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Motor Vehicle and Law Enforcement Agencies Receive Prestigious Awards at 2018 AAMVA Annual International Conference

Arlington, VA – The American Association of Motor Vehicle Administrators (AAMVA) presented the following awards at the 2018 AAMVA International Conference, August 21 -23, in Philadelphia, PA:

Public Affairs and Consumer Education (PACE) Overall Campaign Awards

AAMVA's 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. The PACE Overall Campaign Awards are given to a jurisdiction for a full multi-faceted campaign.

The California Department of Motor Vehicles received the **PACE Overall Campaign Award, Budget Under 50k** for their **California DMV Disabled Person Parking Placard Awareness Campaign**. The California Department of Motor Vehicles launched the Disabled Person Parking Placard Awareness Campaign in an effort to curb the fraudulent use of Disabled Person Parking Placards. The statewide campaign is designed to educate Californians about the proper use of a disabled parking placard and the consequences of misusing it. The DMV Office of Public Affairs developed and incorporated a number of strategic communications tactics intended to raise awareness by messaging that focuses on enforcement. Tactics included inviting news media to shadow investigators during enforcement efforts; bilingual news releases announcing enforcement operation results; posters developed for distribution to DMV offices; engaging business partners, government agencies, and key stakeholders; bilingual brochures; public service announcements; enhanced information on the DMV website; and social media to disseminate information.

Saskatchewan Government Insurance received the **PACE Overall Campaign Award, Budget Over 50k** for their **People Shouldn't Disappear Impaired Driving Awareness Campaign**. The 2017 "People Shouldn't Disappear" campaign uses innovation to fight impaired driving in Saskatchewan. It puts a name and a face to the victims of impaired driving statistics by telling the story of twelve Saskatchewan people who lost their lives to impaired drivers by using real photos of them, surrounded by family or friends, before their image fades from the photograph, symbolizing their loss and the void that's left behind. Launching with a highly-emotional media event, Saskatchewan residents were introduced to each person through earned media and ongoing social media promotion and shares. The powerful campaign also had paid elements including television, radio, billboards, online, and movie theatre ads that connected each loss to the audience and revealed the real impact of impaired driving in Saskatchewan.

Martha Irwin Award for Lifetime Achievement in Highway Safety

The Martha Irwin Award for Lifetime Achievement in Highway Safety is presented to a distinguished individual in recognition of his or her commitment to and accomplishments in highway safety over the course of his or her career. One award is presented for achievement in highway safety in Motor Vehicle Administration and one for achievement in highway safety in Law Enforcement.

Scott Stokes, Chief Deputy, Idaho Transportation Department, Division of Motor Vehicles received the **Martha Irwin Award for Lifetime Achievement in Highway Safety, Motor Vehicle Administration Category**. Stokes' commitment to saving lives and reducing injuries is making a real difference in Idaho. During his 25-year career at the Idaho Transportation Department, he witnessed how engineering decisions and operational procedures impact highway safety. As a father, community leader, and engineer, he has seen how media campaigns impact driver behavior. Stokes' passion is linking how engineering and operating decisions influence driver behavior and how driver behavior should influence engineering and operations. He has made safety a strategic goal and a major factor in the department's performance measures and performance plans, implemented innovative approaches to both engineer safety and influence driver behavior, and identified and focused on problem areas and behaviors through a nationally recognized highway safety plan. Through his efforts, Idaho has seen the lowest number of fatalities on the road in more than 50 years.

"Scott Stokes has dedicated his career devoted to making highways and drivers in Idaho safer," said AAMVA President and CEO, Anne Ferro. "A tireless advocate for safety on the roads, his efforts have led to real results, and certainly have saved lives."

Captain Tom Fields, Law Enforcement Liaison, Vermont Governor's Highway Safety Program received the **Martha Irwin Award for Lifetime Achievement in Highway Safety, Law Enforcement Category**. Captain Fields has devoted his long career to helping to keep Vermont's roadways safe. He has distinguished himself by developing innovative programs designed to improve traffic safety. In addition to his enforcement activities, he pursued research and consultation with law enforcement agencies nationwide, and developed a design for a mobile breath-testing vehicle specifically constructed for use in Vermont. In addition, he supervised and managed a substantial grant from the Governor's Highway Safety Program (GHSP) for an innovative program, Safety Through Occupant Protection. This initiative was for the specific purpose of conducting saturation patrols to enforce Vermont's seatbelt and child passenger safety seat laws. Captain Fields managed the yearly Law Enforcement Challenge Program, inspiring Vermont's Law Enforcement Agencies to increase the participation in high visibility enforcement campaigns and improve the effectiveness of the programs. He supports the Drug Recognition Expert and ARIDE programs. He is a member of the Strategic Highway Safety Planning Committee, and actively participates in the Vermont Highway Safety Alliance, a partnership of over fifty public and private entities that work towards the mission of zero deaths on the highways. He is a leader in his profession, participating in, and presenting for, highway safety initiatives throughout the country.

"Captain Fields has been a dedicated leader committed to the cause of highway safety for more than three decades," said AAMVA President and CEO, Anne Ferro. "He has worked tirelessly to make our roadways safer, and he is a highly deserving recipient of this lifetime achievement award."

International Driver Examiner Certification (IDEC) Outstanding Examiner of the Year

The AAMVA International Driver Examiner Certification (IDEC) Board and AAMVA recognize outstanding driver examiners through the IDEC Examiner of the Year award. 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.

Chasity Perry, Licensing Examiner with Kentucky State Police, received the **IDEC Outstanding Examiner of the Year award**. Perry was chosen for her integrity and

unwavering commitment to her job, co-workers, and customers. Her generosity, professionalism, and courtesy to everyone around her and her take-charge attitude and leadership has led to Ms. Perry being chosen as AAMVA's 2017 IDEC Outstanding Examiner of the Year.

“The work driver examiners do every day is integral to ensure license applicants are ready to be safe on the roads,” said AAMVA President and CEO, Anne Ferro. “Examiners like Chasity Perry do important work to promote highway safety, and we are pleased and proud to recognize her with the IDEC Outstanding Examiner of the Year.”

Trailblazer Award

The Trailblazer Award recognizes a jurisdiction agency or individual who identified and implemented innovative changes that positively affected their agency and community.

The Texas Department of Motor Vehicles (TxDMV) received the **Trailblazer Award** for their **eLICENSING program**. eLICENSING is a first-of-its-kind web-based application developed by the Texas Department of Motor Vehicles that has revolutionized the way the department interacts with each of its 10 licensee groups comprised of over 30,000 motor vehicle industry professionals across Texas. The system allows TxDMV to offer existing and new services to licensees online, such as the ability to search for and verify potential business locations via Google Maps, streamline legislatively-mandated background checks, and offer electronic signatures and payments all while drastically reducing the processing time for license applications, renewals, and amendments. In addition to the notable benefits such as eliminating redundant data entry for both the public and private sectors, the implementation of eLICENSING has reduced the time it takes TxDMV to process license applications, renewals, and amendments by up to 75%, and it continues to improve. This decrease does not include the up to 45 days required for mailing, scanning, data entry, and payment processing time associated with the former process, which has been completely eliminated.

“Texas Department of Motor Vehicle’s innovative eLICENSING program provides for much more efficient operations that not only saves the agency time and money, but also allows for a smoother customer service experience,” said AAMVA President and CEO, Anne Ferro.

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 educational programs throughout North America.

Founded in 1933, AAMVA serves North American motor vehicle and law enforcement agencies to accomplish their missions. The association’s vision of Safe Drivers, Safe Vehicles, Secure Identities, Saving Lives guides AAMVA’s activities, resources, and programs in driver licensing, vehicle titling/registration, motor carrier services, identity management, and technology solutions. For more information about AAMVA and its awards program, please visit our website at www.AAMVA.org.

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