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STATE OF CALIFORNIA
NEW MOTOR VEHICLE BOARD
MINUTES

The New Motor Vehicle Board held workshops on Equity, Justice and Inclusion in the Motor Vehicle Industry for its annual Industry Roundtable event. These workshops were treated as a Special Meeting on September 28-29, 2022, via Zoom and teleconference.

SEPTEMBER 28, 2022

2. **ROLL CALL**

Bismarck Obando, Board President, called the meeting to order at 10:03 a.m. Mr. Obando welcomed everyone and reminded them that meeting materials are available on the Board's website or can be obtained in hard copy by contacting Board staff. Mr. Obando set forth the Zoom parameters. Mr. Obando reminded attendees that all public comments are welcome but addressed the following matters in an effort to engage in an open dialogue:

- (1) With the exception of the keynote speaker, the opportunity for questions and public comment will be held until the end of the meeting. Written questions can be provided via the Q&A box throughout the meeting. When time for public comment, attendees can "raise their hand" to make a verbal comment as well.
- (2) The audience and participants were asked not to comment on or ask questions about any pending case management matters currently before the Board.

Executive Director, Timothy Corcoran, took roll call:

Board Members Present:
Ramon Alvarez, C.
Anne Smith Boland
Kathryn Ellen Doi
Ryan Fitzpatrick
Ardashes "Ardy" Kassakhian
Bismarck Obando

Board Members Absent:
Jacob Stevens

3. **INTRODUCTION OF BOARD MEMBERS, STAFF AND ATTENDEES BY BISMARCK OBANDO, PRESIDENT, CALIFORNIA NEW MOTOR VEHICLE BOARD**

Mr. Obando welcomed attendees and discussed the importance of dedicating this year's Roundtable to the worthy goal of promoting equity and diversity in the motor vehicle industry. Attendees were encouraged to use the Q&A feature, the post-meeting survey or e-mail to staff after the event with any comments on these topics.

4. **KEYNOTE ADDRESS, TOKS OMISHAKIN, SECRETARY, CALIFORNIA STATE TRANSPORTATION AGENCY**

Mr. Obando welcomed California State Transportation Secretary, Toks Omishakin. Secretary Omishakin provided a keynote address. Following the keynote address, Secretary Omishakin addressed attendee and Board Member questions.

5. **DISCUSSION OF STATE OF THE INDUSTRY WITH RESPECT TO DIVERSITY IN THE AUTOMOTIVE FRANCHISE NETWORK: INTRODUCTIONS BY RAMON ALVAREZ C., MEMBER, CALIFORNIA NEW MOTOR VEHICLE BOARD**

- a. **CANDICE CRANE**
General Manager, Sheridan Honda and Powersports, Wyoming
- b. **DAMON LESTER**
President, National Association of Minority Automobile Dealers (NAMAD)

Mr. Alvarez introduced Candice Crane and Damon Lester to discuss the state of the industry with respect to diversity in the automotive franchise network. Mr. Alvarez reminded attendees that questions will be addressed at the end of all the presentations. A pre-recorded presentation by Ms. Crane and Mr. Lester was played for the attendees.

Topics discussed by Ms. Crane and Mr. Lester included:

- Data on the current state of diversity within the automotive franchise network.
- Transitioning from a non-traditional background into the automotive franchise network and the benefits of hiring those with non-traditional backgrounds.
- Being intentional about communication and holding people accountable for their actions regardless of their race, gender, ethnic background, etc. to ultimately maintain profitability.

6. **AUTOMAKER DISCUSSION OF EQUITY AND DIVERSITY IN THE NEW MOTOR VEHICLE INDUSTRY: INTRODUCTIONS BY RAMON ALVAREZ C., MEMBER, CALIFORNIA NEW MOTOR VEHICLE BOARD**

- a. FORD MOTOR COMPANY
Robert Kaffl, Director, U.S. Sales & Market Representation
- b. GENERAL MOTORS, LLC
Carlos Latour, Director, Diversity Dealer Relations
- c. NISSAN NORTH AMERICA, INC.
David Englen, Director, Dealer Network Development Strategy,
Large Group Management
- d. STELLANTIS N.V.
Eric Wong, Senior Manager, Dealer Market Representation,
Diversity and Technology
- e. TOYOTA MOTOR SALES, USA, INC.
Christopher Price and Laura O'Rourke, Managing Counsels,
Business Litigation

Mr. Alvarez thanked Ms. Crane and Mr. Lester for their presentation. Mr. Alvarez then introduced the speakers for the automaker discussion of equity and diversity in the new motor vehicle industry. The presentations began with a pre-recorded presentation by Christopher Price and Laura O'Rourke from Toyota Motor Sales. Topics addressed by Mr. Price and Ms. O'Rourke included:

- Diverse dealer network growth
 - Challenges
 - Toyota/Lexus partnership with NAMAD
 - Tools promoting diverse ownership
 - NADA avenues for advancement

Mr. Alvarez introduced Robert Kaffl to speak on behalf of Ford Motor Company. Mr. Kaffl addressed:

- Diversity goals and emphasis by Ford CEO to double down efforts in creating more diverse dealer network
- DEI pilot program across nation to encourage diversity in hiring within current dealership network
- Ford Guest Experience Program provides dealers with background on importance of diversity in dealer network

Mr. Alvarez introduced Carlos Latour to speak on behalf of General Motors. Mr. Latour addressed:

- Data on General Motors' diversity in its dealer network
- General Motors' diversity growth plans
- General Motors' EV transition and "Everybody In" campaign

Mr. Alvarez introduced David Englen to speak on behalf of Nissan North America. Mr.

Englen addressed:

- Focus on success of current minority dealer network
- Additional support for minority dealers beyond field level
- Looking for successful non-traditional background candidates
- Current data on minority dealers

Mr. Alvarez introduced Eric Wong to speak on behalf of Stellantis. Mr. Wong addressed:

- The importance of network diversity
- Partnership with NAMAD
- Goals in addressing climate change via vehicles as well as Stellantis becoming carbon neutral

Mr. Alvarez thanked Mr. Wong for his presentation.

7. **QUESTIONS AND ANSWERS OF ALL PRESENTERS MODERATED BY JACOB STEVENS, CHAIR, AD HOC COMMITTEE ON EQUITY, JUSTICE AND INCLUSION, NEW MOTOR VEHICLE BOARD**

Mr. Alvarez indicated Jacob Stevens was unavailable so Anne Smith Boland, committee chair, moderated questions from attendees in Mr. Stevens absence. Mr. Obando also moderated questions in Ms. Smith Boland's temporary absence due to connectivity issues.

8. **ADJOURNMENT**

With no further business to discuss, Ms. Smith Boland adjourned the meeting at approximately 12:30 p.m.

SEPTEMBER 29, 2022

2. **ROLL CALL**

Ardy Kassakhian, Board Vice President, called the meeting to order at 10:01 a.m. Mr. Kassakhian welcomed everyone and reminded them that meeting materials are available on the Board’s website or can be obtained in hard copy by contacting Board staff. Mr. Kassakhian set forth the Zoom parameters. Mr. Kassakhian reminded attendees that all public comments are welcome but addressed the following matters in an effort to engage in an open dialogue:

- (1) With the exception of the keynote speaker, the opportunity for questions and public comment will be held until the end of the meeting. Written questions can be provided via the Q&A box throughout the meeting. When time for public comment, attendees can “raise their hand” to make a verbal comment as well.
- (2) The audience and participants were asked not to comment on or ask questions about any pending case management matters currently before the Board.

Executive Director, Timothy Corcoran, took roll call:

Board Members Present:
Anne Smith Boland
Kathryn Ellen Doi
Ryan Fitzpatrick
Ardashes “Ardy” Kassakhian

Board Members Absent:
Ramon Alvarez, C.
Bismarck Obando
Jacob Stevens

3. **INTRODUCTION OF BOARD MEMBERS, STAFF AND ATTENDEES BY ARDASHES “ARDY” KASSAKHIAN, VICE PRESIDENT, CALIFORNIA NEW MOTOR VEHICLE BOARD**

Mr. Kassakhian welcomed attendees and discussed the importance of dedicating this year’s Roundtable to the worthy goal of promoting equity and diversity in the motor vehicle industry. Attendees were encouraged to use the Q&A feature, the post-meeting survey or e-mail to staff after the event with any comments on these topics.

4. **KEYNOTE ADDRESS, AVITAL BARNEA, DEPUTY SECRETARY FOR TRANSPORTATION PLANNING, CALIFORNIA STATE TRANSPORTATION AGENCY**

Mr. Kassakhian welcomed California State Transportation Deputy Secretary for Transportation Planning, Avital Barnea. Deputy Secretary Barnea provided a keynote address.

5. **DISCUSSION OF EQUITY AND ELECTRIC VEHICLES (EVS): INTRODUCTIONS BY RYAN FITZPATRICK, MEMBER, CALIFORNIA NEW MOTOR VEHICLE BOARD**

- a. ACCESS CLEAN CALIFORNIA
Terea Macomber, Electric Vehicle Director and Project Director
- b. CALIFORNIA AIR RESOURCES BOARD (CARB)
Chanell Fletcher, Deputy Executive Officer of Environmental Justice
- c. CALIFORNIA NEW CAR DEALERS ASSOCIATION (CNCDA)
Anthony Bento, Director of Legal and Regulatory Affairs
- d. EV EQUITY PROGRAM AND CENTRAL CALIFORNIA ASTHMA COLLABORATIVE, SAN JOAQUIN VALLEY
Kevin Hamilton, Co-Founder and Co-Director
- e. NATIONAL ASSOCIATION OF MINORITY AUTOMOBILE DEALERS (NAMAD)
Damon Lester, President

Mr. Fitzpatrick reminded attendees that questions will be addressed at the end of all the presentations. Mr. Fitzpatrick introduced the topic of equity and electric vehicles. He advised that the representative from Access Clean California was unavailable today and that Mr. Craig Segall will be speaking on behalf of the California Air Resources Board.

Mr. Segall made a presentation on the following:

- CARB recently adopted new regulations to move toward 100% zero emissions vehicle sales by 2035 (Advanced Clean Cars II).
 - Both environmentalists and automakers are sharing the vision in implementing these regulations.
 - Ties flexibilities for automakers to use of environmental justice credits.
 - Deploying incentives for vehicles to priority populations.
 - Charging infrastructure: incentives for priority populations to have access to charging as well.

Mr. Fitzpatrick introduced Anthony Bento from the California New Car Dealers Association. Mr. Bento discussed the following:

- Dealer investments in electrification
- Dealers' work to connect California's diverse population to electric vehicles
- Electric vehicle affordability, incentives and programs
- Infrastructure challenges

Following Mr. Bento's presentation, Mr. Fitzpatrick introduced Kevin Hamilton from the EV Equity Program and Central California Asthma Collaborative. Mr. Hamilton discussed the following:

- Why air pollution matters and what consumers can do about it.
- Different types of electric vehicles and charging options
- Overview of the EV Equity Program and different EV incentive programs

After Mr. Hamilton's presentation, Mr. Fitzpatrick introduced Damon Lester from the National Association of Minority Automobile Dealers. Mr. Lester discussed the following:

- The need for access to charging stations for condensed populations
- Charging deserts will be a challenge for disadvantaged communities
- Vehicles must also be affordable to allow for equitable access

Mr. Fitzpatrick thanked Mr. Lester for his presentation and introduced Board Member Kathryn Doi to moderate questions.

6. **QUESTIONS AND ANSWERS OF ALL PRESENTERS MODERATED BY KATHRYN DOI, MEMBER, CALIFORNIA NEW MOTOR VEHICLE BOARD**

Ms. Doi thanked all the speakers and invited Mr. Fitzpatrick to speak regarding the Roundtable presentations. Mr. Fitzpatrick provided brief comments regarding his history and experience in the automotive industry. Ms. Doi moderated questions from attendees.

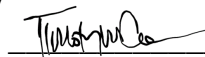
7. **CLOSING REMARKS BY ANNE SMITH BOLAND, CHAIR, GOVERNMENT AND INDUSTRY AFFAIRS COMMITTEE, NEW MOTOR VEHICLE BOARD**

Ms. Doi invited Board Member Anne Smith Boland to provide closing remarks. Ms. Smith Boland gave closing remarks and thanked panelists, keynote speakers and staff.

8. **ADJOURNMENT**

With no further business to discuss, the meeting was adjourned at approximately 12:04 p.m.

Submitted by



TIMOTHY M. CORCORAN
Executive Director

APPROVED: Bismarck Obando
Bismarck Obando
President
New Motor Vehicle Board