

2019

AAMVA AWARDS PROGRAM

Fostering a Tradition of Excellence



American Association of
Motor Vehicle Administrators

To find out more about AAMVA's awards program or to submit an entry, please visit our website at www.aamva.org/aamva-awards/.

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 initiatives, outstanding customer service, and public affairs and consumer education 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. Awards are presented at our Regional Conferences and at our Annual International Conference.

2019 Safety Awards – International Awards

AAMVA's Safety Awards are presented to distinguished individuals in recognition of commitment to and accomplishments in highway safety over the course of a career.

Lifetime Achievement in Highway Safety – Motor Vehicle Administration



Chuck DeWeese, *Assistant Commissioner*
New York State Department of Motor Vehicles

Chuck DeWeese started his career in highway safety in 1992 as a special agent at the Federal Motor Carrier Safety Administration where he conducted safety investigations on poor-performing truck and bus carriers and worked with U.S. Department of Transportation legal advisors to remove non-compliant carriers from roadways. He was subsequently promoted to acting division administrator where he led criminal investigations and spearheaded a multi-agency effort to reduce commercial motor vehicle crashes, leading to his life-long passion for saving lives on highways.

In 2007, Chuck was hired as the assistant commissioner of the New York Governor's Traffic Safety Committee. Since then, he has been the driving force behind the Committee's most nationally-recognized and effective traffic safety campaigns and programs including, but not limited to: establishing the state's Impaired Driving Advisory Council; developing the Distracted Driving Enforcement campaign; and partnering to create the state's award-winning Pedestrian Safety Action Plan, an ambitious partnership of the New York State Departments of Health and Transportation and the Governor's Traffic Safety Committee. In addition, Chuck chairs New York State's Traffic Records Coordinating Council, serves as a Governors Highway Safety Association (GHSA) regional representative, and as Chair of the Federal

2019 Safety Awards (continued)

Relations Committee which is the conduit between the National Highway Traffic Safety Administration and GHSA.

Chuck holds a Master's Degree in Public Administration which has clearly benefitted both federal and state governments. He is a well-respected leader, both locally and nationally, is a dedicated advocate in reducing fatalities and serious injuries on his state's roadways and across the nation, and has put New York State at the forefront of transportation safety innovation.

Lifetime Achievement in Highway Safety – Law Enforcement



Colonel Nathaniel McQueen, Jr., Superintendent
Delaware State Police

Colonel Nathaniel McQueen, Jr. joined the Delaware State Police (DSP) ranks in 1988 and has served in many leadership roles during his career. He has always prioritized community service and safety as hallmarks of his leadership. On December 20, 2012, Colonel McQueen was appointed by Delaware's Governor as the superintendent of the Delaware State Police. He commands 716 troopers and 240 civilian employees.

In 2014, the Colonel led a critical review of the agency's accountability process with the goal of being more effective and efficient in reducing crime and traffic collisions. Utilizing *A Police Organizational Model For Crime Reduction* as a guide, he used a combination of intelligence-led policing and accountability to improve operations. This process led to the state-wide implementation of a stratified policing model known as the Delaware State Police Enhanced Analytical Response (SPEAR). Between 2015 and 2017, those practices and procedures became anchored in the DSP culture, making it the first U.S. state police agency to successfully adopt this model.

Since its inception, SPEAR has had a positive influence on highway safety in Delaware. According to Colonel McQueen's article in the September 2018 edition of *Police Chief Magazine*, projections are tracking toward a 15-year low in motorcycle and pedestrian-related crashes, with a decrease in fatal crashes as well. Proactive DUI arrests and drug investigations for patrol officers have also been positively impacted. This year's investigations are projected to be the highest in over 15 years, directly contributing to a decline in impaired fatal crashes. Before SPEAR implementation, alcohol and/or drugs were involved in over 50% of the fatal crashes. In 2017 and 2018, impairment rates have declined to 45% and 41%, respectively.

Colonel McQueen works regularly with the Delaware Office of Highway Safety, Division of Motor Vehicles, and the Department of Transportation to address emerging challenges with roadway, vehicle, and license legislation. At the Colonel's direction, DSP organized the Interstate 95 challenge, which coordinates all 15 states along the east coast who police I-95 to address speeding and aggressive driving and to reduce traffic collisions. DSP participates in the Drive to Save Lives campaign where each troop area provides added resources to hot spots for enhanced highway safety, and Colonel McQueen encouraged all in-state agencies to participate in hot spot areas within their jurisdictions. In 2018, Colonel McQueen brought Below 100 training to DSP, with the goal of improving trooper safety on the roadways.

Colonel McQueen earned a Bachelor of Science degree in Behavioral Science from Wilmington University and a Master of Science degree in Social Work from Delaware State University. He is a graduate of the Federal Bureau of Investigation National Academy. Before joining the Delaware State Police, he served in the U.S. Marine Corps.

2018 International Driver Examiner Certification (IDEC) Awards

Annually, the International Driver Examiner Certification (IDEC) 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 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. Of the individual jurisdiction winners, one nominee is chosen as the Outstanding Examiner of the Year.

IDEC Outstanding Examiner of the Year Award Winner



Earl Bunnell, *Driver License Examiner*
New Hampshire Division of Motor Vehicles

Earl Bunnell has been an examiner for 32 years and has performed thousands of operator and motorcycle licensing tests. He works in a remote outpost in northern New Hampshire, within a few miles of Mt. Washington, home of the coldest recorded temperatures and highest wind gusts reported anywhere in the world. Earl has conducted exams with temperatures of 35 degrees below zero and in some of the worst weather conditions. Earl always deals with the public with respect and professionalism no matter the situation or condition.

On two separate occasions this year, Earl has gone above and beyond the call of duty. On the first occasion, Earl turned an unexpected flat tire on the applicant's car into an opportunity to teach the young driver how to change a tire before completing the examination. The second occasion involved a young visitor from the past—the younger brother of an applicant from 10 years earlier, whom Earl helped to keep occupied by providing some blank applications for the boy to “fill out” while his brother completed his exam. When that boy returned 10 years later for his own exam, Earl not only remembered the young visitor but went to his files and pulled out the “applications” the child had filled out 10 years ago to the surprise and delight of the youth and his mother.

These are just a few examples of “Earl being Earl,” a tremendous examiner, and a great public servant who has dedicated himself to the mission of safe drivers, safe vehicles, and safe roadways.

IDEC Examiner of the Year Award Winners

BRITISH COLUMBIA

Brandon Kozoris

MAINE

Brian Morris

SOUTH CAROLINA

Jose Arevalo

COLORADO

Howard Ogg

MINNESOTA

William (Bill) Benert, Jr.

UTAH

Tammy Telford

FLORIDA

Natasha Simmons

NEW HAMPSHIRE

Earl Bunnell

VERMONT

Douglas Keleher

GEORGIA

Keyiera Ezell

NEW JERSEY

Brian Scholer

VIRGINIA

Deborah Harrison

INDIANA

Richard Thompson

NORTH DAKOTA

Jon Eide

WEST VIRGINIA

Christine Winnell

IOWA

Julie Cox

OKLAHOMA

David Bierbaum

WISCONSIN

Gary Holley

KENTUCKY

Mark Jones

ONTARIO

Sylvie Lefebvre

WYOMING

Luz Craig

2019 Public Affairs and Consumer Education (PACE) Awards

The Public Affairs and Consumer Education (PACE) Awards Program recognizes 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.

PACE Overall Campaign: Budget Over \$50k Winner

South Dakota Department of Public Safety Office of Highway Safety | “Jim Reaper” Campaign

The South Dakota Office of Highway Safety is keeping drivers safe by reminding them that Death is always watching and waiting for them to slip up. The “Jim Reaper” campaign inserts a Grim Reaper character into the lives of everyday people as a reminder to beat Death—not just cheat it—as drivers make the right decisions to outsmart Death and stay safe on the road.

PACE Overall Campaign: Budget Under \$50k Winner

Montana Department of Justice Motor Vehicle Division | “The Real Me” Public Information Campaign

The Montana REAL ID campaign is a public information campaign designed to disseminate facts in a clear and transparent manner to Montana citizens to raise awareness about REAL ID. The campaign is a collaboration between Montana Motor Vehicle Division and Montana State University Billings (MSU-Billings). Three classes at MSU-Billings worked on this collaboration.

PACE Division 1: Print and Electronic Publications Award

CATEGORY 1A WINNER: PRINT OR ELECTRONIC NEWSLETTER, INTERNAL OR EXTERNAL

California Department of Motor Vehicles | DMV Spirit Record

The *DMV Spirit Record* is a bi-monthly employee magazine that communicates department activities, accomplishments, and policies to the Department of Motor Vehicle’s nearly 10,000 employees who work across California. Copies are available in print and digital versions, and past issues remain on the department’s internal website for future reference. The *Spirit Record* began as a newspaper more than 60 years ago and has transitioned with the times. During the past two and a half years, the *Spirit Record* was transformed into a magazine with an emphasis placed on a new sophisticated layout design, more in-depth articles, and higher quality photography.

DIVISION 1 WINNER AND CATEGORY 1B WINNER: PRINT OR ELECTRONIC MEDIA KIT

Florida Department of Highway Safety & Motor Vehicles | Teen Driver Safety Campaign Online Media Kit

Every October, the department leads a Teen Driver Safety Week campaign to focus on educating Florida's newest drivers on how to stay safe behind the wheel. Engaging with teens on driving safety content is not easy, so the Florida Department of Highway Safety and Motor Vehicles decided to reach teens where they are—Snapchat. The 2017 Teen Driver Safety Week campaign's retro branding caught their attention and the "We Arrive Alive" tagline encouraged teens to take ownership of the action of buckling up, whether in the driver's seat, passenger seat, or even reminding their friends and family to always buckle up. The campaign's online media kit provided the tools to share the important message to always buckle up through Snapchat and other social media, downloadable posters to print, and safety tips for teens and parents to talk about together.

CATEGORY 1C WINNER: OTHER PRINT OR ELECTRONIC PUBLICATIONS

Indiana Bureau of Motor Vehicles | 2017 Annual Report

A magazine-style annual report of Indiana Bureau of Motor Vehicles' (BMV) activities and accomplishments was published for the first time in January 2017. This report was created to provide the public with a way to access information related to the Indiana BMV's strategic goals and objectives, and to hold them accountable to these goals. The annual report reviewed the BMV's work through the year and measured it against the strategic plan established by Commissioner Peter Lacy and his senior level leadership team at the beginning of his tenure in 2017.

PACE Division 2: Visual Arts Award

CATEGORY 2A WINNER: LOGO

Virginia Department of Motor Vehicles | "Take Action Against Distraction License Plate Design" Contest Logo

The logo design for the "Take Action Against Distraction License Plate Design" contest is a dynamic graphic aimed at capturing the attention of young, teenage drivers. The design calls attention to some of the most common forms of distracted driving, including cell phones and eating. The logo was incorporated in all contest material, including the contest webpage, posters, social media graphics, event invitations, and mastheads to create brand recognition for the contest.

CATEGORY 2B WINNER: PHOTOGRAPHY

Kentucky State Police | If It Was Easy

Commercial Vehicle Enforcement Investigator Travis Smith took a photograph using special lighting for the dark effect. Text was added to promote Kentucky State Police's (KSP) recruitment efforts. The photo hopes to inspire people to apply to be a Kentucky state trooper. They included a new cruiser and a uniformed trooper—who is also a female trooper—to provide the branding for the agency. They placed the photo on various social media platforms and monitored the shares, likes, and engagement to determine the effectiveness. On Facebook alone, the photo reached 43,600 people. The outcome for KSP was that the photo generated interest. It generated conversation and in doing so, increased the calls into the Recruitment Branch by candidates asking questions about how they could become a trooper.

DIVISION 2 WINNER AND CATEGORY 2C WINNER: DISPLAY

Delaware Division of Motor Vehicles | Safe Selfie Zone

The Safe Selfie Zone is a colorful banner with the words "Look Who's Driving Now!" and posted in Delaware DMV locations to provide a "safe selfie" backdrop for new drivers to share the excitement of their milestone achievement instead of posing with their actual license and potentially compromising personal identifying information. Accompanying the selfie backdrop is a poster that explains the dangers of posting personal information online.

CATEGORY 2D WINNER: DIGITAL GRAPHICS

Georgia Department of Driver Services | "DDS 2 GO" Web Ad

For promoting the new agency mobile services app, DDS 2 GO, Department of Driver Services (DDS) planned a media campaign largely focused on social media and web-based advertising. A major targeted market are teen drivers as they are required to interact with DDS two separate times after being licensed. These two license upgrades are a perfect opportunity for new drivers to conduct the transactions via the mobile services app and skip the trip to a DDS Customer Service Center. Since Facebook, Snapchat, and web display ads are the avenues through which teens receive most of their messages, DDS designed an ad that would appeal to the Centennial and Millennial market.

PACE Division 3: Advertising Award

CATEGORY 3A WINNER: TV COMMERCIAL OR PSA, EXTERNALLY-PRODUCED

South Dakota Department of Public Safety Office of Highway Safety | “Cabbing It”

The South Dakota Office of Highway Safety is keeping drivers safe by reminding them that Death is always watching and waiting for them to slip up. The “Jim Reaper” campaign inserts a Grim Reaper character into the lives of everyday people as a reminder to beat Death—not just cheat it—as drivers make the right decisions to outsmart Death and stay safe on the road. The campaign was launched with the “Cabbing It” TV spot during the 2018 Super Bowl.

CATEGORY 3B WINNER: TV COMMERCIAL OR PSA, INTERNALLY-PRODUCED

Idaho Division of Motor Vehicles | Idaho Transportation Department Office of Highway Safety

Only 64 percent of Idahoans are placing their children (ages 4-6) in child safety seats or booster seats even though they are too small for seat belts to fit them correctly. To increase the use of child safety or booster seats and decrease the number of injuries and fatalities, the Idaho Transportation Department produced and distributed a public service announcement (PSA). The PSA was part of a comprehensive statewide campaign.

CATEGORY 3C WINNERS: RADIO COMMERCIAL OR PSA, EXTERNALLY-PRODUCED OR INTERNALLY-PRODUCED

Georgia Department of Driver Services | “DDS 2 GO” Radio Spot

Department of Driver Services (DDS) purchased radio spot advertising to promote the new DDS mobile app “DDS 2 GO.” The purchase concentrated on morning and afternoon commuting times and sponsorships of the traffic reports. “It’s like having a driver’s services center in your pocket,” was adopted as the tag line and became popular with on-air radio hosts and DDS team members alike. The spot covered several key points: it’s free for customers, there will be no more surprises because you get custom alerts about your license, there are many services that can be completed, and it will make taking care of your license business easier.

Manitoba Public Insurance | Save the 100 – Numbers

“100 Manitobans are killed on our roads each year. But together, we can save them.” Tagged “Save the 100,” the key objective of the campaign is to reduce tolerance and acceptance for traffic fatalities by asking Manitobans to look beyond the statistics and focus on the real people and real lives lost behind

every fatality number reported. An equally important message is that every individual has the power to bring the annual fatality count down to zero by changing how we think about road safety, the way we drive, and the decisions we make behind the wheel.

DIVISION 3 WINNERS AND CATEGORY 3D WINNERS: INDOOR OR OUTDOOR PRINT OR DIGITAL ADVERTISING

New York State Department of Motor Vehicles | “Don’t Text! Just Drive” Billboard

To deter motorists from the dangerous behavior of texting while they are driving, New York State DMV designed a 14-foot x 48-foot poster depicting the aftermath of a distracted driving crash and the text “Don’t Text! Just Drive.” It also includes the Governor’s Traffic Safety Committee (GTSC) logo and the address of the GTSC website. The poster has been installed on 275 billboards located on major highways across the state. Additionally, a digital version has gone up at 35 locations statewide.

California Department of Motor Vehicles | REAL ID – Full-Page Newspaper Advertisement

The California Department of Motor Vehicles (DMV) Office of Public Affairs created a full-page advertisement to run in some of the state’s largest newspapers shortly after launching the REAL ID program. The ad was designed to make Californians aware of upcoming changes to the ID requirements for domestic air travel, as well as the requirements to apply for a REAL ID driver license or identification card. The DMV’s new one-stop webpage to coincide with the program launch, REALID.dmv.ca.gov, was displayed prominently at the bottom of the ad.

PACE Division 4: Special Events Award

DIVISION 4 WINNER AND CATEGORY 4A WINNER: MEDIA EVENT/PRESS DAY

North Carolina Division of Motor Vehicles | Tar Heels Coach Roy Williams is Leading Tobacco Road for N.C. REAL ID

On July 10, 2018, the North Carolina Division of Motor Vehicles parked their mobile driver license unit outside of the Dean E. Smith Center to issue N.C. REAL IDs to Tar Heels coach Roy Williams and other University of North Carolina Athletics staff. The press event began promptly at 10 a.m. with Coach Williams obtaining his REAL ID, followed by 13 head coaches and several local public officials. The press event was intended to leverage the influence of high-profile Atlantic Coast Conference coaches and other North Carolina movers and shakers to encourage North Carolinians to convert their licenses and ID cards into REAL IDs.

CATEGORY 4B WINNER: NON-MEDIA EVENT

Kentucky State Police | KSP Safe Trick or Treat

For nearly 12 years, Kentucky State Police (KSP) has provided a safe, fun alternative to traditional “trick or treating,” while using the opportunity to share safety messaging and personal contact with police officers. This event serves as an outreach tool for the agency and is an effective example of community policing. Any opportunity for citizens, especially children, to see troopers/officers in a different role, having fun instead of writing tickets, helps to humanize the badge and develops stronger relationships with the community KSP serves.

PACE Division 5: Video Award

DIVISION 5 WINNER AND CATEGORY 5A WINNER: VIDEO PRODUCTION, INTERNALLY-PRODUCED

Pennsylvania Driver and Vehicle Services | “Share the Road with Motorcycles” Video

Many motorists are oblivious to motorcyclists around them and don’t understand why they behave the way they do. The “Share the Road with Motorcycles” video was designed to make motorists aware of motorcycle behaviors on the road, and to remind them that motorcyclists also want to get home safely to their families.

CATEGORY 5B WINNER: VIDEO PRODUCTION, EXTERNALLY-PRODUCED

Florida Department of Highway Safety & Motor Vehicles | “Step By Step – Never Drive Impaired” Video

The “Step By Step – Never Drive Impaired” video was produced in an effort to depict the true impact of driving crashes and fatalities. The video details the events that take place after a fatal crash, as a Florida Highway Patrol trooper delivers the “next of kin” notification to a family. Viewers follow the trooper as he makes his way from his patrol car to the home, with images of the events of the crash spliced between his steps. The voiceover in the background delivers additional context for the events taking place and provides the important impaired driving safety message.

PACE Division 6: Writing Award

CATEGORY 6A WINNER: NEWS RELEASE

North Carolina Division of Motor Vehicles | NASCAR King Ready to Travel with N.C. REAL ID

The news release details the experience of NASCAR legend Richard Petty in obtaining his REAL ID. Mr. Petty shared how easy it was to obtain a REAL ID and encouraged others to get ahead of the deadline to obtain their REAL IDs as well. The intent was to use trusted voices to encourage other North Carolinians to convert their current licenses/IDs to REAL IDs.

DIVISION 6 WINNER AND CATEGORY 6C WINNER: FEATURE STORY

California Department of Motor Vehicles | Putting a Face on Organ and Tissue Donation

An article in the October 2017 edition of the *DMV Spirit Record* profiles 6-year-old organ donation recipient Matthew Ouimet as he promotes registering to become an organ and tissue donor. Matthew appears in posters at DMV offices and visits with DMV employees to remind them of the importance of registering as an organ donor. The *DMV Spirit Record* is a bimonthly magazine distributed to the DMV's nearly 10,000 employees across California. It is available in print and digital versions. Marty Greenstein in the Office of Public Affairs wrote the article for the employee magazine.

CATEGORY 6D WINNER: STORY PLACEMENT IN PUBLICATION

Florida Department of Highway Safety & Motor Vehicles | New Florida Driver License Op-Ed

Starting in August 2017, the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) began issuing a new, more secure Florida driver license and ID card. By the end of December 2017, the new credential was available at all service centers throughout Florida and online. In January 2018, the FLHSMV Office of Communications worked with editorial boards of newspapers across the state to publish an Op-Ed by FLHSMV Executive Director Terry L. Rhodes, reminding customers once again of the change and the benefits it would bring. The opinion editorial, "Your Florida Driver License Just Got Safer, Smarter and Far More Valuable," was published in four major newspapers across the state.

CATEGORY 6E WINNER: SPEECH

Virginia Department of Motor Vehicles | Social Media for Customer Service

Prepared and delivered by Virginia Department of Motor Vehicles' Assistant Commissioner Pam Goheen, the speech was an illustrative summary of the agency's use of social media to provide custom and effective customer service and its powerful result of positive public relations. The presentation was intended to be entertaining and educational, providing easy-to-implement takeaways for transferability to other jurisdictions.

PACE Division 7: Websites/Technology Award

DIVISION 7 WINNER AND CATEGORY 7A WINNER: WEBSITE, INTERNALLY-PRODUCED

Montana Department of Justice | Montana REAL ID – It's "The Real Me" Website

The website mtrealid.gov is considered government's first-ever conversational website. The site is an amalgamation of web elements and an automated conversation system that works to provide an immersive experience to users that rivals current approaches in web development and design. The "human-centered design" focuses resources and information delivery squarely on the end user, leading to unprecedented interaction rates and citizen engagement. This entire website was built, tested, and launched using Montana Motor Vehicle Division employees.

CATEGORY 7B WINNER: WEBSITE, EXTERNALLY-PRODUCED

South Dakota Department of Public Safety | www.SouthDakotaRides.com

Many motorcycle fatalities in South Dakota happen during the Sturgis Motorcycle Rally as the result of out-of-state riders travelling on challenging and unfamiliar roads. Created by the South Dakota Office of Highway Safety, SouthDakotaRides.com is a one-stop riding resource for both in-state and out-of-state riders to get familiar with South Dakota roads for safer rides. The site offers safety resources from blogs and interactive maps to training and events.

CATEGORY 7C WINNER: INTERACTIVE PRESENTATION

Oregon Driver and Motor Vehicle Services | Oregon DMV Online Open House

In May 2018, Oregon Driver and Motor Vehicle Services (DMV) sponsored an online open house allowing the public to share information directly with DMV through a webpage seeking input on future innovation in service delivery. Participants had an opportunity to provide their opinions on what they would most like to see at DMV.

The open house was accessible 24/7 during a four-week timeframe. The online event reached more than 100,000 Oregonians and 465 customers took the time to participate in the survey. Using a digital platform yielded many benefits, including increased public participation and reduced strain on agency resources.

CATEGORY 7D WINNER: USE OF SOCIAL MEDIA

Illinois State Police | Trooper Tracy Lillard, Statewide Social Media Coordinator

Social media helps humanize police departments by allowing them to connect and converse with the general public, but more importantly, it provides a platform for law enforcement to quickly share emergency messages, weather incidents, or road closures. Police are also able to respond to tips from civilians about crimes, problem areas on roadways, and concerns about traffic laws. The Illinois State Police (ISP) doesn't have to wait for the news media to write stories; ISP can write them. Trooper Tracy's attention-grabbing posts, colorful pictures, and funny stories have caught the public off guard. They now see ISP as approachable, relatable, honest, and compassionate. The goal is to show society the human side of the badge, educate about traffic laws, and showcase the work that we do.

2019 Service and Security Awards

AAMVA's Service and Security Awards recognize achievements in the following areas: excellence in government partnership, innovative use of technology, customer convenience, improvement through efficiencies, and fraud prevention and detection.

Trailblazer Award

INTERNATIONAL WINNER

Arizona Motor Vehicle Division | Title Transfer Goes Electronic

eTitle is a groundbreaking program established by the Arizona Department of Transportation MVD to move the title transfer process from paper to electronic. Consumers are able to electronically complete the title transfer process without going to an MVD office. Besides the consumer component, the program has elements that provide significant time and cost savings for automobile dealers and towing companies. The electronic title transfer process also helps eliminate fraud that can be conducted with paper titles.

Customer Convenience Award

INTERNATIONAL WINNER AND REGIONAL WINNER

Arizona Motor Vehicle Division | Abandoned Vehicle Process Innovations Save Time and Money

Electronic innovations have transformed interactions between the Arizona Department of Transportation MVD and the towing industry in the state. Backlogs of six to eight weeks to process abandoned vehicle paperwork at MVD are gone, as is the paperwork, because now everything is electronic. All told, tow companies had to make thousands of trips to MVD each year to conduct business that can now be done electronically. These changes came about in two steps, both electronic improvements: one for filing abandoned vehicle claims and the second for issuing titles.

REGIONAL WINNERS

Maryland Motor Vehicle Administration | One Stop Shop for Insurance Compliance Payments

Maryland Department of Transportation MVA's newest customer convenience, implemented at the end of September 2018, allows customers to pay insurance fees online or at a kiosk, have flags removed from their account, and complete registration all within the same transaction. Previously, insurance flags were placed on customers' vehicle registrations, preventing them from renewing any vehicle they have registered in their name until the fee is satisfied. The new convenience has assisted thousands of clients from having to physically visit an MVA to process these transactions.

Nebraska Department of Motor Vehicles | Metro South Service Center

An increasing population, limited resources, and the aim of providing a more efficient, effective service culminated in the need to deliver transformative change. What resulted was a comprehensive review of services in the Omaha metro area and a plan to deliver those changes. A legislative change facilitated the development of a service center model and removing the need for the County Treasurer to accept payment for driver licenses. In conjunction with the introduction of a fit-for-purpose workstation for examiners, ensuring the required resources were in the right place at the right time, there has been a 74% reduction in wait times and extremely positive feedback from our customers.

Tennessee Department of Safety & Homeland Security | Motor Voter Initiative

In March 2018, the Tennessee Department of Safety and Homeland Security partnered with the Tennessee Secretary of State's Office and the Tennessee Attorney General's Office to provide a real-time voter registration interface for the department's two most used external applications—eServices and the Self-Service Kiosk. Prior to this

interface, customers were only able to submit voter registrations in person at a Driver Services Center or County Clerk affiliate. The new interface not only adds a customer-convenience component but also provides real-time notification to the Secretary of State's Office for voter record updates.

Excellence in Government Partnership Award

INTERNATIONAL WINNER AND REGIONAL WINNER

Montana Department of Justice | Montana Motor Vehicle Division's REAL ID Partnerships

Montana's Motor Vehicle Division (MVD) partnered with MSU-Billings for the Montana REAL ID informational campaign. This creative partnership was designed to disseminate information about REAL ID to Montana citizens to raise public awareness. The student-led campaign, which was developed over the course of two semesters and five college classes, features explorers Meriwether Lewis and William Clark as they try to navigate Montana without REAL IDs. MSU-Billings students gained valuable real-world experience under the guidance of professors and MVD staff. This collaboration was an opportunity to enhance classroom learning while simultaneously fulfilling the need for a statewide informational public relations campaign. MVD also partnered with State Print and Mail as well as other government agencies to disseminate information about REAL ID.

REGIONAL WINNERS

Arkansas Department of Finance & Administration | MyDMV

The Arkansas Department of Finance and Administration, in partnership with the Information Network of Arkansas, launched a new website in February 2018 that is changing the way Arkansans do business at the DMV. By offering online access to 18 driver and motor vehicle services, mydmv.arkansas.gov allows citizens to renew their vehicle registrations, pay vehicles sales taxes, order duplicate driver licenses, change their addresses, request driver records, and more—all from the comfort of their own homes.

Nebraska Department of Motor Vehicles | State IDs for Inmates

This program aims to smooth the transition of inmates back into society by ensuring they have the opportunity to obtain state-issued identification prior to being released. Working with the Nebraska Department of Correctional Services, the DMV has developed a process by which inmates can collect the required documentation and complete an application prior to travelling to the DMV. Upon arrival at the DMV, inmates are processed very quickly due to the advanced preparation. This program began as a pilot in October 2017 and uptake from inmates has grown significantly in that time, with 315 inmates being provided a state ID to date.

Pennsylvania Driver and Vehicle Services | PennDOT and Department of Conservation and Natural Resources Snowmobile and ATV Unit Merger

Four years ago, PennDOT automated Department of Conservation and Natural Resources' (DCNR) snowmobile, ATV, and dealer renewal processes. Following the success of this partnership, DCNR approached PennDOT about completely taking over the titling and registering of snowmobiles and ATVs, as well as dealer management. The DCNR Snowmobile and ATV Unit initially was a small standalone operation with nine employees responsible for all functions of the program, including accounting and managing their own phones. PennDOT Driver and Vehicle Services is a much larger organization, which allowed these tasks to be transferred to specialized departments thereby allowing the Unit to focus on processing titling and registration paperwork. This interagency partnership became official on October 1, 2018.

Improvement Through Efficiencies Award

INTERNATIONAL WINNER AND REGIONAL WINNER

Arizona Motor Vehicle Division | Efficiencies Result from Abandoned Vehicle Process Improvements

Electronic innovations have transformed interactions between the Arizona Department of Transportation Motor Vehicle Division and the towing industry, dramatically improving efficiencies. Before transitioning to an electronic process conducted through a secure gateway, there were six- to eight-week backlogs to process abandoned vehicle documents and transfer the title to the towing company. Not only are the backlogs now gone, the paperwork is gone also because it's all seamlessly done online. These changes came about in two steps, both electronic improvements—one for filing abandoned vehicle claims and the second for issuing titles.

REGIONAL WINNERS

Georgia Department of Driver Services | Online Road Test Reservations

Department of Driver Services (DDS) is committed to embracing technology to provide options for customers to conduct their licensing business. On July 1, 2018, DDS launched an online road test reservation system via the agency's website www.dds.georgia.gov. Customers needing a vehicle or motorcycle road test can now make, update, change and/or cancel the reservation online. Previously customers were required to telephone the customer Contact Center, one of the busiest in the state, and speak with an agent to secure a road test reservation. Last year, Contact Center agents scheduled over 191,962 road test reservations. The ability to offer customers an online reservation service has the potential to divert hundreds of thousands of telephone calls from the Contact Center thus improving their ability to efficiently assist other callers.

Illinois Office of the Secretary of State | Document Scanning

Illinois Office of the Secretary of State created a document scanning solution for REAL ID compliance, easily expandable across multiple divisions within the agency (including those not REAL ID related). The solution provides scanning with the single push of a button, using a fast combo, ADF flatbed scanner with a small footprint that can leverage improvements in enhanced existing backend automated enterprise-document management systems. With initial cost estimates in the millions of dollars, the solution uses off-the-shelf components and OEM software. The solution has been implemented in all 120 statewide facilities, several locations with 10-14 scanners for a total cost of just over \$100,000. Automated indexing of scans using existing enterprise document systems allowed customer records to be cleared automatically for the manufacture of their REAL ID card as a component of the solution.

Massachusetts Registry of Motor Vehicles | Test Kitchen Recipe Book

After the implementation of the Registry of Motor Vehicles (RMV) new system and REAL ID, wait times at the RMV soared. Implementing these significant changes put a strain on customers and employees—customers were frustrated from long waits, and staff were burned out from long days and often leaving work hours after the office closed. RMV had to think outside the box and develop a strategy to shorten wait times without compromising the hard work staff does to issue credentials. The Test Kitchen Team was formed—nicknamed the ‘TK’ Team. The TK Team visited service centers, observed customer flow, and listened to staff pain points. After a few months of testing out different ‘recipes’, ‘voila!’, the best selling ‘Test Kitchen Recipe Book’ was published.

Innovative Use of Technology Award

INTERNATIONAL WINNER AND REGIONAL WINNER

Indiana Bureau of Motor Vehicles | Growth of BMV Connect

In 2018, 12 new Bureau of Motor Vehicles (BMV) Connect kiosks were installed at Indiana BMV branches and four new transactions—new registrations, replacement sticker, replacement CDL, and replacement learner’s permit—were added to all BMV Connect kiosks throughout the state. Indiana residents now have access to a total of 32 BMV Connect kiosks and have the ability to complete 13 different transactions at each BMV Connect kiosk or center. The additional transactions and locations added cost savings to the agency, while offering an alternative form of service and an opportunity to decrease customer wait times at branches.

REGIONAL WINNERS

District of Columbia Department of Motor Vehicles | Digital Registration Card

On September 29, 2018, the District of Columbia Department of Motor Vehicles rolled out a digital vehicle registration card that would provide residents with options to the paper card. The digital card is enhanced to provide real-time information related to the status of the customer's registration (i.e., valid, expiring soon, expired, or revoked).

Florida Department of Highway Safety & Motor Vehicles | Oracle Field Service Cloud System

The Oracle Field Service Cloud System is an application that replaces a paper process with an electronic one by automating multiple functions that were previously performed manually. The Florida Department of Highway Safety and Motor Vehicles implemented this to support the mission of its Bureau of Dealer Services, which involves licensure and regulation of motor vehicle dealers. Bureau compliance examiners perform dealership site inspections, records inspections, rebuilt inspections, and VIN inspections. The new technology provides mobile tablets that track field tasks and capture inspection data electronically, greatly improving efficiency and customer experience. The application additionally incorporates scheduling and reporting functions, allowing administrators to manage staff appointments and configure customized outputs for monitoring performance data.

Montana Department of Justice | Montana Motor Vehicle Division's Conversational Website – mtrealid.gov

mtrealid.gov is considered government's first-ever conversational website. The site is an amalgamation of web elements and an automated conversation system that works to provide an immersive experience to users that rivals current approaches in web development and design. The "human centered design" focuses resources and information delivery squarely on the end user leading to unprecedented interaction rates and citizen engagement. Overall, the delivery of information and automated service through this transparent approach marks a paradigm shift within government to deliver resources to citizens.

Fraud Prevention and Detection Award – Law Enforcement Agency

INTERNATIONAL WINNER AND REGIONAL WINNER

North Carolina Division of Motor Vehicles | Dealer Fraud/Criminal Activity Detection

In July of 2018, North Carolina Division of Motor Vehicles License and Theft asked Vehicle Services to run a report that captured vehicle sales by dealers that were greater than 45 days old. Under North Carolina G.S. 20-75, dealerships are required to report and deliver all paperwork for vehicle sales to the DMV within 20 days from the date of sale. This report detailed the VIN, date of sale, date of application to the DMV, dealer name, number, and county. In the first six months of 2018 this report showed over 24k transactions that were in violation of state law. This number equates to possible civil penalties exceeding \$4 million dollars.

Fraud Prevention and Detection Award – Law Enforcement Individual

INTERNATIONAL WINNER AND REGIONAL WINNER

Nebraska Department of Motor Vehicles | Sid Yardley, Motor Vehicle Fraud Investigator

Sid Yardley has been using his expertise and knowledge as an investigator with Nebraska Department of Motor Vehicles for nine years, following a career spanning 35 years in the Lincoln Police Department. His intuition and experience in law enforcement help him to see cases through a different lens. What had initially been dismissed as a civil matter was taken up by Sid and investigated. His instinct and determination made him dig deeper into the practices of a car dealership, and his persistence uncovered a criminal enterprise designed to defraud customers and financial institutions to the tune of \$9.8 million.

REGIONAL WINNER

Georgia Department of Driver Services | Karen Brooks, Investigator II, Office of Investigations

Karen Brooks has been employed by the Department of Driver Services Office of Investigative Services as a Criminal Investigator since January 2011. She is assigned to the Professional Standards Unit responsible for the investigation of identity theft, fraud, and forgery when an employee of the agency is involved. On May 8, 2018, an anonymous caller reported knowledge of two subjects, known to be undocumented immigrants, who had purchased a license from a driver license examiner more than five years ago. Based on the information provided, the subjects and the employee were identified. After extensive research of the transactions processed by the employee, additional suspicious records were located that appeared to have been issued in a manner not consistent with the procedures established by the department.

Fraud Prevention and Detection Award – Motor Vehicle Agency

INTERNATIONAL WINNER AND REGIONAL WINNER

Massachusetts Registry of Motor Vehicles | Permit Fraud Take Down

In 2018, the Massachusetts Registry of Motor Vehicles (RMV) combined customer service, security, vendor, and law enforcement resources to identify, prevent, and prosecute rings of individuals fraudulently taking learner's permit tests. RMV's anti-fraud efforts evolved throughout 2018 to outpace the criminal activity and resulted in criminal charges against 5 individuals, 15 administrative driver license suspensions, and an investigation that remains ongoing. The RMV is proud to highlight the ongoing collaboration between civilian staff and law enforcement partners; all are equally committed to preserving the integrity of the credential issuance process and ensuring everyone knows the rules of the road before getting behind the wheel.

REGIONAL WINNERS

Iowa Motor Vehicle Division | Multi-State CDL Facial Recognition

The project was funded by a \$2.2 million FMCSA grant that was awarded to the Iowa Department of Transportation. The Motor Vehicle Division Bureau of Investigation & Identity Protection has taken the lead on this project to ensure compliance with the grant. Development of this project included four states: Iowa, Illinois, Nebraska, and South Dakota. One of the goals for this project is fraud prevention and minimizing the number of commercial motor vehicle crashes by preventing a suspended or revoked commercial motor vehicle driver from obtaining a CDL in another state. This project created the ability for the participating states to perform cross-jurisdictional facial recognition searches to minimize the potential for identity fraud to cross state lines.

Texas Department of Motor Vehicles | TxDMV FMCSA Consumer Protection Partnership

The Texas Department of Motor Vehicles (TxDMV) is one of several state agencies that entered into a Memorandum of Agreement with the Federal Motor Carrier Safety Administration allowing for the the TxDMV to enforce federal laws and regulations governing the interstate transport of household goods. TxDMV was limited to taking such enforcement actions against only those carriers operating with intrastate credentials. Accordingly, TxDMV investigators were trained and certified to enforce federal laws and regulations, and in August 2017, the department began investigating what would eventually prove to be one of

the largest fraud cases concerning an interstate mover in United States history. What started with just a handful of consumer complaints gained momentum until more than 180 complaints had been received just a few months later.

Fraud Prevention and Detection Award – Motor Vehicle Individual

INTERNATIONAL WINNER AND REGIONAL WINNER

New York State Department of Motor Vehicles | Antoine Rainville and William Corp, Senior Investigators

Senior Investigators Antoine Rainville and William Corp led an investigation with the assistance of the NYPD Auto Crime Unit and the FBI, as part of the FBI Joint Major Theft Task Force, in the submission of altered out of state “Rebuilt Salvage” titles that had been used to defraud unsuspecting consumers. The investigators were alerted to more than 35 out-of-state titles which were submitted to NY DMV throughout the state. These out-of-state titles were branded “Rebuilt Salvage,” however, the brand was intentionally concealed using an insurance auction sticker. The investigators’ work exemplifies the perseverance, multi-agency cooperation, and coordination needed to take down today’s sophisticated criminals.

REGIONAL WINNERS

Nebraska Department of Motor Vehicles | Jackie Boldan-Moore

Jackie Boldan-Moore was an insightful and astute team member with over 13 years of experience in the Nebraska DMV. Now retired, her instinct and determination exposed an extensive criminal enterprise consisting of over \$54 million in fraud. Her intuition told her that something about an out-of-state mutilated title felt wrong. She began investigating related transactions, discovering what appeared to be an unlicensed car dealership and a number of fraudulent titles. After handing over her evidence, the Nebraska DMV Fraud Unit took up the investigation. Jackie’s instinct triggered an investigation which ballooned into a federal case involving the illegal export of vehicles, financial reporting violations, and theft. Without Jackie’s hard work, it is not clear how long the criminal operation would have continued.

Nevada Department of Motor Vehicles | Maria Huynh, Field Services Technician

Maria Huynh, an alert Nevada Department of Motor Vehicles field services technician at the main office in Reno, suspected a customer was using fraudulent documents in an attempt to obtain a Nevada identification card. Huynh retained the documents and referred the case to department investigators, who found that the documents were indeed false and arrested the suspect the following day. The suspect was extradited to Santa Clara County, California, where he was awaiting trial for multiple counts of lewdness with a minor.

Texas Department of Motor Vehicles | Amber Ott, Lead Investigator

In August of 2017, the Texas Department of Motor Vehicles (TxDMV) began receiving complaints from consumers concerning a household goods mover known as Presidential Moving LLC, and within just a few short months, the department's inquiry, spearheaded by Lead Investigator Amber Ott, had morphed into one of the largest fraud cases involving movers in U.S. history. Of the 180 plus cases that stemmed from complaints made to TxDMV and the Federal Motor Carrier Safety Administration, Investigator Ott successfully resolved approximately 170, resulting in consumers' household goods being returned to them.

Community Service Award

INTERNATIONAL WINNER

Kentucky State Police | Trooper Teddy Project

The Trooper Teddy Bear Project came to life in December of 1989 after Kentucky First Lady Martha Wilkinson hosted a gala fundraiser at Red Mile Racecourse earlier that summer. The black tie event raised the necessary funds to purchase 2,000 Trooper Teddy Bears. The concept of the program was for troopers to provide stuffed animals to children during traumatic experiences such as a car crash or child abuse cases and also to distribute to terminally ill children. The first allotment of bears included a personal note on each stuffed animal from First Lady Wilkinson. The program ran out of funding in early 2000, until last year, when KSP utilized asset forfeiture funds from criminal drug activity and developed a sustainment plan.

COMMUNITY SERVICE RECOGNITIONS

Alabama Law Enforcement Agency | ALEA Homeless Connect

Each year, the Alabama Law Enforcement Agency (ALEA) partners with regional nonprofit organizations and volunteers in an effort to provide official state identification cards and other valuable services to homeless or otherwise disadvantaged Alabamians. ALEA Homeless Connect began in 2008 as a short term idea to reach out and help those in need. Now in its eleventh consecutive year, ALEA Homeless Connect has become an annual event serving four key regions of the state. Thanks to donors of the program, ALEA has issued 2,925 State of Alabama Identification Cards at no cost to recipients. To date, total donor payments of \$74,569 have helped make this possible.

Arkansas Department of Finance & Administration | 2017 Susan G. Komen Casual Day

Arkansas Department of Finance and Administration (DFA) wanted to support the awareness of breast cancer among employees by working to raise money for the Susan G. Komen Foundation. October is Breast Cancer Awareness Month and DFA employees wanted to support the Foundation by having a fundraiser. DFA employees who donated a minimum of \$5.00 could wear casual clothes to work on Friday, October 13, 2017. The DFA also created a signature DFA DIVA logo t-shirt which was offered for sale and a portion of the proceeds were donated to the Foundation.

Connecticut Department of Motor Vehicles | Teen Advisory Group

Each year, the Connecticut Department of Motor Vehicles (CT DMV) brings together a group of high school students to help the agency promote safe driving to teenagers. During the 2017-2018 school year, the volunteer group consisted of 12 students representing seven different in-state high schools. The students work with CT DMV and prize-sponsor Travelers Insurance to execute the agency's annual statewide teen safe driving video contest. The group's efforts helped CT DMV and Travelers set a record for most entries received in the contest's 10-year history.

Georgia Department of Driver Services | Georgia DDS Hosts Blood Drive

Commissioner Spencer R. Moore is a champion of community service. At the Commissioner's direction, Department of Driver Services (DDS) regularly supports the state's Charitable Contribution Program as well as various individual philanthropic efforts. This year, Commissioner Moore asked that DDS partner with the American Red Cross to sponsor a blood drive.

Georgia Department of Revenue | Maximum Impact Love Community Service Project

Maximum Impact Love is a 501(c)(3) non-profit that is dedicated to helping others to make a difference in their lives. The organization acts as a bridge between those with time, talents, and resources to assist the underprivileged in areas of in-kind and tangible donations such as Christmas gifts, school supplies, bill paying assistance, and counseling. The Motor Vehicle Division partnered with Maximum Impact Love as part of its annual Customer Service Week. Due to overwhelming support, the effort bloomed into a month-long campaign that included a food drive and holiday toy drive, exceeding all initial expectations.

Maryland Motor Vehicle Administration | Homeless Resource Day

According to the Maryland Department of Housing and Community Development more than 31,000 individuals identified as homeless in Maryland in 2017. Since 2013, MDOT MVA's Homeless Resource Days have offered Maryland's homeless community the opportunity to obtain an identification card that can assist them in getting back on their feet and open doors to opportunities for jobs, housing, and more.

Massachusetts Registry of Motor Vehicles | "Is REAL ID Right for Me?" Workshop

The Massachusetts Registry of Motor Vehicles (RMV) launched a public awareness and community outreach campaign in early 2018 to help older adults and people with disabilities understand the new federal requirements for obtaining and renewing driver licenses and identification cards. The RMV's REAL ID Community Outreach Campaign, "Is REAL ID Right for Me?" Workshop, is an educational, interactive workshop that provides older adults and people with disabilities an opportunity to learn about the REAL ID and the new federal requirements.

Nebraska Department of Motor Vehicles | Charitable Giving Campaign

Each year, the Nebraska Department of Motor Vehicles (DMV) participates in a Charitable Giving Campaign in order to give back to the community in which they live and work. A variety of fundraising techniques are used to maximize giving, with the primary opportunity being for teammates to complete a pledge card to give a monthly donation. In addition, the Nebraska DMV, an agency of approximately 200 employees, participates in a food drive, holds friendly competitions between teams, and provides additional incentives to participate. These events and pledge cards raised \$12,312 in 2018. Every year for the holidays, the DMV sponsors a family and individuals through a local charity to provide gifts and gift cards for fuel, grocery stores, retail, and restaurants.

Nevada Department of Motor Vehicles | DMV Responds to Las Vegas Mass Shooting

The Nevada Department of Motor Vehicles (DMV) provided special assistance to victims of the mass shooting at the Route 91 Harvest Music Festival in Las Vegas on October 1, 2017. The DMV assigned staff members to the official relief center and internally to process applications for duplicate driver licenses and ID as expeditiously as possible and at no cost.

South Carolina Department of Motor Vehicles | Team SC Days

Following the historic flooding left behind by Hurricane Florence in September 2018, the South Carolina Department of Motor Vehicles (SCDMV) supplied volunteers for the state's Department of Administration's (Admin) Team SC Days in various areas of South Carolina. Knowing that the SCDMV is often thought of as the "face of South Carolina," Admin requested agency employees serve as greeters when helping flood victims navigate the government services available to them. Thirty-two SCDMV employees assisted in four Team SC Days deployments during the month of October. These public servants left their day jobs behind and served 3,970 of their fellow South Carolinians during their time of need.

Virginia Department of Motor Vehicles | Bicycle Drive and Tricycle Race for Holiday Helper

The Virginia Department of Motor Vehicles (DMV) annually supports military and veteran families with its Operation Holiday Spirit toy drive campaign held near Christmas. This year, DMV got an early start on the festivities by hosting a bicycle drive in July to benefit Operation Holiday Spirit charity Holiday Helper, a nonprofit which provides Christmas gifts to children of military and veteran families. To create buzz for this inaugural bicycle drive, DMV's Veterans Events Planning Committee paired it with a tricycle race for employees.

Wisconsin Division of Motor Vehicles | Wisconsin Partners in Giving Campaign

Partners in Giving provides a way for State and University of Wisconsin employees to contribute to hundreds of local, national, and international charities. Money is raised through employee pledges (either online or via pledge form) and special events where all proceeds are donated to Partners in Giving. Since the inception of the program in 1973, employees have raised over \$77 million.

OUR VISION

Safe drivers

Safe vehicles

Secure identities

Saving lives!



American Association of Motor Vehicle Administrators

4401 Wilson Blvd, Suite 700
Arlington, Virginia 22203
703.522.4200 | aamva.org