Plan Overview

A Data Management Plan created using DMPTool

Title: Assessing Transportation Equity in California ZEV Incentives at participating Dealerships.

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Template: National Center for Sustainable Transportation - Project Data Management Plan

Project abstract:

Extending ZEV access to all and especially to low-middle income (LMI) and disadvantaged communities (DAC), is one of the core agenda of California's Advanced Clean Car II (ACC II) [1]. ZEV incentives and rebate programs like Clean Cars for All (CC4A), is facilitated through participating dealerships and are eligible to receive customer's ZEV incentive as down-payment [2]. Literature reports that dealership's attitude towards and knowledge of ZEVs have been reported to affect the purchase intentions [3] [4]. Dealers are sometimes dismissive of EVs, misinform shoppers on vehicle specifications, omit EVs from the sales conversation and strongly orient customers towards petrol/diesel vehicle options [5] [6]. Further, the used ZEV market holds immense promise for promoting equitable access to clean transportation. Research has shown that buyers from DAC, low-income and minority are more likely to buy their ZEVs used and used PEVs make up a higher share of all PEVs in DACs [7] [8] [9]. The inventory of used ZEVs, their source of procurement and the equitable treatment of LMI and DAC consumers during at these dealerships are critical factors that remain highly understudied.

This study aims to identify the existing bias, barriers, gaps, in ZEV sales process as well as the inventory and source of used ZEVs at the participating dealerships that hinder larger adoption of ZEVs, specifically in the

LMI and DAC households in California. The findings of this research will contribute to developing "retail friendly" strategies at dealerships, addressing equity concerns, and identifying areas for enhancement.

Start date: 10-01-2024

End date: 10-01-2025

Last modified: 03-22-2024

Copyright information:

Assessing Transportation Equity in California ZEV Incentives at participating Dealerships.

Primary data Collection:

1. Interviews with Dealerships: The study will include a series of interviews with selected dealerships to better understand the operation and implementation of incentive programs. The selection of a particular dealership will be based on few criteria like a) affiliation of dealership with one or more ZEV incentive program like CVRP, CVAP and CC4A
2. Data collected from recent EV buyers, who have been awarded with purchase incentive and will learn from their experience of ZEV purchase process at the dealership.

-These interviews will be conducted during the project period (over a period of 3 months).

-The potential users of this data can be the different state agencies that are involved in the ZEV incentives and equity ecosystem. These maybe CARB, "Clean cars for All" implementing Air quality districts authorities, CSE, GRID Alternatives etc.

-The data generated during the project will have a long-term implication as no data exist on operation and implementation of incentive programs for ZEV sale process at dealership.

-the PI will be responsible for data management at project level.

- Data will be collected through interviews which will be transcribed by our research team.
- Each interview will be given a unique identifier to avoid data redundancy or data loss.
- The transcribed data of the interview will be stored as standard format (word file) and other data as Excel files.
- The data will be released in non-proprietary formats, along-side the original proprietary file formats, to ensure access by all who want to view the data. e.g. in .txt/.csv , .pdf etc.
- The data collection process, the survey interview questions, and the transcribed interviews will be properly logged so that the knowledge transfer (KT) is very clear.
- The metadata file will be created that explains the project data, its origin etc. clearly.
- The analysis will be done in NVivo and Python but the data will be converted back to Excel
- The datasheet will have detailed legends for future use

1) Only the PIs will have access to the raw survey data. Anonymized data will be shared with the graduate student researcher for analysis. The analysis data can be accessed by the student and the PIs.
2) The data used after transcribing for the final model and analysis will be shared on DRYAD as word / excel files. There will be no confidential or identifiable information in the final data shared on DRYAD

1) The PIs of the project will have the right to manage the data along with the graduate student working on the project.
2) There are no intellectual or copyrights for the final data
3) The final data will be shared on DRYAD after the project is complete

1) The data will be archived on DRYAD before the submission of the final report
2) No new data is being collected. The existing survey data will be analyzed and the final data will be archived
3) Before archiving, the data will be stored on the official computer of the PIs and the graduate

student researcher. No one else will have access to the data.

4) The anonymized data will be archived on BOX and the official computer of the PIs.

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Planned Research Outputs

Dataset - "California ZEV Incentives - participating Dealerships Interview dataset"

California ZEV Incentives - participating Dealerships Interview dataset

Text - "Report on "Assessing Transportation Equity in California ZEV Incentives at participating Dealerships.""

Planned research output details

Title	Type	Anticipated release date	Initial access level	Intended repository(ies)	Anticipated file size	License	Metadata standard(s)	May contain sensitive data?	May contain PII?
California ZEV Incentives - participating Dealersh ...	Dataset	Unspecified	Open	None specified		None specified	None specified	No	No
Report on "Assessing Transportation Equity in Cali ...	Text	2025-10-20	Open	None specified		None specified	None specified	No	No