



2015 Annual Operations Report

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.

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Section I. Test Data Report

Test Data Report

The following report provides basic statistics on the testing program for the reporting year of January 1, 2015, through December 31, 2015. 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)]
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 - a. See Appendix P.
- (vii. thru x. RESERVED)
- 7. Passing the on-board diagnostic (OBD) check
 - a. See Appendix B.
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 - a. See Appendix B.
 - 9. Failing the on-board diagnostic (OBD) check and passing the tailpipe test (if applicable)
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 - 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.
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 - 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.
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 - a. See Appendix E.
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 - 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 NO_x 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**

Quality Assurance Report

The following report provides basic statistics on the quality assurance program for the reporting year of January 1, 2015, through December 31, 2015. It includes:

A. The number of inspection stations and lanes [CFR §51.366(b) (1)]

1. Operating throughout the year:

There were 709 inspection stations and 742 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 289 inspection stations and 395 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 998 inspection stations that received overt performance audits during the year in Georgia's Enhanced I/M Program.

Overt performance audits are conducted during the audit types of Limited Audits and Complete Audits.

2. Not receiving overt performance audits in the year:

There were zero 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 931 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 67 inspection stations that did not receive a covert performance audit. Of these stations, 19 stations were operating as fleet stations. The remaining 48 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.

(v. thru viii. RESERVED)

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

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

	Licenses Suspended	Licenses Revoked
Inspectors	0	1
Stations	0	0

2. That were suspended, fired (*revoked), or otherwise prohibited from testing for other causes:

	Suspended	Revoked
Inspectors	0	30
Stations	0	0

3. That received fines:

Fined	
Inspectors	2
Stations	5

*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.

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 2015 was 4,012 (this includes all inspectors with an active license regardless of testing activity).

There were a total of 2,305 inspectors who attended training during 2015 (this includes all training types and retests). The new inspector certification class had 1,414 attendees. Of the 1,414 attending, 970 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; 891 inspectors attended the recertification training. Of the 891 attending, 872 passed the recertification.

New inspector certification and recertification training will continue to be offered by the management contractor. Classes will be scheduled as needed. The average numbers of new inspector and recertification training classes conducted per month in 2015 respectively were 3.41 and 2.66.

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.

1. The number of hearings held to consider adverse actions against inspectors and stations.
 - a. There were 2 hearings held during the reporting period.

2. The number of hearings resulting in adverse actions against inspectors and stations.
 - a. There were 2 hearing held resulting in adverse actions against an inspector or station during the reporting period. Both hearings resulted in the revocation of the inspector’s license.
- 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.

Code	Violation Type	Fines Collected
197	STATION MGR. FAILED TO PROVIDE PROPER OVERSIGHT - FINE	\$5,950.00
201	INSPECTING W/O WEARING ISSUED PHOTO ID CARD	\$166.66
202	INSPECTOR ALLOWING ANOTHER TO USE ID & ACCESS CODE	\$166.67
206	INSPECTOR PROVIDING UNLAWFUL CERTIFICATES	\$166.67
505	USED ANOTHER VEHICLE TO ISSUE OBD CERT. DURING TEST	\$900.00
Total Fines Collected		\$7,350.00

- 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 2015 test year, there were a total of 14 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 of 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**

Quality Control Report

The following report provides basic statistics on the quality control program for the reporting year of January 1, 2015, through December 31, 2015. 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 998 inspection stations and 1,137 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, 2,144 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 O).

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

Based on the management contractor's equipment audits performed during station audits and during the certification of a station or lane, 584 stations failed; this equates to approximately 59 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, 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 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**

Enforcement Report

The following report provides basic statistics on the enforcement program for the reporting year of January 1, 2015, through December 31, 2015. It includes:

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

2015 Registration Data*

County List (County Code)	Vehicles Potentially Subject to I/M Program
Cherokee (35)	138,907
Clayton (13)	142,312
Cobb (7)	418,167
Coweta (27)	78,641
DeKalb (2)	361,044
Douglas (57)	81,636
Fayette (112)	74,236
Forsyth (79)	115,967
Fulton (1)	474,411
Gwinnett (16)	493,325
Henry (54)	126,666
Paulding (75)	85,578
Rockdale (89)	50,205
Total	2,641,095
*The above table contains the number of vehicles subject to inspection for 2015. **Data source: Georgia Registration and Title Information System (GRATIS) managed by the Georgia Department of Revenue (DOR)	

2. The percentage of motorist compliance based upon a comparison of the number of valid tests with the number of vehicles subject to the program.

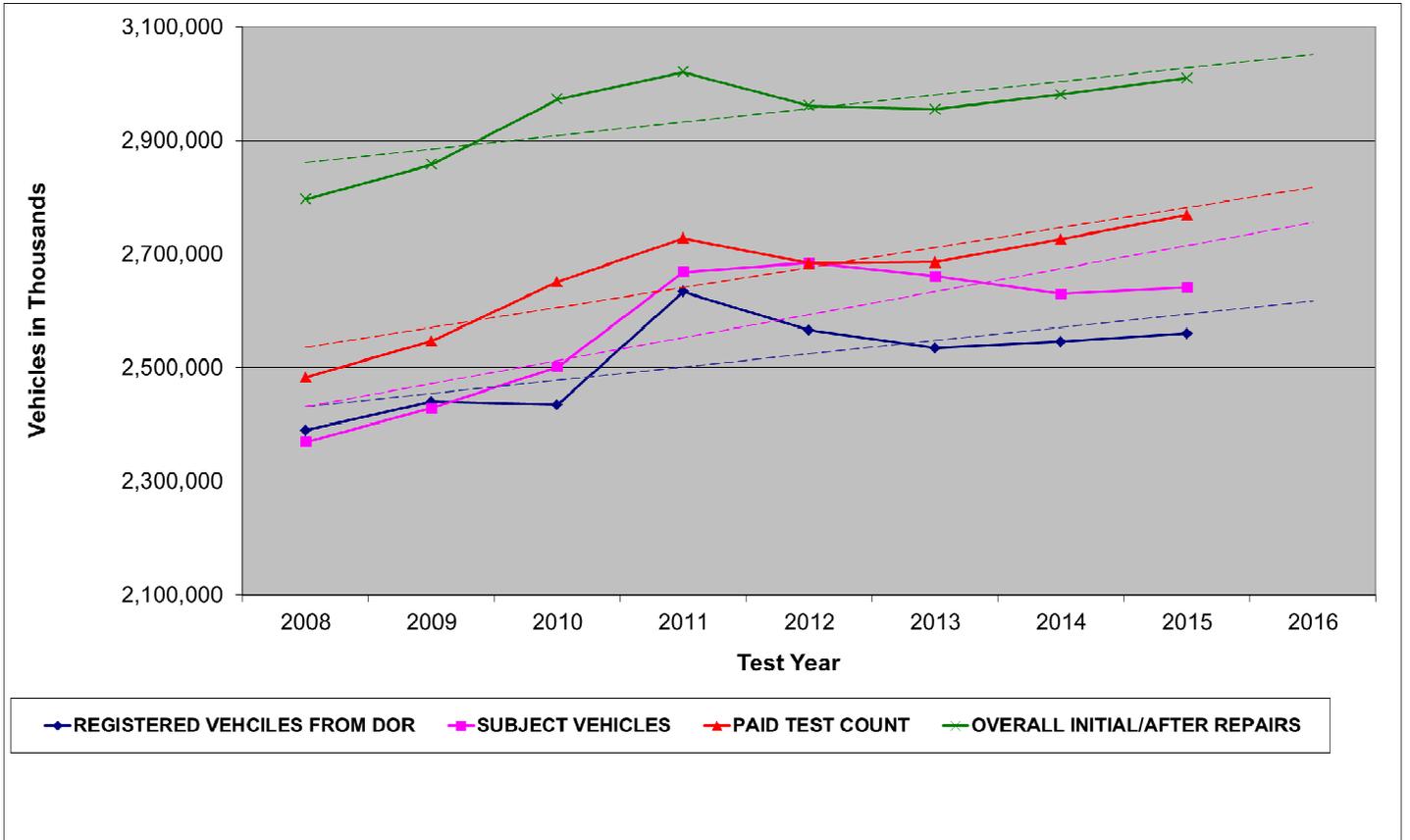
As can be seen, the number of vehicles potentially subject to the I/M program (2,641,095 – based on the GRATIS registration database) is less than the number of initial inspections (2,717,122) performed in 2015. This total was derived by taking all initial tests and excluding all aborts and covert tests. 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.

Also, starting in 2002, Georgia moved to electronic verification of vehicle liability insurance on GRATIS through the registration process; this continues to help clean up VIN errors in GRATIS.

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 2015. This graph also illustrates the expected vehicle volumes projecting forward to test year 2016. 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.



3. 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 2015, there were 2,768,949 certificates issued, which is more than the 2,725,798 certificates issued in 2014.

4. 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 charge the individuals with submitting false documents to a government agency, which can be a felony in Georgia.

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

1. See Appendix K

6. 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.

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

1. 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.

2. 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, practically all investigations involve review of registration records.

Each year EPD mails notifications to fleet managers reminding them of the program testing requirements, and that the five-year tag cycle does not exempt their vehicles from the

annual testing requirement.



Section V.

Public Information and Consumer Protection Program (PI&CP)

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 year its 19th anniversary in 2015 with continued successful public outreach initiatives. The GCAF PI&CP team responded to more than 42,000 inquiries via CRM tickets, e-mail and comment cards. The GCAF Call Center responded to approximately 49,000 calls from English and Spanish motorists, inspection stations and repair facilities.

Additional program highlights included:

- A. Social media marketing efforts included the launch of GCAF's first YouTube channel and cross-promotional opportunities with partner organizations such as the Georgia AARP and Atlanta Public Schools.
- B. A new CRM system was launched via the GCAF Call Center to provide better customer service offerings and reporting. More than 3,100 live chat inquiries were answered.
- C. Enhanced media relations efforts continued, including proactive pitching, press releases and infographics, landing placements in such publications as *The Atlanta Journal-Constitution* and *The Atlanta Business Chronicle*.
- D. GCAF utilized an online survey methodology to assess program acceptance and education levels. The survey collected a record amount of responses- over 500; with 80 percent of participants rating their testing experience as "excellent" or "good."
- E. The annual advertising campaign consisted of new media sources, such as outdoor digital billboards and gas station pump toppers, in addition to :10 and :15 radio traffic spots, Marta taillight displays and a rail video.
- F. GCAF partnered with Industry Advisory Board (IAB) officers to enhance IAkB promotion and outreach.
- G. An online recorded webinar was produced and distributed for the annual training of tag office personnel.
- H. The inspection industry received 46 Georgia Analyzer System (GAS) messages, containing program updates and reminders.

PI&CP Quarterly Report

First Quarter: January - March 2015

- A. GCAF kicked off 2015 with updated program collateral and website and a new advertising campaign.
- B. The 2015 media plan, PR plan, and social media plans were approved for the year's planned activities. GCAF submitted monthly social messaging calendars.
- C. The call center continued to offer live chat as a new resource for motorist, station, and repair industry inquiries.
- D. The fourth quarter 2014 Repair *Watch* reports were distributed. Facility Summary reports were posted online; the Public Report was uploaded online and mailed to all stations.
- E. An updated crisis communication plan was created and approved, incorporating new program messages and situations.

Second Quarter: April - June 2015

- A. New media sources were launched as part of the annual advertising campaign. The new sources included outdoor digital billboards and gas pump toppers.
- B. GCAF launched its online motorist survey and promoted it via Facebook, Twitter, email, the program website, and at IAB meetings.
- C. GCAF conducted a survey of sign vendors and updated sign specs in an effort to offer the most durable materials.
- D. GCAF assisted repair facility owners who had questions related to the Facility Summary Report.
- E. The first quarter *Repair Watch* reports and e-newsletters were distributed.

Third Quarter: July - September 2015

- A. GCAF launched its first ever YouTube channel, offering five videos. Four videos focused on motorist education, with the fifth video focusing on inspector recertification training.
- B. The annual advertising campaign continued, receiving a creative refresh to imaging and messaging.
- C. The second quarter 2015 *Repair Watch* Public Reports were distributed and posted online. Facility Summary reports were posted online.
- D. The 2016 registration renewal insert was completed and distributed to World Marketing/Wells Fargo for motorist education.

Fourth Quarter: October - December 2015

- A. The annual training of tag office personnel was conducted via a recorded Webinar, with accompanying handouts and training materials.
- B. A content sharing partnership was launched with AARP Georgia to reach senior motorist audiences.
- C. The third quarter 2015 *Repair Watch* Public Facility Summaries and Public Reports were completed and distributed.
- D. The 2015 English Question and Answer (Q&A) brochure was printed and delivered.
- E. GCAF planned for 2016 program updates, including updating all necessary collateral, the GCAF website, and the call center training presentations.

2015 PI&CP Summary

Quarter	Motorist Calls Assisted (English)	Motorist Calls Assisted (Spanish)	Station Calls Assisted	Repair Assistance Calls
1	10,758	101	2,301	66
2	10,179	75	1,754	40
3	10,757	80	2,079	49
4	8,985	69	2,056	59
Total	40,679	325	8,190	214

Quarter	CRM Tickets	Emails	Hard Copy Comment Cards	Electronic Comment Cards
1	13,672	41	2	7
2	10,262	36	1	4
3	10,220	38	2	5
4	8,341	36	0	2
Total	42,495	151	5	18

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
- I. Special events as requested

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

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 1991-2012 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 www.cleanairforce.com, the GCAF Call Center and email, as requested.
- D. Ethnic audiences (Hispanic, Vietnamese and Korean)
 - 1. GCAF provided program information through 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 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 2015, consisting of the following components:

- A. Traffic radio
 - 1. :10 and :15 sponsorship spots (English and Spanish)
- B. MARTA signage
 - 1. Bus tails
 - 2. :15 radio rail displays
- C. Digital billboards
- D. Gas station pump toppers (English and Spanish)

Digital billboards and gas station pump toppers were added as new media sources for increased reach and visibility.

In July, GCAF created updated creative and messaging to refresh the annual advertising campaign.

Advertising Campaign Summary (total number of impressions)

A. MARTA taillight bus displays:	10,105,920
B. MARTA rail digital displays:	40,392,000
C. Digital rotary network (four periods):	4,148,432
D. Gas station pump toppers:	4,494,600
E. Radio traffic sponsorships:	<u>3,657,600</u>

Total Campaign Impressions: 62,798,552

Public Relations/Media Relations

This year's public relations and media relations activities included the continuation of Facebook, Twitter, and new YouTube channel, in addition to press releases and infographic distributions, media tracking, and an enhanced crisis communications plan.

Facebook

GCAF continued social media as part of its communications program via Facebook to communicate its key messages, program-related news, information and statistics to fans and visitors. Fans may communicate directed 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.

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.

YouTube

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

- A. Before You Test Your Vehicle (motorist)
- B. Where to Get Your Vehicle Tested (motorist)
- C. What to Expect While At the Testing Facility (motorist)
- D. Steps to Take If You Do Not Pass Your Test (motorist)
- E. Emission Inspector Recertification Training Video (stations)

Annual Stats

- A. Total watch time (in minutes): 21,545
- B. Total views: 1,354
- C. Average view duration (in minutes): 15:54
- D. Most viewed video: Emission Inspector Recertification Training Video

GCAF promoted the YouTube channel through emails, Facebook and Twitter.

Press Releases

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

- A. "Georgia's Clean Air Force Offers Four Expert Tips for Buying a Pre-Owned Car" press release and infographic
- B. "Save the Air and Your Money for National Car Care Month with Eight Expert Tips from Georgia's Clean Air Force" press release and infographic
- C. "Five Back to School Tips for Commuters and Parents from Georgia's Clean Air Force" press release and infographic
- D. "Protect the Air and Your Wallet for Fall Car Care Month with Five Expert Tips from Georgia's Clean Air Force" press release and infographic

The releases were distributed to local and environmental media outlets (print, television, online outlets, and bloggers); follow-up calls were made to ensure delivery and field any questions.

GCAF partnered with the Atlanta Public Schools, distributing a back-to-school infographic handout with helpful commute and vehicle tips during one of its special events.

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. The following list outlines any media coverage of GCAF press releases and infographics:

- A. "Five Tips to Help Drivers Ace the Emissions Test" infographic:
 - 1. SoutheastGreen.com, a blog dedicated to sustainability news for the Southeastern U.S., covered GCAF's emissions testing tips infographic on the SoutheastGreen blog and on their Facebook page.

- B. "Five Back to School Tips for Commuters and Parents from Georgia's Clean Air Force" press release and infographic:
1. AJC - <http://commuting.blog.ajc.com/2015/08/18/five-back-to-school-driving-tips/>
 2. Atlanta Business Chronicle - http://www.bizjournals.com/atlanta/prnewswire/press_releases/Georgia/2015/08/19/FL83004?ana=prnews
 3. City Room - http://cityroom.com/city-guides/atlanta/?doc=201508191317PR_NEWS_USPR_____FL83004&dir=0
 4. WALB.com (Albany, Ga.) - <http://www.walb.com/story/29834271/five-back-to-school-tips-for-commuters-and-parents-from-georgias-clean-air-force>
 5. WFXG.com (Augusta, Ga.) - <http://www.wfxg.com/story/29834271/five-back-to-school-tips-for-commuters-and-parents-from-georgias-clean-air-force>
 6. WTVM.com (Columbus, Ga.) - <http://www.wtvm.com/story/29834271/five-back-to-school-tips-for-commuters-and-parents-from-georgias-clean-air-force>
 7. WXTX.com (Columbus, Ga.) - <http://www.wxtx.com/story/29834271/five-back-to-school-tips-for-commuters-and-parents-from-georgias-clean-air-force>
 8. WLTZ.com (Columbus, Ga.) - <http://www.wltz.com/story/29834271/five-back-to-school-tips-for-commuters-and-parents-from-georgias-clean-air-force>
 9. Columbus Ledger Enquirer (Columbus, Ga.) - http://markets.financialcontent.com/mi.ledgerenquirer/news/read/30480626/Five_Back_to_School_Tips_for_Commuters_and_Parents_from_Georgia's_Clean_Air_Force
 10. Macon Telegraph (Macon, Ga.) - http://markets.financialcontent.com/mi.macon/news/read/30480626/Five_Back_to_School_Tips_for_Commuters_and_Parents_from_Georgia's_Clean_Air_Force
 11. WTOC.com (Savannah, Ga.) - <http://www.wtoc.com/story/29834271/five-back-to-school-tips-for-commuters-and-parents-from-georgias-clean-air-force>

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 issue-specific talking points for EPD 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 41,004 English and Spanish motorist calls, averaging approximately 3,417 calls per month. More complex inquiries were forwarded to the GCAF team who assisted with 42,495 CRM ticket inquiries.

Additionally, the GCAF Call Center answered 3,166 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 rep a recording plays stating that the office is currently closed and to leave message for a callback.

To enhance the customer service offerings of the GCAF Call Center, updates were made to the automated attendant scripts in the IVR in both English and Spanish, which included upfront verbiage to remain on the line to speak with a representative, in addition to the vehicle year testing dates. Additionally, a new CRM system was rolled out to enable faster retrieval of program information for CSRs and to improve reporting capabilities.

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.

GCAF completed an annual training presentation for CSR training, in addition to monthly trainings.

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 2015 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 (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 835,000 visitors throughout the year, an 11 percent increase from 2014. The website included the following features:

- A. For motorist convenience, the website included online vehicle inspection report (VIR) reprints, 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 e-mail 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.
- B. For station convenience, all applications remained in electronic format for online submissions, including station and inspector certification and recertification applications. Additionally, the site offered an online recruitment video, inspector training manual, and print-on-demand for station signage, GAS message postings, and fleet information. The inspector recertification training class was recorded and posted via YouTube, to enable inspectors the convenience of observing at home, instead of in-person training.
- C. 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.
- D. The live chat feature continued offer immediate assistance for program inquiries.

E. Language was added to the website regarding the new SB100 law on extensions.

E-mail Inquiries

Motorists had the opportunity to submit e-mail inquiries via the GCAF website. Each inquiry received a response within three business days. The GCAF team responds to a total of 24,409 inquiries for the year 2015. There are four (4) different categories of inquiry, the breakdown consist of: ecerts@cleanairforce.com with 15 inquiries, info@cleanairforce.com with 151 inquiries, industry@cleanairforce.com with 9,096 inquiries, and waivers@cleanairforce.com with 15,147 inquiries.

Annual Research Study: Online

The year 2015 marked the 8th year GCAF has conducted an online survey, via the GCAF website. During the period of April through October, GCAF received 599 surveys.

Respondents

- A. Majority - males, 55 and older
- B. Fulton County led the respondents

Testing Experience

- A. Excellent: 37.64%
- B. Good: 42.02%
- C. Fair: 11.41%
- D. Poor: 8.94%

Top Benefit

- A. Cleaner air in metro Atlanta – 59.29%

Ranking of Resources

- A. Highest: Customer service – A ranking at 42.18%

Awareness of Outreach

- A. Top rank: Tag office insert at 72.24%, followed by website at 68.34%

A complete copy of the 2015 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.

- 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. Brochures were also used as handouts at special events throughout the year.

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. The majority of cards received included favorable feedback. GCAF received five (5) comment cards via mail and 18 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 *Repair Watch* quarterly report. Two (2) versions were created – one (1) targeting motorists and another for stations and repair facilities. The newsletters provided information on used vehicle sales, online VIR reprints, repair technician training, testing tips, preparing for an emission test, and general program statistics.

F. Motorists' Rights Poster

GCAF updated the verbiage and design of the Motorists' Rights posters. Stations were notified to replace their posters. The purpose of the poster is 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

A new social media poster was created to promote GCAF's social media networks – Facebook, Twitter and YouTube. The posters were distributed to 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 a regional Hispanic station 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 launched a content sharing partnership with the Georgia AARP. In 2015, Georgia AARP had 8,900 Facebook likes and 1,900 Twitter followers. In November, the organization shared GCAF's Fall Car Care infographic; in December, they posted GCAF's "Five Tips To Help Drivers Ace the

Emissions Test" infographic.

GCAF PI&CP Team

- A. The GCAF PI&CP team included:
 - 1. Executive Program Manager Shawn Bomar
 - 2. Public Information Manager Becky Dent Robinson, who reported to EPD staff members Kelley Nardell-Powell, Vicky Giles 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 emission inspection stations (both test only and test and repair) and prospective business owners.

Outreach goals in 2015 included: educate emission 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.

In April, communications began for the upcoming Phase V software and hardware upgrade. The communications included the development of a dedicated Web page, GAS messages, emails, and IAB meeting announcements.

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 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. 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.

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 each meeting 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 website. 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 2015 reports:

Reporting Quarter	Collection Period	Expiration Date
Q1 2015	July 1, 2014 - December 31, 2014	April 30, 2015
Q2 2015	October 1, 2014 - March 31, 2015	July 31, 2015
Q3 2015	January 1, 2015 - June 30, 2015	October 31, 2015
Q4 2015	April 1, 2015 - September 30, 2015	January 31, 2016

GAS Messages

Program changes; announcements, and reminders were delivered throughout the year to the industry, via messages over GAS units. In 2015, 46 messages (listed below) 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.

2015 GAS Messages

1. "IAB Meeting January 8 at GCAF North": January 6, 2015
2. "Station Recertification Reminder": January 9, 2015
3. "Holiday Closing Notice": January 15, 2015
4. "Repair *Watch* Report Notification": February 2, 2015
5. "Update to Add/Delete Process for Inspectors": February 9, 2015
6. "Station Recertification Reminder": February 13, 2015
7. "Reminder: Do Not Test Diesels": March 20, 2015
8. "Station Recertification Reminder": March 24, 2015
9. "Random TSI Event April 28 ": April 27, 2015
10. "Random TSI Event – Perform Data File Refresh": April 29, 2015
11. "Georgia's Clean Air Force Launches Online Motorist Survey": April 30, 2015 (email version only)
12. "Notification of Upcoming Phase V Upgrade": May 6, 2015
13. "Random TSI Event May 13 ": May 12, 2015
14. "Random TSI Event - Perform Data File Refresh": May 14, 2015
15. "Holiday Closing Notice": May 22, 2015
16. "Random TSI Event June 10": June 9, 2015
17. "Random TSI Event June 25": June 24, 2015
18. "Random TSI Event - Perform Data File Refresh": June 26, 2015
19. "Holiday Closing Notice": June 26, 2015
20. "GCAF GAS Message: Possible 30-Day Operating Permit Now Available for Failing Vehicles": June 26, 2015
21. "IAB Meeting July 9 at GCAF Central": July 7, 2015
22. Random TSI Event July 16": July 15, 2015
23. "Random TSI Event - Perform Data File Refresh": July 17, 2015
24. "Random TSI Event July 22": July 21, 2015
25. "Random TSI Event - Perform Data File Refresh": July 23, 2015
26. "New Procedure for Inspector Recertification: Class": July 29, 2015
27. "Georgia's Clean Air Force Launches YouTube Channel": August 13, 2015

2015 GAS Messages (continued)

28. "VIR Updated With Notice of Possible 30-Day Operating Permit": August 17, 2015
29. "Random TSI Event August 27": August 25, 2015
30. "Holiday Closing Notice": September 1, 2015
31. "Random TSI Event September 16": September 14, 2015
32. "Random TSI Event - Perform Data File Refresh": September 17, 2015
33. "Random TSI Event October 7": October 5, 2015
34. "Random TSI Event: Perform Data File Refresh": October 8, 2015
35. "Holiday Closing Notice": October 8, 2015
36. "RepairWatch Report Notification": November 2, 2015
37. "Holiday Closing Notice": November 9, 2015
38. "Important Updates Regarding the Phase V Software/Hardware Equipment Upgrade": November 9, 2015
39. "Random TSI Event November 18": November 16, 2015
40. "Random TSI Event: Perform Data File Refresh": November 19, 2015
41. "Early Birds and Late Registrations": November 20, 2015
42. "Holiday Closing Notice": November 20, 2015
43. "Program Reminders and Update on Phase V": December 15, 2015
44. "2016 Q&A Brochures Now Available": December 16, 2015
45. "2016 Program Updates": December 18, 2015
46. "Holiday Closing Notice": December 23, 2015

Station Assistance Hotline

A toll-free technical support hotline answered and resolved 8,190 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 e-mail reminders/notices.

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

Georgia's Clean Air Force Website (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 program resource for program information.

Key updates included:

- A dedicated Web page was created to house important Phase V documents and announcements.
- The inspector recertification training class was recorded and posted online.
- The Add/Delete Form was decommissioned and removed.

- 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.

A survey was distributed in March to all approved sign vendors to assess any needs to update station signage specifications. EPD and GCAF analyzed the feedback and adjusted the sign requirements, which included the addition of a new material.

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 has a Web page dedicated to providing information to dealers and motorists on the laws on used vehicle sales and the available Used Vehicle Sale Complaint Form.

GCAF promoted used vehicle sale information via the *Repair Watch* E-News e-newsletter. GCAF also sent a GAS message to the industry on used vehicle sales.

A new tracking and database tool was implemented via the GCAF Dashboard for all used sales complaints. The new tool provides easy search and reporting functionality.

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 increase its technical knowledge. GCAF's repair industry outreach program included: information hotline assistance, inclusion of a link to an online repair technician training; promotion of online training; technical service bulletin (TSBs) monitoring; and a repair database.

Information Hotline Assistance

A toll-free repair technician hotline answered and resolved 237 inquiries from repair technicians and repair facilities in the metro Atlanta area that had questions specifically related to emissions. 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 e-mail reminders/notices.

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.

In 2015, GCAF welcome one new repair technician to the program. The new repair technician was promoted online, in the *Repair Watch* Public Report, and in *Repair Watch* e-newsletters.

Promotion of Online Training

GCAF continued promoting the online training, via:

- A. The quarterly e-newsletter *Repair Watch* E-News
- B. Announcement at IAB meetings
- C. Website microsite dedicated solely to repair technicians
- D. Call center IVR script announcement

Repair Database

A database was compiled, called the Repair Assistance Knowledge Base, 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.

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 e-mail, as needed.

Repair Effectiveness Rating

The monthly Repair Effectiveness Rating includes Initial After-Repairs tests where repairs were made before the test was conducted. Aborts are not included in the rating. Below is a summary of all annual ratings:

2015 Repair Effectiveness Table

Month	Total Pass	Total Fail	Total Pass %	Total Fail %
January	14,204	2,917	83.0%	17.0%
February	12,874	2,832	82.0%	18.0%
March	16,129	3,549	82.0%	18.0%
April	13,917	3,160	81.5%	18.5%
May	13,002	2,828	82.1%	17.9%
June	12,730	2,776	82.1%	17.9%
July	13,342	2,741	83.0%	17.0%
August	14,298	2,978	82.8%	17.2%
September	12,989	2,914	81.7%	18.3%
October	13,273	2,873	82.2%	17.8%
November	12,611	2,674	82.5%	17.5%
December	13,298	2,811	82.6%	17.4%

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 Update Meeting

In lieu of in-person training due to lack of interest, GCAF updated the annual training presentation and converted into video format. The video was posted online and distributed to the tag office email distribution list. Tag office personnel were able to view the training at their convenience. Personnel were also provided handouts and training materials via Google Docs.

New Hire Training

GCAF provided a link via Google Docs to each county with additional information 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, Repair Waiver amount adjustment, and addressed any wording to enhance messaging reach. Each tag office was supplied an ample amount of inserts to use as handouts throughout the year. Additional inserts were provided, upon request. GCAF partnered with World Marketing/Wells Fargo for distribution and storage.

Who Gets Tested When?

The 2015 "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. An at-a-glance version was created for desktop posting and easy retrieval.

2015 Question and Answer Brochures

GCAF provided Q&A brochures, upon request.

Posters

All county tag and satellite offices were provided a Motorists' Rights, Health Benefits Poster and Social Media poster, 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 Personnel Database

A database was maintained with email addresses of tax commissioners and office personnel. GCAF utilized an email marketing service to maintain the aforementioned 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.