

Cool Air Rebate

Auto Repair Shop Recruitment

DISCLAIMER NOTICE: The following is an accessible outline of the April 25, 2024 PowerPoint presentation by the Car Care Council. To view a webcast recording of the presentation, visit the BAR Advisory Group page at www.bar.ca.gov/bar-advisory-group.

Slide 1: Auto Shop Recruitment

- Presented to: Bureau of Automotive Repair, BAR Advisory Group
- Presented by: CAR Care Council, April 25, 2024
- <https://coolairrebate.org/home>

Slide 2: Cool Air Rebate Program

- Grow your auto repair business while keeping your community cool and the air clean!
 - The California Cool Air Rebate Program (CAR) aims to provide financial assistance to eligible Californians in your community to repair leaking air conditioning systems with R-134a refrigerant in their cars and light duty trucks. By participating, your auto repair shop will help your community stay cool and get paid by the Car Care Council to do it!

Slide 3: How CAR is Funded

- Statewide program administered by the non-profit organization, Car Care Council - not a government agency.
- Funding comes from unclaimed deposits on cans of R-134a refrigerant sold in CA, in coordination with the California Air Resources Board (CARB).
- The CAR program aims to provide payment for automotive repair shops who restore the performance of leaking or open R-134a MVACs.
- The CAR program will be conducted in English and Spanish with other languages added as needed.

Slide 4: Ease of Participation

- For the Repair Shop:
 - Complete Application
 - Confirm 609 Certification
 - Confirm Preferred Payment Method
 - Approve Eligible Repairs
 - Submit Repair Report and Cost
 - Report on Capacity of A/C system and amount of refrigerant reclaimed
 - CCC Notifies that Invoice & Reports are complete
 - Get Paid!
- For the Consumer:
 - Apply to program and get accepted
 - Provide Participating Shops with Approval Letter from CAR
 - Responsible for 20% of the Cost of Eligible Repairs and 100% of Repairs Exceeding \$1,875 per Vehicle

Slide 5: CAR Consumer Collateral

- CAR Evergreen Brochure
- Graphic of the CAR program brochure outlining the steps for consumers to participate.

Slide 6: CAR Consumer Collateral

- CAR Evergreen Flag Banner
- Graphic of the CAR program banner.

Slide 7: CAR Consumer Collateral

- CAR Evergreen Poster in Spanish
- Graphic of the Spanish language CAR program poster.

Slide 8: CAR Consumer Collateral

- CAR Newsletter Insert in Spanish
- Graphic of the CAR program Spanish language newsletter insert.

Slide 9: CAR Auto Repair Participant Collateral

- CAR ARP Brochure
- Graphic of the brochure for auto repair participants outlining the benefits and steps for participation.

Slide 10: CAR Auto Repair Participant Collateral

- CAR ARP Letter in Spanish
- Graphic of Spanish language letter to auto repair participants.

Slide 11: CAR Auto Repair Participant Collateral

- Graphic of the Cool Air Rebate repair shop application.

Slide 12: CAR Auto Repair Participant Collateral

- Graphic of the program terms and agreement form for shop applicants.

Slide 13: CAR Social Posts

- Graphic of business and economy social media post.
- Graphic of community partners social media post.

Slide 14: Benefits of Participating

- Increase Revenue - Grow your customer base by participating in this program. You and your customers will take advantage of the 4 million dollars earmarked for MVAC leak repairs with R-134a refrigerant.
- Customer Trust - By participating in this program, you will earn the trust and loyalty of your community, foster goodwill and build strong relationships with potential customers.
- Positive Publicity - The California Cool Air Rebate Program will be highlighted through various media channels, which might include press releases, social media, billboards, and radio.

Slide 15: Shop Locator Page on Website

- Graphic of Cool Air Rebate shop locator webpage.

Slide 16: How it Works

- Step 1 – Apply to be a Partner
 - Complete application at www.shop.coolairrebate.org
 - ✓ Your shop (or an employed technician) must be EPA 609 Certified.
 - ✓ Must have the ability to submit electronic invoices.
 - ✓ Designate a main CAR Program contact at your shop with email and phone number.
 - ✓ Agree to the Program Statement and Release of Liability on the application.
- Upon review and acceptance, you will receive an Acceptance Letter, links to training materials, and FAQs through the CAR Program Repair Shop website portal.

Slide 17: How it Works

- Step 2 – Customer Connects with You
 - Cool Air Rebate Team connects your shop with eligible consumers in your local community. Your shop diagnoses the problem with the MVAC system with R-134a refrigerant.

Slide 18: How it Works

- Step 3 – Perform Diagnostic, Approve Repairs
 - Your shop will approve eligible repairs with customer and set an appointment for repairs. Shops will determine whether repairs are eligible.

Slide 19: How it Works

- Step 4 – Perform Repairs, Send Confirmation to CAR
 - Your shop performs the repairs of the MVAC system and sends Cool Air Rebate Program confirmation of repairs which have been completed and uploads invoice.

Slide 20: How it Works

- Step 5 – Get Paid!
 - Cool Air Rebate Program pays your shop directly for diagnostic and repair costs within 10 days of receiving confirmation of completed diagnostic and repair reports.

Slide 21: Supporting Organizations

- Car Care Council (CCC)
- California Air Resources Board (CARB)
- Bureau of Automotive Repairs (BAR)
- Automotive Service Councils of California (ASCCA)
- Autocare Association
- Automotive Maintenance & Repair Association (AMRA)

- CAWA, Representing the Automotive Parts Industry

Slide 22: Supporting Organizations

- Central Valley Launch
 - Resources for Independence-Central Valley
 - Comprehensive Youth Services
 - Fresno State: Office of Community and Economic Development
 - Fresno State: Center for Essential Needs
 - Catholic Charities
 - Luis Chavez, Fresno Council Member President for District 5
 - The Family Service Center
 - Central Valley Immigrant Integration Collaborative (Spanish-language)

Slide 23: Thank You!

- For comments or questions, please contact:

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