



Audience Profile: Owners and Managers

AFV Fueling, Repair, Maintenance
and Conversion Facility Training



Note: The following information outlines characteristics of key audiences for AFV training and provides ideas for reaching potential training participants. Ultimately you, as a Clean Cities Coordinator, know your community better than someone who lives elsewhere. Therefore, you are in the best position to know what will work as far as reaching intended audiences.



What They Do: directly supervise and coordinate activities of technicians and other workers who convert traditional vehicles to work on alternative fuels.

Where They Work: owners and managers of conversion facilities typically work in an office setting with frequent interactions with employees working on-site.

Work Characteristics: categorized by the Department of Labor as conventional, realistic, and enterprising, these occupations follow set routines and procedures with a clear line of authority, and work with data and details. Realistic occupations involve work activities that include practical, hands-on problems and solutions. Enterprising occupations require dealing with businesses and making numerous decisions.

Why This Training Is Needed: managers and conversion facility owners need to understand particular needs of alternative fuel vehicles; they should also be concerned with doing the conversions safely and in adherence to environmental laws.

Who Should Take This Training: owners and managers of AFV conversion facilities.

Key Decision Makers: in addition to sending employees to training, owners and managers should be convinced about the benefit of participating in training. State and local environmental protection overseers may be a key influencer, as well as fleet managers and operators.

Methods to Reach Audience: some ways to reach this audience include:

- Local and regional vehicle and auto-trader publications
- State auto dealer associations
- Local media, particularly through earned media
- Public Service Announcements on public access
- Local sporting events
- Local and regional car and trade shows
- Targeted mailing
- Local chambers of commerce
- Clean Cities stakeholder communications

Developing a relationship with this audience is not an overnight process. You must build credibility with existing facilities*. Here are three steps you can take to begin building these relationships:

1. Ask current fleet members if they know of facilities that want to convert. Ask if they will make an introduction (e-mail, phone, in person) pointing out the value of the coalition and the need for training.
2. Follow up with these contacts to set up a short meeting where you will provide an overview of your organization and describe training resources including the online training and the materials in the toolbox.
3. Once you've established interest, ask the new contact about other automotive centers and local groups they work with. Ask if the new contact will put you in touch with people in their network.

*Sources: U.S. Department of Labor's O*Net Online and the Bureau of Labor Statistics

Additional Audience Profile: Inspectors

What They Do: inspect structures to determine soundness and compliance with specifications, building codes, and other regulations. Inspections may be general in nature or may be limited to a specific area, such as electrical systems or plumbing.

Where They Work: inspectors typically work in an office setting with frequent travel to building sites. Most work for government entities (e.g., state fire marshal's office, municipal code enforcement), although some are employed by insurance companies.

Work Characteristics: categorized by the Department of Labor as realistic, investigative, and conventional, these occupations involve work activities that include practical, hands-on problems and solutions. Investigative occupations frequently involve searching for facts and figuring out problems mentally. Conventional occupations follow set routines and procedures with a clear line of authority, and work with data and details.

Why This Training Is Needed: inspector should understand particular needs of alternative fuel vehicles and how facilities dealing with these vehicles should be.

Who Should Take This Training: various state and local inspectors; municipal code enforcement officers; state fire marshals and their local designees; insurance company inspectors.

Key Decision Makers: attendance at training will likely be dictated by state or local administration, including city managers; insurance company executives.

Methods To Reach Audience: some ways to reach this audience include:

- Specialized engineering and safety publications (e.g., many states have a code enforcement newsletter)
- Local media, particularly through earned media
- PSAs on public access
- Local sporting events
- Local and regional car shows
- Trade shows
- Targeted mailing

- State and local government communications
- Insurance company communications

Developing a relationship with this audience is not an overnight process. You must build credibility with local government and inspectors*. Here are three steps you can take to begin building these relationships:

1. Ask current fleet members which local governments oversee automotive facilities. Ask if they will make an introduction (e-mail, phone, in person) pointing out the value of the coalition and the need for training.
2. Follow up with these contacts to set up a short meeting where you will provide an overview of your organization and describe training resources including the online training and the materials in the toolbox.
3. Once you've established interest, ask the new contact about other government entities and local groups they work with. Ask if the new contact will put you in touch with people in their network.

*Sources: U.S. Department of Labor's O*Net Online and the Bureau of Labor Statistics

Additional Resources

You know your community better than someone who lives elsewhere. Therefore, you are in the best position to know what will work as far as reaching intended audiences. In many communities, the daily paper is still widely read. Undoubtedly there are local websites that offer good exposure, and Facebook and Twitter have become vital marketing tools.

The following list of associations, publications, and other resources for outreach efforts is included for your information.

Organizations and Associations

- American Association of Code Enforcement (www.aace1.org)
- Automotive Maintenance and Repair Association (<http://amra.org>)
- Automotive Service Association (<http://asashop.org>)
- Automotive Service Task Force (www.nastf.org)
- Independent Automotive Damage Appraisers (www.iada.org)
- NAFA Fleet Management (www.nafa.org)
- National Autobody Council (www.autobodycouncil.org)
- National Institute for Automotive Service Excellence (www.asecert.org)

Publications and Websites

- Auto Body Online (www.autobodyonline.com)
- Auto Body Repair News (www.abrn.com)
- Auto Inc. (www.autoinc.org)
- Automotive Digest (<http://automotivedigest.com>)
- Automotive News (www.autonews.com)
- Automotive Recycling Magazine (www.automotiverecycling-ezine.com)
- Body Shop Business (www.bodyshopbusiness.com)

- Body Shop Magazine (www.bodyshopmag.com)
- Collision Insight (<http://urlm.co/www.collision-insight.com>)
- Collision Repair Magazine (www.collisionrepairmag.com)
- Collision Week (www.collisionweek.com)
- Fender Bender (www.fenderbender.com)
- FleetSolutions (www.usafleetsolutions.com)
- I-Car (www.i-car.com)
- PPG Repaint Reporter (<http://us.ppgrefinish.com/PPG-Refinish/Programs/Promotional-Tools/Repaint-Reporter>)
- Recycler's Power Source (<http://rpowersource.com>)
- Recycler's World (www.recycle.net)
- Tow Times Magazine (www.towtimes.com)
- Truck Fleet Management (www.truckfleetmgt.com)



**National Alternative Fuels
Training Consortium**

A Program of



<http://www.naftc.wvu.edu/cleancitiesprojects>
<https://cleancities.energy.gov>

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