

2025

AAMVA AWARDS PROGRAM

Fostering a Tradition of Excellence



American Association of
Motor Vehicle Administrators

AAMVA's awards program fosters a tradition of excellence in the motor vehicle and law enforcement community by honoring individuals, teams, and organizations who have committed their time and resources to safety and security initiatives, outstanding customer service, and public affairs and consumer educational programs throughout North America. Each year, AAMVA receives numerous outstanding submissions in each category and through a rigorous judging process selects those that are exemplary.

Safety Awards

AAMVA's Safety Awards are presented to distinguished individuals in recognition of commitment to and accomplishments in roadway safety over the course of a career. AAMVA presents two lifetime achievement safety awards, one for a law enforcement individual and one for a motor vehicle agency individual.

LIFETIME ACHIEVEMENT IN ROADWAY SAFETY IN LAW ENFORCEMENT



2025 WINNER

Barry Marcus

Washington State Patrol

Trooper Barry Marcus is a 33-year employee of the Washington State Patrol. He has demonstrated a strong commitment to traffic safety throughout his distinguished career and has saved countless

lives thanks to his dedication to getting impaired drivers off of Washington roadways. In 2001, Trooper Marcus became a founding member of the Spokane DUI Squad, a specialized detachment formed solely to target DUI drivers. This specialized group was the predecessor to the state's current Target Zero Team program, a traffic safety effort focused on the goal of zero traffic deaths and serious injuries in Washington by 2030. Trooper Marcus has remained in this position since its inception and continues to lead by example. Every shift he answers calls for service, handling collisions, performing normal traffic law enforcement duties, and arresting DUI drivers. When law enforcement experienced serious challenges several years ago with COVID and police reform, Trooper Marcus did not let this slow him down as he made the necessary adjustments and continued to perform his duties. Earlier this year, Trooper Marcus arrested his 4000th DUI suspect, a record unmatched in the Washington State Patrol. His tireless efforts to get DUI drivers off the road have helped make roadways safer while his leadership and support of agency traffic safety objectives have served as an outstanding example for others to follow.

LIFETIME ACHIEVEMENT IN ROADWAY SAFETY IN MOTOR VEHICLE ADMINISTRATION



2025 WINNER

Lyne Vézina

Société de l'assurance automobile du Québec

For over 37 years, Ms. Lyne Vézina has been working in road safety at the Société de l'assurance automobile du Québec (SAAQ). As a professional, she has conducted

numerous studies and investigations in the field of road safety. She has also developed strategies to improve road safety, particularly focusing on high-risk drivers and impaired driving. She participated in an interministerial working group on drunk driving, which led to legislative changes.

Since 2002, she has held management positions focused on road safety. Through the analyses and arguments she develops in collaboration with her team, she greatly influences government policies and regulations to bring about positive changes in road safety. Quebec's road safety record has improved from an average level compared to industrialized administrations in 1987 to an excellent record approaching the best countries in the world. This cannot be solely attributed to her actions, but it is undeniable that her influence has helped develop effective intervention strategies, particularly in terms of legislative and regulatory changes. Ms. Vézina is recognized as a reference in road safety in Quebec, and government ministries and agencies frequently seek her strategic perspective on various road safety issues.

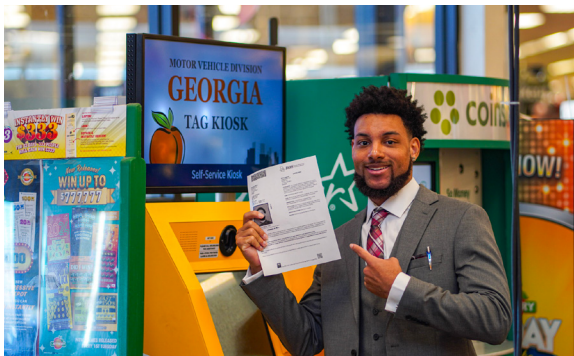
Service Awards

TRAILBLAZER

This award recognizes a jurisdiction agency or individual who identified and implemented innovative changes that positively affected their agency and/or community. The innovative changes must be transferable to other jurisdictions or organizations, such as best practices, model legislation, standards, etc. This can be either an agency or an individual award.

2025 WINNER

Georgia Department of Driver Services | GA DDS Elevates Technology for 5-Star Customer Service



The Georgia Department of Driver Services (DDS) is embracing new technologies like app clips, self-service kiosks, and the Incode address and password reset functionality to streamline and enhance the customer experience. This modernized approach is designed to address common customer pain points by reducing wait times, making services more accessible, and simplifying essential transactions. Self-service kiosks placed at DDS locations and select grocery stores give customers another convenient option for completing tasks independently.

EXCELLENCE IN GOVERNMENT PARTNERSHIP

This award recognizes a successful project/program developed and implemented in cooperation with public or private sector organization(s). This is an agency award.

2025 WINNERS

INTERNATIONAL AND REGION 4

New Mexico Motor Vehicle Division | Creating Safer Traffic Stops for Neurodivergent People in New Mexico

Many neurodivergent individuals—such as those with autism spectrum disorder, deafness, brain injuries, intellectual disabilities, behavioral health disorders, dementia, or seizure disorders—may struggle with high-stress situations such as a traffic stop due to difficulty

understanding or responding to verbal cues or body language. New Mexico lawmakers recognized this critical need and introduced legislation requiring the New Mexico Motor Vehicle Division (MVD) to establish the Nontraditional Communication

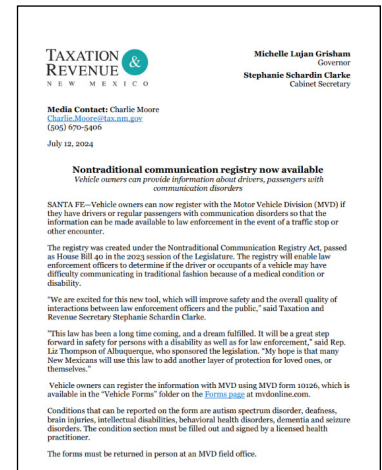
Registry—aimed at protecting both civilians and law enforcement officers across the state. MVD acted swiftly and implemented the registry. Now, vehicle owners can voluntarily register with the MVD if they have drivers or regular passengers with communication disorders.

REGION 1

New Jersey Motor Vehicle Commission | NJ MVC Government Partnership with Corrections



The New Jersey Motor Vehicle Commission and New Jersey Department of Corrections work closely together to help eliminate a key barrier to transitioning back into society by providing inmates in advance of their release with official government identification, an important tool to help individuals integrate more smoothly back into society. Whether it's securing employment, accessing social services and housing, or opening a bank account, verifiable, government-issued identification is critical to the steps taken on the road back to being a contributing member of society. The MVC also issues driver license renewals and duplicates under the program. The importance of such programs has been recognized by organizations ranging from the U.S. Department of Justice to respected non-profits working to improve reentry outcomes.



Service Awards (continued)

REGION 2

Arkansas Department of Finance and Administration | DFA Driver Services Supports Annual Unsheltered Outreach Fair



The Annual Unsheltered Outreach Fair, hosted by the North Little Rock Police Department, is aimed at sharing resources to Arkansas unsheltered communities and improving the quality of life for citizens needing assistance. During the 2023 Fair, Driver Control Hearing Officers engaged with community members, businesses, organizations and individuals who offered indispensable assistance and support to the homeless population in the area. Their presence not only enhances the event's impact but also reinforces the importance of collaboration between local organizations and law enforcement in addressing homelessness. Lunches were provided during the event, along with free physical/mental health screenings, a mobile shower unit, hygiene items, shaves and haircuts, assistance for alcohol and opioid addiction, securing Rock Region Metro Bus passes, signing up for health insurance, a clothing bus and assistance in applying for an Arkansas State Identification Card.

REGION 3

Wisconsin Department of Transportation, Division of Motor Vehicles | Wisconsin Driver Education Grant Program



In 2024, Wisconsin DMV developed and implemented a program to provide \$6 million in driver education grant funding to high school students who qualified for free and reduced lunch. The program was intended to provide low-income families with a coupon to cover the costs of classroom and behind-the-wheel driver training at authorized driver education providers throughout the state. Enabling legislation was passed and DMV program area experts, IT professionals, vendors, and interested business partners began collaborating to develop an online application that was easy to use and readily available to eligible teens and their parent/guardian sponsors. The customer-facing application was quickly created using Tyler Technology's "Engagement Builder" online form tool and was integrated with DMV's customer management and document management systems. DMV staff worked closely with driver education providers to ensure existing IT systems used by the schools to report driver education course completions could be utilized to redeem grant awards when enrolling grant recipients, allowing the DMV to provide grant payments directly to the driver training schools. The popularity of the program was remarkable and saw 10,000 applicants within the first 6 weeks. Within the first 8 weeks, all \$6 million had been awarded, and nearly \$1.5 million in funding had been redeemed by driver training providers to enroll students in driver training programs.

INNOVATIVE USE OF TECHNOLOGY

This award recognizes jurisdictions that have implemented technology tools that directly enhance access to services or the service experience. This is an agency award.

2025 WINNERS

INTERNATIONAL AND REGION 4

Idaho Division of Motor Vehicles | Tire Anomaly Classification System

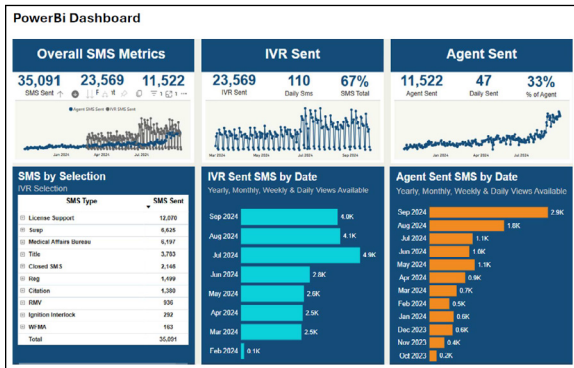


Worn out commercial truck tires can be a serious safety concern for truck drivers as well as nearby vehicles. Most significant wear and tear happens to inside tires, which is harder to spot on a moving vehicle. In an effort to gather more accurate measurements, the DMV has installed 9 Tire Anomaly Classification Systems at ports of entry across Idaho over the last year. Using this new technology has caught (and corrected) 3907 tires in just this last year.

Service Awards (continued)

REGION 1

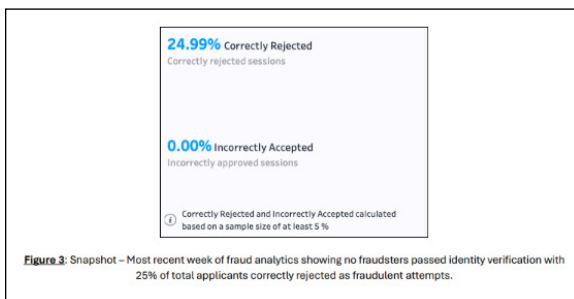
Massachusetts Registry of Motor Vehicles | SMS Text Messaging



The Massachusetts RMV implemented a SMS text messaging solution that enhances RMV customer interactions by providing quick access to essential forms, policies, and service information. This innovative tool has improved service accessibility, reduced call volume, and decreased the need for repeat calls, serving as an exemplary model of how technology can streamline public service delivery and increase both customer satisfaction and agency efficiency. The SMS solution has elevated the RMV's service delivery standards, offering timely, accurate support to customers. By leveraging mobile technology to deliver essential information, this program has provided measurable benefits to both the public and agency.

REGION 2

Georgia Department of Driver Services | Georgia DDS Improves Address Change and Password Reset Functions for Security

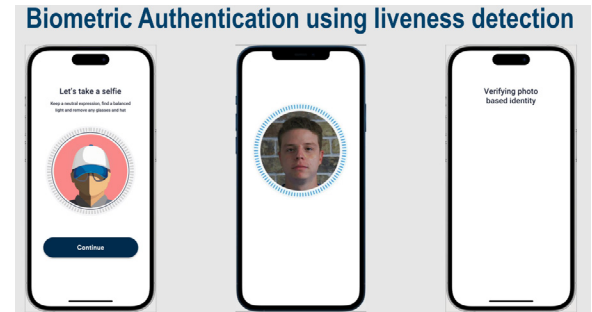


The Department of Driver Services (DDS) partnered with Incode Technologies to deliver an integrated solution for customers to validate their identity using Incode's Biometric Identity Verification Service when requesting address changes and password resets. The solution enables DDS to better meet the needs of our citizens and improve the productivity of our Contact Center and

Customer Service Centers by allowing customers to perform identity verification online and freeing up those resources to service customers who must conduct their business in-person. DDS has since processed nearly 400,000 address changes with an accuracy of 98%, and in just the first two months, they reduced the call center's volume by nearly 10,000 calls.

REGION 3

Wisconsin Department of Transportation, Division of Motor Vehicles | Biometric Authentication - Identity Proofing through Liveness Detection



Wisconsin DMV determined additional security features were necessary for three online applications that were experiencing the most fraudulent attempts: purchasing your own driving record, applying for a duplicate driver license or ID card, and renewing your driver license or ID card. The Incode Omni Platform is integrated in these three WI DMV online applications. A customer is prompted to take their selfie on either a mobile device or using a desktop camera. After the customer takes the selfie, the Incode Omni Platform retrieves the photo by using a unique image ID which is passed to Canadian Bank Note (CBN) to request the image. Both the selfie and DMV image are put into a template and an irreversible mathematical representation of the image compares the two templates, which then calculates the match score. Upon completion of the comparison, the WI DMV application receives the match score and is assured that the person on the other end of the web session is who they say they are, and the resident can continue their online WI DMV transaction.

CUSTOMER CONVENIENCE

This award recognizes jurisdictions for making life easier for customers, through offering or enhancing programs such as online transactions, mobile units, access to vital records, improved payment options, greeter/triage stations, the ability to speed up service if the wait time is long, or other conveniences. This is an agency award.

Service Awards (continued)

2025 WINNERS

INTERNATIONAL AND REGION 4

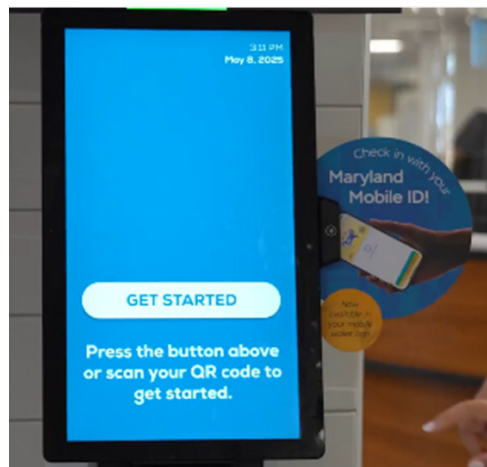
Montana Motor Vehicle Division | From Frustration to Ease: How Montana MVD Elevated Customer Experience



The Montana Motor Vehicle Division revolutionized how Montanans interact with MVD driver services by launching CARS (Credentialing and Registration System). The modernization replaced MVD's legacy system and provided customers with faster, more accessible service. Remarkably, the implementation required only 12 hours of customer service interruption. Examiners are serving customers faster than ever before, with double the daily transaction output. Previously, customers could complete only one transaction type online. Now, they can access more than 16 types of driver transactions—one-third of all services—through a mobile-friendly, 24/7, ADA-compliant portal.

REGION 1

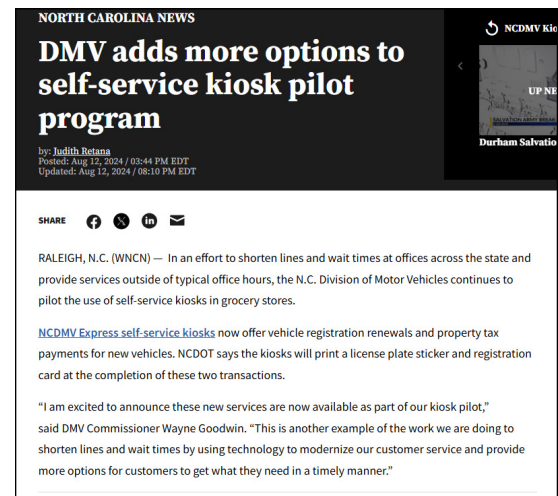
Maryland Motor Vehicle Administration | MVA Self-Service Check-in Kiosks



In July 2024, the Maryland Motor Vehicle Administration (MVA) placed self-service check-in kiosks in eight branch offices for customer convenience. The self-service check-in kiosks were developed and created by FAST Inc. They serve as a quick and efficient way for customers to check in for their MVA appointment. Prior to adding the self check-in kiosks, customers with appointments had two choices: check-in for their appointment using the email or text prompt from their phones or wait at the information counter. To date, more than 134,000 customers have used the self check-in kiosks to alert MVA staff of their arrival.

REGION 2

North Carolina Division of Motor Vehicles | Self Service Terminal 2024 Implementation



The North Carolina Division of Motor Vehicles implemented an innovative self-service terminal kiosk project aimed at improving service accessibility, streamlining processes, and enhancing customer satisfaction. These self-service kiosks allow customers to complete essential transactions, including driver's license and ID renewals and duplicates, vehicle registration renewals, and vehicle property tax payments, without requiring a DMV office visit. Strategically placed in high-traffic locations across the state, the kiosks serve residents who seek convenient, time-saving alternatives. Since their introduction, the kiosks have encouraged broader adoption of electronic DMV services. With an intuitive interface and real-time processing, they bridge the gap for residents unfamiliar with online options while providing a secure, digital pathway to DMV services.

Service Awards (continued)

REGION 3

Kansas Division of Vehicles | ELDT and CLP Issued by Mobile Staff

The Kansas Division of Vehicles would like to nominate its CDL audit/training team and Mobile driver license issuance team for their efforts in ELDT training and CLP issuance. These two teams combined their efforts on four events mainly focused in the central and western regions of the state. The goal was to provide their agricultural and USD CDL communities with an additional avenue to complete ELDT training given the rural nature of our state and the demand for drivers in this industry. These events gave them the opportunity to assist larger groups of individuals in a controlled class setting. The four events provided their agricultural partners most who are operating in a custom harvest capacity an efficient way to allow their drivers the opportunity to complete ELDT training. This is also true for their USD school districts and their school bus drivers. The time frame is often tight for hiring and onboarding especially in the custom harvest operation when many of their drivers are non-domicile. Being able to provide these pivotal Kansas partners with an efficient, professional, customer service friendly approach in getting their staff through the ELDT process. Over the six events there was a total of 757 class attendees. Not all the attendees needed a CLP to be issued as they previously obtained the permit before attending. The mobile issuance team was available at three of the events, Dodge City, Colby and Maize. The mobile team consisting of 2-3 staff members at each event, were able to issue 165 CLPs. The mobile issuance team was vital in these locations, due to their high concentration of non-domicile custom harvest CDL applicants. Without their assistance the driver license offices in the western region would have undergone extra pressure to process these applicants and may have resulted in delays for the custom harvest operations located in the state of Kansas.

Seneca, KS:	Feb 5-7	137 individuals
Dodge City, KS:	Feb 20-22	149 individuals
Colby, KS:	Apr 24-26	170 individuals
Maize, KS:	Jun 24-26	230 individuals
Gypsum, KS:	Jul 23-25	50 individuals
Goddard, KS:	Sep 11-13	21 individuals

The class provided in Maize, KS, was focused just on the USD school bus drivers. Kansas has a very strong and positive relationship with their USD and work closely with them to aid where it is needed. The agricultural and USD community have greatly benefited from their efforts, and they are very appreciative of the Division of Vehicles' progressive thinking and willingness to assist

their communities. With any program there are always improvements to be made, and they will progressively adapt the program to be more effective and efficient as they move forward in maintaining the success of the service they are providing.

IMPROVEMENT THROUGH EFFICIENCIES

This award recognizes jurisdictions for going green, reducing costs, streamlining processes, and/or doing more with less. This is an agency award.

2025 WINNERS

INTERNATIONAL AND REGION 3

Iowa Department of Transportation, Motor Vehicle Division | Iowa MVD Driver Issuance Basics Workshop



Iowa DOT's Motor Vehicle Division successfully launched the Driver Issuance Basics Workshop, a hands-on, in-person training experience designed to improve the consistency and quality of onboarding for new MVD and County Treasurer driver issuance staff. This workshop represents a new standard in staff development, ensuring all driver issuance personnel receive uniform training aligned with our state and agency's policies, procedures, and best practices. By implementing a standardized, supportive training model, Iowa DOT MVD aims to improve employee retention, reduce turnover and associated hiring costs, while supporting commitment to providing a consistent and positive customer experience to customers across the state.

Service Awards (continued)

REGION 1

Maryland Motor Vehicle Administration | Maryland's NAPHSIS Clean Up



In an effort to ensure records were received when a customer passed away outside of Maryland and enhance data integrity, the MVA recently partnered with the National Association for Public Health Statistics and Information Systems (NAPHSIS) to leverage their Electronic Verification of Vital Events – Fact of Death service. This service allows the MVA to receive death records from all 42 participating jurisdictions. By expanding data sources outside the state of Maryland, the MVA aimed to further accomplish its goal of maintaining accurate driver record data.

REGION 2

Service Oklahoma | Dedicated Drive Test Centers and Online Processing

BROKEN ARROW, Okla. (KTUL) — Young drivers in the Broken Arrow area no longer have to wait in long lines.

Service Oklahoma opened a testing site dedicated to driving tests, making the process easier for young Oklahoma drivers.

Britnee Joyner with Service Oklahoma says this is the second drive test center they've opened in Oklahoma, with the first one being in Oklahoma City.

She says that opening these drive test centers have freed up more capacity at the licensing and exams locations where these tests are traditionally administered.

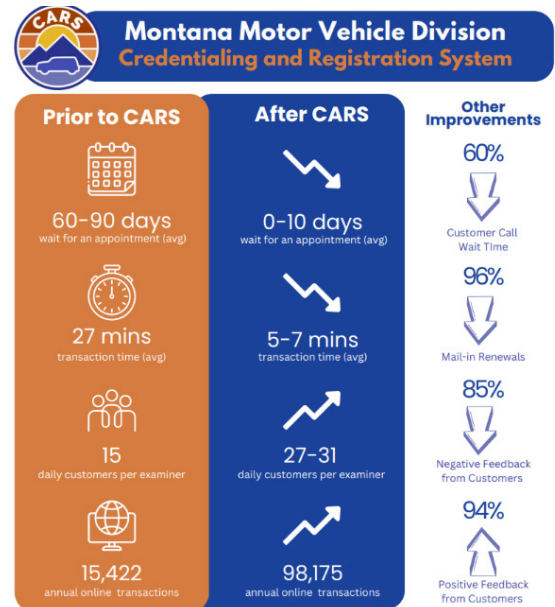
"The new drive test center was opened, tailored for teens who have their learner permit to come in and take a drive test," said Joyner, the Public Information Manager for Service Oklahoma.

A long visit to take a drive test is now a thing of the past at Service Oklahoma, thanks to two dedicated Drive Test Centers in Oklahoma City and Broken Arrow. Both opened by early 2024 and are strategically located in the state's largest metro areas. These centers offer an efficient experience, primarily designed for teens to take their drive test and complete the licensing process in record time. While open to all qualified applicants, these centers address the unique challenges teens and their families historically faced when applying for an Intermediate License. At these Drive Test Centers, customers arrive, take their drive test

and can leave immediately. The online product handles credential processing digitally, eliminating the need for new drivers to remain on-site for in-person processing by an examiner. This streamlined workflow means the entire visit—from test to departure—typically takes under 30 minutes, greatly improving customer experience.

REGION 4

Montana Motor Vehicle Division | Redefining Efficiency and Accessibility in the Montana MVD



The Montana Motor Vehicle Division (MVD) replaced the driver portion of its outdated legacy system (MERLIN) with CARS (Credentialing and Registration System). With CARS, customers can access over 16 types of driver transactions—one-third of all services—through an online, mobile-friendly portal. This has made completing transactions simpler and faster, with over 100,000 transactions already processed online. These online services have had ripple effects across the MVD system. Every transaction completed online frees up staff and resources for in-person appointments, dramatically improving availability and efficiency at exam stations.

Service Awards (continued)

CUSTOMER SERVICE

This award is presented to jurisdiction individuals who have excelled in customer service delivery in a call center or on the front line of motor vehicle administration. This is an individual award.

2025 WINNERS

INTERNATIONAL AND REGION 4

California Department of Motor Vehicles | Francisco Lanzas, Motor Vehicle Representative

Francisco Lanzas, a bilingual contact center agent at the Riverside Contact Center, is recognized for his outstanding contributions to customer service. Francisco is dedicated to creating positive experiences for customers and has an exceptional work ethic. He consistently demonstrates extensive knowledge, professionalism, and a commitment to going above and beyond in resolving customer issues and answering their questions. His dedication to excellence is unwavering, making him a standout employee. Francisco excels in assisting both English and Spanish-speaking customers, earning an impressive 4.9 out of 5 customer service score, based on more than 1,020 customer surveys in 2024. Customers consistently attribute Francisco's high rating to his extensive knowledge, professionalism, and unwavering commitment to going above and beyond to resolve their complex issues and answer their questions.



REGION 1

Massachusetts Registry of Motor Vehicles | Fred Apel, Ombudsman

As the Registry of Motor Vehicles Ombudsman, Frederick Apel plays a pivotal role as a neutral advocate and intermediary between the general public and the Registry of Motor Vehicles (RMV). His primary responsibility is to ensure that customers' concerns, complaints, and inquiries are addressed fairly, thoroughly, and impartially. By directly engaging with customers who encounter issues, Fred provides a dedicated channel for resolution outside of traditional customer service routes, often focusing on complex or sensitive cases that require specialized attention. His knowledge of the agency's practices allows him to quickly identify the customer's needs, set realistic



expectations while at the same time remain empathetic to each of his customer's cases.

REGION 2

Virginia Department of Motor Vehicles | Jeremy Spencer, Director, DMV Contact Center

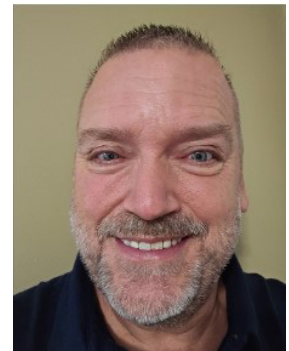
Jeremy Spencer has done exceptional work in enhancing customer service and operational efficiency within the contact center. He's worked to improve the customer experience by optimizing the center's workflows and increasing the call-answer rate. This benefits customers, providing faster and higher-quality service, and contact center employees, by creating more efficient operational processes. He conducted a comprehensive analysis of existing workflows to identify bottlenecks and areas for improvement. With a customer-first approach, he designed new processes that targeted a major pain point: blocked calls. Jeremy restructured call-routing protocols and introduced optimized scheduling to align staff availability with call volume patterns.



REGION 3

Minnesota Driver and Vehicle Services Division | Ray Shimmin, Administrative Tech Specialist

As a MN Department of Public Safety, Driver and Vehicle Services (DVS) State Program Administrative Tech Specialist, Ray Shimmin provides excellent customer service to both his internal and external customers. His responsibilities include operational support, oversight, and training to DVS business partners including the 170 deputy registrar offices around the state, law enforcement officials, dealerships, and his co-workers. Ray's work is reflective of the Department's commitment to working with our business partners to enhance safety, build trust and promote justice. Ray efficiently and effectively responds to business partner calls for guidance and assistance with difficult transactions occurring at the front counters of county, city, and corporately owned offices. Due to his professional manner and listening skills, business partners view him as an authority on all procedural questions. Throughout his 25 years of state service, 10 years with DVS, and his work as a volunteer firefighter, Ray's commitment to serving the public and desire to help people is very evident. Ray continues to provide excellent customer service to all Minnesota residents and business partners.



Service Awards (continued)

COMMUNITY SERVICE

This award recognizes “give back” programs such as providing backpack supplies for returning veterans, food drives, gifts for children, adoption of military families, etc. This is an agency award.

2025 WINNERS

INTERNATIONAL AND REGION 2 RECOGNITION

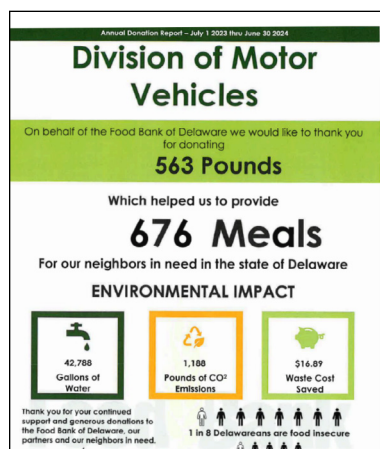
Florida Department of Highway Safety and Motor Vehicles | Florida Licensing on Wheels (FLOW)



The Florida Licensing on Wheels (FLOW) program continues to make a significant impact in communities by participating in events and directly serving communities with events specific to the homeless, seniors, veterans, and private partners. This engagement not only adds convenience but also allows direct engagement with individuals throughout the community. The FLOW team collaborates with government sponsored events and works closely with state and local officials to plan events to help alleviate congestion at local field offices. Between September 2023 and October 2024, the program assisted more than 6,979 Floridians.

REGION 1 RECOGNITIONS

Delaware Division of Motor Vehicles | CANgeering



Delaware Division of Motor Vehicles participated in a CANgeering competition hosted by the Food Bank of Delaware. The Division competed against their parent agency, the Delaware Department of Transportation, and twenty-six other businesses throughout the state. The Food Bank of Delaware's CANgeering competition required all entrants to build an impressive structure of their choice with one twist, they had to be constructed from non-perishable food items. The Division was able to reach the designed goal and gathered 563 pounds of food that was able to provide 676 meals to people in need.

Massachusetts Registry of Motor Vehicles | Fill a Bus



Each year in December, the Massachusetts Department of Transportation and the MBTA hosts a toy drive called “Fill A Bus.” The goal is to Fill a Bus with new, unwrapped toys for children during the Holidays. In December of 2023, the Registry of Motor Vehicles, a division within MassDOT, saw a record number of donated gifts from the Registry of Motor Vehicles’ employees, customers, and business partners. The bus is an MBTA bus that travels across the state to designated pick up locations to gather and distribute the toys.

Rhode Island Division of Motor Vehicles | RIDMV's Lifeline: Community Partnership



RIDMV partnered with the Rhode Island Blood Center (RIBC) to host quarterly Blood Mobile Blood Drives, giving employees, customers, and community members the opportunity to save lives in a very convenient way. These drives are more than a scheduled event they're a chance for

Service Awards (continued)

the RIDMV family to come together for a purpose bigger than themselves. Whether donating blood or spreading the word, RIDMV employees take pride in knowing their efforts directly impact patients and families in Rhode Island. The program took on new urgency in the spring/summer of this year, when a national and local blood shortage created a critical emergency. The RIDMV quickly volunteered to organize an extra drive in addition to its regular schedule, showing just how dedicated the agency and its employees are to answering the call for help.

Société de l'assurance automobile du Québec | Transport of Organ and Tissue Donations



In March 2023, at the request of employees of Contrôle routier Québec (CRQ) who wanted to get involved in a cause, the Société de l'assurance automobile (SAAQ) began administrative steps to participate in the transportation of organ and tissue donations as well as medical teams. A request was made to the Canadian Organ and Tissue Donation Association (COTDA) and Transplant Québec to serve the greater Québec City area. These transports are carried out by representatives of various law enforcement agencies in the province, but CRQ was not yet part of it. The goal is to allow volunteer commercial vehicle enforcement officer to participate in the life-saving chain represented by the cause of organ and tissue donations. At the end of August 2023, partnership agreements were signed, and the vehicle was ready for the first transports.

REGION 2 RECOGNITIONS

Arkansas Department of Finance and Administration | DSMV: The Ultimate Joy of Rescue



For the last several years, DSMV employees have been making donations to the Barkin' Barn Thrift Store in Searcy, AR, to rescue the little furry friends. All proceeds go directly to the care, treatment, placement and upkeep of the animals at the Humane Society of Searcy (HSS), whose primary goal was the establishment of a local animal shelter. This support is essential in helping the sick, injured or orphaned animals, while advocating for the most stringent needs of the community. Joining forces with the Barkin' Barn store and with the dedicated animal lovers, DSMV employees contribute to the rescue of the lost and abandoned animals of Searcy and to their return to their rightful owners.

Georgia Department of Driver Services | Reading is Fundamental



A group of DDS Customer Service Centers supported Georgia Lieutenant Governor Burt Jones as he hosted his first-ever book drive in support of the Georgia Council on Literacy. With help from DDS, the Lt. Governor's Office was able to collect and donate over 2,000 books to the Georgia Council on Literacy.

Louisiana State Police | LSP Partners with Community to Donate Child Safety Seats



Louisiana State Police and the Louisiana Passenger Safety Task Force showed up to promote child safety in the vehicle during National Child Passenger Safety Week. Every region within Louisiana held a child seat fitting station, where child safety seats were provided to families that could not afford

Service Awards (continued)

them. Each child was properly fitted for a seat based on age, weight, height, and fit in the vehicle. 181 car seats were provided to families, and they now have the peace of mind that their child is safe in the vehicle.

North Carolina Division of Motor Vehicles | Clothing Drive for HBCU Closet



The North Carolina Division of Motor Vehicles (NCDMV) Vehicle Services Section recently held a successful clothing drive in support of Historically Black Colleges and Universities (HBCUs) in an effort to stock the HBCU Closet ran by the North Carolina Department of Transportation's Office of HBCU Outreach. The initiative aimed to provide professional attire to students preparing for internships, job interviews, and other career opportunities, ensuring they have the resources they need to excel as emerging leaders. The drive was met with overwhelming community support, with donations pouring in from NCDMV employees who were eager to contribute to the future success of HBCU students. This effort not only highlighted the generosity of the NCDMV community but also reinforced the importance between public agencies and educational institutions.

South Carolina Department of Motor Vehicles | SCDMV Tropical Storm Helene Response



Tropical Storm Helene left devastating effects across the Southeast. South Carolina suffered the tragic loss of almost 50 lives, with many more families sustaining damage to their homes due to the storm that swept across the state. Employees took part in the state's "Team South Carolina" events, which brought assistance directly to those who needed it. SCDMV staff members left their usual offices behind to help citizens connect with the assistance they needed, serving as greeters and guides at these special events, often scheduled just a few days in advance. The events, seven in all, were a chance for residents in each county to connect with numerous helpful state and federal agencies under one roof in their community.

Tennessee Department of Safety and Homeland Security | 2023 Christmas Toy Drive



The Department of Safety and Homeland Security staff donated hundreds of unwrapped toys designed for children 12 and younger during their 2023 Annual Holiday Breakfast. The toys were collected to support the Metro Nashville Police Department's annual Christmas Basket Program, which collect toys and other items for families in need of assistance during the holidays. After the staff holiday breakfast, the Department of Safety and Homeland Security continued to collect toys before the Tennessee Highway Patrol delivered several vehicles full of toys to the collection site. Troopers then assisted with the basket distribution, delivering toys and groceries to families in need on Christmas Eve.

Texas Department of Public Safety | Community Outreach



Texas Department of Public Safety

The Texas Department of Public Safety has worked with several organizations to help serve often underrepresented and underserved communities in obtaining identification. Through these partnerships with Police Agencies, the Department of Family Protective Services, the city Controller's office, and the Texas Legislature, the

Service Awards (continued)

Driver License Division has successfully implemented programs that assist homeless individuals, foster youth, and disadvantaged students in obtaining essential identifications. As the Division continues to evolve, it remains dedicated to finding innovative solutions to address the unique needs of vulnerable populations and ensure that everyone has the opportunity to thrive.

REGION 3 RECOGNITIONS

Indiana Bureau of Motor Vehicles | Indy East BMV Community Service Programs



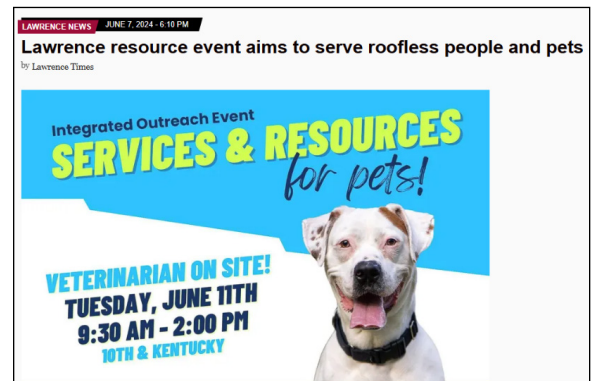
The Indiana BMV Indy – East Team, led by the branch manager, Chequrita “CC” Booker-Howard, has been supporting elementary schools of the Warren Township School District. In the past year alone, they have supported with school supplies and backpacks. The ongoing support has culminated this year in CC having been honored as a guest speaker at the annual Warren Township School District Community Support Dinner.

Iowa Department of Transportation | Pathway to Empowerment: Bridging the ID Gap for Des Moines Vulnerable Communities



The Iowa Department of Transportation partnered with the City of Des Moines Public Library to provide identification cards and driver's licenses to at-risk community members, particularly those experiencing homelessness. Many of these individuals face significant barriers to obtaining IDs, such as lack of transportation, funding, or essential documentation. Without government-issued ID, they are unable to access critical services, including voting, employment, housing, and healthcare. This initiative aimed to break down those barriers and offer a path to self-sufficiency.

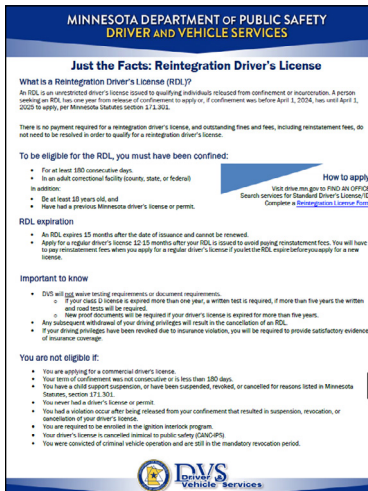
Kansas Division of Vehicles | Kansas Homeless Outreach Program



Early in 2024, the newly founded Homeless Outreach Team conducted an Integrated Outreach event that KDOR Mobile Unit had the honor of participating in. This event brought multiple local agencies to a single site to render services and ease the barriers and gaps for individuals experiencing homelessness in the community. The event was held in Lawrence, Kansas. The location where the event was held allowed great visibility from those citizens that were the focus of this event. During this time, the mobile team processed customers to obtain new KS IDs, replace lost KS IDs and driver's licenses. The driver solutions mobile member was able to assist customers with information on how to get their driver's license back if suspended or any other issues they may have had restricting them from gaining a proper Kansas credential. On this date the mobile unit not only was able to process and assist these citizens, but they were also able to make a positive impact in their lives and possibly help them to take the first step in improving their current situation. Mobile DMV processed and created 21 state IDs on this date. Following the first event, the team had an overwhelmingly positive response from the agencies and the local unsheltered neighbors that attended, and scheduled another event with the same organization to take place later in 2024. Other counties have heard about the success and have reached out to gain information and potentially join forces to expand the program.

Service Awards (continued)

Minnesota Department of Public Safety, Driver and Vehicle Services | Reintegration License



The Reintegration Driver's License Program, administered by Minnesota Department of Public Safety's Driver and Vehicle Services (DVS), exemplifies innovation and social responsibility in addressing the critical barriers faced by individuals reentering society after incarceration. This program not only supports the reintegration of formerly incarcerated individuals but also benefits the broader Minnesota community by promoting public safety, reducing recidivism, and fostering economic stability. The Reintegration Driver's License Program provides a temporary driver's license to individuals who were previously incarcerated and whose licenses were suspended or revoked due to unpaid fines or minor traffic violations committed prior to their incarceration. This program, which was implemented by DVS, recognizes the unique challenges of reentering society and removes one of the most significant obstacles to employment, housing, and family reunification: the inability to drive.

Nebraska Department of Motor Vehicles | Cancer Outreach Saves Lives



The North Omaha Driver License Office and its dedicated examiners had a unique opportunity this past year to serve the community in an unexpected way for a department of motor vehicles. Located in an area with a population at higher-than-average risk for colon cancer, the office became a hub for raising awareness about this critical health issue. Informational pamphlets were distributed, prompting 400 individuals to request test kits. As a result, six people received early diagnoses that led to life-saving medical interventions.

REGION 4 RECOGNITIONS

Arizona Department of Transportation Motor Vehicle Division | MVD Community Connections Gives Back



MVD Community Connections exemplifies how local government agencies can foster meaningful change through targeted engagement and public service. Addressing specific needs such as water donations, school supply drives, and holiday support the program strengthens the communities they serve and ensures that Arizona's most vulnerable residents receive vital assistance throughout the year. With employees deeply involved in these initiatives, MVD Community Connections is a testament to the power of service—and a shining example of how small acts of kindness can make a lasting impact.

California Department of Motor Vehicles | Clothing Drive and Job Application Classes for Women's Empowerment



Members of the California Department of Motor Vehicles' (DMV) Women's Affinity Group (Women@DMV) volunteered their time, outside of work hours, to give back to the community and uplift their sisters in need. The

Service Awards (continued)

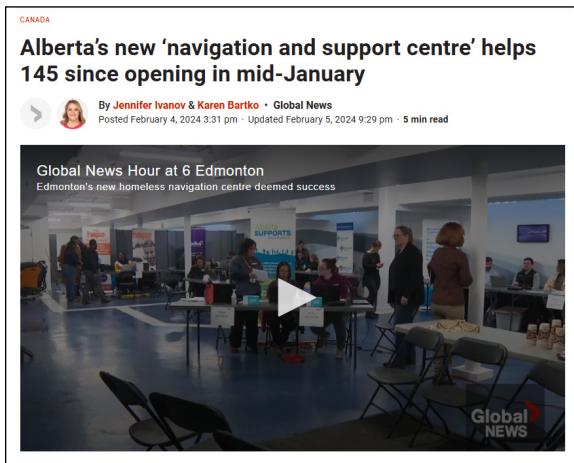
aim of Women@DMV's effort was to give economically disadvantaged and unhoused women the tools they need to re-enter the workforce and regain their independence. The effort had a two-prong approach — a clothing drive focused on professional attire worthy of interviews and a workshop about how to prepare for and obtain state employment.

Colorado Division of Motor Vehicles | Teddy Bear Patrol Donation Drive



The Teddy Bear Patrol is a yearly donation drive that collects new stuffed animals for first responders and emergency teams across the state. First responders use the donations to comfort children during emergencies, such as automobile wrecks or house fires.

Government of Alberta | Free Identification Card to Houseless Albertans



To address escalating violence in homeless encampments and better serve the needs of the homeless population, the Government ordered the creation and opening of Alberta's first Navigation and Support Centre in Edmonton. The Centre provides support to Alberta's most vulnerable to obtain valid Alberta identification at no-cost and to also connect them with services relating to income support, shelter and housing options, health care, mental health resources, and addiction treatment. The centres are

designed as a "one-stop shop" reception centre and work through a triage system to support displaced Albertans.

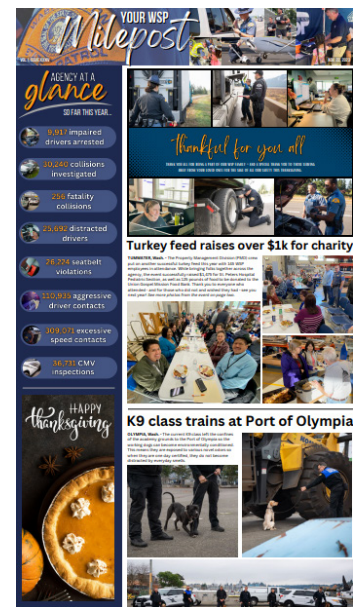
Idaho Division of Motor Vehicles | Dual Tire Scales Training



The Idaho Port of Entry is an education-first entity within the DMV of the Idaho Transportation Department. They help carriers and government agencies to teach proper weight distribution, load securement, and safety requirements. In the last year, the POE has conducted outreach to 37 companies and government agencies. The goal of these interactions is to give back to the industry, help build trust and help improve the safety of all travelers on the Idaho roadways.

Washington State Patrol | Thanksgiving Fest Celebration and Fundraiser

The Washington State Patrol's (WSP) Property Management Division held its 50th Thanksgiving Day Fest Celebration and Fundraiser in 2023. This year, the team organized another successful turkey feast, with 145 WSP employees in attendance. The event not only brought people together across the agency but also significantly impacted the local community, raising \$1,475 for the St. Peter's Hospital Pediatric Section and donating 125 pounds of food to the Thurston County Food Bank.



Fraud Awards

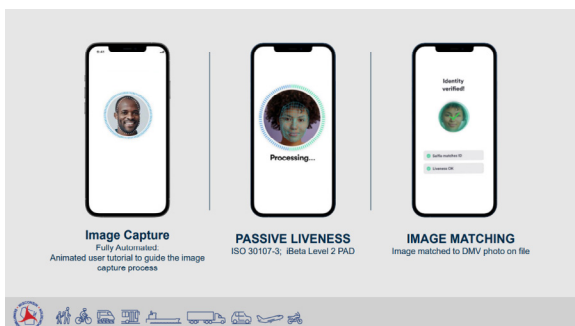
AAMVA's Fraud Awards recognize achievements in fraud prevention and detection and for completing an investigation related to NMVTIS violations and/or in the use of the NMVTIS Law Enforcement Access Tool (LEAT) to further an investigation of motor vehicle related crimes.

FRAUD PREVENTION AND DETECTION: AGENCY

This award is presented to new programs or initiatives to enhance/ensure integrity of products/services in a jurisdiction, such as facial recognition systems, security features to a vehicle title, implementation of ALPR, address verification software, etc. This is an agency award.

2025 WINNER

Wisconsin Department of Transportation, Division of Motor Vehicles | Biometric Authentication - Identity Proofing through Liveness Detection



Wisconsin DMV embarked on a new solution to aid in preventing online fraud in 2024. Due to an increase of fraudulent attempts through some online applications, DMV determined additional security features were necessary. After researching several multi-factor authentication options, DMV decided that Identity Proofing using biometric verification was the highest level of security currently available. WI DMV partnered with Incode Technologies, Inc. to integrate their identity proofing solution into three online applications that were experiencing the most fraudulent attempts: purchasing your own driving record, applying for a duplicate driver license or ID card, and renewing your driver license or ID card.

FRAUD PREVENTION AND DETECTION: INVESTIGATIONS INDIVIDUAL

This award is presented to individuals who made a specific contribution to thwart motor vehicle agency-related crime, such as a clerk who recognizes an individual who repeatedly submitted transactions, a technician who detected title fraud, a special agent who discovered odometer fraud, etc. This is an individual award.

2024 WINNERS

INTERNATIONAL AND REGION 4

Nevada Department of Motor Vehicles | JD Decker, Compliance Enforcement Administrator

Nevada DMV Compliance Enforcement Division Administrator JD Decker and Patrol Investigator Mike Giddens responded to a radio call that a woman was trying to escape from a moving vehicle at a high rate of speed (100 mph). The passenger door was repeatedly being opened by the person who was trying to exit the vehicle. As they approached the vehicle in a marked police unit with sirens on, the subject got out of the car, raised the vehicle's hood claiming engine trouble, and stood in front of it with his arms behind his back. The officer arrested the subject at gunpoint and upon clearing the vehicle, they found a 17-year-old female, crying with a bloodied and bruised face, a melon-sized knot on her forehead, severe ligature marks on her neck, and signs of shock. She turned out to be the girlfriend of the subject, who routinely beat her and told her that he was taking her into the desert to kill her. Prior to the officers' arrival, the subject was on top of her in the back seat attempting to strangle her. Without the timely actions of the officers, the victim would most likely not be alive today. Both officers were awarded with a medal of valor from the Nevada DMV for their heroic actions.



Region 1

Maryland Motor Vehicle Administration | John Geisler, Investigator

The Maryland Motor Vehicle Administration (MVA), Office of Investigations and Security Services, is much like the virus protection on a computer. It works quietly and efficiently in the background, identifying, quarantining, and removing problems. If done correctly, the systems are not slowed down, and in fact almost no one knows they did anything at all, however, sometimes an employee does such outstanding work that they deserve public recognition.

During the past year, Investigator John Geisler has been the sole person investigating and resolving Internet-based fraud, in particular e-Check fraud perpetrated against the MVA and its customers. John was among the first to identify the commonality in the online cases, and to use that information to get out in front of the problem, which undoubtedly reduced the number of potential victims. The MVA noted an uptick in customers whose online accounts had been



Fraud Awards (continued)

compromised, where unauthorized e-Check transactions had been conducted. The most prevalent indicator was when a customer received a bill for a returned check, that had been used for a transaction, which the true customer had no knowledge. In such cases, the customer's banking information was utilized in an attempt to compromise their online MVA account. The goal of these fraudsters was to obtain fraudulent identity products or to gain access to the customer's personal data. John was able to quickly address these matters by first closing the door to further fraudulent activity on MVA systems, and coordinating with customers, banks, and other financial institutions to further protect the impacted customer's interests. John developed numerous contacts in law enforcement, with IT managers, and persons in financial institutions to effectively identify, halt and remediate this illegal activity. He also worked with MVA officials to identify and eliminate any vulnerabilities in MVA systems, so fraudsters could no longer obtain a foothold in the network. In cases where a customer's identity had been compromised, Geisler worked to have the customer's accounts locked or flagged as appropriate. His work played a significant part in the creation of a new tool available in the system, the ability to change a customer's account number quickly, to reduce the possibility of additional victimization.

Geisler placed State charges in 120 cases, resulting in over \$38,000 in fines levied and/or collected by the courts. He worked 64 cases of MVA Internet accounts being compromised and resolved every matter by cancellation of the fraudulent accounts, or the recovery and reinstatement of illegally accessed accounts. Geisler also worked to successfully prosecute the operators of a tag and title business who had bilked its customers and the state of many thousands of dollars, and on many instances of attempted credit card fraud and identity theft via MVA kiosk stations throughout the State. Again, Geisler directly protects customers, and the integrity of MVA automated systems. Geisler had a positive impact on the lives of hundreds of customers and undoubtedly saved them from the potential loss of significant amounts of money by identifying fraudulent accounts and closing them down.

REGION 2

Tennessee Department of Safety and Homeland Security | Melody Rampy, Director, Quality Assurance Division

Melody Rampy, Tennessee Department of Safety and Homeland Security, TDOSHS, created the Quality Assurance Division (QAD) in March of 2024 as a major stride



toward preventing and detecting fraud in issuance of identification and driving credentials. Melody Rampy was named Director of the new unit and holds a Certified Fraud Examiner license. In March 2024 (the same month the unit was created), Melody received an e-mail from the finance division that they were seeing several chargebacks with billing information of Flushing, NY. After running some reports and digging into the system, she was able to uncover a total of 271 victims of identity fraud. This turned out to be a case that shared similarities with several other states. The federal investigation is still underway, but the fraudster(s) were using stolen PII and stolen credit cards to log into the TDOSHS e-Services portal as the victims and order duplicate licenses, changing the mailing addresses to Flushing, NY. Melody worked closely with the Tennessee Highway Patrol Criminal Investigations Division to identify potential suspects that are being investigated.

After speaking about this fraud at the AAMVA Identity Management Pop-Up Classroom in 2024, several other states reached out to say they had experienced the exact same Modus Operandi recently. Some states said they were currently seeing it, and some states mentioned they had not seen it yet, but Melody's presentation made them review their data and place proactive controls—potentially helping prevent the fraud from occurring. Several technological improvements were implemented in Tennessee because of this fraud. Address changes were completely turned off through e-Services within days of discovering the fraud. This was a major factor in keeping the number of victims low, whereas some states discovered thousands of victims before being able to stop it. Melody developed a functionality in the system that can be placed on an account when the customer's PII is compromised called a "Potential Fraud Victim indicator". This prevents e-Services transactions for that account, limiting transactions to the self-service kiosks or in-person, both of which require facial recognition. They more recently started requiring the last 5 digits of the DD# to login to e-Services which limits accessibility to those who have a physical (or photo) copy of their credential. This limits fraud where only a person's PII is known by the fraudster.

Under Melody's leadership, the development of the Quality Assurance Division has already made notable differences in preventing fraud at the Tennessee Department of Safety and Homeland Security. The team has already uncovered several other potentially fraudulent situations and they have also been able to educate other state employees about driver license fraud.

Fraud Awards (continued)

REGION 3

Nebraska Department of Motor Vehicles | Matt Brodecky, Motor Vehicle Fraud Investigator

Investigator Matt Brodecky is a 30-year veteran in law enforcement with over two decades of investigative experience. His decades of experience yielded great dividends while working a stolen/clone vehicle case this past year. During the course of the investigation, Investigator Brodecky was able to secure some of the purchase documents from the victim. He had the forethought to send the documents to the crime laboratory to see if any latent prints could be lifted from the documents, and the lab was able to lift a latent palm print from the paper document. An individual matching the print was arrested on several charges relating to fraud and theft by deception. The individual was part of a crime ring operating in several states, and the work of Investigator Brodecky resulted in hard physical evidence tying him to the crimes in Nebraska. Investigator Brodecky's thoroughness to exhaust all avenues to gather evidence to identify and ultimately prosecute an individual who victimized numerous individuals led to connecting cases across ten states with over a hundred victims who suffered financial losses of more than \$3 million.



FRAUD PREVENTION AND DETECTION: NMVTIS ENFORCEMENT

This award is presented to a law enforcement officer or DMV investigator who has demonstrated excellence in completing an investigation related to NMVTIS violations and/or in the use of the NMVTIS Law Enforcement Access Tool (LEAT) as a tool to further an investigation of motor vehicle related crimes. This is an individual award and is presented at the international level.

2025 WINNER

Nevada Department of Motor Vehicles | Nevada DMV CED Stolen Vehicle Recovery Program



Using NMVTIS to start every stolen vehicle investigation, the Nevada DMV Compliance Enforcement Division (CED) developed a Stolen Vehicle Recovery Program in the past year that resulted in 90+ stolen/VIN-switched vehicles and more than \$3 million in recovered-vehicle values in Southern Nevada. CED, comprised of 29 sworn investigators statewide, is one of only two dedicated vehicle theft/fraud units in Nevada and one of Nevada's top agencies for recovered stolen vehicles. They have used NMVTIS consistently in the past year to prevent fraud in Nevada.

Communications Awards

These awards recognize public relations, public affairs, and consumer education excellence among the motor vehicle, law enforcement, and traffic safety agencies across North America. They recognize creativity, cost effectiveness, and the ability to reach consumers with a well-crafted, measured, and executed message in the following areas below.

OVERALL CAMPAIGN: BUDGET OVER \$50K

This award is presented to a jurisdiction for a full multi-faceted campaign over \$50k and is presented at the international level.

2025 WINNER

Wisconsin Department of Transportation, Division of State Patrol | Buckle Up Phone Down Day



The Wisconsin Department of Transportation launched the Buckle Up Phone Down (BUPD) campaign in 2021 to call attention to growing challenges that contribute to crashes in Wisconsin. Wearing a seat belt and putting the phone down while driving are two of the easiest steps to keep people safe while traveling. They developed a series of advertisements that run during critical times of year to highlight the importance of safe driving practices. The campaign also urges everyone in the state to take responsibility for safe driving, by encouraging businesses, organizations, schools, municipalities and individuals to take the BUPD challenge. The awareness campaign, combined with enforcement efforts, aims to educate drivers and passengers of the simple steps to stay safe. See the video [here](#).

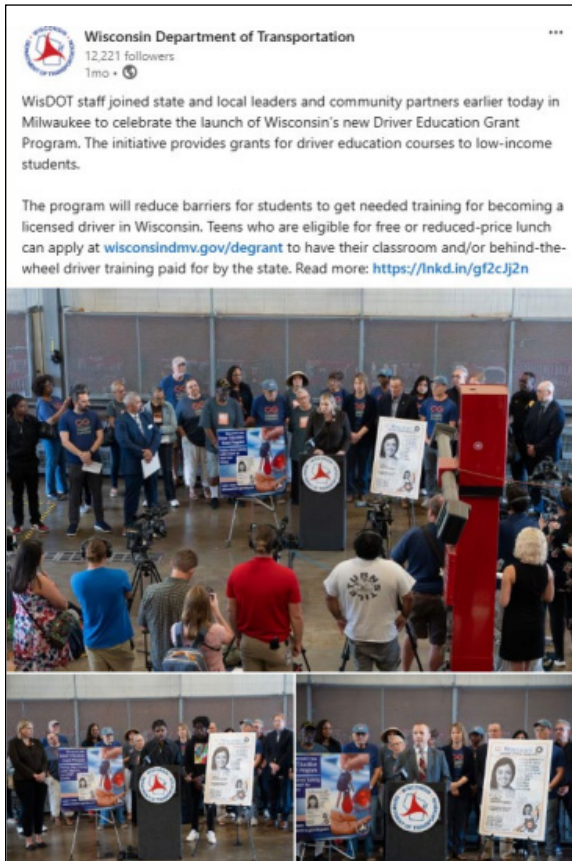
Communications Awards (continued)

OVERALL CAMPAIGN: BUDGET UNDER \$50K

This award is given to a jurisdiction for a full multi-faceted campaign under \$50k. It is presented at the international level.

2025 WINNER

Wisconsin Department of Transportation, Division of Motor Vehicles | Wisconsin Driver Education Grant Program



To increase road safety and make driver education more accessible in Wisconsin, the governor signed a bill to create a grant program to pay the costs of driver education courses for income-eligible students at approved driver education providers. Wisconsin DMV shares this goal to educate more young drivers in Wisconsin to make our roads safer by making driver education more affordable and equitable to diverse populations. Under a tight deadline, DMV had to quickly develop new technical programming to enable schools to easily redeem student coupons and receive payment, improve the way students find their closest driver training programs, and inform schools, stakeholders and the public. Wisconsin DMV sent bi-monthly emails to accredited schools and the Department of Public Instruction with progress updates, participation instructions and enrollment guidelines, created online tools to provide latest information and guidance, developed an interactive map to help students locate participating driver training schools, planned a press

conference in Milwaukee, the state's biggest media market and the largest population target for student enrollment, and coordinated social media outreach.

ADVERTISING

This award is presented to the best advertisement, such as TV commercial or public service announcement, radio commercial or public service announcement, indoor or outdoor print or digital advertisement such as a poster, billboard, or digital signage, etc. This is awarded one per each region and among those, an international winner is selected.

2025 WINNERS

INTERNATIONAL AND REGION 2

Tennessee Department of Safety and Homeland Security | Safe Store Tennessee Campaign

The Tennessee Department of Safety and Homeland Security's, TDOSHS, Safe Store Tennessee advertising campaign was designed to encourage Tennesseans to make smart choices when storing their firearms. TDOSHS

produced video, radio and print ads that ran on cable and broadcast TV, traditional and streaming radio, movie theaters, newspapers, billboards, and social media. They supported the paid advertising with a robust and consistent earned media campaign featuring media releases and 26 unique social media messages posted across the TDOSHS's social media channels. With memorable and impactful visuals, the ads focused on preventing firearms being stolen from vehicles and accidental shootings. The theft prevention ad featured a Tennessee Highway Patrol trooper, police officer and sheriff's deputy interacting with a playful theft reminding Tennesseans not to leave unsecured firearms in their vehicles. The accidental shooting prevention ad features a family with young children and helps viewers imagine the tragedy that can happen if firearms are not stored safely. To support Tennesseans in safely storing their firearms, through the Safe Store Tennessee program, the TDOSHS is offering free cable locks that can secure most shotguns, rifles, pistols and revolvers available on request to any Tennessean at more than 250 distribution locations statewide including all Driver Services Centers and Tennessee Highway Patrol district headquarters. Since the campaign launched, more than 19,000 unique visitors have come to our website, SafeStoreTN.com, for more information or to find their local free cable lock distribution partner.

See the video [here](#).



Communications Awards (continued)

Region 1

Société de l'assurance automobile du Québec | Stop Driving Before Fatigue Stops You

The Société de l'assurance automobile du Québec (SAAQ) released its campaign "Do not drive half dead. Stop before fatigue stops you" on the web, social media, traditional radio and Spotify, designed to remind people that fatigue affects their ability to drive and can cause accidents. Fatigue at the wheel is a major road safety problem, while the most recent statistics indicate that it causes on average 24% of fatal accidents and 24% of all accidents with bodily injuries in Quebec. The campaign aimed to raise awareness among drivers who travel during the summer, a time when many accidents occur. By featuring zombies and using a familiar expression, it was possible to mark the imagination, surprise and make people think.

See the video [here](#).

REGION 3

Wisconsin Department of Transportation, Division of State Patrol | Control Your Drive

The Wisconsin Department of Transportation (WisDOT) expanded its 'Control Your Drive' campaign with the release of a second video featuring Milwaukee Bucks star Bobby Portis. 'Control Your Drive' encourages everyone to rethink their duty to prevent reckless driving. The campaign targets reckless drivers across the state through social media and outreach to media. Data from recent years shows a higher percentage of reckless driving crashes in Milwaukee County. WisDOT leveraged local community support for fan-favorite Bobby Portis and the Milwaukee Bucks with targeted placement of the new 'Control Your Drive' video to audiences in and near Milwaukee.

See the video [here](#).

REGION 4

California Department of Motor Vehicles | Final Countdown to REAL ID - Get on Board

The DMV designed new, eye-catching REAL ID advertising materials to remind Californians to get a REAL ID before the federal enforcement date of May 7, 2025. The DMV partnered with the Transportation Security Administration (TSA) to include TSA agents and DMV personnel in digital and print signage, as well as a video that is shown at many major California airport security checkpoints. The ads have also appeared on some airport websites, the DMV website, 168 DMV offices, and accompany related REAL ID outreach materials.

See the video [here](#).

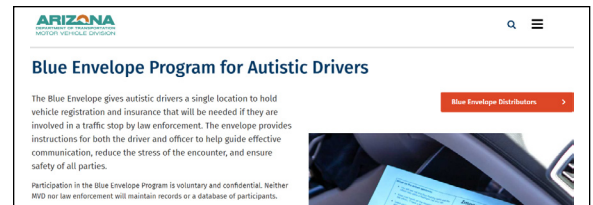
INFORMATIVE WRITING

This award is presented to the best example of informative writing, such as news release, blog, feature story, etc. This is awarded one per each region and among those, an international winner is selected.

2025 WINNERS

INTERNATIONAL AND REGION 4

Arizona Department of Transportation Motor Vehicle Division | Blue Envelope Partnership Press

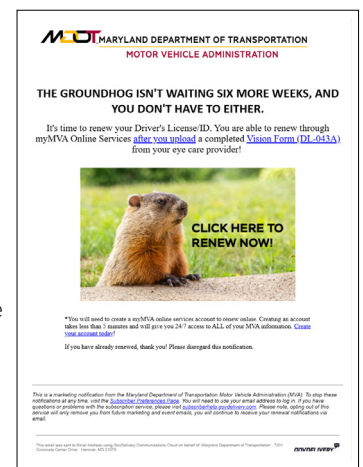


In April 2024, ADOT MVD issued a press release announcing a new partnership in Arizona to bring awareness to, and better understanding of, drivers with Autism. Arizona's Blue Envelope program began in Arizona after several agencies with unique perspectives and interests came together to offer a voluntary way for drivers with autism to place their credentials in blue envelopes to enhance communication with law enforcement officers during traffic stops. What started out as a partnership between ADOT MVD, the Arizona Department of Public Safety and the University of Arizona, has now expanded to include law enforcement agencies and community organizations across the state. Through the successful outreach of the press release and corresponding media coverage of this new program in Arizona, nearly two dozen additional law enforcement agencies and community organizations have reached out to ADOT MVD to get involved. Additional agencies from across the country, and even internationally, have also reached out to MVD as a result of the press release and stories about the new program in Arizona.

REGION 1

Maryland Motor Vehicle Administration | The Groundhog

Aiming to capture the attention of those customers that would renew in March, April and May, Maryland MVA capitalized on the February 2 Groundhog Day observance to communicate to customers that they didn't need to wait



Communications Awards (continued)

to renew their license. The team created a marketing email to this group with the subject line call to action: "RENEW NOW and Spring Ahead of the Rest." Once the customer opened the email, they saw a cute groundhog pic, with the amusing phrase, "The groundhog isn't waiting six weeks and you don't have to either!" Underneath the graphic were several quick links to seamlessly visit MVA's online services portal and renew. Marylanders were also talking about the email tactic, especially Maryland ophthalmologists. We had several anecdotal eye care providers and the Board of Ophthalmologists that mentioned the uptick they had seen over the months of February, March and April in customers asking them to send vision results to MVA so they could renew their driver's license/ID with MVA online. Overall, MVA sent the groundhog message to more than 150K customers over a six-week period. The results of successful open rates and click throughs provided a boost of more customers exploring MVA's online services including driver's license/ID transaction.

REGION 2

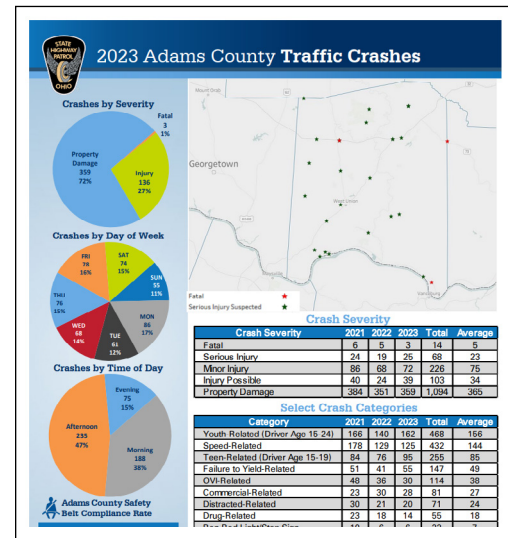
Tennessee Department of Safety and Homeland Security | New Driver License Brochure

On Aug. 19, 2024, the Department of Safety and Homeland Security, TDOSHS, began issuing new Tennessee Driver Licenses and ID cards with a fresh design and improved security features. To prepare for the launch of Tennessee's new credentials, TDOSHS created an informative brochure for partners across the state who verify licenses including elected officials, departments of state government, sheriff's offices, police departments, county clerks, administrators of elections, colleges and universities, airports, the Alcoholic Beverage Commission, Tennessee Grocers & Convenience Store Association, and the Tennessee Wine and Spirits Retailers Association. TDOSHS sent hard copies of the brochure to more than 400 partners along with an introductory letter from TDOSHS Commissioner Jeff Long. Commissioner Long also shared an electronic version of the

brochure to nearly 600 partners via email. The email also had information, graphics and a flyer that these partners could distribute to all of their members. The New Driver License Brochure gave our partners detailed information about the new credentials that was not shared with the general public, including information about the new security features. The brochure showed multiple versions of the new credentials including the back and interim document. Providing this informative document to our partners, helped to make the new credential launch smooth for Tennesseans.

REGION 3

Ohio State Highway Patrol | Driver Training Bulletin



The Ohio Traffic Safety Office, in partnership with the Ohio State Highway Patrol, has provided driver training enterprises with crash statistic information beginning in October of 2022. These Driver Training Bulletins are created for each of Ohio's 88 counties and released twice annually, in April and October. The bulletins are used by driver's training schools to show new drivers a variety of information for their specific county. Each bulletin has a spot map with the location of every serious injury and fatal crash in the county in the previous year. Driving instructors are encouraged to start a discussion about locations and crash clusters. The students are made aware of how it is critical to eliminate distractions, slow down and leave space between you and other vehicles.

Communications Awards (continued)

PERSUASIVE WRITING

This award is presented to the best example of persuasive writing, such as news release, blog, feature story, etc. This is awarded one per each region and among those, an international winner is selected.

2025 WINNERS

INTERNATIONAL AND REGION 3


Iowa Department of Transportation, Motor Vehicle Division | Ignition Interlock Device (IID) One-Pager

POLICY RECOMMENDATION

ADOPT A COMPLIANCE-BASED IGNITION INTERLOCK DEVICE (IID) REMOVAL LAW FOR ALL OWI OFFENDERS

IOWA SHOULD ADOPT A COMPLIANCE-BASED IID REMOVAL LAW FOR ALL OWI OFFENDERS, TO REQUIRE:

- First offenders to complete a minimum amount of time with an IID installed
- All offenders to complete a consecutive 90-day violation-free period using the IID before they are eligible to uninstall the IID and obtain an unrestricted driver's license



BACKGROUND

An IID is a handheld breathalyzer installed in vehicles to prevent drivers from starting their car after drinking alcohol. IIDs also safely gather breath samples during vehicle operation to prevent drinking while driving.

Current Iowa OWI Law requires repeat offenders to install an IID for one year, and only requires first offenders to install an IID if they choose to get a temporary restricted license (but doesn't require an IID at all if they choose not to).


However, this allows full license reinstatement even if the offender continuously drinks and drives at a high enough level that the IID disallows operation of the vehicle, and allows first offenders to avoid installing an IID altogether.

HOW THIS CHANGE COULD IMPROVE SAFETY

An estimated 80% of offenders will not have an issue completing a minimum 90-day "clean" period, but the serious drinker/drivers will have to keep their IID installed for longer, until they can prove that they can drive sober for at least 90 days.

States with more consistent IID monitoring have increased rates of device compliance compared to states whose IID program does not involve monitoring.

Currently, 31 states have a compliance-based IID removal law, 25 of whom require the IIDs be equipped with cameras to ensure the integrity of the program.



25% OF FATAL CRASHES IN IOWA ARE ALCOHOL-RELATED

Universal interlock laws see on average a 15% decrease in alcohol-involved crash deaths when compared with states that have less strict interlock requirements.

Compliance-based IID programs reduce average BAC and total drinking/driving violations.

IIDs reduce repeat OWI offenses by up to 70% among first-time, repeat, and high-risk offenders while they are

National announcements of compliance-based IID removal

The Iowa MVD policy team created an ignition interlock device (IID) one-pager to serve as a policy recommendation and provide background information and related statistics displaying the benefits of a compliance-based IID removal method. With the primary objective of promoting and advancing legislation that would improve safety and reduce alcohol-related crashes on Iowa roadways by adopting a compliance-based removal method for IIDs in Iowa law, this persuasive writing was provided to key members of the Iowa General Assembly and stakeholders for use during the 2024 legislative session.

REGION 1

New York State Department of Motor Vehicles | Mobile ID Commentary




The New York State Department of Motor Vehicles launched the New York Mobile ID (MiD), a highly secure digital version of a state-issued driver license, learner permit or ID on a smartphone. Privacy advocates came out against the state's Mobile ID program, claiming that the MiD puts customers' most intimate information at risk. DMV addressed those concerns in an August 12 commentary in the Albany Times Union, written by Deputy Commissioner for Communications and Customer Service Lisa Koumjian, using a real-life example to explain how it protects privacy.

REGION 2

Service Oklahoma | Live Wait Map and Online Check-In News Release

Service Oklahoma launches online waitlist for license and exam locations

by KOKO Staff | Thu, March 7th 2024 at 3:24 PM
Updated Thu, March 7th 2024 at 3:24 PM



Oklahoma Department of Public Safety Driver License Testing is seen (KOKO)

Struggling to find an appointment slot. Waiting for hours in line. That's the stereotypical DMV experience. But it's different at Service Oklahoma. Our agency announced a service in 2024 that completely changes the customer experience for the better. We published a news release in March 2024 that officially unveiled our live wait map, a convenient online tool that helps customers get in line for in-person driver services at one of the 30-plus locations around the state, right from the comfort of their own home. Accessed on Service Oklahoma's website via either a desktop computer

Communications Awards (continued)

or a mobile device, the live wait map shows a bird's-eye view of Service Oklahoma locations closest to the user based on the customer's current location. The system also suggests the best location for the user to visit by calculating the shortest distance and wait time for the service they are seeking. For added convenience, the live wait map draws out the optimal travel route to whichever location it recommends. If the user prefers a different location, they can simply click on their preferred location. The live wait map displays the distances and wait times for all 30-plus Service Oklahoma Licensing and Exam offices across the state, as well as our two dedicated Drive Test Centers. The news release encourages Oklahomans to try the live wait map by emphasizing the convenience of the service. The release explains that once the user selects their desired driver service and picks a location, they simply click a button and fill out a short form to join the online waitlist. The user will then receive a personalized status page detailing what documents to bring and when to arrive. This system allows our customers to schedule same-day services and then continue to go about their lives – without the need to come early and wait in line. To further motivate Oklahomans to utilize the live wait map, the news release walks them through the exact steps to access it on Service Oklahoma's Driving & Auto Locations page. They just need to click on the "Join Waitlist" icon, select the service they need in the new window, and the live wait map will appear. Since the live wait map's launch in February 2024, the locations page has seen more than 360,000 unique visitors and more than 521,000 total visits. Customers have reported very positive experiences from using the online wait map to virtually get in line for services, with many saying they only had to wait 10 minutes or less once they arrived at our locations. One person wrote on Google reviews, "I got on the waitlist online to save time and was quickly in and out. They were efficient, extremely kind, and quick!" Another person wrote, "When we arrived at the station, we walked right in, had no wait, AND it was a Friday. I'm so happy and pleased with our service and the ease of the process."

REGION 4

Washington State Patrol | WSP's Surviving Summer Campaign



The WSP, Washington Traffic Safety Commission (WTSC), and partner law enforcement agencies across Washington state participated in a statewide "Surviving Summer: 90

Dangerous Days" campaign, with the goal of reducing serious injury and fatality collisions during the summer of 2024. Law enforcement partners across the state committed to consistent messaging to inform motorists of the importance of safe driver behavior. Washington State Patrol created traditional and social media content that included joint WSP/WTSC media releases, campaign logo, and graphics for Instagram, X, and Facebook. Districts across the state utilized the Surviving Summer logo to create localized graphics for their specific areas. A tri-fold brochure in English and Spanish languages was handed out at various community outreach events. During the 90 dangerous days, preliminary numbers indicate a 16% reduction in fatality collision investigations done by the Washington State Patrol.

PUBLICATIONS AND VISUAL ARTS

This award is presented to the best publication or visual art, such as newsletter, media kit, logo, photograph, display, digital graphic, etc. This is awarded one per each region and among those, an international winner is selected.

2025 WINNERS

INTERNATIONAL AND REGION 2

Florida Department of Highway Safety and Motor Vehicles | Safe Start Florida – Child Safety Awareness Month

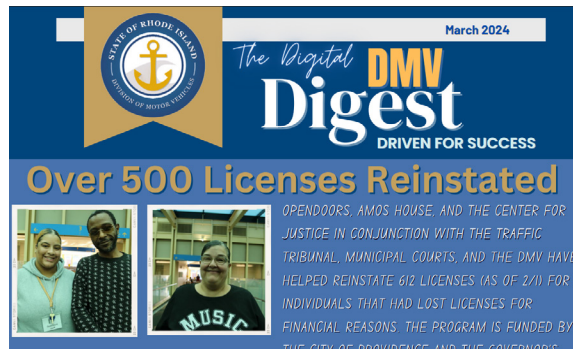


The Florida Department of Highway Safety and Motor Vehicles created resources for agencies, organizations, safety advocates, or dedicated individuals to use in promoting child safety awareness in Florida. Public Affairs Officers attended as many back-to-school events as possible, hosting booths to discuss safety tips for returning students. At each booth, FLHSMV had magnets, balls, and other items with the logo and safety information. They also used internet radio and online social to promote this campaign in addition to attending events and getting face to face time with the community and show they are there to support child safety awareness.

Communications Awards (continued)

REGION 1

Rhode Island Division of Motor Vehicles | Driving Employee Engagement: The Digital DMV Digest



The RIDMV set out to bring its workforce across the state closer together in a more meaningful way. The result? The Digital DMV Digest, a monthly internal newsletter curated to inform, inspire, and celebrate the incredible people, stories, events, and work behind the RIDMV. The Digital DMV Digest emerged as a vibrant, digital publication, delivering essential updates and engaging stories while highlighting the people and efforts that make the RIDMV more than just an organization...a special community. Monthly, on the first Friday, The Digital DMV Digest delivers more than just information-- it creates a sense of pride and belonging.

REGION 3

Wisconsin Department of Transportation, Division of Motor Vehicles | Wisconsin DMV's Hybrid/EV Sticker

Wisconsin's new EV Hybrid sticker outreach

"Great resource ID for responders!"
-Feedback via social media

✓ Exceptional number of shares



✓ Positive consumer response

A new state law required that orange and black "EV Hybrid" stickers be attached to each license plate issued for an electric or hybrid vehicle to help first responders when dealing with the unique safety risks of electric powered vehicles in emergency situations. Wisconsin DMV was tasked with quickly designing an informative, attractive sticker and communicate the proper placement to owners of Wisconsin's 146,000 electric and hybrid vehicles. This simple design directly focuses the viewer's attention, communicates critical facts and achieves the goal of excellence in visual design.

REGION 4

California Department of Motor Vehicles | Open the Door to the New MyDMV and Garage Feature



The California Department of Motor Vehicles (DMV) began offering customers a more personalized online experience when using their MyDMV account with an added "garage" feature where they can "park" all their vehicle-related information in one spot. This new service was explained to DMV's 9,000 team members in an article that appeared in the April 2024 DMV Spirit Record employee magazine. For the cover, a graphic designer in the Office of Public Affairs created a unique artistic representation that captured the "essence" of the revised digital offering.

SOCIAL MEDIA

This award is presented to the best use of social media, such as Facebook, Twitter, Instagram, etc. This is awarded one per each region and among those, an international winner is selected.

2025 WINNERS

INTERNATIONAL AND REGION 3

North Dakota Department of Transportation | North Dakota Vision Zero: Vision Zero Schools

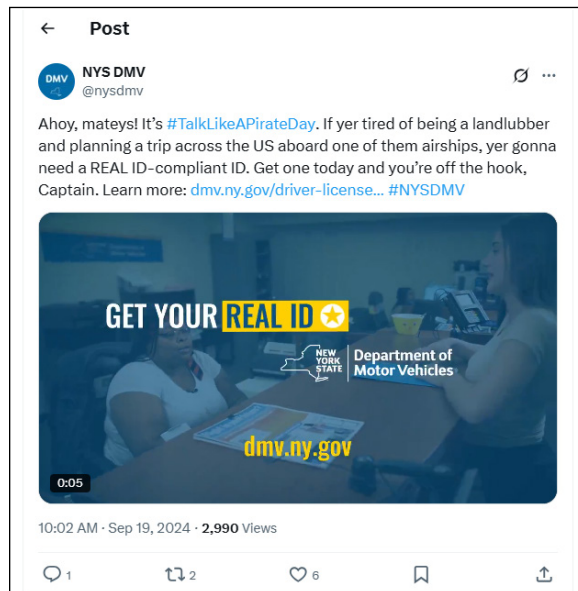
Vision Zero Schools is a peer-to-peer program that gives students the opportunity to be traffic safety advocates in their school and community. The student leaders choose a primary focus (seat belts, distracted driving, speed, etc.) to promote via banners, PSAs, and more. As a way to welcome students back to school and to get a traffic safety message out to the community, North Dakota DOT ran a Facebook ad featuring the PSAs created by the students.

See the video [here](#).

Communications Awards (continued)

REGION 1

New York State Department of Motor Vehicles | NY DMV Social Media



NYS DMV makes robust use of social media, with at least one post 5 days a week on Facebook, X, Instagram and LinkedIn. DMV uses its platforms to educate the public about its operations and available services, utilizing a wide array of approaches and techniques, incorporating still and motion graphics, video and, as much as possible given the subject matter, a sense of humor to make the posts lively, engaging and worth following.

REGION 2

Service Oklahoma | Where Are You Going? Social Media Series

SERVICE

OKLAHOMA

16

SWEET

SIXTEEN

GUARANTEE

Turning 16?

Get a guaranteed Drive Test appointment with our Sweet Sixteen Guarantee. Sign up now to secure a Drive Test on your 16th birthday or the first date of your eligibility.

Eligibility

How it Works

Where to Go

Let's see if you're eligible for a birthday Drive Test:

✓

You will be 16 on the date of your birthday appointment

✓

You have held a current, valid learner permit for at least 180 days

✓

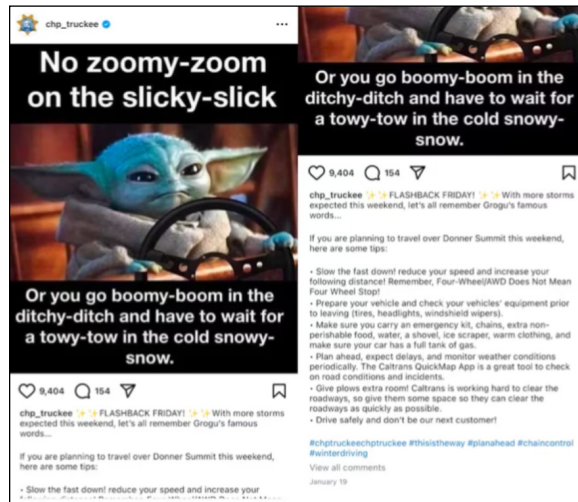
You receive no traffic conviction(s) within 180 days of your birthday appointment

Where are you going? Oklahoma teens are asked that question to mark a very special occasion – passing their drive test on their 16th birthday. Then their answers are posted on social media to get more families excited for the Sweet Sixteen Guarantee. Service Oklahoma's Sweet Sixteen Guarantee program promises a drive test on a teen's exact 16th birthday, even if it falls on a weekend. The teen is eligible as long as certain experience prerequisites have been met, such as completing 50 hours of behind-the-wheel training and holding a Learner Permit for 180 days without receiving a ticket. If the teen has not met the prerequisite requirements, the program ensures they can take a drive test on the first day they are eligible. After passing the drive test, teens receive an Intermediate License with expanded driving privileges, the third step in Oklahoma's four-step Graduated Driver License (GDL) program. Since launching the Sweet Sixteen Guarantee in May 2024, Service Oklahoma has been using social media to showcase the program. When teens pass their drive tests on their 16th birthday at one of the dedicated Drive Test Centers, the moment can be captured in front of the celebratory selfie wall. They are then asked the question: "Where are you going?" Their answers range from attending football games and dining at favorite restaurants to exploring the mall—fun places now accessible with their new driver's license and independence. Photos and answers are shared on Service Oklahoma social media pages, spreading the word about the Sweet Sixteen Guarantee. Each post includes a link to the Sweet Sixteen Guarantee webpage that enables teens to schedule their own drive test on their 16th birthday. They do so by filling out an interactive online form, which confirms their eligibility date and allows them to request an appointment as soon as they obtain their Learner Permit. Appointments are available any day of the week—even Saturdays and Sundays—at one of two centrally located Drive Test Centers for a quick and efficient experience. Upon arrival, teens and their families are greeted with personalized signage celebrating their birthday drive test, and each center features a selfie wall to capture photos of this exciting milestone. The "Where Are You Going?" series is posted every month on Service Oklahoma's official Facebook, Instagram, LinkedIn and X pages. They are well-received, garnering more than 10,000 impressions collectively. The social media series has contributed to nearly 9,300 visits, including birthday appointments, to Drive Test Centers since the series began. Oklahomans have reported positive experiences with the Sweet Sixteen Guarantee program. One parent wrote, "Daughter's 16th birthday was on a Sunday, and they were able to get her in and take her driving test! Great people, great place! Thank you for making it possible where most places wouldn't." Meanwhile, another customer added, "Great experience. Easy going. Not high intensity. Relatively stress free. Daughter did her Sweet 16 appointment, and it was wonderful!"

Communications Awards (continued)

REGION 4

California Highway Patrol | CHP Truckee Area Social Media



CHP's social media's key objectives included increasing community engagement, promoting road and public safety, enhancing transparency, and supporting public relations and recruitment efforts.

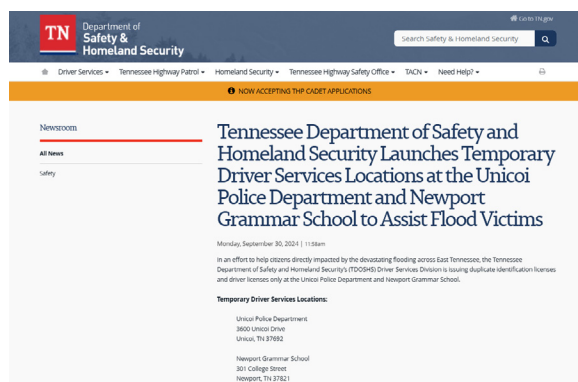
SPECIAL EVENTS

This award is presented to the best special event, such as media event or press day, non-media events such as exhibit, information booth, educational presentation, etc. This is awarded one per each region and among those, an international winner is selected.

2025 WINNERS

INTERNATIONAL AND REGION 2

Tennessee Department of Safety and Homeland Security | Mobile Unit Response to Hurricane Helene



On 9/27/2024 storms from Hurricane Helene swept into the upper East Tennessee area. This created massive flooding and devastation in the area in addition to widespread

power outages and water utility outages. The Tennessee Department of Safety and Homeland Security (TDOS) Driver Services Division reacted by coordinating mobile issuance sites to serve those citizens who had lost their credentials in the aftermath of the storm. TDOS set up mobile sites duplicate credentials, and Tennessee Highway Patrol (THP) worked swiftly with the Driver Services Division to bring the mobile briefcase units stationed around the state to the East TN area. After two weeks the hours of operation at the mobile sites were expanded to twelve hours each day on Monday through Saturday and five hours on Sunday. Over the course of four weeks of deployment, the mobile units issued 1,652 total credentials.

REGION 1

Maryland Motor Vehicle Administration | Maryland Work Zone Safety Press Conference



The Maryland Work Zone Safety Press Conference hosted by Maryland Department of Transportation (MDOT) during National Work Zone Awareness Week (NWZAW) in April 2024 was a powerful event designed to raise awareness about the dangers faced by highway workers and the importance of safe driving through work zones. In the wake of a devastating work zone crash that tragically claimed the lives of six MDOT State Highway Administration workers, this event provided a platform to honor the victims and emphasize the critical need for safer driving in work zones.

REGION 3

Minnesota State Patrol | K9 Matka Retires



Communications Awards (continued)

For eight and a half years, Minnesota State Patrol K-9 Matka walked the halls of the Minnesota State Capitol, keeping her nose sharp and sniffing for explosive material. Now she's hanging up her working collar in exchange for the good life of a family pet. Over the years Matka has kept workers and visitors safe by checking out Capitol buildings for threats, responding to calls about suspicious or unattended bags, and doing bomb sweeps. The Hungarian Vizsla, who will turn 10 in July, retired on with the end of the Minnesota Legislature's spring session.

REGION 4

Nevada Department of Motor Vehicles | Trunk or Treat Nevada



The Nevada DMV partnered with law enforcement, public safety agencies and community organizations to host a first-ever Halloween Trunk or Treat event at the Reno DMV office on October 28, 2023. This little kid-friendly, safe, free event included a police car petting zoo, free candy and swag, and opportunities for kids to meet a first responder and hop into an emergency vehicle. More than 3,000 people attended this event that had no real cost or budget as hundreds of volunteers donated their time and the candy was donated by local businesses.

VIDEO

This award is presented to the best internally-produced video using internal resources by internal personnel, such as an information video, training video, etc. This is awarded one per each region and among those, an international winner is selected.

2025 WINNERS

INTERNATIONAL AND REGION 2

Kentucky Transportation Cabinet | The Collins Story - Mt. Sterling Roundabout

The intersection of KY 686 and KY 713 in Mt. Sterling became known locally as an area to avoid at night due to the volume of serious crashes and fatalities. Engineers worked since 2010 to combat severe crashes and fatalities occurring at this mostly rural, four-way intersection in the city of Mt. Sterling. Kentucky Transportation officials studied options to make the intersection safer and identified a roundabout as an innovative solution new to the region that could improve highway safety by preventing dangerous right-angle crashes. Despite being a proven safety countermeasure, the roundabout recommendation was not embraced by the community and drew skeptics. This video told a compelling story from local, credible voices like the mother of a teen crash victim named Emilee, local officials, representatives from a fire department, and a sheriff's office. The resulting video was made to move residents, local drivers, students, teachers, farmers, and firefighters – and especially members of the public who know little about roundabouts or those who are resistant to roundabouts in other areas where KYTC may build one or propose construction.

See the video [here](#).

REGION 1

New Jersey Motor Vehicle Commission | "Just Drive" Video

The New Jersey Motor Vehicle Commission's *Just Drive* campaign confronts distracted driving with an electrifying, immersive message aimed directly at sports fans. By leveraging New Jersey's largest sports venues, the campaign delivers a bold, unforgettable call to action, encouraging fans to bring the same level of focus they give to the game to their time behind the wheel. NJMVC's partnership with prominent sports franchises help engage millions of fans throughout the season, with the New York Giants alone drawing over 4.3 million fans.

See the video [here](#).

Communications Awards (continued)

REGION 3

Wisconsin Department of Transportation, Division of Motor Vehicles | American Sign Language (ASL) Knowledge Test

Wisconsin DMV provides the Knowledge Test, a first step to obtain a driver license, in 11 of the most common languages in the state, including most recently adding American Sign Language (ASL) in a video format. After carefully reviewing service statistics, DMV noted that 80% of those who took the ASL version of the test failed, as compared for an 80% pass rate with the general population. ASL is often the first language of many in deaf and hard of hearing community. While the primary audience for these video tests is small, 70 knowledge and signs tests administered in ASL in the last two years, providing accurate, comprehensible content is necessary to meet the needs of all.

See the video [here](#).

REGION 4

California Highway Patrol | Women Traffic Officer Project 50th Anniversary

On September 30, 1974, a groundbreaking initiative known as the Women Traffic Officer Project (WTOP) was launched by the California Highway Patrol (CHP) to assess the capabilities of women in law enforcement. This pivotal moment saw 40 women report to the CHP Academy, marking the beginning of a transformative journey for the Department and the communities it serves. This video commemorates the 50th anniversary of the WTOP and celebrates the trailblazing women who joined the CHP, highlighting the significant contributions of women in law enforcement to community safety and service, and hopefully inspiring future generations to consider careers in law enforcement.

See the videos [here](#).

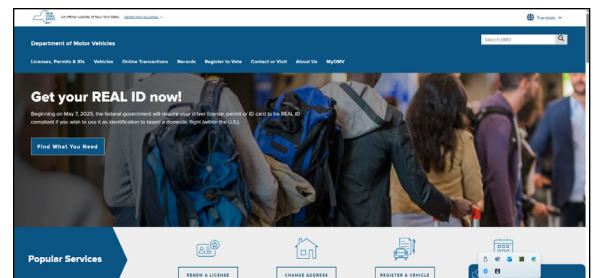
WEBSITE

This award is presented to the best website or microsite. This is awarded one per each region and among those, an international winner is selected.

2025 WINNERS

INTERNATIONAL AND REGION 1

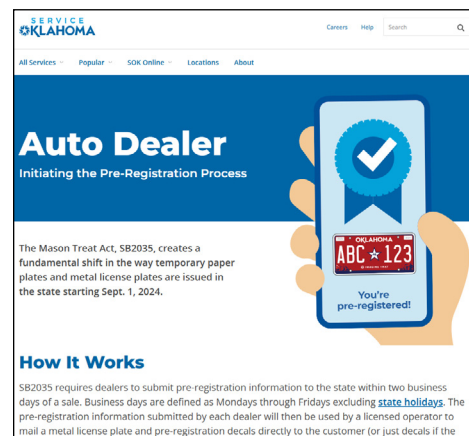
New York State Department of Motor Vehicles | NY DMV Website



The New York State Department of Motor Vehicles launched a redesigned and more user-friendly website in mid-August. The new website combines a more intuitive interface and streamlined content to help New Yorkers seamlessly navigate to dozens of online transactions and obtain important information from the DMV. The key features of the new website include: a more intuitive and user-friendly design, which makes it easier for customers to navigate the website updated content and information the most up-to-date content management system, which allows DMV to display information in a more engaging way and increased website security and stability.

REGION 2

Service Oklahoma | Ready, Set, Tag! Public Awareness Campaign Landing Page



The “Ready, Set, Tag!” campaign was crafted to convey urgency and action, aligning with the new vehicle pre-registration requirements of Senate Bill 2035, also known

Communications Awards (continued)

as the Mason Treat Act. This law, named in honor of Senate Pro Tempore Greg Treat's son, critically injured during a traffic stop, seeks to improve road safety by ensuring Oklahomans receive a metal license plate shortly after a vehicle purchase. ReadySetTag.com, the campaign's landing page, is the primary source of information on this critical update, educating Oklahomans on how to comply with the new process quickly and securely. Campaign Objectives and Audience Launched in August 2024, the "Ready, Set, Tag!" campaign targets the 700,000 Oklahomans who buy vehicles each year. Its main objectives are to:

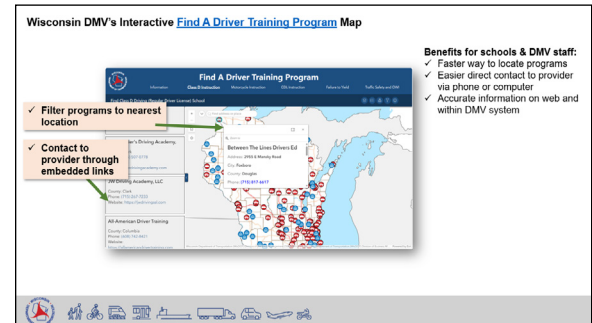
- Establish Service Oklahoma as a trusted, reliable service provider.
- Raise awareness of the new pre-registration requirements, emphasizing the safety benefits—all at no additional cost to Oklahomans.

The campaign resonates with audiences who prioritize safety, convenience and efficiency, emphasizing a straightforward process for compliance. Strategy and Tactics Service Oklahoma employed a multi-channel approach to maximize reach and engagement. Campaign tactics included television ads, digital and social media, print ads and most importantly, the dedicated campaign website, ReadySetTag.com. The ads directed viewers to the website, which acted as the central hub for resources, guiding users through the new pre-registration process. Interactive Features and Design ReadySetTag.com was designed with ease of use at its core, offering intuitive navigation and interactive features, such as: Interactive Checklist: Positioned prominently, the checklist allows users to choose specific scenarios, like buying or selling a vehicle, and provides a tailored list of steps for each situation. Over 26,000 users engaged with this feature within two months of launch. Step-By-Step Walkthrough: A streamlined, three-step guide to pre-registration is displayed near the top of the page, with links to detailed sections. FAQ Section: An accordion-style FAQ offers answers to common questions, enabling users to quickly access relevant information without excessive scrolling. These design elements ensure that users have a simple, engaging experience on the site, with clear pathways for information and minimal clutter. Outcomes and Measurement: The campaign achieved substantial results in its initial months: Website Engagement: ReadySetTag.com has attracted nearly 80,000 unique visitors, totaling over 90,000 visits, indicating strong public interest. Pre-Registrations: Over 75,000 vehicle pre-registrations were completed within two months, showcasing the campaign's effectiveness in driving compliance. Public Awareness: Multi-channel advertising generated millions of impressions across the state, successfully raising awareness of the new requirements. ReadySetTag.com demonstrates how a user-focused, accessible website can effectively support public awareness campaigns

and legislative updates, ensuring that Oklahomans are informed, engaged, and ready for compliance.

REGION 3

Wisconsin Department of Transportation, Division of Motor Vehicles | Wisconsin DMV Interactive Driver Training School Map



Wisconsin DMV now offers customers an interactive map to select driver training programs. DMV used innovative Geographic Information System (GIS) technology to deliver content in one comprehensive map with multiple layers that allow various types of students to easily navigate and find their program. They simply select from a menu the type of training they want: Class D, Motorcycle, CDL, Failure to Yield, or Traffic Safety/OWI. Users can zoom in and out on locations across the state, select a dot on the map to view a driver training program and see detailed provider information with embedded links.

REGION 4

Montana Motor Vehicle Division | Montana MVD - Getting You on the Road



The Montana Motor Vehicle Division's (MVD) old website badly needed an update, and not just from an aesthetic perspective. Over the years, the website had been changed and updated multiple times with no clear vision of the overall customer experience. As a result, pages had an overwhelming amount of text, making it difficult for customers to find what they needed. In November 2023, they launched a new website. Users comment that the new website is warm, friendly, inviting, clean, easy to use, and informative—all the things that we set out to achieve at the start of the project. Instead of pages of text, the new

website utilizes step-by-step instructions and drop-down accordions with additional information. Since launching the new website and online portal, calls to the customer service line have decreased by nearly 15%.

International Driver Examiner Certification (IDEC) Award

Annually, the International Driver Examiner Certification (IDEC) Executive Board and AAMVA recognize outstanding examiners through the IDEC Examiner of the Year award. Each member jurisdiction nominates one examiner for outstanding performance as a driver’s license examiner. Examiners are selected for their excellence in adhering to the principles and recommended practices of driver examining (the Examiner’s Code of Ethics) and for their high level of conduct in their profession. Each jurisdiction’s “Examiner of the Year” receives a certificate and a congratulatory letter from the IDEC Executive Board. One of the examiners of the year is selected as the overall Outstanding Examiner of the Year.

2024 OUTSTANDING EXAMINER OF THE YEAR

Qunisha Cannon
*Compliance/
Safety Officer III
Virginia Department
of Motor Vehicles*

Qunisha has consistently demonstrated excellence in her role as a driver examiner, showcasing an exceptional work ethic, leadership, and dedication that make her a standout candidate for this recognition. She



approaches each task with expertise and integrity, ensuring all processes adhere to best practices and established policies. As a key contributor in the Richmond District, Qunisha plays a critical role in the training and development of new employees, not only teaching technical skills but also instilling the values of professionalism in others. Her commitment to excellence sets a benchmark for her colleagues and reinforces high standards across the team. Qunisha treats all individuals with dignity and empathy, creating a supportive environment for learning and growth. A prime example of her respect for others is her work with the CDL reentry program, where she was instrumental in expanding the program to include female inmates—an initiative that had been absent for over a decade. Qunisha’s work with the Virginia Department of Corrections not only broadened the program’s scope but also highlighted her dedication to fairness and equality. Her leadership in expanding the program statewide, alongside her collaboration with the Virginia Department of Corrections, has had a lasting positive impact on the lives of many participants.

2024 EXAMINERS OF THE YEAR

<i>Florida</i> Olivia Flores	<i>Mississippi</i> Rosie Lockwood	<i>Tennessee</i> Carrie Hicks
<i>Georgia</i> Laura Baum	<i>Nebraska</i> Scott Henggeler	<i>Utah</i> Lisa Sego
<i>Indiana</i> Haley Foist	<i>New Jersey</i> Larry Evans	<i>Vermont</i> Jesse Wright
<i>Iowa</i> Lori Denney	<i>North Dakota</i> Shelly Flakker	<i>Virginia</i> Qunisha Cannon
<i>Kentucky</i> Christy Eatmon	<i>Oklahoma</i> Dakari Turner	<i>West Virginia</i> Leonard Finley
<i>Maine</i> Carl Pepin	<i>Saskatchewan</i> Brad Enns	<i>Wisconsin</i> Renee Long
<i>Minnesota</i> True Xiong	<i>South Carolina</i> Annie Dukes	<i>Wyoming</i> Crystal Gullickson