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STATE OF CALIFORNIA
NEW MOTOR VEHICLE BOARD
MINUTES

The Government and Industry Affairs Committee and Ad Hoc Committee on Equity, Justice and Inclusion held a joint meeting on March 30, 2022, via Zoom and teleconference. Anne Smith Boland, Chair of the Government and Industry Affairs Committee and Dealer Member, called the meeting to order at 9:31 a.m.

Ms. Smith Boland welcomed everyone to the meeting.

Mr. Corcoran set forth the parameters of the meeting.

2. **ROLL CALL**

Government and Industry Affairs Committee Members Present:

Anne Smith Boland, Chair
Ramon Alvarez, C., Member
Kathryn Ellen Doi, Member
Ryan Fitzpatrick, Member

Ad Hoc Committee on Equity, Justice and Inclusion Members Present:

Jake Stevens, Chair
Ramon Alvarez C., Member
Anne Smith Boland, Member
Kathryn Ellen Doi, Member
Bismarck Obando, Member (Joined at 10:21 a.m.)

Board Staff Present:

Timothy M. Corcoran, Executive Director
Dawn Kindel, Assistant Executive Officer
Robin Parker, Chief Counsel
Danielle R. Phomsopha, Senior Staff Counsel
Suzanne Luke, Administrative Services Analyst
Lee Moore, Mediation Analyst

3. **DISCUSSION OF TOPICS AND SPEAKERS FOR THE 2022 INDUSTRY ROUNDTABLE**

The Ad Hoc Committee on Equity, Justice and Inclusion was created in 2020 and the

Board held its first successful virtual Roundtable in 2021. The Board determined the issues raised by the Equity, Justice and Inclusion Committee go beyond internal measures and it seeks to engage stakeholders and the public on equity issues in the new motor vehicle industry. The Board's annual Industry Roundtable is a forum where it can educate, inform and engage with those stakeholders and the public.

Ms. Phomsopha shared the following overview of the speakers and schedule for each day of the Roundtable:

Day 1:

- 10:00 a.m. Introduction of Board Members, staff, and attendees by the California New Motor Vehicle Board President
- 10:10 a.m. Keynote address
- 10:20 a.m. State of the Industry, with Respect to Diversity in the Automotive Franchise Network
 - ❖ Representative, National Association of Minority Automobile Dealers (NAMAD)
 - ❖ Representative, Crane Automotive Resources
- 11:00 a.m. Automaker Discussion of Women, Minorities and other Members of Historically Excluded Groups in the Automotive Franchise Network
 - ❖ Representative, Ford Motor Company
 - ❖ Representative, General Motors, LLC
 - ❖ Representative, Nissan North America, Inc.
 - ❖ Representative, Stellantis
 - ❖ Representative, Toyota Motor Sales USA Inc.
- 11:40 a.m. Q & A Session moderated by New Motor Vehicle Board President
All presenters

Day 2:

- 10:00 a.m. Introduction of Board Members, staff, and attendees by the California New Motor Vehicle Board President
- 10:15 a.m. Welcoming remarks
- 10:30 a.m. Presentations on Equity and EVs
 - ❖ Representative, Greenlining Institute
 - ❖ Representative, Access Clean California
 - ❖ Representative, National Association of Minority Automobile Dealers (NAMAD)
 - ❖ Representative, California New Car Dealers Association (CNCDAA)
 - ❖ Representative, EV Equity Program, San Joaquin Valley
- 11:40 a.m. Q & A Session moderated by New Motor Vehicle Board President
All presenters

Mr. Stevens inquired as to what Crane Automotive resources would be presenting. Ms. Phomsopha indicated that Candice Crane advises automotive dealers on how to implement diversity in their automotive franchises.

Mr. Corcoran also mentioned that because a new Secretary of the California State Transportation Agency (CalSTA) has been appointed, Toks Omishakin, staff are working to fill in the keynote speakers for both days listed. Equity issues are a priority to Secretary Omishakin so it is likely that he will be willing to provide a keynote address. In addition, Avital Barnea is another lead person at CalSTA that is interested in providing a keynote address. There are also additional opportunities from both state and federal governmental agencies involved in the EV effort that may be added to the agenda.

Ms. Doi pointed out that Day 1 addresses more diversity in dealerships and participation in the industry and Day 2 addresses facilitating a more diverse consumer base for purchasing and accessing EVs. She inquired whether the intention was to facilitate the discussions or if staff would provide the presenters with questions the Board would like addressed.

Mr. Corcoran confirmed Ms. Doi's understanding of the agenda. Day 1 would focus on the industry and what manufacturers have done and continue to do to support minority owned dealerships and what the dealerships have done and continue to do on their end. Day 2 would be a deep dive into equity and EVs. This deep dive is important because historically disadvantaged communities have been disproportionately and adversely impacted in several transportation projects, both in California and the nation. Adoption of EVs is an opportunity to address these inequities. This includes building infrastructure and providing incentives. Speakers will be addressing these issues.

In regard to format of the agenda, each individual will have an allotted amount of time to present and then we can also take questions as they come up through the Q & A session.

Ms. Doi suggested that staff divvy up the issues raised and topics to be addressed so there isn't overlap.

Mr. Fitzpatrick is looking forward to the workshop and interested in addressing the viability of the franchise model and direct-to-consumer sales models that some manufacturers are implementing. Mr. Corcoran believes this can be addressed by speakers on Day 2. Staff will contact the speaker from CNCDA to specifically address this topic.

Mr. Fitzpatrick would also like other zero emission technologies aside from just electricity to be addressed. Ms. Doi would also like the topic broadened to include alternative fuels and learn what each speaker will cover, such as resources and what is being done to address charging issues.

Mr. Fitzpatrick is aware of a study done by AC Transit in the Bay Area that supports moving to hydrogen fuel cells. Mr. Corcoran clarified that hydrogen fuel cell vehicles are technically encompassed in the category of EVs and staff will be certain to have speakers address these alternative fuels.

Mr. Alvarez requested that the Ford representative clarify the division of EVs and regular gasoline vehicles and how this will benefit consumers and its effectiveness.

Ms. Doi suggested that an update on EVs be provided on Day 2. Ms. Phomsopha suggested expanding the topic on Day 1 to include EVs while the manufacturer representatives are present, or the topic could be added to Day 2. Mr. Corcoran agreed with the idea of expanding the topic on Day 1 to include equity in the industry and EVs.

Ms. Smith Boland agrees with Ms. Doi that the manufacturer topic could be expanded so that the Board can take the opportunity to ask the representatives questions on Day 1 regarding equity and EVs. Mr. Corcoran suggested the expansion of the topic on Day 1 to be an automaker discussion of equity, justice and inclusion in the automotive industry. Mr. Alvarez agrees that manufacturers should be addressing these issues and should be held accountable for putting their thoughts into actions.

Ms. Doi wants to be certain that manufacturers also still address the franchise issues, along with the equity issues as discussed when providing them with the expanded topic.

Ms. Smith Boland suggested that some manufacturers may have more to speak about certain topics given the broadened umbrella. For example, Ford may speak more about the EV issue whereas other manufacturers may speak more about other topics. Mr. Alvarez agrees. Mr. Corcoran believes that since Ford recently had a meeting with its dealer body, the dealers' representative can also provide their response.

Ms. Smith Boland would also like a speaker to address the issues surrounding the current gas tax and the issues of consumers being unable to afford EVs while still paying for the gas tax as fewer others do as EVs become more mainstream. This may be an issue to be addressed by Greenlining or a state representative.

Mr. Corcoran wanted to confirm which entity spoke to this issue at last year's Roundtable and determine if they are on this year's agenda and can speak to this issue. Ms. Phomsopha would inquire as to whether last year's speaker is available to address this topic or determine if a speaker that is currently on the agenda can also address this.

Ms. Doi would also like to see a representative from the state to speak to how the administration is addressing these issues. Mr. Corcoran suggested that the state issues can be addressed by the keynote speakers that will likely be from California State Transportation Agency.

Public comment was invited and no comments were made at this time.

4. **DISCUSSION OF DATES FOR THE 2022 INDUSTRY ROUNDTABLE**

Mr. Corcoran recommended the Board host the Roundtable event in the Fall to allow for time to procure equipment and work out logistics to allow it to be a hybrid meeting, meaning both in-person and broadcast virtually, especially in the event legislation passes that would require meetings to be held in a hybrid format.

Mr. Alvarez suggested that Wednesdays and Thursdays worked for last year's Roundtable and could also be considered for this year's planning. Mr. Alvarez also

suggested that staff check with the automakers so that the Roundtable event does not coincide with other automaker events.

Ms. Doi also mentioned that September dates worked for last year's Roundtable as well. Mr. Corcoran suggested Board Members choose three different date options. There was discussion of potential dates throughout September and October. The Committee ultimately suggested the following dates: September 14-15, September 28-29 and October 12-13. Staff will check these dates with automakers before also checking in with presenters.

5. **DISCUSSION OF FUTURE JOINT COMMITTEE MEETING DATES**

In planning for a future Joint Committee Meeting date, members should presume it would be held in-person. Given that there is still work to do to solidify keynote speakers and dates for the Roundtable event, it may be premature to choose a future Joint Committee Meeting date at this time.

Ms. Doi suggested combining the next General Meeting with any future Joint Committee Meetings for convenience of members' travel.

6. **PUBLIC COMMENT (Gov. Code § 11125.7)**

No additional public comment was presented.

7. **ADJOURNMENT**

With no further business to discuss, the meeting was adjourned at approximately 10:24 a.m.

Submitted by

Timothy M. Corcoran
TIMOTHY M. CORCORAN
Executive Director

APPROVED: Anne Smith Boland
Anne Smith Boland, Chair
Government and Industry Affairs Committee
New Motor Vehicle Board