

# **AB60**

## **Safe and Responsible Driver Act**

Launched January 2, 2015

### **Communications Plan**

Office of Public Affairs



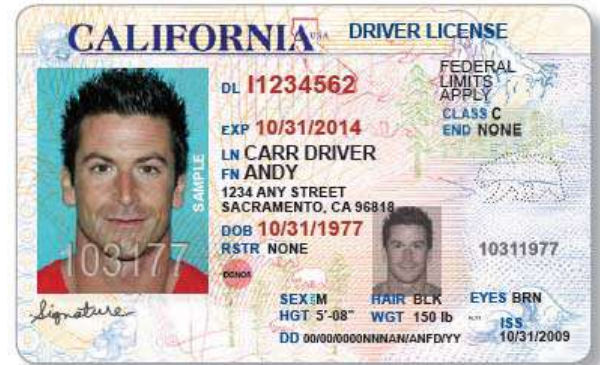
# **AB60**

## **Safe and Responsible Driver Act**

- ▶ **Signed October 2013 by Governor Jerry Brown**
- ▶ **Launched January 2, 2015**
- ▶ **Authorizes California DMV to issue driver licenses to persons unable to provide proof of legal presence.**
- ▶ **Estimated number of applicants 1.4 million (in course of three years)**



# Key Objectives



- **Raise awareness**
- **Provide accurate and timely information**
- **Present focused and consistent messaging**
- **Create a culture of openness and transparency**
- **Ensure multi-language customers are informed**

# Strategies



- **TV and Radio Appearances**
- **News Releases / Advisories**
- **Social Media - Facebook / Twitter**
- **Electronic Message Boards and Posters**
- **Live Televised Phone Banks**
- **Weekly Statewide Segments on Univision and Spanish language radio**
- **Webpage dedicated to AB60 Information**
- **Other media tactics as needed**

# California Spanish Language Media

5 of the 15 largest U.S. television market areas by HISPANIC population are in California. (growth percent between 2000-2013) are in California:

1. Los Angeles
2. San Francisco Bay Area
3. Sacramento-Stockton-Modesto
4. Fresno-Visalia
5. San Diego

**\*Los Angeles is the #1 media market in the country.  
KMEX Univision 34 consistently beats NBC, ABC, Fox, CBS.**



# *Media/Outreach*

- ▶ **Live phone banks**
- ▶ **Spanish language TV segments**
- ▶ **Spanish language radio segments**
- ▶ **Outreach events**





# Media Interaction

January 2, 2015



**Granada Hills 34**

*Armando Botello*

**Sacramento 49**

*Jaime Garza*

**San Jose 39**

*Artemio Armenta*

**Stanton 39**

*Jessica Gonzalez*



Number of Media Interviews/Inquiries





# At a Glance



**Inquires/Interviews: Jan. 2, 2015** **166**

TV: 115    Radio: 12    Publications: 39

Spanish: 39    International: 7

**Inquires/Interviews: Jan. 3, 2015** **15**

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**Specials on Univision stations statewide:** **12**

*(Segments also on Telemundo and Mundo Fox)*

**News Releases and Advisories:** **16**

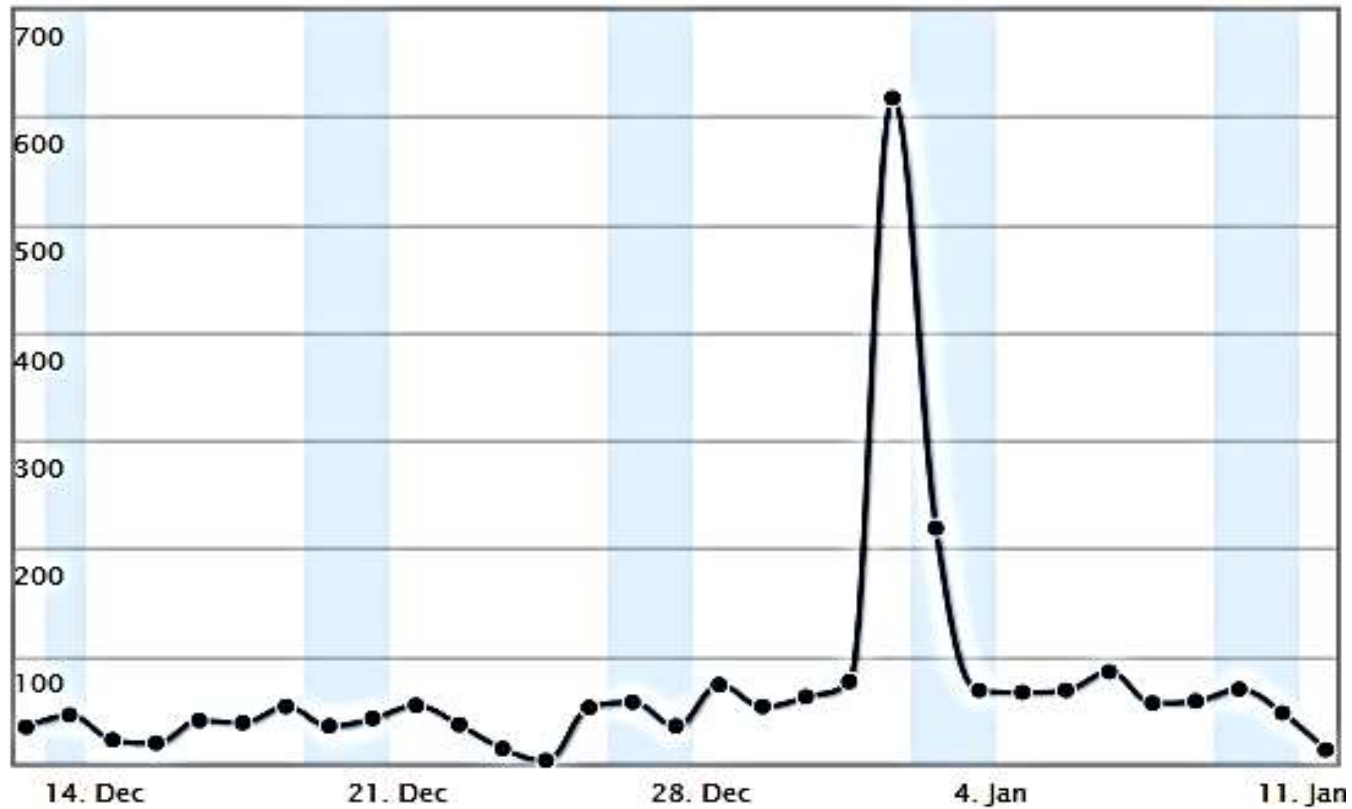
**Information Workshops:** **180**



# ***MEDIA INFILTRATION***

*Television and Radio*

12/13/2014 - 1/12/2015



# Social Media

## Facebook



 **California Department of Motor Vehicles**  
Posted by Sprout Social [?] - December 29, 2014 at 12:50pm - 🌐

DMV prepared to issue AB 60 licenses in effect January 2, 2015

9,160 people reached

Like · Comment · Share

👍 Maria Jose Moscoso like this.

↪ 26 shares

 Write a comment...

 **California Department of Motor Vehicles**  
Posted by Sprout Social [?] - January 3 at 4:44pm - 🌐

AB 60 launch draws large number of AB 60 applicants seen on January 2, 2015  
<http://bit.ly/1BvdOmZ>

8,336 people reached

Like · Comment · Share

👍 Dmitriy Mirzaakhmedov 96 others like this.

↪ 26 shares

 Write a comment...

 **California Department of Motor Vehicles**  
Posted by Sprout Social [?] - January 6 at 8:24pm - 🌐

970 applicants received their driver license on the first day of AB 60 implementation. <http://bit.ly/1ACGcFN>

8,624 people reached **Boost Post**

Like · Comment · Share 🌐 ▼

👍 Jorge Villarreal, Juan Johnskie Lunario Jr., Daniel Diego and 130 others like this. Top Comments ▼

↪ 28 shares





 Write a comment... 📷 😊



# Social Media

## Twitter



<u>Date Sent</u>	<u>Clicks</u>	<u>Responses</u>	<u>Reach</u> ▾
 Before you take your actual Driver exam, practice with our online sample tests. <a href="http://bit.ly/1Aik5DE">bit.ly/1Aik5DE</a> CA_DMV (Tweet) Last Friday at 10:53 am <i>by Derek C.</i>	71	6	189.5k
 DMV is reminding customers to avoid scams such as efforts to charge for services that DMV offers for free. <a href="http://bit.ly/1ABZPhi">bit.ly/1ABZPhi</a> CA_DMV (Tweet) Last Tuesday at 09:58 pm <i>by Derek C.</i>	17	16	131.9k
 AB 60 launch draws large turnout at DMV offices. Approximately 17,200 AB 60 applicants seen statewide on first day. <a href="http://bit.ly/1BvdOmZ">bit.ly/1BvdOmZ</a> CA_DMV (Tweet) Last Saturday at 04:43 pm <i>by Derek C.</i>	238	30	96.9k
 Applicants applying for a driver license under AB 60 can make an appointment online or by calling 1-800-777-0133. <a href="http://bit.ly/1vP9Mp5">bit.ly/1vP9Mp5</a> CA_DMV (Tweet) Last Friday at 12:48 pm <i>by Derek C.</i>	352	22	80.8k



# AB60 Webpage



2014	Total AB60 Webpage Hits
July	68,257
August	70,370
September	63,896
October	67,570
November	269,977 (English) 161,526 (Spanish)
December	299,463 (English) 166,153 (Spanish)

# AB60 Webpage



2015	Total AB60 Webpage Hits
January	English: 531,863 Spanish: 246,188
February	English: 178,545 Spanish: 90,588
March	English: 139,308 Spanish: 72,221

# *Statistics as of May 22, 2015*

- ▶ **Driver Licenses Issued**

**330,000**

- ▶ **Customer Visits**

**1.27 Million**

- ▶ **Knowledge & Drive Exams**

**1.36 Million**

*\*Numbers are approximate*





# Collaboration

- *Executive*
- *Administration Services*
- *Communication Programs*
- *Enterprise Risk Management*
- *Field Operations*
- *Information Systems*
- *Investigations*
- *Legal Affairs*
- *Licensing Operations*
- *Registration Operations*





**California Department of Motor Vehicles  
Office of Public Affairs**

# **AB60**

## **Safe and Responsible Driver Act**

**Launch: January 2, 2015**

