The Internet of Everything: #winning in Nevada

June 4, 2015
Jason Alleger, Penna Powers
Jason Alleger
Jason Alleger
Goals:
Decrease DMV patron visits
Increase online registrations
Increase kiosk usage
We’re Everywhere
Yellowstone National Park: Explore the wilderness

We’re Everywhere
We’re Everywhere

BE 1ST IN LINE FOR RENEWAL WITH myDMV

dmvnv.com
We’re Everywhere

NAME CHANGE?
WE’VE MADE IT EASIER.
We’re Everywhere

NEW DIGS?
CHANGE YOUR ADDRESS WITH myDMV
We’re Everywhere

BE 1ST IN LINE
FOR VEHICLE REGISTRATION WITH myDMV
dmvnv.com
We’re Everywhere

BE 1ST IN
LINE FOR RENEWAL
WITH DMV KIOSKS
We’re Everywhere

TOP 5 WAYS TO SAVE TIME AT THE DMV
SKIP THE LINE
CHECK IN EARLY WITH
DMV DASH PASS
Kiosk – 6% increase
Website – 32% increase
MyDMV – 37% increase
Smog Spotter

Goals:

Increase awareness of the program
Increase reports submitted
Online Smoking Vehicle Report

Do Your Part for Air Quality!

Report smoking vehicles here or call our Smoking Vehicle Hotline. We will investigate reports on any vehicle with a Nevada registration, including heavy-duty diesel trucks and vehicles based in rural areas.

Nevada License Plate Number
Example: 123ABC. Do not include spaces.

Make and Type of Vehicle
Example: Ford 4-Door. Be as specific as possible.

Date and Time of Your Observation
Example: Feb. 1, 2005 2:15 pm

Street Location
Examples: Main and 1st St., US 30 Mile Marker 100

City
In rural areas, enter the nearest city.

County
- Choose County -

Submit
Smog Spotter

- Male: 63.30%
- Female: 36.70%
Smog Spotter
Smog Spotter
How to Calculate the Correlation Coefficient

The correlation coefficient, denoted by $r$, tells us how closely data in a scatterplot fall along a straight line. The closer that the absolute value of $r$ is to one, the closer that the data are described by a linear equation. Data with values of $r$ close to zero show little to no straight-line relationship. Due to the lengthy calculations, it is best to calculate $r$ with the use of a calculator or statistical software. However, it is always a worthwhile endeavor to know what your calculator is doing when it is calculating. What follows is a process for calculating the correlation coefficient mainly by hand, with a calculator used for the routine arithmetic steps.

**Steps for Calculating $r$**

We will begin by listing the steps to the calculation of the correlation coefficient. The data we are working with are paired data, each pair of which will be denoted by $(x_i, y_i)$.

1. We begin with a few preliminary calculations. The quantities from these calculations will be used in subsequent steps of our calculation of $r$.
2. Calculate the product of each data pair, $x_i y_i$, and sum them. Then calculate the average of these products.
3. Calculate the squares of each data pair and sum them. Then calculate the square of the sum of each data pair.
4. Use these values to calculate $r$.
Smog Spotter

- Sessions: 10,071
- Users: 9,447
- Pageviews: 12,698
- Pages / Session: 1.26
- Avg. Session Duration: 00:00:26
- Bounce Rate: 83.25%
- % New Sessions: 93.30%

Chart showing trends in sessions and pageviews over a period from January 8 to January 29.
Smog Spotter

42% Increase in reports
Dash Pass
## Dash Pass

<table>
<thead>
<tr>
<th>WEBSITE</th>
<th>UNIQUE VISITORS (000)</th>
<th>PAGEVIEWS (000)</th>
<th>AVERAGE MINUTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ReviewJournal.com</td>
<td>110</td>
<td>1,665</td>
<td>2.5</td>
</tr>
<tr>
<td>Fox5Vegas.com</td>
<td>95</td>
<td>1,614</td>
<td>2.2</td>
</tr>
<tr>
<td>LasVegasSun.com</td>
<td>84</td>
<td>445</td>
<td>2.2</td>
</tr>
<tr>
<td>KTNV.com</td>
<td>63</td>
<td>296</td>
<td>1.9</td>
</tr>
<tr>
<td>8NewsNow.com</td>
<td>53</td>
<td>353</td>
<td>3.3</td>
</tr>
</tbody>
</table>
Introducing Dash Pass

Check in before you go and skip the wait.

Big new building a sign of hope for Vegas market

By Jennifer Robson Las Vegas Review-Journal Sep 15, 2014 - 11:18 PM 3 Comments

When developer ProLogis breaks ground Tuesday morning on its 464,203-square-foot Las Vegas Corporate Center No. 19, it will be the first time since the recession that a large-scale, speculative building has been attempted in the local market.
The Future
The Future
The Internet of Everything

Jason Alleger, Penna Powers
jalleger@pennapowers.com