

# STATE OF CALIFORNIA

Edmund G. Brown Jr. Governor

## DEPARTMENT OF CONSUMER AFFAIRS BUREAU OF ELECTRONIC AND APPLIANCE REPAIR, HOME FURNISHINGS, AND THERMAL INSULATION



# 2016 OUTREACH PLAN



**February 2016**

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## **INTRODUCTION**

In 2015, the Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation (Bureau) conducted a market condition study. The study looked at many aspects of the Bureau and the industries it regulates. Specifically, the contractor CPS HR Consulting completed a market condition assessment by:

- Reviewing pertinent legislation, regulations, organizational structure, and statistics;
- Interviewing the following critical stakeholders:
  - Bureau management;
  - Bureau Advisory Council members;
  - Industry officials;
  - A representative sample of California consumers; and
- Collected and analyzed secondary market research of the industries under the Bureau's oversight.

With regard to the California consumer sample, CPS HR surveyed 682 California residents located throughout the state.

### Need for Outreach

Many respondents in the study believe there is a need for stronger and more varied outreach, visibility, communication, and publicizing of the Bureau's programs and services using a wide variety of media. Further, the Bureau needs to improve industry and consumer education through more direct mail, webinars, teleconferences, podcasts, and workshops in Northern and Southern California.

### The Bureau's 2016 Outreach Plan

In order to address the issue of low consumer awareness, as well as low regulated industry awareness, of the Bureau's programs and requirements, the Bureau is preparing to do the following:

- Conduct three Bureau Advisory Council meetings annually to ensure licensees and interested stakeholders are apprised of Bureau operations and efforts.
- Update the Bureau's website to be more user-friendly and provide various documents requested by industry in the market assessment study.
- Provide YouTube content and numerous publications to consumers and regulated small business entities in English, Spanish, and additional languages on Bureau requirements such as Technical Bulletin 117-2013 and flame retardant chemical disclosure requirements.
- Look for opportunities to conduct outreach at community events on compliance requirements in a uniform fashion for all Bureau license types.

Finally, the outreach plan outlined above utilizes services the Bureau already has access to within the Department to maximize cost savings. This includes brochures and video development as well as language translation services.

## **BUREAU ADVISORY COUNCIL UPDATES**

Prior to 2015, the Bureau's Advisory Council only met periodically. This made it difficult for Advisory Council members as well as interested stakeholders to stay apprised of Bureau operations and policy efforts.

In order to ensure the Bureau receives timely feedback on numerous initiatives, it held three Council meetings in 2015 and is scheduled to hold three Council meetings in 2016. Further, the Bureau will hold, at a minimum, one Advisory Council meeting in Southern California annually. The Bureau's February 2016 Council meeting will be held in Riverside, California.

Finally, in October of 2015, the Bureau expanded the Advisory Council's membership from nine members to eleven. New members of the Council include a career technical education professor of appliance repair, a service dealer with 50 years of experience in electronic repair, academics in the fields of combustion science and thermal insulation, and a non-profit advocate committed to improving the safety of consumer products. These individuals have joined an existing team of industry experts that have provided considerable feedback for the Bureau and have proven to be an invaluable resource. The Council's membership includes:

Sharron Bradley, Industry (HFTI)	Donald Erwin, Industry (EAR)
Burt Grimes, Industry (HFTI)	Timothy Hawkins, Industry (EAR)
Judy Levin, Public (HFTI)	Donald Lucas, Public (HFTI)
Joanne Mikami, Public (EAR & HFTI)	Leonard Price, Public (EAR)
David Spears, Industry (EAR)	David Velasquez, Industry (EAR)
David Yarbrough, Industry (HFTI)	

## **BUREAU WEBSITE UPDATE**

The Bureau's existing website is in fact composed of three different legacy websites. The Bureau has been working with the Department of Consumer Affairs' Office of Information Services over the past year to consolidate these three sites in order to have one seamless website that is:

- Easy to use
- Easy to navigate
- Contains up to date search functionalities
- Ensures the majority of content is translatable

### Go-Live Timeline

The Bureau has just commenced evaluating the website links, reviewing translation content, and evaluating whether existing web content was properly migrated into new web pages. This phase of the project is expected to last two months. In that time, the Bureau also encourages stakeholders to contact the Bureau in order to make an appointment to review the new web pages as well and provide feedback.

With reviews completed by the end of March, the new website will go live on April 4, 2016. Despite the Bureau's thorough review of web content, it does anticipate some material or information may not be properly transferred and we encourage stakeholders at any time to contact the Bureau to resolve any issues that arise. The Bureau will continue to have access to its legacy website and can quickly retrieve content and will ensure the new website is updated in a timely manner.

The following test pages are meant to provide interested stakeholders with the new web design's layout and how content is organized. The Bureau appreciates feedback on these materials.

Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation  
2016 Outreach Plan

The screenshot shows the homepage of the Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation (BEARHFTI). The header includes the CA.GOV logo, the State of California Department of Consumer Affairs logo, and a search bar. A navigation menu contains links for 'The Bureau', 'Bureau Activities', 'Applicants and Licensees', 'Consumers', and 'Forms'. The main banner features the BEARHFTI logo and the full name of the bureau. Below the banner, the main content area is divided into two columns. The left column contains a welcome message, a paragraph about the bureau's mission, a paragraph about the bureau's staff, and a 'What's new' section with two items: 'Jan 2015: Newly Updated License Applications' and 'Mar 2015: Proposed Regulation- Ignition Interlock Devices'. The right column features a 'Quick Links' section with five items: 'Check a License', 'Contact Us', 'Council Meetings', 'File a Complaint', 'License Application', and 'Renew a License'. Below the 'Quick Links' section is a 'Translate' section with a language selection dropdown. At the bottom of the page, there are two logos: 'PROP. 65' and 'MILITARY PERSONNEL'.

CA.GOV STATE OF CALIFORNIA dca DEPARTMENT OF CONSUMER AFFAIRS Search

Home The Bureau Bureau Activities Applicants and Licensees Consumers Forms

# BEARHFTI

BUREAU OF ELECTRONIC & APPLIANCE REPAIR,  
HOME FURNISHINGS & THERMAL INSULATION

1 2 3

## Welcome to the Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation (BEARHFTI)

At the Bureau, we strive to protect consumers, work with and educate businesses so we can be mutually successful in today's challenging marketplace.

The Bureau is comprised of a group of skilled individuals, many coming from the industry itself, who conduct inspections, process licenses and enforce compliance with the law. Our dedicated team has an open communication with the public and the industry, welcoming feedback, suggestions, and innovative ideas to continually improve our services.

Please let us know how we can better serve you. We are here to help.

### What's new

- Jan 2015: Newly Updated License Applications
- Mar 2015: Proposed Regulation- Ignition Interlock Devices

Visit His Webpage Governor Edmund G. Brown Jr.

Assistant, Consumer Services and Hearing Agency BCSH Director Department of Consumer Affairs AWET KIDANE

### Quick Links

- Check a License
- Contact Us
- Council Meetings
- File a Complaint
- License Application
- Renew a License

### Translate

Select Language

PROP. 65 MILITARY PERSONNEL

# Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation 2016 Outreach Plan

The screenshot displays the website for the Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation (BEARHFTI). The header features the California State Government logo, the Department of Consumer Affairs logo, and the BEARHFTI title. A search bar is located in the top right corner. The main navigation menu includes: Home, The Bureau, Bureau Activities, Applicants and Licensees, Consumers, and Forms. A dropdown menu for 'The Bureau' is open, showing links for Mission, Vision, Our Mission, Strategic Plan, To protect and serve the consumers while ensuring a fair and competitive market, Our Vision, DCA Leadership, To be an effective Advisory Council that effectively protects consumers and improves the marketplace through enforcement of the law, providing customer service, and prompt licensing, and Contact Us. The main content area is divided into three sections: 'Our Mission' with a link to the Strategic Plan, 'History' with a detailed paragraph about the bureau's establishment in 1911 and its expansion of jurisdiction, and 'Advisory Council' with a paragraph describing its composition. On the right side, there are sections for 'Quick Links' (Check a License, Contact Us, Council Meetings, File a Complaint, License Application, Renew a License) and a 'Translate' section with a language selection dropdown and a 'Powered by Google Translate' note. Below the navigation menu, there are portraits of Governor Edmund G. Brown Jr. and Director of Consumer Affairs Awet Kidane.



Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation  
2016 Outreach Plan

The screenshot shows the BEARHFTI website interface. At the top, there are logos for CA.GOV and the Department of Consumer Affairs, along with the BEARHFTI title and a search bar. A navigation bar includes links for 'The Bureau', 'Bureau Activities', 'Applicants and Licensees', 'Consumers', and 'Forms'. A sidebar on the left lists 'Bureau Activities' with sub-links for 'BHFTI Laws and Regulations', 'BEAR Laws and Regulations', 'BHFTI Regulatory Changes, Pending Actions, and Opportunities for Public Participation', 'Council Meetings', and 'Sunset Review'. The main content area features a 'BHFTI Laws and Regulations' section with a link to 'BHFTI Regulatory Changes, Pending Actions, and Opportunities for Public Participation'. Below this is a table with two columns: 'Interlock Ignition Devices' and 'Interlock Ignition Devices'. The table contains two rows of regulatory actions. To the right, there are sections for 'Quick Links' (Check a License, Contact Us, Council Meetings, File a Complaint, License Application, Renew a License) and a 'Translate' section with a language selection dropdown.

Interlock Ignition Devices	Interlock Ignition Devices
Proposed Regulatory Action Proposed Regulatory Language Initial Statement of Reasons Notice – Hearing Rescheduled	Pending approval.
TB 117-2013 Notice of Proposed Changes Proposed Regulatory Language Initial Statement of Reasons Availability of Modified Text 15-Day Notice Modified: TB 117-2013 June 2013 Addendum to the Initial Statement of Reasons Final Statement of Reasons	TB 117-2013 Adopted. This standard became effective on January 1, 2014.



Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation  
2016 Outreach Plan

The screenshot displays the BEARHFTI website interface. At the top, there is a navigation bar with the following menu items: [The Bureau](#), [Bureau Activities](#), [Applicants and Licensees](#) (highlighted), [Consumers](#), and [Forms](#). A search bar is located in the top right corner.

The main content area is titled "BEARHFTI Applicants and Licensees" and is divided into three sections:

- BHFTI**
  - Home Furnishing License Application
  - Furnishing License Application-Spanish
  - Importer/Overseas Manufacturer License Application
  - Importer/Overseas Manufacturer License Application-Spanish
  - Thermal Insulation License Application
  - Thermal Insulation License Application-Spanish
  - [Additional Information](#)
- BEAR**
  - Service Dealer Registration Application
  - Service Dealer Registration Application-Spanish
  - Service Contract Registration Application
  - Service Contract Registration Application-Spanish
  - [Additional Information](#)
- Additional Forms and Information**
  - Declaration of Business Activities
  - Change of Address or Name\* [link to attached file](#)

On the right side of the page, there are several widgets:

- A "Visit the Website" section featuring the Governor Edmund G. Brown Jr. and the Director of Consumer Services and Home Furnishings, AWET KIDANE.
- A "Quick Links" section with a list of links: [Check a License](#), [Contact Us](#), [Council Meetings](#), [File a Complaint](#), [License Application](#), and [Renew a License](#).
- A "Translate" section with a "Select Language" dropdown menu and the text "Powered by Google Translate".

At the bottom of the page, there is a footer with the following links: [BEARHFTI Home](#), [Back to Top](#), [Conditions of Use](#), [Privacy Policy](#), [Accessibility](#), and [Contact Us](#). The copyright notice reads "Copyright © 2015 State of California".

Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation  
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The screenshot displays the website for the Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation (BEARHFTI). The header includes the CA.GOV logo, the State of California Department of Consumer Affairs logo, and the BEARHFTI acronym. A search bar is located in the top right corner. The navigation menu features links for 'The Bureau', 'Bureau Activities', 'Applicants and Licensees', 'Consumers', and 'Forms'. The main content area is titled 'Consumer Information' and includes sections for 'License Verification', 'Enforcement', 'Complaint Resolution', and 'Consumer Fact Sheets'. The 'License Verification' section provides details on license statuses: Canceled, Current, Delinquent, Revoked, and Suspended. The 'Enforcement' section includes a link for 'Enforcement Action'. The 'Complaint Resolution' section explains the Department's Complaint Resolution Program and provides contact information. The 'Consumer Fact Sheets' section lists links for frequently asked questions, tips to resolve complaints, and other internet links. On the right side, there is a 'Quick Links' section with links for 'Check a License', 'Contact Us', 'Council Meetings', 'File a Complaint', 'License Application', and 'Renew a License'. Below this is a 'Translate' section with a language selection dropdown and a note 'Powered by Google Translate'.

Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation  
2016 Outreach Plan

The screenshot displays the BEARHFTI website interface. At the top, there is a search bar and a navigation menu with the following items: The Bureau, Bureau Activities, Applicants and Licensees, Consumers, and Forms. The main content area is titled "BEARHFTI Forms" and includes a sub-section for "Laws and Regulations" with a list of links such as "BEAR Laws and Regulations", "BHFTI Laws and Regulations", and "Regulation Change Packages". Below this is the "Applications" section, listing various application forms for BEAR and BHFTI. The "Industry Related" section provides links to advisory council meetings, flammability standards, and a thermal insulation directory. On the right side of the page, there are sections for "Quick Links" (Check a License, Contact Us, Council Meetings, File a Complaint, License Application, Renew a License) and a "Translate" section powered by Google Translate.

## **VIDEOS, PUBLICATIONS, AND SOCIAL MEDIA**

In order to reach a wide audience of consumers as well as small businesses regulated by the Bureau, the Bureau is developing two “YouTube” videos for release in the Spring/Summer of 2016. One video will inform audiences of labeling and disclosure requirements while the other video will explain consumers’ rights and service dealer requirements when repairing appliances and electronics. These videos will also be translated into several languages, including Spanish, Mandarin, Russian, and Vietnamese.

Once complete, these videos will be uploaded to the web with links provided on the Bureau’s website, the Department of Consumer Affairs’ Facebook page, as well as be released to media contacts and on numerous Twitter accounts. In addition, the Department’s Field Unit staff, who conduct field visits throughout the State of California, can reference these videos when discussing compliance issues with the regulated industry.

In addition, the Bureau is preparing several publications to provide licensees and consumers during field visits as well as community events. These publications will address concerns our inspectors have noted in the field, complaints filed with the Department of Consumer Affairs, as well as the feedback provided by the Market Assessment.

Finally, the Bureau is also preparing several cards to identify dedicated phone numbers where consumers or licensees can call to seek assistance in Spanish or Mandarin.

## **COMMUNITY OUTREACH**

### Compliance Inspection Visits

Each year the Bureau's field staff conduct approximately 10,000 visits to licensees throughout the state of California. In 2016, the Bureau plans to break these field inspections into two types: announced visits and unannounced visits. Announced visits will entail roughly 15 percent of field visits and are designed to provide small businesses with a compliance checklist prior to the Bureau's scheduled visit.

Other Department of Consumer Affairs licensing programs have seen a great amount of success in long-term compliance with this type of pre-planned visits. The Bureau will plan follow up unannounced visits on these licensees to ensure compliance is still being maintained.

### Community Events

In addition to field visits, the Bureau plans to set up booths at numerous community events throughout the state to inform consumers of their rights. Events the Bureau plans to attend include swap meets, trade shows, and county fairs. The Bureau will also host consumer awareness events, which have proven to be informative to many community groups, such as senior communities in the past.

## **MEASURING PERFORMANCE AND NEXT STEPS**

Throughout 2016, the Bureau will be monitoring “web hits” to its website and videos, tracking fluctuations in complaints, and receiving feedback from the industries it regulates. Based on this data it will make adjustments where appropriate. Finally, in 2017, the Bureau will perform another survey of consumers to gauge how awareness has improved or can further be improved.

Feedback from stakeholders is welcome throughout this process.

Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation  
2016 Outreach Plan



**2016 BEARHFTI Outreach Objectives**

Focus	Issue	Development	Implementation
Web Development	Existing 3 websites need to be merged into one cohesive, easy to navigate Webpage. Files on the legacy sites need updating, weed out the obsolete, and archive the historical. Integrate multiple languages, new brochures, language lines, and videos. Simplify and expand search capabilities for topics.	Department OIS to develop a new site, essentially a three phase process. Phase 1 of the development completed with initial site, Phase 2 to have Website live within 2 months (April 4). Anticipate issues during the Phase 2 stage, however will work out the glitches and updates.	Phase 1: Initial by February 2016 with function tests completed, Phase 2: Turning on the site by April 4. Phase 3 to review/finalize majority, if not all, legacy site information to the new Website – fully populated with information and refinements.
Video Productions	Needing more information on our new Website which can be found in other areas (YouTube, Facebook, etc.) Videos expanding information outreach to embellish upon certain areas of Labeling, Licensing, Upholsterers, Receipting and others. Multiple languages are needed, especially Spanish and Mandarin, includ Ukraine, Russian and Vietnamese.	Department of Public Affairs to develop at no cost four 3 to 4 minute videos that can be used in various media outlets. Storyboard script developed, B-Roll shot and still graphics. Basic talk show design with a standard host to open and close, subject matter expert introduced topic discussion and Q&A at the end. Referral information at the end to Web links and other sites.	Video 1 (Labels) & 2 (Licensing): April 2016, which coincides with the new Website debut. <Spanish & Mandarin>  Video 3 (Upholsterers) & 4 (Receipting): May 2016 <Spanish, Vietnamese, Russian, and Mandarin>



Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation  
2016 Outreach Plan

Focus	Issue	Development	Implementation
Literature Material	Need to develop Labels, Licensing, Upholstery, and Sales Receipting literature to disseminate and to place on our new site. All 4 areas have been identified through Field Operations and feedback from calls areas needing expansion. Written material to be available off our new site for further outreach and information. Five identified languages need to have this printed material developed.	Department Publications Unit to draft publications based off our design and information submitted. Pictures and narrative development, first draft of Brochure 1 submitted for design setting. These brochures are to be basic three-fold 8 1/2 x 11 layouts, full color based off the department's in-house printing capabilities.	Brochure 1: Labels/Regulations to be completed March 2016 Brochure 2: Licensing April 2016 integrate with new Website debut  Brochure 3: Upholsterers May/June 2016  Brochure 4: Receipting July 2016
Public Affairs	Lack public attention on topics, needing to be proactive with pitching articles to the media, developing informative pieces for publication and trade magazines.	First article developed "What does the new 1019 label law mean?" Hoping to use an industry publication to publish the short, but informative topic. Another topic pitched to the media is on bed bugs, mattress sanitization, what to watch for and ways to help to avoid the critters.	Article 1: What's 1019? to be developed in March 2016.  Media Topic: Sanitization, April 2016.
Public Event Participation	Need to be more actively participating in public events, community groups, cultural fairs, and with seniors in general.	In 2015 we have participated in about 5 large community events. They have been extremely successful both in community and other agency networking.	Continue to build on our table booth design and literature. Show our videos, be accessible at the following: E3 Electronics Show, Asian Cultural Heritage Day, Women's Conference, Consumer Electronics Show, OC Night, numerous street festivals and home expos.

Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation  
2016 Outreach Plan

Focus	Issue	Development	Implementation
Industry Relations	Bureau seems to be disconnected from industry, requiring a better connectivity and understanding of the issues and complications. Understandably, over the years the department has focused on the consumer side; however the industry has been left out in many of the discussions and developments.	The brochures and videos being developed are a dual audience benefit. More importantly, staff are continuing to be proactive with enforcement, educating and providing weekly feedback to the leads so we can quickly react. More meet & greets with the industry by HQ leads to better understand needs.	Both Northern and Southern meet & greets are scheduled. The Chief and Deputy Chief will visit small to large retailers, manufacturers and service licensees to address the issues. Attend and participate in more symposiums and industry conferences to listen, gather and respond to the issues.
Networking	The need to utilize other state and local government agencies to disseminate information about the Department and Bureau.	Build alliances with Board of Equalization, Franchise Tax Board, local agencies, as well as recycling to maximize the efforts both in outreach and enforcement.	BOE and FTB contacts have been made and materials shared. Brochures and handouts will be shared at HQ, Field Operations, and community outreach events.
Survey/Review	How do you gather and determine what is the most effective way to deliver an outreach campaign?	Based off phone calls, enforcement, investigations, complaints filed, we determined the four basic areas to hit first with brochures and videos. The initial languages identified were from surveying field personnel and talking with licensees and unlicensed businesses, understanding the confusions and areas needing further clarification.	Initially, create an inexpensive, department sponsored outreach plan to immediately address the most obvious issues. Track successes and refine areas needing more attention, gather information and concerns for a better analysis to be done in 2017.  Private consultant considered for the evaluation to prepare us for another outreach plan the following year.