AUTO SHOP LOCATOR

CLAY LEEK
BAR EXECUTIVE OFFICE
BAR ADVISORY GROUP MEETING
JULY 16, 2020
BACKGROUND

• BAR Strategic Plan
• Mission Statement
  • Serve Californians through effective regulation of the automotive repair and Smog Check industry
• Vision Statement
  • Educate and empower consumers by promoting a competitive automotive repair marketplace and model vehicle emissions reduction program
BACKGROUND (CONTINUED)

• Strategic Goal Area #1
  • BAR communication efforts will inform, educate, and empower.
CHANGING LANDSCAPE

• Other Search Tools
  • DCA Web License Lookup
  • DCA Search

• Evolving expectations interacting with government
  • Redfin / Amazon experience
  • Mobile friendly design

• DCA Business Modernization
  • Availability of data through an Application Programming Interface (API)

• Opportunity to leverage this data to increase alignment with our Mission, Vision, and Strategic Goals
QUESTIONS AND COMMENTS

Submit questions and/or comments to:

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