Wisconsin implemented REAL ID on January 14, 2013

Changes that were made prior to this date:

- Require Legal Presence Documentation (April 2007)
- Implemented $10 Fee to help fund REAL ID costs (January 2008) ($ now goes to transportation fund)
- Photo/Signature prior to Processing (November 2010)
- Fingerprint background checks for all existing DMV staff and IT personnel, and pre-employment checks for new hires (October 2011)
- Card Redesign – central issuance and level 3 security feature (May 2012)
- Submit Paperwork to DHS (October 1, 2012)
OPPORTUNITIES FOR INNOVATION/IMPROVE PROCESS

• Scan DL/ID cards to send name to photo (attaches name to ticket, pulls up existing customer records)
• One ADF scanner per workstation, shared flatbed scanner on back counter
• Documentation to scan is indexed for compliance
• FDR device pulls data from Passport MRZ and populates US-PASS system (reduces manual errors)
• Central Issuance
INITIAL IMPLEMENTATION - 2013

- Increase in transaction times (up to 5 minutes)
- Communication to customers - *Informational*

A new type of Wisconsin driver license is available – Please read the following carefully!

Effective January 14, 2013, Wisconsin DMV will begin issuing driver licenses and identification cards that meet new federal REAL ID requirements. While all Wisconsin products will be valid for federal uses for the next few years, at some point during your renewal cycle, a REAL ID driver license or identification card will be required for identification purposes at airports or entrance to Federal buildings.

It will be most convenient for you to obtain a REAL ID product when you come in to renew so you do not have to worry about it in the future. The cost to renew your existing license or obtain a REAL ID is the same.

**What if I just want to renew my regular license and not enroll in REAL ID?**

No problem. You will renew just as you have done in the past. All license renewal information and forms can be found online. You will need to complete the MV3001 application and bring in your current driver’s license or another document off of the identity list. You may complete the MV3001 online, print and bring it to a service center. Downloading the form is **FREE**: [www.dot.wisconsin.gov/drivers/forms/mv3001.pdf](http://www.dot.wisconsin.gov/drivers/forms/mv3001.pdf)

- With uncertain guidance, difficult to encourage enrollment
Wisconsin’s implementation date of 1/14/2013 provided an opportunity for all existing card holders to enroll in REAL ID at renewal, thus avoiding a secondary trip to a DMV service center and paying a duplicate fee ($14) in advance of the 10/1/2020 deadline.

However, with relatively low enrollment numbers, the informational communication approach needed to transition to persuasive in advance of the Oct. 1, 2020 deadline for domestic air travel.
PERSUASIVE COMMUNICATION - 2017

IT IS TIME TO RENEW YOUR DRIVER LICENSE

New federal rules in effect – follow these easy steps to get your REAL ID compliant card for no additional fee!

How do I renew?

1. Complete the MV3001 application.
   - Use our Interactive Driver License Guide: app.wi.gov/DLGuides. With this guide, you can complete the application online then submit it securely and electronically. The interactive guide also allows you to schedule an appointment at select DMV Customer Service Centers
   - OR you may complete the MV3001 online, print it, and bring it to a service center. Downloading the form is FREE: wisconsindmv.gov/mv3001
   - OR you may obtain and complete form MV3001 at any DMV Customer Service Center

2. Bring the application and other required documents (see below) to Wisconsin DMV Service Center. Find your nearest DMV Service Center: wisconsindmv.gov/centers.

What is a REAL ID and why do I need one?

Wisconsin DMV issues REAL ID compliant products (marked with a ★) in accordance with the federal Real ID Act of 2005. If you plan to fly within the U.S., visit a military base or other federal buildings, the Department of Homeland Security will require identification that is REAL ID compliant (or show another acceptable form of identification, such as a passport) beginning October 1, 2020. Don’t get left behind without a REAL ID.

There is no additional cost to get a REAL ID-compliant driver license now at this renewal. If you choose to upgrade to a REAL ID after this renewal, the cost of a duplicate card will apply. A non-compliant card that is marked “Not for Federal Purposes” is also available to Wisconsin residents upon request.
Planning to fly? Don’t get left behind.

Get Real ID

Ask at the counter or wisconsindmv.gov/REALID

- Social Media
- Posters in Offices
- MVN Screens
- 1:1 Discussions

Real ID - Wisconsin

Driver License

Wisconsin

Driver License Regular

S123-4567-4499-00

Sample

Derek Thomas

4802 Sheboygan Ave

Madison, WI 53709

Wisconsin Department of Transportation

#WisDOT

wisconsindot.gov
• New Wisconsin customers usually have the documentation required for REAL ID enrollment (can be issues with proof of SSN).

• Renewing customers can come unprepared, if they did not read the renewal letter. WisDMV staff discuss the advantages of REAL ID, and offer a 60 day renewal on their existing product to allow the time needed to gather documentation and return for enrollment. Many choose this option.
REAL ID ENROLLMENT

REAL ID Enrollment

***2017 data is January through September 2017.
For More Information
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