Washington State Customers
Trends: Desktop vs. mobile visitors on dol.wa.gov
Mobile
Every day...

371,000 babies are born

3.7 Million devices are sold or activated
The web is everywhere...
Mobile

% of American adults

Source: Pew Internet and American Life Project, December 2012
Mobile
The mobile-only user

Americans who *only* or *mostly* use the internet on their phones

- All Americans: 31%
- Americans with a high school education: 39%
- Low income Americans: 43%
- Hispanic Americans: 42%
- African Americans: 51%

*Source: Karen McGrane, The Mobile Content Mandate*
Mobile
Mobile

How to renew

- **Join or login to License eXpress.** Securely renew and manage your vehicles, motorcycles, trailers, boats, driver license and their addresses all in one place! To learn more, see What is License eXpress.

- **Renew online** without using your License eXpress account. Pay with MasterCard, Visa, or American Express (no gift cards).

- **Renew in person** at a vehicle licensing office. Pay with cash, check, or money order. Some debit/credit cards are accepted at most offices.

- **Renew by mail.** Pay with a check or money order. You can renew 6 months before your tabs expire.

Renewal reminders

By email

- If you **sign up for email reminders**, you won't get paper renewal reminders by mail anymore.
- You may **update your email address or unsubscribe** at any time.

By mail

- If you haven't signed up or email reminders, or have unsubscribed, we'll mail paper renewal reminders to the address we have on file. Please keep your address updated to receive them.

**When will I get my new tabs and registration?**

- **By mail,** within 5 business days. If you don't get them within 10 business days, contact the vehicle licensing office you ordered them from.
- If you're picking them up, they should all be ready when you get to the office. You'll need to show photo ID.

**New license plates,** if you got new plates, they're usually mailed separately (not with your tabs) in 5 business days. See also, **Required 7-year replacement plates.**

If you don't get your new plates within 15–90 days, you may be able to get replacement tabs. See **Replace lost or damaged tabs** to learn more.

Donations

When you renew, you'll have the option to donate to the Clean and Tidy Donation Envelope Account and the State...
... And technology is changing rapidly
Minority Report in real life
Our Millennial's mind set

What our analytics tell us
Questions?
Contact

Gigi Zenk
Communications and Education Director
Washington State Department of Licensing

gzenk@dol.wa.gov

360-902-3611