

BAR ZEV Market Development Objectives

Key Collaborators: CARB, ETP, CWDB, Local and Regional Governments, Vehicle Manufacturers, Fleets, NGOs, Academia

Equity: Educate and protect consumers in the secondhand market.

Category	Action	Method	Update/Response
<p>Consumer Confidence:</p>	<p>Share information BAR obtains from partnering agencies on ZEV vehicle reliability, minimal required maintenance, and general cost savings.</p>	<ul style="list-style-type: none"> • Amplify ZEV program messaging on BAR’s social media pages 	<ul style="list-style-type: none"> • Posted the GO-Biz ZEV Market Development Strategy on BAR’s website. Also posted Partial Zero Emission Vehicle Extended Emissions Warranty information. Posted the April 22, 2021 Bureau Advisory Committee meeting presentation from GO-Biz (Tyson Eckerle) • Following the partner program social media accounts listed below with the goal of sharing any appropriate ZEV messaging with BAR followers. <ul style="list-style-type: none"> • Bay Area Air Quality Management District (AQMD) • Governor’s Office of Business and Economic Development (GO-Biz) • Office of the Governor of California • Sac Metro Air Quality Management District (AQMD) • San Joaquin Valley Air District • South Coast Air Quality Management District (AQMD)
	<p>Promote air district programs that help income-qualified residents to purchase ZEV vehicles.</p>	<ul style="list-style-type: none"> • BAR Website (https://www.bar.ca.gov/) • Inserts on CAP letters of eligibility • Amplify ZEV program messaging on BAR’s social media pages 	<ul style="list-style-type: none"> • Posted the information on BAR’s website, included information in CAP’s vehicle retirement eligibility letters

2021 Report

Category	Action	Method	Update/Response
Maintenance and Repairs:	Mediate consumer complaints on ZEV vehicle repairs and other automotive repair dealer issues.	<ul style="list-style-type: none"> • Telephone complaints • BAR website “File a Complaint” option (https://www.bar.ca.gov/Consumer/Complaint_Process_and_Form/) 	
	Provide license status information (suspension, probation, or other enforcement actions) on ZEV automotive repair dealers.	<ul style="list-style-type: none"> • BAR website “Auto Shop Locator” tool (https://www.bar.ca.gov/pubwebquery/ard/search.aspx) 	<ul style="list-style-type: none"> • Automotive Repair Dealer locator is now live on BAR’s website.
	Collaborate with representatives from automotive organizations and other partnering agencies on strategies to increase access to and improve training for automotive technicians who repair ZEV vehicles.	<ul style="list-style-type: none"> • BAR Advisory Group • BAR Educational Advisory Group • Schools and institutions with automotive repair training programs • National Institute for Automotive Service Excellence 	<ul style="list-style-type: none"> • BAR Advisory Group presentation on GO-Biz ZEV marketing plan; discussed ZEV vehicles with the BAR Educational Advisory Group in October 2021.

2021 Report

Category	Action	Method	Update/Response
Data:	Begin collecting ZEV complaint data (maintenance and repairs).	<ul style="list-style-type: none">Track ZEV complaint trends on Consumer Affairs System which houses licensing and enforcement data (service request has been submitted to add ZV category to CAS)	<ul style="list-style-type: none">Three ZEV vehicle complaints received and tracked in 2021.