



Audience Profile: Towing and Roadside Assistance Personnel

Online Alternative Fuel and Advanced Technology Vehicle Training for Towing and Roadside Assistance



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: tow disabled vehicles; respond to vehicle problems along roadways, often emergencies.

Where They Work: tow truck drivers' work is coordinated from a central facility but they spend many hours in trucks. Roadside personnel, such as courtesy vehicles, usually work for a state or municipality.

Work Characteristics: categorized by the Department of Labor as conventional and realistic, 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. These occupations require working outside, and do not involve a lot of paperwork or working closely with others.

Why This Training is Needed: tow truck drivers and roadside assistance personnel should understand particular needs of alternative fuel vehicles and with safety considerations.

Who Should Take this Training: Tow truck drivers; roadside assistance personnel; state and community courtesy vehicle personnel; AAA and other travel service providers.

Key Decision Makers: while individual employees may approach employers with training info, it is more likely that shop owners/managers would decide the training is appropriate for their employees

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
- AAA and other roadside providers
- State communications (for courtesy patrol personnel)

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

1. Ask current fleet members who they use for towing and roadside assistance. 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 towing operators 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

- Automotive Service Association (<http://asashop.org>)
- Automotive Service Task Force (www.nastf.org)
- Independent Automotive Damage Appraisers (www.iada.org)
- International Institute of Towing and Recovery (www.iitronline.org)
- NAFA Fleet Management (www.nafa.org)
- National Institute for Automotive Service Excellence (www.asecert.org)
- Towing and Recovery Association of America (www.traaonline.com)
- United Coalition for Motor Club Safety (www.motorclubcoalition.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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