16, 2018</td>
</tr>
<tr>
<td>11</td>
<td>“Random TSI Event – Perform Data File Refresh”: April 19, 2018</td>
</tr>
<tr>
<td>12</td>
<td>“Holiday Closing Notice”: April 18, 2018</td>
</tr>
<tr>
<td>13</td>
<td>“Random TSI Event April 24”: April 23, 2018</td>
</tr>
<tr>
<td>14</td>
<td>“Random TSI Event – Perform Data File Refresh”: April 25, 2018</td>
</tr>
<tr>
<td>15</td>
<td>“Notice on Certified Station Equipment”: April 25, 2018</td>
</tr>
<tr>
<td>16</td>
<td>“Random TSI Event May 1”: April 30, 2018</td>
</tr>
<tr>
<td>17</td>
<td>“Random TSI Event – Perform Data File Refresh”: May 2, 2018</td>
</tr>
<tr>
<td>18</td>
<td>“Repair Watch Report Notification”: May 3, 2018</td>
</tr>
<tr>
<td>19</td>
<td>“Random TSI Event May 9”: May 7, 2018</td>
</tr>
<tr>
<td>20</td>
<td>“Random TSI Event – Perform Data File Refresh”: May 10, 2018</td>
</tr>
<tr>
<td>21</td>
<td>“Random TSI Event May 17”: May 15, 2018</td>
</tr>
<tr>
<td>22</td>
<td>“GCAF Extends Deadline For Clean Air Force Elite Customer Service Program”: May 15, 2018</td>
</tr>
<tr>
<td>23</td>
<td>“Random TSI Event – Perform Data File Refresh”: May 18, 2018</td>
</tr>
<tr>
<td>24</td>
<td>“Holiday Closing Notice”: May 24, 2018</td>
</tr>
<tr>
<td>25</td>
<td>“Random TSI Event May 25”: May 25, 2018</td>
</tr>
<tr>
<td>26</td>
<td>“Random TSI Event May 30”: May 29, 2018</td>
</tr>
<tr>
<td>27</td>
<td>“Updates to Audit and NOV Process”: May 31, 2018</td>
</tr>
<tr>
<td>28</td>
<td>“Random TSI Event June 21”: June 19, 2018</td>
</tr>
<tr>
<td>29</td>
<td>“Random TSI Event – Perform Data File Refresh”: June 22, 2018</td>
</tr>
<tr>
<td>30</td>
<td>“Holiday Closing Notice”: June 28, 2018</td>
</tr>
</tbody>
</table>
31. “Random TSI Event July 19”: July 17, 2018
32. “Random TSI Event – Perform Data File Refresh”: July 20, 2018
33. “Random TSI Event August 23”: August 21, 2018
34. “Random TSI Event – Perform Data File Refresh”: August 24, 2018
35. “GCAF GAS Message: Holiday Closing Notice”: August 30, 2018
36. “Random TSI Event September 27”: September 25, 2018
37. “Random TSI Event – Perform Data File Refresh”: September 28, 2018
38. “IAB Meeting October 11 at GCAF North”: October 4, 2018
39. “Holiday Closing Notice”: October 5, 2018
40. “October 11th IAB Meeting CANCELLED”: October 10, 2018
41. “Random TSI Event October 25”: October 23, 2018
42. “Random TSI Event – Perform Data File Refresh”: October 26, 2018
43. “Holiday Closing Notice”: November 5, 2018
44. “Early Birds and Late Registrations”: November 14, 2018
45. “Holiday Closing Notice”: November 15, 2018
46. “Delayed Opening: Tuesday, Dec. 11”: December 10, 2018
47. “Random TSI Event December 13”: December 11, 2018
48. “Random TSI Event – Perform Data File Refresh”: December 14, 2018
49. “2019 Q&A Brochures Now Available”: December 14, 2018
50. “Holiday Closing Notice”: December 17, 2018
51. “2019 Program Updates”: December 26, 2018

Call Center Assistance

The call center answered and resolved 4,722 inquiries from inspection stations. Additionally, a message center remained available after-hours and weekends for reporting of trouble issues. GCAF continued its training of station assistance representatives through the annual call center training presentation, monthly trainings, and email reminders/notice.

GCAF utilized Knowledge Base, an online information tree, to support call center representatives with technical inquiries.
Georgia’s Clean Air Force Website (www.cleanairforce.com)

The website was updated periodically with program information including station contact information; Industry Advisory Board contacts and meeting schedule; inspector training information and schedule; and sign vendor listings. GCAF promoted the website to the industry as a reliable resource for program information.

Key updates included:

A. The dedicated web page for the Clean Air Force Elite Program was updated and maintained.
B. The new GCAF Audit Checklist was created and posted.
C. An updated sign specifications handout was posted.
D. Important GAS messages were posted for easy station retrieval.

Station Signage

To reinforce strong visual identity and message consistency, GCAF monitored station signage and assisted with sign inquiries. GCAF updated the sign vendor list, as needed, and posted on the website.

Industry Database

GCAF utilized its database, compiled of vehicle emissions station operators in the 13-county metro Atlanta area, as a basis for all website and direct mail activities.

Used Vehicle Dealer Outreach

Outreach efforts to used vehicle dealers included three electronic fact sheets – one (1) targeting motorists (“Buyer Beware”), one (1) targeting sellers to outline their responsibilities (“Seller Beware”), and one (1) targeting dealers to outline their responsibilities (“Dealer Compliance”). The “Buyer Beware” and “Seller Beware” flyers were available in English and Spanish. The GCAF website offers a web page dedicated to providing information to dealers and motorists about the laws concerning used vehicle sales and the available Used Vehicle Sale Complaint Form.

GCAF promoted used vehicle sale information via the RepairWatch E-News e-newsletter and all press releases were sent to the Georgia Automobile Dealers Association (GADA).

The tracking and database tool continued via the GCAF Dashboard for all used sales complaints, providing easy search and reporting functionality.

Clean Air Force Elite Program

GCAF continued the “Clean Air Force Elite” program, providing customer service and testing tips and recognition for participating stations and inspectors. The 288 participants reviewed the toolkit and signed a pledge, in exchange for station promotional items.
Non-Contract Deliverables

A. The GCAF Call Center continued partnering with the GCAF Industry Administrative Department to provide stations and inspectors with general information regarding their license expiry date, insurance status, application status, etc.

B. The Non-Compliant Sign Program continued, as needed.
Repair Industry Outreach

To ensure the continued success of Georgia’s Enhanced I/M Program, GCAF offers outreach materials for the repair industry to maintain and to increase its technical knowledge. GCAF’s repair industry outreach program included: information call center assistance, inclusion of a link to an online repair technician training; promotion of online training; technical service bulletin (TSBs) monitoring; and a repair database.

Call Center Assistance

The Call Center answered and resolved 164 inquiries from repair technicians and repair facilities in the metro Atlanta area. Additionally, a message center remained available after-hours and weekends for reporting of trouble issues. GCAF continued its training of repair assistance representatives through the annual call center training, monthly trainings, and email reminders/notifications.

GCAF utilized Knowledge Base, an online information tree, to support call center representatives with technical inquiries.

Online Repair Technician Training

To increase the knowledge of repair technicians in the metro Atlanta area, the online training program continued with a link on the GCAF website to the dedicated training Web page created by Delmar CENGAGE Learning®, located at: http://www.delmarlearning.com/browse_product_detail.aspx?catid=32199&isbn=1435441478&cat1ID=TDR&cat2ID=MDT.

Promotion of Online Training

GCAF promoted the online training via:

A. The quarterly e-newsletter RepairWatch E-News
B. Website microsite dedicated solely to repair technicians
C. Call center IVR script announcement

Repair Database

The Repair Assistance Knowledge Base remained online and included DTC, warranty, recall and TSB information. This information was posted online for motorists to look up specific vehicle information and to assist with emissions-related repairs. GCAF utilized the OBD Clearinghouse with its vehicle search functionality and the GCAF L-1 technician. The database was updated as needed.
Technical Service Bulletin (TSB) Monitoring

As part of the Repair Assistance Knowledge Base, GCAF monitored key technical service bulletins (TSBs). GCAF posted a TSB and Recall Notification List on the GCAF website for repair technicians to access needed. Additional TSB/recall notices were sent via email as needed.
County Tag Office Outreach

As the initial and most utilized point of contact for program information, GCAF incorporated several outlets for communicating, training and assisting the 13 metro Atlanta county tag offices in regard to the I/M program.

Annual I/M Program Training

The annual training was conducted via an online recorded training presentation. The presentation was accompanied with a Google Docs links, which provided multiple training documents and resources to assist tag office personnel. The training was promoted via email.

New Hire Training

GCAF provided a link via Google Docs to each county to access the annual training video that can be used for new hire training.

Registration Renewal Insert

GCAF developed, printed and distributed the annual registration renewal inserts. The inserts were updated with annual changes including model year vehicles covered. Each tag office was supplied an ample number of inserts to use as handouts throughout the year. Additional inserts were provided, upon request. GCAF partnered with Datamatx for distribution and storage.

Who Gets Tested When?

The 2018 “Who Gets Tested When?” flyer was posted on the GCAF website and distributed to tag office contacts to assist with general motorist inquiries. The document provided registration scenarios and how to properly address each.
2018 Question and Answer Brochures

GCAF provided Q&A brochures upon request.

Posters

All county tag and satellite offices were provided a Motorists’ Rights as needed.

Foreign Language Collateral Assistance

GCAF promoted the availability of the registration renewal insert in Spanish, Korean, and Vietnamese, to assist county tag offices with non-English speaking motorists. GCAF promoted the website as an online portal for inserts, in addition to the Spanish media articles, Q&A brochures, and Motorists’ Rights posters.

Tag Office E-marketing and Personnel Database

Email updates were distributed to tag office contacts including quarterly RepairWatch E-newsletters, regarding program updates and reminders. A database was maintained with email addresses of tax commissioners and office personnel. GCAF utilized an email marketing service to maintain the database of email addresses.

Point of Contact

GCAF served as point of contact for tax commissioners and tag office staff and provided assistance to I/M-related inquiries.