

# Department of Motor Vehicles (DMV)

## 2021 Report

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. These reports will be (or are anticipated to be) available to the public on the DMV website. Progress/availability will be shared through the DMV website and amplified by the GO-Biz ZEV strategy website/ mailing list. Target date: Q4 2021.

DMV continues its collaboration with the California Energy Commission by providing them regular reports from the DMV vehicle registration database. DMV is in the process of implementing various data reporting mechanisms using software such as Tableau and Snowflake to make information more widely available. DMV expects its website to be updated by 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 2021.  
DMV is exploring options for this action item with an updated target of Q4 2022.

- c. **Connectivity.** Develop technical connections with key collaborators to facilitate data exchange.  
DMV is exploring options for this action item, outside of the current CEC collaboration, and expects future data exchange efforts to be solidified in 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. Ongoing.  
DMV is collaborating with state partners to assess the best way to obtain this data and expects to have initial activities 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. Applicable findings and changes will be reported through the ZEV Strategy website.  
DMV has begun review of Vehicle Code and regulations to assess possible impacts to testing and deploying of ZEVs. No impediments have been found to date but DMV will continue to its review efforts and monitor VC/regulations for future impacts.

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) to highlight ZEVs. Priority will be given to publications most likely to reach and help priority community. DMV has begun its review of publications to assess where information highlighting ZEVs can be included. To date, DMV has identified a possible location on its outgoing envelopes and will assess publications on a flow basis as they are due for updates.

- 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 2021.

DMV has engaged with CARB for messaging on the Access Clean California program and is working with them and other stakeholders on social media messaging. Updated target is 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, progress will be reported in January 2022.

DMV has worked with CARB to assess the feasibility of offering products and information in its partner AAA offices and continues to explore other partnerships to increase awareness of ZEVs and incentive programs. DMV will report more progress by January 2023.