

# New Motor Vehicle Board

## 2024-2030 Strategic Plan



**Gavin Newsom**

Governor  
State of California

**Toks Omishakin**

Secretary  
California State Transportation Agency

**Timothy Corcoran**

Executive Director  
New Motor Vehicle Board

# New Motor Vehicle Board Members

Ardashes "Ardy" Kassakhian  
President, Public Member

Jacob Stevens  
Vice-President, Public Member

Anne Smith Boland  
Dealer Member

Ashley Dena  
Dealer Member

Kathryn Doi  
Public Member

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Brady Schmidt  
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# Message from the Board President

As President of the California New Motor Vehicle Board, I am pleased to have worked with our agency staff and my fellow board members of past and present to develop the 2024-2030 Strategic Plan. This comprehensive document charts an important course for the future specific to our Board's assignment while ensuring that we fulfill our duty in ways that align with the goals of other state agencies and divisions.

The journey to this point has been marked by collaborative efforts, drawing on the vast experience and dedication of our team. The development of this strategic plan is a testament to the hard work of our staff and its leadership, whose expertise has been invaluable in crafting a vision that aligns with our mission. I am deeply appreciative of their contributions, and their commitment reinforces our collective ability to address the evolving needs of Californians.

Our Board collectively holds decades of experience in the automotive industry along with legal knowledge and a deep understanding of the civic and legislative processes. This experience helps provide a balanced and unique perspective on issues impacting the automotive industry. This plan is not just a guiding document for our agency; it represents the Board's personal commitment to fostering an automotive marketplace that is fair, transparent, and equitable for all.

As we move forward, I am confident that this strategic plan will serve as the North Star for all our work. This plan, along with the support of our Board, staff, and industry stakeholders, will ensure that we make a meaningful impact on the lives of our fellow Californians.

With determination, dedication and hope,

Ardashes (Ardy) Kassakhian

President

California New Motor Vehicle Board



# Message from the Executive Director

I am excited to introduce the California New Motor Vehicle Board's 2024-30 Strategic Plan. This comprehensive roadmap outlines our vision for the future, guiding our efforts to protect consumers, safeguard the environment, and ensure the integrity of the automotive marketplace.

The Board formally adopted this plan on April 25, 2024. Its development was a collaborative process involving dedicated staff members whose expertise and commitment are invaluable to our mission. I am deeply grateful for their contributions.

My own experience in the automotive sector, both in industry and in my role as a regulator, spans three decades, and has instilled in me a profound understanding of the complexities and challenges facing both consumers and the industry. This knowledge has directly informed many of the strategic objectives outlined in this plan, making this plan, and my investment in its success, very personal.

I am confident that this plan will not only guide our agency but also benefit the millions of Californians who rely on our services. Our "mighty little Board" has a significant impact on the lives of our constituents, and this plan is a testament to our dedication to fulfilling our mission.

I look forward to working with the Board, our staff, and industry stakeholders to implement this plan and achieve our shared goals.

A handwritten signature in blue ink, reading "Timothy M. Corcoran". The signature is fluid and cursive, with a long horizontal line extending from the end.

Timothy M. Corcoran  
Executive Director  
California New Motor Vehicle Board



# Message from the Assistant Director and Equity Officer

I am honored to serve as the Assistant Director and first Equity Officer of the New Motor Vehicle Board. It is imperative that our organization have a clear and unified direction, and this strategic plan reflects our commitment to fostering a shared vision that aligns our collective goals. Together, we aspire to create an environment where collaboration and innovation are encouraged and welcomed.

Central to our vision is the principle of Equity. I have the privilege of leading the Board’s Equity, Justice, and Inclusion Committee in examining Board policies and practices through an equity lens. This practice leads to thoughtful decision-making, builds trust with our stakeholders, demonstrates our commitment to fairness and inclusion, and strengthens the Board’s capacity to achieve long-term success.

Throughout the next 5 ½ years, this strategic plan will guide our efforts to build a resilient and forward-looking organization that continuously meets current challenges while preparing for those of tomorrow.

In Community,

A handwritten signature in black ink, appearing to read 'K Vaye'.

Kim Vaye  
Assistant Director and Equity Officer  
California New Motor Vehicle Board

# About Us



First established in 1967 as the New Car Dealers Policy and Appeals Board (Stats. 1967, Ch. 1397) and renamed with expanded duties as the New Motor Vehicle Board (NMVB) in 1974 (Stats. 1973, Ch. 996, § 1, p. 2), the Board is a nine-member body operating within the Department of Motor Vehicles (DMV) under the oversight of the California State Transportation Agency (CalSTA).

The Board, in its quasi-judicial capacity, is charged with the administration of Chapter 6 (commencing at Section 3000) of Division 2 of the Vehicle Code, primarily applicable to new motor vehicle dealers, manufacturers, and distributors participating in the new motor vehicle franchise system in California.

The composition of the Board is as follows: Four licensed new motor vehicle dealers, who must have been licensed as a new motor vehicle dealer for not less than five years. Each of these Board Members is appointed by the Governor; Five members from the general public, one of whom must be an attorney who has been a member of the California Bar for at least ten years. Of these Board Members, three are appointed by the Governor, one by the Senate Rules Committee, and one by the Speaker of the Assembly. Dealer members of the Board are prohibited from hearing, commenting, advising public members upon, or deciding any matter involving an Article 4 Protest (cars, motorcycles, ATVs, heavy-duty trucks) unless all parties stipulate otherwise (Veh. Code § 3066(f)). Dealer members may participate in Article 5 RV Protests. Dealer members may participate in matters which do not involve a dispute between a franchisee and a franchisor, such as a petition filed by a member of the public.

# Vision and Mission

## CalSTA

### Vision

Whoever you are, wherever you live, every person has access to a safe, sustainable and convenient transportation system throughout California.

### Core Four Priorities

Safety, Equity, Climate Action, and Economic Prosperity

## New Motor Vehicle Board

### Vision

To demonstrate professionalism, integrity, and accountability in securing fair resolutions to motor vehicle industry disputes.

### Mission

To enhance relations between dealers and manufacturers throughout the state by resolving disputes in the new motor vehicle industry in an efficient, fair and cost-effective manner.



# Goal 1

*Improve outcomes for all motor vehicle consumers.*

**Objective 1.1**  
Enhance the consumer mediation program by raising awareness and better advocating for consumers, with an emphasis on marginalized groups and underserved communities.

- Procure specialized mediation training for staff.
- Identify and act upon allegations of discriminatory business practices.
- Enhance our engagement with marginalized groups and underserved communities by connecting with local government and community-based organizations.
- Form relationships with consumer protection associations/organizations.
- Update and expand consumer resources, educational content, and vehicle safety information on our public website.
- Increase program awareness through outreach or advertising.

**Objective 1.2**  
Develop and implement a process for effective and appropriate application of existing petition authority to certain consumer complaints.

**Objective 1.3**  
Investigate the feasibility of a voluntary binding arbitration offering.

**Objective 1.4**  
Expand industry stakeholder services to include a forum for education that encourages voluntary compliance with consumer protection rules and regulations.



## Goal 2

*Contribute to the advancement of the CalSTA Core Four priorities: Safety, Equity, Climate Action and Economic Prosperity.*

### Objective 2.1

Add, and regularly update, CalSTA Core Four content to our public website.

### Objective 2.2

Enhance consumer education resources to provide information pertaining to safety recalls, ZEV owner resources, and topics related to new vehicle technology (e.g., education on virtues and limitations of advanced driver assistance systems).

### Objective 2.3

Support the industry’s effort to repair all remaining California-registered vehicles subject to the Takata air bag inflator recall.

### Objective 2.4

Support the ZEV transition in California by encouraging the use of industry best practices in motor vehicle sales activities.

### Objective 2.5

Establish an NMVB Equity Officer role.

### Objective 2.6

Enhance the consumer mediation program to identify and act upon complaints alleging discriminatory sales practices.

### Objective 2.7

Recognize local jurisdictions that demonstrate Zero-Emission Vehicle Readiness.

### Objective 2.8

Hold an Industry Roundtable to highlight the CalSTA Core Four: Safety, Climate Action, Equity, and Economic Prosperity.



# Goal 3

*Transform our organization to become more resilient and conserve limited resources.*

## Objective 3.1

End our reliance on retired annuitant positions for permanent and ongoing workload.

## Objective 3.2

Improve our DMV licensee and vehicle distribution data collection processes.

## Objective 3.3

Migrate remaining paper processes to digital.

## Objective 3.4

Create and implement a NMVB Analyst Development Plan.

## Objective 3.5

Standardize written procedures across the organization.

## Objective 3.6

Develop a comprehensive onboarding and ongoing training plan by specific task and function.



# Goal 4

*Reimagine the engagement experience to meet the needs of the public, our industry, and litigant stakeholders.*

## Objective 4.1

Modernize the mediation request form and webform portal.

## Objective 4.2

Improve the efficiency of document transmittals.

## Objective 4.3

Adopt a resilient credit/debit/electronic funds transfer payment option.

## Objective 4.4

Restore public access to NMVB decisions and other records in a user-friendly, efficient and compliant manner.

## Objective 4.5

Explore options to improve accessibility of all NMVB public meetings.



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