REAL ID in NEVADA

The WARY, the WRONG and the WEIRD.

2005 - 2007
1/2010 – 4/2010

Tom Jacobs
Chief Public Information Officer
Nevada Dept. of Motor Vehicles
REAL ID in NEVADA: The WARY May 2005 to December 2007

2005 – Blogs reach mainstream status.

April 2005 – YouTube launched.

May 11, 2005 – Real ID Act signed into law.

July, 2005 – Twitter launched

Sept. 2006 – Facebook available to all.


Dec. 2007 – Nevada DMV on YouTube
Assembly Bill No. 584–Committee on Transportation
AN ACT relating to motor vehicles; providing that a driver of a commercial motor vehicle who has a concentration of alcohol of 0.04 or more but less than 0.08 in his blood or breath or is under the influence of a controlled or prohibited substance is subject to a criminal penalty; revising certain provisions governing the issuance and renewal of drivers’ licenses and identification cards to comport with the federal REAL ID Act of 2005; repealing the Driver License Compact; and providing other matters properly relating thereto.

AB 584 was passed by both houses unanimously and was signed into law by the governor on June 13, 2007.

About $730,000 was authorized to begin the process of becoming materially compliant with the Act.
# Real ID Public Education Campaign Budget FY 10

**Last updated:** 6/17/2008

<table>
<thead>
<tr>
<th>Fiscal Year 2010</th>
<th>FY10/1 Jul '09</th>
<th>Aug '09</th>
<th>Sept '09</th>
<th>FY10/2 Oct '09</th>
<th>Nov '09</th>
<th>Dec '09</th>
<th>FY10/3 Jan '10</th>
<th>Feb '10</th>
<th>Mar '10</th>
<th>Apr '10</th>
<th>May '10</th>
<th>Jun '10</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Internal Campaign</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driver Letter (print/envelopes)</td>
<td>3,993</td>
<td>3,993</td>
<td>3,993</td>
<td>3,993</td>
<td>3,993</td>
<td>3,993</td>
<td>3,993</td>
<td>3,993</td>
<td>3,993</td>
<td>3,993</td>
<td>3,993</td>
<td>$27,951</td>
<td></td>
</tr>
<tr>
<td>Letter Insertion/bulk handling ($371,000)</td>
<td>1,720</td>
<td>1,720</td>
<td>1,720</td>
<td>1,720</td>
<td>1,720</td>
<td>1,720</td>
<td>1,720</td>
<td>1,720</td>
<td>1,720</td>
<td>1,720</td>
<td>$12,040</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Posters (50)</td>
<td>1,603</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,603</td>
<td></td>
</tr>
<tr>
<td>Statewide Broadcast (no charge)</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Driver's Handbook Update (budgeted)</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>On Hold Messages (no charge)</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td><strong>Internal Total</strong></td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$7,316</td>
<td>$5,713</td>
<td>$5,713</td>
<td>$5,713</td>
<td>$5,713</td>
<td>$5,713</td>
<td>$41,594</td>
<td></td>
</tr>
<tr>
<td><strong>External Campaign</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising (TV, Radio, Print, Billboards)</td>
<td>21,000</td>
<td>21,000</td>
<td>21,000</td>
<td>21,000</td>
<td>21,000</td>
<td>21,000</td>
<td>21,000</td>
<td>21,000</td>
<td>21,000</td>
<td>21,000</td>
<td>$126,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Signage (five-years lease, no ads)</td>
<td>2,815</td>
<td>2,815</td>
<td>2,815</td>
<td>2,815</td>
<td>2,815</td>
<td>2,815</td>
<td>2,815</td>
<td>2,815</td>
<td>2,815</td>
<td>2,815</td>
<td>$16,890</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web sites (nevadarealid.com, nvrealid.com)</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Press Releases (no charge)</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video Ad Production (English, Spanish)</td>
<td>9,980</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$9,980</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beta Tapes (15)</td>
<td>525</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$525</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio PSAs (English, Spanish - no charge)</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio CDs (50)</td>
<td>750</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio Ads (English, Spanish - no charge)</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio CDs (50)</td>
<td>750</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talent Fees</td>
<td>1,560</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,560</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Club PowerPoint (no charge)</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Talk Shows (no charge)</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NV Broadcasters Assoc. Partner (no charge)</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NV Press Assoc. Partner (no charge)</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>External Total</strong></td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$37,480</td>
<td>$23,815</td>
<td>$23,815</td>
<td>$23,815</td>
<td>$23,815</td>
<td>$23,815</td>
<td>$156,555</td>
<td></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postage (envelope rather than postcard)</td>
<td>880</td>
<td>880</td>
<td>880</td>
<td>880</td>
<td>880</td>
<td>880</td>
<td>880</td>
<td>880</td>
<td>880</td>
<td>880</td>
<td>$6,160</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other Total</strong></td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$880</td>
<td>$880</td>
<td>$880</td>
<td>$880</td>
<td>$880</td>
<td>$880</td>
<td>$6,160</td>
<td></td>
</tr>
<tr>
<td><strong>Total Campaign Budget</strong></td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$8,196</td>
<td>$44,073</td>
<td>$30,408</td>
<td>$30,408</td>
<td>$30,408</td>
<td>$30,408</td>
<td>$204,309</td>
<td></td>
</tr>
</tbody>
</table>
ASSEMBLY JOINT RESOLUTION 6
Urging Congress to repeal
the REAL ID Act of 2005.

WHEREAS, The State of Nevada is committed to
increased security and unimpeachable integrity of
driver’s licenses and identification cards within the
State and the United States; and
WHEREAS, The State of Nevada is also committed
to compliance with the REAL ID Act, should
appropriate rules be adopted and federal funding be
provided for implementation; now, therefore, be it
RESOLVED BY THE ASSEMBLY AND SENATE
OF THE STATE OF NEVADA, JOINTLY, That the
State of Nevada urges Congress to repeal the REAL
ID Act portion of the Emergency Supplemental
Appropriations Act for Defense, the Global War on
Terror, and Tsunami Relief, 2005....
"We are the DMV; we’re not ICE [Immigration and Customs Enforcement]." says a spokesman for the Nevada Department of Motor Vehicles. "It’s not our issue if you are in the country illegally. By law, you have to have insurance if you have a car."

Nauseating. Who is this unnamed spokesman? Why didn’t Wall Street Journal reporter Miriam Jordan report this unpatriotic idiot’s name?

Debbie,
I am the “unnamed spokesman” quoted in Jordan’s WSJ piece. As a career soldier and a veteran of two wars, I have to admit this is the first time I’ve been called “unpatriotic.” I have been called an idiot more than once, though.

If you would have read the piece a little more critically, you might have noticed that my quote really just hangs there at the end and doesn’t add much to the story. That’s because it’s a chopped up version of what I said. What I said is this:

“Nevada is not a legal presence state, meaning you don’t have to prove you’re in the country legally to get a license. We’re the DMV, not ICE. It’s not our issue if you’re in the country legally. What is our issue is whether you can prove who you are. That said, Nevada’s identity standards are so strict, it’s virtually impossible for someone in this country illegally to get a Nevada license.”

The comment about Nevada law requiring registered vehicles be insured came later in the conversation.

Should you get over your nausea and have any questions about intelligence, patriotism or the laws governing the issuance of a driver’s license in Nevada, please don’t hesitate to contact me.

–Tom Jacobs
Chief Public Information Officer
Nevada Dept. of Motor Vehicles
775-684-4779
“People remember what they read or heard long after they forget where they read or heard it.”
REAL ID in NEVADA: The Wrong July 2007 to December 2009

2008 – KOLO 8 Reno and Real ID
2008 – Reno Gazette-Journal and Real ID
April 2009 – Nevada DMV on Twitter.
June 2009 – Nevada DMV on facebook.
June 2009 – Senate Bill 52 dies, told to seek regulations.
Dec. 9, 2009 – Governor signs emergency regulations in order to comply with Dec. 31 deadline for material compliance with the Real ID Act. No choice.
Dec. 18, 2009 – DHS disappears Dec. 31 deadline.
“First, I want to point out the fundamental difference between a blog and a news story. A news story is an avenue to let people get their voices heard. A blog on the other hand, is a forum for opinion.”
“Residents of states who fail to meet the deadline would have been barred from air travel.”

“The Real ID Act requires states to link to databases containing ID owners’ comprehensive personal information.”

“The State of Nevada (doesn’t) intend to implement the program….”

“A blog is structured to promote discussion and is not an actual news story.”
REAL ID in NEVADA: The Weird January 2010 to May 2010


March 2010 – “The Card with the Star” is statewide.

March – April 2010 – Legislative Commission postpones hearing proposed permanent regulations.


May 3, 2010 – Department issues non-compliant cards.

May 7, 2010 – Regulations again not heard.
Customer Wait Times

- 2009
- 2010

Time in Minutes

January - Jan. 11, 2010 implemented Real ID
February - Roll-out continued to Reno and LV
March - Statewide roll-out March 18, 2010
April - All offices issuing Real ID cards
May - Stopped issuance on May 1, 2010
June - Photo first
July - Photo first
August - Photo first
September - Regan phasing out photo first
October - All offices photo last
November - Photo last
December - Photo last
ASI Wanted by Customer
Vs. Required
As of 4/30/2010

- Requested ASI
  - 26,472
  - 46%

- Required ASI
  - 30,841
  - 54%
Lifecycle of a Social Media Sin

1. Gaff – Thursday 10:15 a.m.

2. Outrage – Thursday Noon

The wrath of the web is unleashed almost immediately. The Twitterverse spewed hate and expletive-ridden hashtags within just minutes. Mainstream media reports the Twitterumpus within hours.

3. Apology – Thurs. 12:15 p.m.

Re Egypt tweet: we weren't intending to make light of a serious situation. We understand the sensitivity of this historic moment -KC
Lifecyle of a Social Media Sin

4. Parody – Thursday 1 p.m.

"People from New Orleans are flooding into Kenneth Cole stores!" #KennethColeTweets
KennethColePR
People of Australia: Water up to your ankles? We've got your Kenneth Cole capris right here!
#KennethColeTweets

5. Humor – Thurs. 2:45 p.m.

This is like christmas come early. RT @KennethColePR: Ben Roethlisberger would force himself on OUR spring looks!
#KennethColeTweets
I won't lie, the #KennethColeTweets that people are doing got me over here laughing real hard.

6. Indifference – Thurs. 7 p.m.

As Business Insider pointed out, the KC stock price was tracking high on a day that the market was generally flat, and by the time the markets closed, it was at $13.89, up 1.83%.

For whomever's next, be aware that Twitter and news outlets will be watching. And chances are, by then, the entire cycle will have condensed into about three minutes.
facebook in real life
Questions?

Tom Jacobs
Chief Public Information Officer
Nevada Dept. of Motor Vehicles
775-684-4779
(cell) 775-721-4062
tjacobs@dmv.nv.gov