

FOR IMMEDIATE RELEASE

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Western Motor Vehicle and Law Enforcement Agencies Receive Prestigious Awards

Arlington, VA – The American Association of Motor Vehicle Administrators (AAMVA) presented the following awards:

California Department of Motor Vehicles (DMV)

Public Affairs and Consumer Education (PACE) Award Category 1B - Print or Electronic Media Kit, for their *Are You Ready for REAL ID? LAX News Conference*. The media kit contained a variety of informational materials for reporters who attended a REAL ID news conference at Los Angeles International Airport. The kit included a program, speaker biographies, application information, easy reference card, news release, and helpful online links to a REAL ID checklist, step-by-step application video, and graphics. Some materials were offered in both English and Spanish. This media kit has also earned the **PACE Overall Division Award for Division 1 – Print and Electronic Publications**.

PACE Award Category 3B - TV Commercial or PSA, Internally Produced for their *"We Are the DMV" Public Service Recognition*. The California DMV produced a short video that highlights team members from various DMV divisions and shows how their public service supports the motoring public and contributes to keeping the state's economy moving forward. The video emphasizes teamwork, and visually shows how DMV team members make a positive contribution to the communities they serve.

PACE Award Category 5A - Video Production, Internally Produced for their *Rules of the Road – Tutorial Series*. These short video vignettes were designed to educate viewers about a variety of driving related skills and knowledge. The series focuses on topics such as traffic signs, speed limits, intersections, signaling, and more. The video editors incorporated and manipulated one-dimensional illustrations into eye-catching motion graphics, reflecting the California DMV's current branding. The series shares information contained in the California DMV Driver Handbook, which is promoted at the end of each episode to encourage viewers to study. This video has also earned the **PACE Overall Division Award for Division 5 – Video**.

PACE Award Category 6A - News Release for *DMV Takes Steps to Protect Health and Safety of Customers and Employees* which reassures Californians that it has taken important steps to protect customers and employees during the pandemic, and offers comprehensive information about extensions, changes to service hours and expanded transaction options. This release was distributed on in both English and Spanish and was the first in a series of news releases that were distributed in an effort to keep the public up-to-date on COVID-related business adjustments and informed about new service options that do not require an office visit to complete.

PACE Award Category 7B - Website, Externally Produced for their *Website Redesign*. The California DMV launched its newly modernized website with an enhanced look and feel and features that incorporate updated user-friendly accessibility and navigation. The website enables California to meet its superior customer objectives by providing critical information to meet evolving and rapidly changing business needs affected by newly adopted state and federal legislation. In addition to introducing new technology tools, California's intuitive approach resulted in shifting and consolidating

relevant content to allow website visitors to readily locate information and identify available services, including local kiosks and business partners.

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PACE Award Category 7D - Use of Social Media for their *COVID-19 Response Social Media*. The California DMV's social media channels played an integral role in providing critical information to the public as the COVID-19 pandemic unfolded in March 2020. DMV social media channels provided instant communication to inform the public about office protocol changes and programmatic adjustments. The DMV used a creative mix of written content, graphics, video, and links to establish its social media platforms as trusted and viable sources of information and updates related to the novel coronavirus. DMV social media helped to elevate its distribution of press releases, and announcements from the California State Transportation Agency and Governor's office, to ensure all Californians were well-informed about coronavirus impacts to DMV business operations.

Innovative Use of Technology for *Digital Mailroom*. In February 2020, California DMV identified 800,000 REAL ID cardholders needing to provide DHS required secondary residency proof. DMV mailed them a Second Residency Letter for their response. DMV Robotic Process Automation (RPA) Center of Excellence (COE) team designed a digital response method for customers meeting compliance requirements but eliminated paper processing for returned documents. Combining automated SimpliGov's workflow and UiPath's robotics process, customers could use unique keys to confirm and eSign second residency, or submit address change documents electronically. By July 24, 2020, 115,000 successful automated transactions processed, saving \$1.1 million in both labor and materials.

Colorado Division of Motor Vehicles (DMV)

Customer Convenience Award for *Improving the Customer Experience at the Colorado DMV*. Colorado DMV set out to reduce customer service duration times to an average of 30 minutes or less 75% of the time. To meet this goal, they employed a four-pronged approach including a system modernization effort called Colorado DRIVES providing 35 online services for the public to use; upgrading aging driver license offices and relocating driver license offices that had outgrown their location; upgrading their queuing system to allow customers to make appointments online; and implementing formal customer service feedback. This service improvement also earned the **International Customer Convenience Award**.

PACE Award Category 1C - Other Print or Electronic Publications for *The Colorado Driver Handbook*. The Colorado Driver Handbook is a manual that helps soon-to-be-drivers get road ready. The Colorado Driver Handbook has everything you need to know about driving in the Centennial State, including vital information and best practices for driving in the varied environments throughout the state.

PACE Award Category 2B - Photography for their *"DMV Lends Helping Hand at Project Homeless Connect" Photo*. The Colorado DMV participates annually in Project Homeless Connect Denver, where we issue IDs, and advise and inform homeless Coloradans about DMV programs and services.

This event allows the DMV to help fellow Coloradans who need services but may not be able access them easily. The photo highlights the great service volunteers performed and to show Colorado that DMV is there to help. During the event, the team advised over 600 Coloradans and issued 107 credentials.

Idaho Division of Motor Vehicles (DMV)

PACE Award Category 2A - Logo for their *DMV Logo*. The Idaho DMV implemented its final phase of moving its programs from a mainframe computer to a more secure and stable platform. To reflect this evolution to a 21st century DMV, the Idaho DMV adopted a new logo to brand its improving services and future with the public.

Customer Convenience Award for their *Online Services Portal*. The Online Services Portal allows users to create a personal profile for renewing their driver's license or ID, check the status of their driving privileges, pay reinstatement fees, renew a vehicle license plate, order personalized license plates, and check the status of a vehicle license plate or title. In the wake of COVID-19, DMV leadership made emergency changes expanding the age range and user base of users able to use the DMV's Online Services Portal, resulting in huge jumps in duplicate/renewals transacted online. By the fall of 2020 a 2-year project to modernize its entire catalogue of online vehicle and title services was completed and released allowing for a significant expansion of citizen access to DMV programs. The new DMV Portal brings all DMV services into one, easy-to-navigate page, where qualified Idahoans can now skip the line at the county Sheriffs' and Assessors' offices by going online. Use of these services doubled from 250,000 citizens in 2019 to 500,000 by the end of 2020. This service has also earned the **International Customer Convenience Award**.

Idaho State Police

PACE Award Category 7C - Interactive Presentation for *Who Wants to Be an Ethical Millionaire? Training Program*. Idaho State Police requires annual ethics training. Every other year, the training is conducted online. Idaho Peace Officer Standards and Training Television Specialist Dustin Leverett did all the behind the scenes editing for this production. This training also earned the **PACE Overall Division Award for Division 7 – Websites/Technology**.

Improvement Through Efficiencies Award for *ISP and FMCSA Title VI Program*. The intention of this Idaho State Police (ISP) program, and attachments, was to provide ISP the ability to train all employees ensuring Federal Motor Carrier Safety Administration compliance due to federal funding (which may also include grants for law enforcement agencies). In addition, once it became apparent that agencies nationwide will also need to ensure compliance, ISP/FMCSA created a robust program for other agencies to have the ability to "plug and play" this program without the need to recreate it. It's easy, free that can be accessed anywhere in the world, and meets FMCSA requirements.

Montana Motor Vehicle Division (MVD)

PACE Award Category 3C - Radio Commercial or PSA, Externally Produced or Internally Produced for *"Evel Knievel REAL ID - It's That Easy" Radio Spot*. In 2020, the Montana MVD conducted a refresh of its highly successful 2017 REAL ID "The Real Me" campaign. The 30-second radio spot delivers important document and website information in a fun and memorable manner. The ad features daredevil and Montana native, Evel Knievel, and his experience getting a Montana Real ID so he can really fly.

Nevada Highway Patrol Division

Excellence in Government Partnership for *Northern Nevada Interdiction Task Force*. The Northern Nevada Interdiction Task Force is a HIDTA sponsored program that involves participation from the Nevada Highway Patrol, the Washoe County Sheriff's Office, the Reno Police Department, the Sparks Police Department and the US DOJ. Many people involved in the illegal transportation of drugs travel through the state of Nevada. In northern Nevada, where this team operates, Interstate 80 is a main thoroughfare from California across the entire country to the east coast. The work done here limits the amount of dangerous drugs that could eventually find their way into communities anywhere in any state, helping to ensure safe and livable communities.

Oregon Driver and Motor Vehicle Services (DMV)

PACE Award Category 4B - Non-Media Event for *Wildfire Resource Response*. In early September 2020, Oregon experienced some of the most devastating wildfires on record for the state. As Oregonians fled their homes, in many cases with what they could grab on their way out the door or the clothes on their back, many were unable to gather essential documents including things like driver license cards and vehicle titles. DMV sprang into action, launching both an information and outreach effort to help customers get what they need. Staff went to evacuation shelters to connect with customers and help them navigate needed paperwork, special processing procedures were created to expedite transactions for those impacted by the wildfires, and a resource page was added to DMV's website.

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's license examiner. Examiners are selected for their excellence in adhering to the principles and recommended practices of driver examination (the Examiner's Code of Ethics) and for their high level of conduct in their profession. **IDEC Examiner of the Year Awards were presented to:**

- Mary Andrei, Insurance Corporation of British Columbia
- Kyra Roskelley, Utah Driver License Division
- Laura Whalen-Steege, Wyoming Department of Transportation

AAMVA's awards foster a tradition of excellence in the motor vehicle and law enforcement community. The awards allow AAMVA to honor 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. Awards are presented in the following categories:

- Service
- Safety
- Security
- Public Affairs and Consumer Education

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 visit www.aamva.org.

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