DMV for the Ages

Richard D. Holcomb
Virginia DMV Commissioner
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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
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
• 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
Steven O.
Norfolk, VA

✨ 7 friends
⭐ 10 reviews

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
Vanessa G.
Norfolk, VA
296 friends
280 reviews
Elite '15

7/5/2012

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
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
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