

DMV for the Ages

Richard D. Holcomb
Virginia DMV Commissioner
November 3, 2015

Customers

- Millennials – newest generation of customers
- Gen Xers
- Baby Boomers – living longer
- DMV needs to accommodate all generations, understanding different preferences and expectations

Convenient Service

- *DMV 2 Go* mobile customer service centers
- Wireless, handicapped accessible
- Conduct all transactions
- Visit every county and independent city
 - Government and corporate centers
 - Military bases and deployments
 - Universities/Colleges
 - State parks
 - Disaster relief
 - Business development



Convenient Service

- DMV Connect teams
- Suitcases of equipment for transaction processing – primarily ID cards
- Federal, state prisons and local jails
- Assisted living facilities
- Expanding transactions, locations, and number of teams



Convenient Service

- Web-based remote testing
- Partnership with the Department of Education
- Students take driver knowledge tests in classrooms
- Fewer parents bringing children to DMV on Saturdays

External Trends

- Population growth and shifts
- Age shifts
- Diversity
- Household make-ups
- Mobility changes
- Retail shifts
- Growth of purpose
- Workforce changes
- Technology

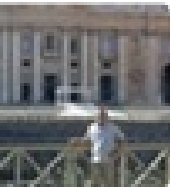
Millennial Demands

- “Expect not to have to go” to DMV
- Convenience and efficiency important
- Instant gratification
- Social media and Yelp* - online tools for finding and rating services





Yelp* Example



Steven O.

Norfolk, VA

7 friends

10 reviews

[Share review](#)

[Compliment](#)

[Send message](#)

[Follow Steven O.](#)

5/19/2014

I am originally from California and went in today to transfer my CA state drivers license To VA. I can't tell you how much more easier, pleasant and quicker it is to visit this particular DMV then all the DMVs I've visited in California. One of the reasons I like living here.

Was this review ...?



Useful 2



Funny



Cool 1

Yelp* Example



Useful



Funny



Cool



Vanessa G.

Norfolk, VA

👥 296 friends

★ 280 reviews

Elite '15



7/5/2012



3 check-ins



First to Review

This DMV is clean and orderly. You still have a long wait just like any other DMV.

The location is nice right next to a Target and Party City - that'll cheer you up after your long long long wait! :)

Was this review ...?



Useful 2



Funny



Cool

➔ Share review

🏆 Compliment

💬 Send message

♥ Follow Vanessa G.

Government Centers

- More services, added value
- Web-based testing for other agencies
- Vital records
 - 180,000 birth certificates since March 2014
 - More than 300 marriage, divorce, death certificates since September 21
- Hunting and fishing licenses; boat registrations
- Toll transponders
- Coming soon – court fines and costs

More Enhancements

- Physical changes to facilities – layout, windows, service flow
- Self-service check-in
- Charging stations
- Online forms
- Appointment scheduling
- “Start at home” transactions



Richard.Holcomb@dmv.virginia.gov
(804) 367-6606