Changing the stereotype

Understanding public perceptions and effecting change in DMVs
How DMVs are perceived

• This is how they see us
  – Family Guy and Jupiter Ascending clips...
Find out what they really think

• **2013 Customer Opinion Survey**
  – 3,000 responses in two weeks to online survey.
  – Response was unexpectedly favorable.
    • 95% said our employees were knowledgeable
    • 93% said experience was much better, somewhat better or as expected
    • 78% complimentary to DMV employees
    • 76% said it was very convenient or moderately convenient to visit a DMV office
Telling the good story

Why should agencies promote themselves?

- Legislature
- General public
- DMV employees
Communications Planning

• Annual exercise
• Establish key communications objectives
  – Increase messaging reach to 75% of audience
  – Take advantage of existing customer databases for outreach
  – Increase kiosk usage by 5%
  – Increase online transactions by 5%
The reactionary model

- Agencies that fail to do communications plans fall into a reactive-only mode
For More Information

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