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
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

TV: 115  Radio: 12  Publications: 39
Spanish: 39  International: 7

Inquires/Interviews: Jan. 3, 2015

15

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

Graph showing data from 14 Dec to 11 Jan.
Social Media

Facebook

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

DMV prepared to issue Star Licenses starting January 2, 2015.
9,160 people reached
Like - Comment - Share
Maria Jose Moscoso liked this.

26 shares

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

AB 60 launch draws large crowd.
AB 60 applicants seen in video.
http://bit.ly/1BvdOmZ
8,336 people reached
Like - Comment - Share
Dmitriy Mirzaakhmedov liked this.

26 shares

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
Like - Comment - Share
Jorge Villarreal, Juan Johnskie Lunario Jr., Daniel Diego and 130 others like this.

28 shares
### Social Media

#### Twitter

<table>
<thead>
<tr>
<th>Date Sent</th>
<th>Clicks</th>
<th>Responses</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before you take your actual Driver exam, practice with our online sample tests. bit.ly/1Alk5DE</td>
<td>71</td>
<td>6</td>
<td>189.5k</td>
</tr>
<tr>
<td>CA_DMV (Tweet) Last Friday at 10:53 am by Derek C.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DMV is reminding customers to avoid scams such as efforts to charge for services that DMV offers for free. bit.ly/1ABZPhi</td>
<td>17</td>
<td>16</td>
<td>131.9k</td>
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<td>CA_DMV (Tweet) Last Tuesday at 09:58 pm by Derek C.</td>
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<tr>
<td>AB 60 launch draws large turnout at DMV offices. Approximately 17,200 AB 60 applicants seen statewide on first day. bit.ly/1BvdOmZ</td>
<td>238</td>
<td>30</td>
<td>96.9k</td>
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<td>CA_DMV (Tweet) Last Saturday at 04:43 pm by Derek C.</td>
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<tr>
<td>Applicants applying for a driver license under AB 60 can make an appointment online or by calling 1-800-777-0133. bit.ly/1vP9Mp5</td>
<td>352</td>
<td>22</td>
<td>80.8k</td>
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<td>CA_DMV (Tweet) Last Friday at 12:48 pm by Derek C.</td>
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## AB60 Webpage

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<thead>
<tr>
<th>2014</th>
<th>Total AB60 Webpage Hits</th>
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<tr>
<td>July</td>
<td>68,257</td>
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<tr>
<td>August</td>
<td>70,370</td>
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<tr>
<td>September</td>
<td>63,896</td>
</tr>
<tr>
<td>October</td>
<td>67,570</td>
</tr>
<tr>
<td>November</td>
<td>269,977 (English) 161,526  (Spanish)</td>
</tr>
<tr>
<td>December</td>
<td>299,463 (English) 166,153  (Spanish)</td>
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</table>
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<table>
<thead>
<tr>
<th></th>
<th>Total AB60 Webpage Hits</th>
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<tbody>
<tr>
<td><strong>2015</strong></td>
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</tr>
<tr>
<td>January</td>
<td>English: 531,863</td>
</tr>
<tr>
<td></td>
<td>Spanish: 246,188</td>
</tr>
<tr>
<td>February</td>
<td>English: 178,545</td>
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<tr>
<td></td>
<td>Spanish: 90,588</td>
</tr>
<tr>
<td>March</td>
<td>English: 139,308</td>
</tr>
<tr>
<td></td>
<td>Spanish: 72,221</td>
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</tbody>
</table>
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
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