

Cool Air Rebate Program Update

DISCLAIMER NOTICE: The following is an accessible outline of the January 30, 2025 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: CAR Program Update

- Presented to: California Bureau of Automotive Repair, BAR Advisory Group
- Presented by: CAR Care Council, January 30, 2025
- www.CoolAirRebate.org

Slide 2: 2024 Topline

- Cool Air Rebate work and results

Slide 3: 2024 Has Been a Cool Ride!

- In 2024 the Cool Air Rebate Program launched in test markets across the state. To support the launch of the new program, the CAR team developed a strategic, education and outreach campaign to raise awareness, encourage CAR-eligible individuals to take advantage of the new program, engage stakeholder and partners, and lay a strong foundation for the Cool Air Rebate Program moving forward.

Slide 4: Cool Air Rebate Participating Areas in 2024

- Fresno
- Bakersfield
- Visalia
- Turlock
- Stockton/Modesto
- Sonoma
- Santa Rosa
- Riverside
- Victorville
- And More

Slide 5: Consumers

- 2,647 applications
- 2,042 approved

Slide 6: Auto Repair Shops

- 73 shops
- 601 repairs
- \$702,893 paid out
- 938.5 lbs. of refrigerant restored
- 119 lbs. of refrigerant captured

Slide 7: Community Partners

- Community Partners are a centerpiece of our outreach program acting as trusted messengers and outreach partners within the communities we serve.
 - 53 community partners

- 77 community partners participated in listening sessions
- 31 local community outreach volunteers
- 28,849 Californians introduced to CAR through community events

Slide 8: Public Relations

- 539 press interactions
- 6 TV news stories
- 12 interviews
- 60+ releases and direct pitches
- [2024 press release](#)

Slide 9: Website

- 42,128 users
- 136,370 views
- 1 minute, 51 second average site visit
- Top traffic sources:
 - Direct
 - Organic search
 - ABC30
 - KGET
 - Paid display
 - Paid social

Slide 10: Creative

- Educational and promotional creative assets developed in both English and Spanish.
- Partner Toolkit
Creative assets are available for FREE to community and ARP partners; shipped printed or easily accessed through online hub.
 - Includes:
 - Applications
 - Posters
 - Brochures
 - Counter cards
 - Fact sheets
 - Postcards
 - Newsletter

Slide 11: CAR Promotional Materials:

- Flags
- Pop-up banners
- Pins
- Hats
- Hand fans

Slide 12: Onboarding Kits

- Fulfillment system developed to distribute bilingual marketing and educational materials.
 - Automotive partners: 86 kits
 - Community partners: 36 kits

- Each kit includes:
 - Applications
 - Posters
 - Brochures
 - Tabletop tear sheet
 - Fact sheets
 - Postcards
 - Newsletter

- Graphic of the tabletop tear sheet

Slide 13: Social

- 141 posts
- 339,308 impressions
- 249 content interactions
- Posts include testimonials, local based, program info, shout outs, FAQs, Industry.

Slide 14: Campaign video

- These videos have been used on the website, with news organizations, and on social media.
 - [Consumer video](#)
 - [ARP video](#)

Slide 15: Fresno Kick Off Event

- The Cool Air Rebate (CAR) Program's official launch took place on July 28, 2024 in Fresno, California.
- Dozens of people attending the event at California Smog Repair, including representatives from Senator Caballero and Fresno Mayor Dyer's office, automotive industry leaders and community partners.

Slide 16: Paid Media

- Fresno Launch – July-October 2024
 - 16 Outdoor Billboards in greater Fresno area for three months – English and Spanish
 - 15 Bus Posters for three months in Fresno and Clovis – English and Spanish
- Program Promotion – September-October 2024
 - California Geography:
 - Counties: Fresno, Tulare, Kern, Merced
 - California Cities: Riverbank, Vacaville, and Santa Rosa
 - Social: 665,576 Impressions, 7,296 clicks website (5,522 English/2,273 Spanish)
 - Display: 1,638,698 impressions, 1,337 clicks to website – 30 actions (Thank you for applying)
 - Website: 7,993 visits from paid campaign (6,112 English; 1,881 Spanish)

Slide 17: Testimonials

- Consumer

- “If we are lucky enough to have a working car, we may not have enough extra money for needed repairs. The Cool Air Rebate Program removes that worry. I can’t tell you how great it is to pick up my grandkids after work and know they will be cool when we drive.” Bertha Valdez, hotel staff, mother, grandmother, Fresno, CA
- Auto Repair Professional
 - “One of my recent clients had an ongoing AC issue, but due to the high cost of repair and her family obligations, they were unable to proceed. The Cool Air Rebate Program has not only addressed the repair, but also significantly improved the driving experience for her busy family.” -Claudia Ramirez, Complete Auto Repair, Fresno, CA
- Community Partner
 - “Our families need this program. They need their hard-earned money for essentials, so car repairs usually come after all other necessities. The Cool Air Rebate Program changes that for them and removes the worry of how to pay for the repairs.” – Angelita Echeveste, Neighborhood Resource Center, Program Director, Fresno, CA

Slide 18: Cool Air Rebate Program

- Statistics Since July 2024 Launch
 - Paid more than \$702,893 for environmental enhancing vehicle repairs
 - 73 Program certified automobile repair shops located in 37 cities
 - 601 automobiles had leaking air conditional systems repaired
 - At least 1,502 California residents are enjoying a cool ride

Slide 19: Success in 2025

- 200 repair shops
- 17,000 applications
- 5,000 vehicles repaired
- \$5 million paid out for repairs

Slide 20: Let’s Connect

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