

# Department of Motor Vehicles (DMV)

## 2022 Action Plan

DMV handles vehicle registration and ownership transactions. DMV also provides Motor Carrier permits (MCP), clean air decals (CAD), international registration plan (IRP) and other registration products/services that are essential to intrastate and interstate commerce.

Equity: Ensure that DMV customer processes are accessible to all. Track market data to enable assessment of market access to the new and used ZEV market.

### **GO-Biz ZEV MARKET DEVELOPMENT OBJECTIVES**

**Data.** Collect, maintain, and share ZEV registration and odometer data to enable robust market analysis, while protecting consumer privacy.

*Indirect Pillar Connection: Vehicles, Infrastructure, End Users, Workforce*

**Market Access.** Clearly delineate processes to enable new technology to be tested in real world settings, create opportunities for original equipment manufacturers (OEMs) and fleets to work together to build market confidence.

*Direct Pillar Connection: Vehicles, End Users*

**Education.** Increase awareness of ZEVs and their impact on the environment and economy through various touchpoints (e.g., driver tests, DMV materials, mailers, etc.).

*Direct Pillar Connection: End Users*

1. **Data.** Collect, maintain, and share ZEV registration and odometer data to enable robust market analysis, while protecting consumer privacy.

Key Collaborators: federal and state government entities, automobile manufacturers, automotive trade organizations

Key Results & Actions:

- a. **Standardized Reports.** Develop real-time standardized reports containing pertinent data elements from vehicle registration information and provide ongoing reports to the California Energy Commission. Implement various data reporting mechanisms using software such as Tableau and Snowflake to make information more widely available. Update DMV website. Target date: Q4 2022.
- b. **Digital Publishing.** Develop an open data portal to share ZEV information for collaborator use. Progress and information can be found through the GO-Biz ZEV strategy website. Target date: Q4 2022.
- c. **Connectivity.** Develop technical connections with key collaborators to facilitate data exchange. Target date: Q4 2022.

2. **Market Access.** Clearly delineate processes to enable new technology to be tested in real world settings, create opportunities for OEMs and fleets to work together to build market confidence.

Key Collaborators: federal and state government entities, automobile manufacturers, automotive trade organizations

Key Results & Actions:

- a. **Industry Data.** Execute agreements with key collaborators to facilitate and encourage collaboration on new and emerging technologies relative to ZEVs. Initial activities to be identified by Q4 2022.
- b. **California Vehicle Code and Regulations Review.** Examine vehicle code and regulations to determine impediments to OEM testing and deployment of ZEVs. This is an ongoing process, and special focus will be given to impediments to deploying ZEVs in priority communities. No impediments have been found to date, but DMV will continue to its review efforts and monitor VC/regulations for future impacts. Applicable findings and changes will be reported through the ZEV Strategy website.

3. **Education.** Increase awareness of ZEVs and their impact on the environment and economy through various touchpoints (e.g., driver tests, DMV materials, mailers, etc.).

Key Collaborators: federal and state government entities, automobile manufacturers, automotive trade organizations, DMV business partners, media

Key Results & Actions:

- a. **DMV Publications.** Revise DMV publications (driver handbook, renewal notices, field office signage, website) as they are due for updates to highlight ZEVs. Priority will be given to publications most likely to reach and help priority communities. Ongoing.
- b. **Social Media.** Develop ZEV public awareness campaign using DMV's social media channels. Partner with CARB to increase knowledge of Access Clean California program, and work with organizations such as Veloz to increase broad awareness. Ongoing, campaign to launch Q4 2022.
- c. **Partnerships.** Leverage DMV business partners (AAA, MADD, etc.) to increase awareness of ZEVs, with a special focus on opening channels to priority communities. Ongoing, additional progress will be reported in January 2023.