

2024

AAMVA AWARDS PROGRAM

Fostering a Tradition of Excellence



American Association of
Motor Vehicle Administrators

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 and security initiatives, outstanding customer service, and public affairs and consumer educational 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.

Safety Awards

AAMVA's Safety Awards are presented to distinguished individuals in recognition of commitment to and accomplishments in roadway safety over the course of a career. AAMVA presents two lifetime achievement safety awards, one for a law enforcement individual and one for a motor vehicle agency individual.

LIFETIME ACHIEVEMENT IN ROADWAY SAFETY IN LAW ENFORCEMENT

2024 WINNER



Colonel Melissa A. Zebley
Delaware State Police

Colonel Melissa Zebley of the Delaware State Police is a champion for traffic safety. Through her years of advocacy, partnership developments, and implementation of evidence-based strategies, she has established a legacy of enhancements in motor vehicle safety. As the leader of the Delaware State Police, she focused on statewide programs for enforcement strategies and partnered with numerous state agencies to enhance traffic safety. As Delaware's leader in traffic enforcement, Colonel Zebley quickly focused on technology developments to elevate traffic safety. She oversaw the building of new commercial motor vehicle inspection stations with modernized weight measurement systems and implemented Delaware's first virtual inspection system for enhanced compliance with commercial motor vehicles. Colonel Zebley also advocated for the development of a statewide crash mapping and analysis tool. This tool allows all law enforcement agencies in Delaware to have a single platform for crash data analysis and crash hot spot mapping.

As Superintendent of the Delaware State Police, Colonel Zebley oversaw Delaware State Police's evidence-based crash reduction program. This program was founded on analysis of collisions in Delaware to understand casual factors and revealed collision hot spots and impaired and distracted driving as the state's greatest challenges with collisions. Colonel Zebley empowered regional commanders to form cooperative working relationships with the DOT and Delaware's Office of Highway Safety for engineering, education, and enforcement programs at the most dangerous crash locations. Her actions resulted in a 33% increase in proactive distracted driving contacts and an 8% increase in proactive DUI enforcement by her troopers. Her focus on driver behaviors, educational partnerships, and roadway enhancements ultimately resulted in a 13% reduction of collision for the agency.

LIFETIME ACHIEVEMENT IN ROADWAY SAFETY IN MOTOR VEHICLE ADMINISTRATION



2024 WINNER

Firoz Mohamed

Service Alberta and Red Tape Reduction

Firoz Mohamed is the Director of Motor Vehicles for Service Alberta and Red Tape Reduction. He has spent the bulk of his 43-year career in the administration of motor vehicles, starting at front counter in

the early days, and wrapping up his career at the director level. Among his many accomplishments he has implemented the most secure driver's license post 9-1-1 where Alberta became a trailblazer for facial recognition technology and security of identity.

In 2005, he implemented a veteran's license plate program and in 2006, he worked to update Alberta legislation to establish clarity surrounding residency requirements. In 2007, he implemented a program to assist members of the Armed Forces to simplify licensing in Alberta. He stewarded several natural disasters and found solutions to help impacted Albertans (Slave Lake fires, Fort McMurray fires, flooding in Southern Alberta, and most recently this last year where Alberta had record fires and evacuations). In 2014, he implemented Alberta's specialty license plate program with the Support Our Troops Plate, and expanded it with the Edmonton Oilers and Calgary Flames, selling more than 80,000 plates and generating over 4 million dollars in revenue for charitable organizations. In 2018, he implemented gender X on driver's license and ID cards in collaboration with the vital statistics department ensuring alignment with birth certificates. In 2018 he wrapped up a successful 3-year business leadership role focused on re-platforming Alberta's Motor Vehicles System. He has also taken a leadership role to support homeless Albertans in obtaining life changing identify documents. And in 2021, he implemented the elimination of validation tabs on license plates, saving the department millions.

It is clear to see the impact he has had on Alberta and Albertans over the years, but he has also held many roles within AAMVA. His first role was with AAMVA in 2004 on the Driver Licensing and Control Committee. Since then, he has taken on many roles within the organization to support motor vehicles administration, and he continues until this day with his involvement in the Joint Mobile Driver License Subcommittee, and the Card Design Standard Subcommittee. His past AAMVA committee work includes the Vehicle Standing Committee, the Driver Licensing and Control Steering Committee and he was a member of the MOVE Magazine editorial board. He has been an active participant in

Safety Awards (continued)

many conferences and workshops and in 2009 he was president of Region 4. That year's conference was held at the incredible Lake Louise is one that is still talked about to this day. He also held a position on the AAMVA International Board of Directors.

There is no one more passionate about the motor vehicle industry and AAMVA. He has been a great mentor and because of his passion, others on staff have gotten involved in AAMVA to continue the tradition of Alberta being an influential member in the AAMVA community.

Service Awards

TRAILBLAZER

This award recognizes a jurisdiction agency or individual who identified and implemented innovative changes that positively affected their agency and/or community. The innovative changes must be transferable to other jurisdictions or organizations, such as best practices, model legislation, standards, etc. This can be either an agency or an individual award and is presented at the international level.

2024 WINNER

Iowa Department of Transportation, Motor Vehicle Division | CARE Training



The Iowa DOT has implemented a customer service initiative aimed at enhancing the skills of their workforce and improving service quality. The initiative involves creating and promoting newly adopted customer service core principles - CARE, with the goal of empowering employees to contribute to the DOT's strategic direction of serving Iowa's people and businesses as stewards of the transportation system. Deliverables of this initiative included: generating customer service core principles applicable to all areas of the DOT; developing a strategy to ensure all Iowa DOT leaders would adopt the core principles; ensuring all employees were trained on and setup to adopt the core principles; incorporating the core principles into existing training programs and initiatives; and developing a strategy for creating resources/support needed for division leadership to continue the service initiative after the initial rollout. To date, they have provided training and engaged in discussions with more than 3,000 Iowa DOT employees regarding CARE. Subsequently, in the MVD, customer satisfaction ratings exhibited a notable increase following the launch of the CARE customer service initiative. The County CARE Program

deployed in May 2023 and included the same online training and CARE Workshop used within the DOT. This program was facilitated to all county staff in the 2023 All-Staff County District Training Days. To date, they have reached over 550 county employees.

EXCELLENCE IN GOVERNMENT PARTNERSHIP

This award recognizes a successful project/program developed and implemented in cooperation with public or private sector organization(s). This is an agency award.

2024 WINNERS

INTERNATIONAL AND REGION 1

New Jersey Motor Vehicle Commission | NJMVC Partnership with Fairleigh Dickinson University



There are lots of reasons adults young and older either don't go to college or are unable to complete their degrees once they have begun taking classes. For employees of the New Jersey Motor Vehicle Commission, those impediments have now been largely swept aside thanks to a partnership between the NJMVC and Fairleigh Dickinson University of Madison, NJ. Under the partnership initiated by the NJMVC, Commission employees can now enroll in college courses toward an undergraduate or graduate degree free of charge under a program where the Commission reimburses the university. The program was initially begun in 2019, but was unfortunately forced to pause in early 2020 after the global COVID-19 pandemic hit. The program was successfully relaunched in August 2023. The cost to the 125 MVC employee-students enrolled in a class is just \$36 total each, which covers an FDU technology fee. The Commission pays the \$1,600 course fee for students who maintain a C average in undergraduate classes or a B average in a graduate program. Family life is even accounted for, as classes are held during lunch hour in person once a week in the NJMVC's Trenton headquarters or virtually for those in other MVC work units, such as our agencies. Fairleigh Dickinson University is the largest private university in New Jersey, with more than 11,500 students from 32 states and 72 countries enrolled on the University's two campuses

Service Awards (continued)

in northern New Jersey and its international campuses in Wroxtton, England and Vancouver, Canada.

REGION 2

Service Oklahoma | Licensed Operator Advisory Committee Partnership



The State of Oklahoma is unique in that it permits third parties called licensed operators the ability to offer services otherwise provided by Service Oklahoma. Beginning in January 2023, Service Oklahoma became the governing body of the state's licensed operators, formerly tag agents. This collaboration between government and private sector businesses provides Oklahomans with access to driver license and motor vehicle services in all 77 counties. The relationship between licensed operators and their previous agency partners was combative. Licensed operators had been frustrated for years with a lack of cooperation and communication. This feedback was taken seriously, and the Licensed Operator Advisory Committee was formed in 2022. The committee is a statutorily created seven-member advisory body comprised of licensed operators of varying sizes throughout the state, as well as a senior member of the Service Oklahoma leadership team. In the year since its inception, this committee has been instrumental in building a true partnership between the agency and licensed operators, a partnership in which government, private business, and the public win by helping foster better communication between the agency and all 240+ licensed operators; aiding with the communications and training strategies for several key projects including the application of a legislative fee bill and the expansion of driver license services; and helped expand driver services to citizens. The Licensed Operator Advisory Committee is vital in bridging gaps in services as needed and providing a model for public and private partnership in the state.

REGION 3

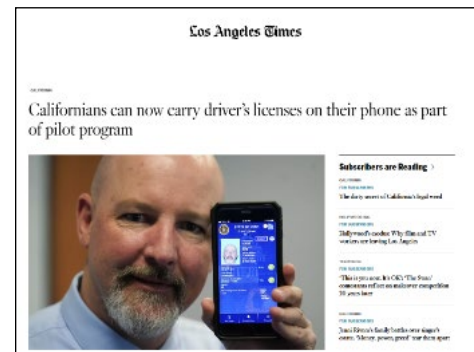
Iowa Department of Transportation, Motor Vehicle Division | Iowa Electronic Registration and Title Expansion Partnership

The Iowa Motor Vehicle Division (MVD) worked with a range of partners to deploy the final major component of its Electronic Registration and Title (ERT) submission system. ERT allows licensed Iowa vehicle dealers to electronically submit scanned title and registration applications on behalf of customers directly to the appropriate county treasurer for processing. Electronic submission eliminates paper handling and delivery or mailing, a benefit to dealers and treasurers. ERT allows the dealer to input transaction information which

is then provided to the county, eliminating the need for the county to key in most data. The system allows comments to be submitted back-and-forth from dealer to county, thus making the transaction run more smoothly with fewer errors. Prior to 2023, MVD had deployed ERT over several years but only for sale of brand-new vehicles. In 2023, MVD worked with partners to expand this to used vehicles. As a result, ERT usage increased from an average of 3,235 deals per month in 2022 to 12,750 a month from May through October in 2023. In October 2023, ERT transactions represented nearly 19% of all title applications in Iowa. The expanded ERT program is successful because of the close partnership between the Iowa DOT, the 99 county treasurers who issue title and registration products in Iowa, and two industry associations: Iowa Auto Dealer Association and Iowa Independent Auto Dealer Association, along with a dealer service provider. The group collaboratively developed programming requirements, developed business case scenarios, conducted testing, jointly addressed trouble shooting, and maintained consistent communication. These partners all contributed to a successful deployment.

REGION 4

California Department of Motor Vehicles | CA DMV Wallet - Mobile Driver's License



With increasing demand for digital and online services, there is an equally important need to reduce the cost of identity and age verification and related fraud opportunities, by the government and commercial service providers. There is a need to create a product and a service that is easy to use by the residents and economical to consume by the public and private industry service providers, online and in person. A mobile credential on a mobile wallet addresses this need with a voluntary, secure digital version of a physical identification card. While there are many mobile wallets and digital credentials in the marketplace, this product, intended to be open sourced to share all the benefits and effort with the global community, provides unique value proposition to all the citizens of the world. California created an open-source wallet (for transparency) that supports multiple open standards from ISO, W3C, OIDF and NIST enable platforms. It uses AI and machine learning to validate the identity of the user prior to issuing the digital credential with a high assurance level. With a

Service Awards (continued)

focus on benefitting public services, California is working with law enforcement agencies and public entities to enable the use of the digital credential to replace identity verification steps for remote identity proofing. California is also working with POS marketplace to enable the readers to access the credentials for in-person use cases and with the financial industry for online use cases. The differentiator for this product line hinges on the ability to support multiple standards and thus enabling the marketplace much more rapidly.

INNOVATIVE USE OF TECHNOLOGY

This award recognizes jurisdictions that have implemented technology tools that directly enhance access to services or the service experience. This is an agency award.

2024 WINNERS

INTERNATIONAL AND REGION 4

California Department of Motor Vehicles | ELP Intelligent Automation

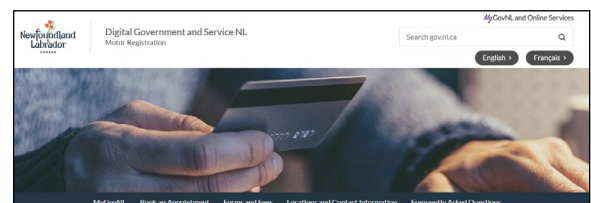


The California Department of Motor Vehicles (DMV) strives to enhance its processes through technology by introducing large language model (AI LLM) and machine learning (ML) to its Environmental License Plate (ELP) program, which is commonly known as personalized plates. With advances in technology, new partnership, and dedication of employees, the California DMV continues to streamline its processes with the utilization of AI to do pre-screening and a second review all ELP applications. The California DMV has implemented AI and ML technologies that determines if the requested configuration for a personalized plate is acceptable. This will ensure consistency in the decision-making of personalized plates, reducing tedious manual research in a process that has caused inconsistencies and resulted in lawsuits. The AI ensures configurations are not representing inappropriate language (in global languages), illegal activity, violence, or resemble an existing plate configuration used by the state for regular issued plates. The solution is complete with the use of workflow automation engine for workload distribution of manual workloads and robotic process automation (RPA) to update the legacy systems and

generate the plate requests and rejection letters. Since its implementation on November 1, 2022, AI has reviewed more than 166,000 personalized license plate configurations. Decisions made by AI were reviewed by California DMV staff and less than 5 percent of the decisions made by AI were reversed. Over time, this number will decrease as AI learns from the decisions that were reversed. Soon, staff will no longer have to review each configuration, but instead, review a random sampling of AI's decisions. This will provide staff with time to focus on other critical tasks, thanks to the AI's ability to handle license plate reviews.

REGION 1

Newfoundland and Labrador Motor Registration Division | NL Insurance Validation Project (IVP)



Knowing that as many as 13% of vehicle owners were either cancelling their auto insurance coverage or allowing it to expire once their vehicle was registered, the NL Motor Registration Division worked to develop a solution to combat this serious safety issue. The Insurance Validation Project (IVP) targets uninsured vehicles and, if not rectified, they are taken off the road - all using only the vehicle identification number. Labrador partnered with the Insurance Bureau of Canada to build an electronic insurance validation tool. All insurance providers in NL are required to report to the Registrar within 24 hours of a policy cancellation/expiry. They do this electronically, by uploading their active policy information to the Insurance Bureau daily. This database is critical to the effectiveness of the IVP. Launched in December 2022, the IVP tool does a seamless check for valid insurance coverage against the Insurance Bureau database using the vehicle VIN and performs a monthly check of the vehicles registered in the provincial registry. MRD receives an electronic file in response which identifies the uninsured vehicles or those with VIN errors. The IVP targets all passenger-plated vehicles with a model year of 1983 and later. This project has also reduced impact on their counter services (reduced appointments for insurance). By incorporating easy, self-serve technology solutions, the registry is accurate and customers can comply without visiting an office. An average of 6,000 offenders are identified per month. After the implementation of this solution, current data shows that only 3-6% of vehicles may be uninsured in any month.

Service Awards (continued)

REGION 2

Georgia Department of Driver Services | Georgia Digital Driver's License and ID Provides Positive Impact on Georgians with Disabilities



On May 18, 2023, the Georgia Department of Driver Services (DDS) launched the Georgia digital driver's license and ID in Apple Wallet, which paved the way for the public to use their credentials electronically. Georgia is the largest state to provide this capability, enabling an easy and secure way for Georgians to present their credentials without showing their physical card. DDS' goal was to offer customers a safe and convenient way to prove their identity without having to share too much personal information using their physical card, which provides strangers with key identifying information about the customer. The first use case was with the Transportation Security Administration (TSA). It allows customers to breeze through TSA security checkpoints by tapping their iPhones and/or Apple watches on TSA's CAT II machines. Georgia was successful in its efforts to get customers to opt into digital driver's license and ID in Apple Wallet with over 150,000 customers provisioned in less than a month. They have since surpassed the quarter of a million mark. One of the unintended benefits of the service that DDS has provided with the digital credential has been the positive impact on Georgians with disabilities. Georgia's digital driver's license and ID offers more accessibility for people with paralysis or limited hand function. It offers a newfound convenience, independence, and security for Georgians facing mobility challenges.

REGION 3

Minnesota Driver and Vehicle Services | Google Chatbot

In March 2023, Minnesota launched its Language Access Project, which added a virtual assistant to driver and vehicle processes, modernized the system, and translated three prominent languages for Minnesotans: Hmong, Cushite-Beja-Somali (Somali), and Spanish. By leveraging Google Enterprise translation technologies, DVS creates greater access for more customers through a single integrated system incorporating chat in any of these languages and speech-to-text for English and Spanish. In 2022, Minnesota ranked 19th among states with the highest resettlement of refugees and the number one state for "secondary migration." With this project, Minnesota became the first

state in the nation to translate a virtual assistant for driver and vehicle processes into Hmong and Somali to improve access. These languages, alongside Spanish and English options, enable people, regardless of the language they speak, to have the same resources and capabilities as any other resident in Minnesota. The new virtual assistant helps Minnesotans communicate in a language that is easier for them to read, write, and speak while gathering information about driver and vehicle services. The AI technology and large language model convey message intent, which allows their ethnicity to retain some of their cultural identity and inter-generational conversation. Over 300,000 Minnesota residents that rely on a language other than English can now more easily receive services from DPS-DVS. This powerful use of AI, combined with intentional inclusion of community, enables DVS to meet customers where they're at. It recognizes the richness of their communities and moves them closer to all communities being a part of the Governor's vision of One Minnesota. Since its implementation on March 2, 2023 through November 16, 2023, they have had over 76,000 unique conversations through the chat bot in English, Hmong, Somali, or Spanish.

CUSTOMER CONVENIENCE

This award recognizes jurisdictions for making life easier for customers, through offering or enhancing programs such as online transactions, mobile units, access to vital records, improved payment options, greeter/triage stations, the ability to speed up service if the wait time is long, or other conveniences. This is an agency award.

2024 WINNERS

INTERNATIONAL AND REGION 2

Georgia Department of Driver Services | Customer Service Center in a Suitcase: DDS Offers Mobile DL Issuances at Veterans Retirement Homes



Georgia Department of Driver Services (DDS) incorporated a mobile issuance unit into their customer service plan: a Customer Service Center in a Suitcase. The case includes a laptop, printer, backdrop, camera tripod, biometric reader, hotspot/Wi-Fi, and everything needed to process customers including taking a new photo. Customers are provided an interim/temporary license or ID the same day just as they would if they visited an in-person center and the permanent one is mailed to them in 2-4 weeks. This technology is primarily

Service Awards (continued)

used for visiting immobile customers at their homes who are medically unable to visit a DDS Customer Service Center (CSC). DDS has served the bedridden, agoraphobic as well as customers with multiple sclerosis and chronic pain by issuing a total of 73 credentials with this mobile issuance program. Two recent visits to the Georgia War Veterans Nursing Home in Augusta, Georgia, and in Milledgeville, Georgia, proved successful and inspiring, especially for the DDS veterans who met them. The DDS Mobile Issuance Team enabled two groups of veterans to receive free services without leaving their home. The Team processed 74 veterans between two separate events in July and August. It was a great event, and all service members were extremely happy to be issued a veterans ID.

REGION 1

Rhode Island Division of Motor Vehicles | The Online Citizen Portal: Driving Convenient Service Delivery

The screenshot shows the official website of the Rhode Island Division of Motor Vehicles. It features a 'Sign in' section with the following fields: 'Last name (as on your License / ID Card)', 'Date of birth' (with a dropdown menu showing 'mm/dd/yyyy'), 'Last four digits of SSN', 'RI License / ID #', and 'RI DD #'. Below the form is a sample Rhode Island Driver License for 'Nick Sample' with a red arrow pointing to the ID number '00271357' at the bottom. A note states: 'ID # is data element 5 and can be found at the bottom of your Driver license / Identification card.' A 'Sign in' button is located at the bottom of the form.

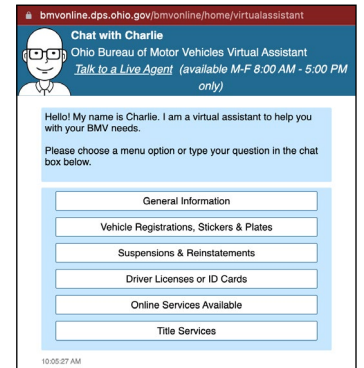
In an era where digital transformation is pivotal, the Rhode Island Division of Motor Vehicles has emerged as a leader in revolutionizing customer service and customer convenience. Gone are the days of interminable lines and the frustrations of outdated systems. RI DMV foresaw a future where such inconveniences were obsolete and brought this future to life with the introduction of an online customer portal. The portal heralds a new chapter in customer interaction, offering a seamless digital experience for checking license status or vehicle registration with unparalleled simplicity. Far from being just a query system, the platform meticulously maintains updated personal records, ensuring flawless communication between the DMV and residents. The portal allows customers to ensure personal information is correct and allows them to check the status and expiration dates for their licenses and registrations. The impact of this initiative is evident in quantifiable achievements such as reductions in wait times and reduced phone calls about personal records, enhanced precision in the management of personal data, and a noteworthy boost in customer satisfaction, credited to the portal's ease of use and accessibility. RI DMV's vision extends beyond the current state of affairs, with ongoing

plans to incorporate more comprehensive services within the portal and throughout the agency.

REGION 3

Ohio Bureau of Motor Vehicles | Ohio BMV "Chat with Charlie" Virtual Assistant

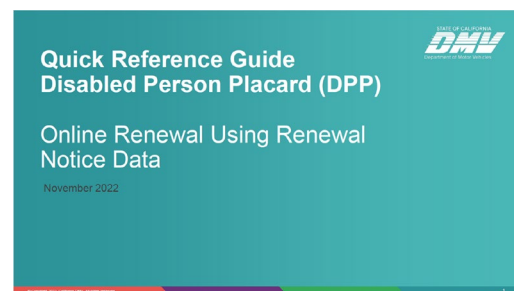
The Ohio Bureau of Motor Vehicles (BMV) administration began looking at ways to improve customer convenience by creating a chat Virtual Assistant. The main goals of the chat Virtual Assistant were assisting customers outside of normal business hours and



providing comprehensive automated responses to customers with inquiries considered to be "routine" or "frequently asked." This resulted in the BMV and application developers working in tandem to create what has now become the Chat with Charlie Virtual Assistant. The Chat with Charlie Virtual Assistant went live on May 16, 2023. The Contact Center is now able to assist more customers by phones because less agents are needed on chat, saving the BMV time and ultimately resulting in lower customer call wait times. Pre-Virtual Assistant, the Contact Center staffed approximately 15 agents to chat each day. Post-Virtual Assistant chat staffing levels average 10 agents, resulting in an additional 38 hours of available talk time each day, when fully staffed. The daily average of chats offered to an agent is down 39% after the launch of the Virtual Assistant. Average wait times for customers on the phones have drastically decreased, almost 25% when fully staffed, due to having more agents on the phones. Since inception, over 401,000 customers have utilized the Virtual Assistant, 147,000 of which were able to take advantage of this enhanced feature after normal business hours.

REGION 4

California Department of Motor Vehicles | Disabled Person Parking Placard Modernization



To comply with a new legislative mandate, which required customers who held a permanent placard for six years to verify their information, the California DMV embraced the

Service Awards (continued)

opportunity to highlight its Disabled Person Parking Placard (DPP) program as the first program to be modernized in its new platform. Implemented in two phases, the modernized process first offered a robust online option for the newly mandated DPP renewal requirement and then offered a wholly redesigned DPP system, for its customers and staff. Both phases involved significant user experience testing with development based on customer-centered design principles. Launched December 12, 2022, the first phase impacted nearly 2 million customers. To manage this significant new renewal workload, the California DMV created an online attestation and e-signature process and augmented its traditional mail-based processes. As of September 28, 2023, the California DMV processed 1,319,299 DPP renewal applications (709,626 (53.8%) mailed and 609,673 (46.2%) online). Launched August 21, 2023, phase two of the DPP modernization effort involved the implementation of a wholly redesigned DPP system. The new DPP system modernizes disabled placard issuance and replacement. The successes achieved through the new DPP program created a model for the California DMV as it continues its modernization journey to create a more efficient, customer-centric organization.

IMPROVEMENT THROUGH EFFICIENCIES

This award recognizes jurisdictions for going green, reducing costs, streamlining processes, and/or doing more with less. This is an agency award.

2024 WINNERS

INTERNATIONAL AND REGION 4

Alberta Transportation and Economic Corridors | Robotics Process Automation - Ignition Interlock Program BOT

The Government of Alberta's ignition interlock program (IIP) uses in-vehicle breathalyzer technology to monitor drivers who have been issued an impaired driving suspension. Participants must use this breathalyzer each time they attempt to start their vehicle, and their blood alcohol content is evaluated and logged. If the reading lies beyond a prescribed limit, the interlock device will prevent the vehicle from starting. The IIP allows infringing drivers to remain mobile for treatment, employment, and to care for family while improving road safety. By separating drinking alcohol from driving, the IIP is a critical educational

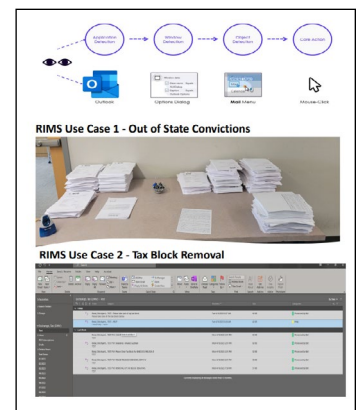


tool that prevents recidivism while helping protect the motoring public of Alberta. Until late 2020, Alberta's IIP team processed approximately 3,200 ignition interlock applications per year. However, after Alberta revised the Traffic Safety Act and implemented immediate roadside sanctions for impaired driving, the team was overwhelmed with a 56% increase in applications. The team now faced over 5,400 program applications each year, with each requiring an average of 25 minutes of staff processing time. Application reviews became the most time-consuming IIP team activity, leading to an average review time of 45 days. To mitigate this work volume, the Provincial Government evaluated technical solutions, and the IIP application review process was identified as a candidate for Robotic Process Automation (RPA). RPA uses artificial intelligence to reproduce human actions with speed and accuracy. For the IIP, a software bot was developed to read scanned paper forms, gather information from the motor vehicle database, perform complex calculations and update a client relationship management system, all without human intervention. Since its deployment, the IIP-bot has successfully automated 90% of IIP application reviews. The bot eliminates the need to hire additional staff, freeing existing employees to focus on monitoring IIP program participants and resulting in improved traffic safety in Alberta. On February 27, 2023, the IIP project team was recognized with the Minister's Award for Transportation Innovation. On September 12, 2023, the IIP Bot project was presented with the Premier's Public Service Award, the highest award in the Alberta Public Service.

REGION 1

Rhode Island Division of Motor Vehicles | Innovative Automation: Utilizing UiPath with RIMS

The adoption of RIMS Automation through UiPath marks a transformative shift in service accessibility and quality enhancement. Utilizing Robotic Process Automation (RPA) technology, RIMS has successfully automated various business processes, resulting in increased operational efficiency and a significant reduction in manual workloads. A prime example of the tangible benefits of RIMS Automation with UiPath is the optimization of out-of-state convictions handling. Previously, a challenging backlog of paper-based convictions for Rhode Island drivers presented a substantial obstacle, exacerbated by insufficient human resources. This led to incomplete driving



Service Awards (continued)

records and delayed identification of habitual offenders, compromising road safety. The integration of unattended bots developed through UiPath has revolutionized this process. Advanced document processing capabilities enable the seamless processing of scanned images of out-of-state convictions. The bots efficiently add conviction and driver information to a queue, processed through a meticulously designed Robotic Enterprise Framework workflow. This strategic automation initiative has significantly reduced or eliminated the backlog, saving approximately 350 manual hours to date. Beyond efficiency gains, this automation ensures comprehensive driving records, greatly enhancing the service experience. The success of RIMS Automation with UiPath serves as a beacon for further innovation, showcasing the agency's adept use of RPA technology to elevate service delivery.

REGION 2

Texas Department of Motor Vehicles | Consumer Relations Automation Project

Please include the following with all online correspondence:

- Vehicle Information (Vehicle Identification Number)
- First and Last Name
- Telephone Number
- County of Residence or Zip Code
- Detailed description of your comment or concern (background) and explain how we can assist you
- For dealers, provide your dealer license number or application number

Name * Email *

Main Subject *
Registration

Message *
Enter your message here

Vehicle Identification Number

The Texas Department of Motor Vehicles is dedicated to continuous improvement in finding ways to provide exceptional customer service. This has led to substantial enhancements to manage a higher customer demand by email and phone due to the large population increase in the last few years. This achievement was made possible through the successful development and execution of the Consumer Relations Automation Project. Leveraging data analytics, the project tailored automatic email responses to customer queries, expanded paths to reset passwords needed to utilize department systems, and centralized self-service options through an online portal. Operating with modest funding of \$91,000, the project not only revolutionized our service offerings but also demonstrated an immediate return on investment, totaling \$93,200. Automated email responses significantly improved customer service, decreasing email response time from five business days to fifteen seconds, by providing instant replies to common customer inquiries. In just over eight months of operation, this implementation has resulted in a 67% reduction in typical customer response time, 165 days in total time savings and cost reductions of approximately \$40,000.

Additionally, these benefits have allowed one staff position to be completely repurposed, a number expected to increase over time. With its resounding success, this project serves as a testament to Texas' commitment to excellence in public service and dedication to continually elevating the standards of customer satisfaction in the State of Texas.

REGION 3

Indiana Bureau of Motor Vehicles | Project Junk Mail

Registration Renewal Reminder
Renew by: MM/DD/YYYY

Follow the QR code to find your cost and **renew now on myBMV.com**

Want to get your sticker quicker?
Find a kiosk location at IN.gov/BMV

Special Note: Extra documentation may be required for your transaction. Please check your myBMV account for required information. Don't forget, if you live in Lake or Porter county, emissions testing may be required.

Prefer to receive your renewal reminder electronically?
Opt-in for emails or text messages!
Update your notification preferences in your myBMV account at myBMV.com

The Indiana Bureau of Motor Vehicles (BMV) identified an opportunity to streamline communications related to renewal reminders for vehicles and watercraft as its customers' transaction behavior has shifted out of branches. In February 2023, the team kicked off "Project Junk Mail" with the goal to complete a pilot to permanently change how the BMV notifies customers of upcoming registration renewals for vehicles and watercraft. Currently, approximately three-fourths of BMV customers opt in for a mailed, "preprint" reminder, which is over 5.5M annually. The project has three objectives: reduce postage costs for the agency and align reminder practice to information needed to utilize out of branch mediums; increase turn-around time for generating the preprint files by reducing the amount of data present in the files; and influence customers to change their notification preference from regular mail to email or text messages. The pilot launched with all customers who are opted in for U.S. Mail and who renewed in a branch, on a kiosk, online, or through a partner provider receiving a post card instead of a preprint. The marketing plan included the following: launched a marketing campaign 2 months prior to the first postcard hitting mailboxes, including website presence and social media messaging on Facebook, Twitter/X, and Instagram; developed a script for contact center associates; implemented an IVR message alerting customers to the change; provided an escalation guide for all lines of business; created an internal survey for branch associates to capture customer feedback at the point of processing; and launched a customer survey on public website to capture feedback. The cost savings for this pilot are significant as postage costs for the postcard represent a 32% savings versus the average preprint.

Service Awards (continued)

CUSTOMER SERVICE

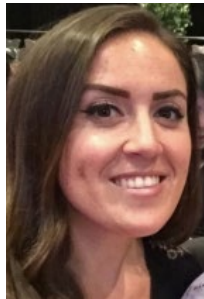
This award is presented to jurisdiction individuals who have excelled in customer service delivery in a call center or on the front line of motor vehicle administration. This is an individual award.

2024 WINNERS

INTERNATIONAL AND REGION 4

California Department of Motor Vehicles | Lauren Plines, Motor Vehicle Representative

Lauren Plines is a remarkable customer advocacy champion, who embodies the essence of superior customer service. Her unwavering commitment to prioritizing the needs of customers sets her apart as a standout contributor within the California DMV's contact center.



In every interaction, Lauren consistently goes above and beyond to resolve customer issues and address their inquiries with exceptional care and dedication. At the heart of Lauren's approach is her dedication to the core objective of the California DMV's contact center—to serve as a one-stop-shop for all customer needs. She diligently works to ensure that customers' questions and roadblocks are addressed comprehensively during their initial contact with us. Her commitment to resolving issues on the first interaction streamlines the customer experience and aims to minimize the necessity for customers to physically visit a field office for their transactions or queries. Lauren's exemplary service extends beyond her regular duties as a customer service agent. She undertook the role of a subject matter expert for a special tagging project in addition to her existing responsibilities for an entire year. This project involved accurately categorizing and tagging customer calls and identifying the reasons behind their contact with the California DMV. This meticulous effort yielded valuable insights into the drivers and trends of customer inquiries. Week after week, Lauren has demonstrated her unwavering dedication as a customer advocate, maintaining an impressive 4.9 out of 5.0 customer feedback score from more than 760 customer surveys, which is a testament to her consistent excellence in service. Her commitment sets a standard for her peers, serving as a positive role model within the team. Lauren's willingness to share her knowledge and expertise with her colleagues in the unit reflects her dedication not only to her individual success, but also to the collective growth of the team.

REGION 1

Pennsylvania Driver and Vehicle Services | Sonia Loraw, Driver License Examiner Assistant

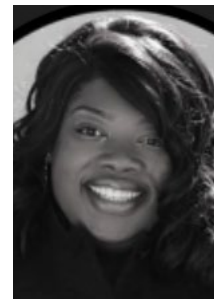
Sonia Loraw has been a Driver License Examiner Assistant with PennDOT for six months. Sonia identified a problem at her driver license center. Customers whose primary language was not English were having trouble locating driver's manuals in their native language that they could use to study for their tests. She developed the idea of providing each customer service representative at driver license centers with a ring containing flash cards with QR codes linking to each foreign language manual available on the website to the Training Division for action. The idea was further modified into making a single-page, easy to understand directory of foreign language versions of the driver's manual on the website with corresponding QR codes that take the customer directly to the manual in the language they need. The reference sheets were distributed to driver license centers in areas where customers who speak a variety of different languages reside. Now, when a customer whose primary language is not English needs a driver's manual in their native language, they have an easy reference that takes them directly to the information they need to study for their driver's test.



REGION 2

Texas Department of Public Safety | Andrea Jackson, TxDPS Driver License Customer Service Center

Andrea Jackson has made significant contributions to the Texas Customer Service Center (CSC) in a number of ways. She is a passionate leader who is dedicated to quality customer service and customer-centric solutions. She has introduced many efficiencies, such as using AI technology to improve customer-friendly language. She has also been a vital leader during the Texas Legislative Session and has helped the CSC prepare for changes in processes that impact customers and the internal team. Andrea is also a positive mentor to her peers and is always willing to share her knowledge and experience. She is a highly effective team leader who meets with each member of her team one-on-one every month to increase their productivity. She also runs team-building exercises every month to help build team camaraderie and keep everyone up-to-date on current information. Andrea's commitment to helping others goes beyond work. She has been involved in domestic and international mission trips, and she has generously given of her free time to bring



Service Awards (continued)

supplies and food to the homeless in the Austin area. She is passionate about quality customer service, promotes a customer-centric approach to changes and policies, and tracks and measures her team's performance.

REGION 3

Ohio Bureau of Motor Vehicles | Connor Drake, BMV Deputy Registrar Field Representative



As a BMV Deputy Registrar Field Representative, Connor Drake provides excellent customer service to both his internal and external customers. His responsibilities include monitoring agency transactions and ensuring compliance with BMV policy and procedures. BMV agencies and the public view him as an authority on all things BMV related. He identifies concerns and problems by listening to staff and creating effective solutions. He supports staff by clarifying policies and procedures. He provides a high level of professionalism and his enthusiasm and smile are contagious to everyone around him. In September of 2023, Connor was nominated for a “Champions of Hope” award through Lifeline of Ohio. The nomination came from a Lifeline coordinator that noticed Connor’s willingness to help and enthusiasm for organ donation. In July of 2023, Connor was selected as the Field Operations Employee Recognition award winner. Connor was nominated for this award by his supervisor because of his passion, dedication, and commitment to the core values of the Bureau of Motor Vehicles. Connor was recently promoted but continues to provide excellent customer service to all Ohio BMV agencies.

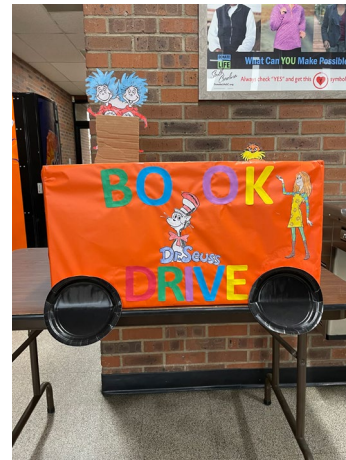
COMMUNITY SERVICE

This award recognizes “give back” programs such as providing backpack supplies for returning veterans, food drives, gifts for children, adoption of military families, etc. This is an agency level award.

2024 WINNERS

INTERNATIONAL AND REGION 2 RECOGNITION

South Carolina Department of Motor Vehicles | “My First Library” Campaign



In March 2023, a transformative collaboration unfolded as the South Carolina Department of Motor Vehicles (SCDMV) partnered with the “Original Six Foundation,” a non-profit 501(c)3 organization focused on improving literacy in young children in rural and underserved regions of the state. This unique partnership focused on SCDMV’s support of the organization’s “My First Library” campaign. This initiative sought to ignite curiosity by placing grade-level summer reading books into the hands of elementary students. These young scholars were invited to partake in an end-of-year bookfair where the power of choice became a celebration of learning. They were given the opportunity to choose 10 exceptional, grade-level summer reading books to keep for free and read. SCDMV branch offices in every county provided donation boxes where customers could donate books for young readers. Staff members personally decorated branch offices by transforming them into whimsical realms of imagination inspired by their favorite childhood books. This creative endeavor not only added charm but piqued the curiosity of every customer who walked through the doors and more importantly, motivated them to become involved. SCDMV’s book drive campaign unfolded throughout the month of March in all 66 branch offices and resulted in a record-breaking achievement. The “My First Library” program distributed a staggering 30,000 books to nearly 3,000 students in 38 South Carolina elementary schools, most of which were in underserved communities.

Service Awards (continued)

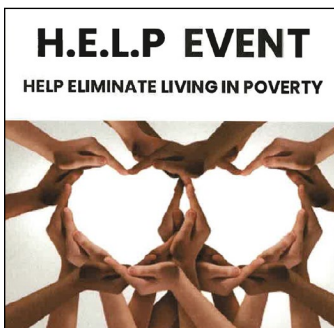
REGION 1 RECOGNITIONS

Connecticut Department of Motor Vehicles | Kids Always Ride Safe (KARS) Program



One of the major causes of death in children are results of a motor vehicle crash. Using a child seat correctly, reduces the risk of injury by approximately 80%. According to SafeKids Connecticut, 1 out of 5 car seats in Connecticut are installed or used incorrectly. In keeping with their mission of safety, security, and service, the Connecticut DMV administers the violator class to impose sanctions on operators who are cited for incorrect/misuse of a child seat. The class was created to educate parents and caregivers on child passenger safety laws and emphasizes the importance of using car seats and using them correctly. The DMV's Child Passenger Safety (CPS) Team of the Driver Services Unit created the phrase KARS (Kids Always Ride Safe) to convey the purpose and mission of this program. They perform outreach services and raise awareness through partners such as other state agencies, non-profits, and corporate entities and they provide instruction to DMV staff regarding administrative responsibilities to passenger safety. In 2023, a bilingual instructor was added to the Child Passenger Safety in-person class to bridge the language gap for attendees that are not proficient in English.

Delaware Division of Motor Vehicles | Delaware DMV Supports H.E.L.P. Event



In August 2023, Master Corporal David Schulz with the Wilmington Police Department approached the general manager of the Wilmington DMV with the idea to invite the DMV to participate in an upcoming event called H.E.L.P. (help eliminate those living in poverty). The goal of the H.E.L.P. program was to connect the homeless community in the City

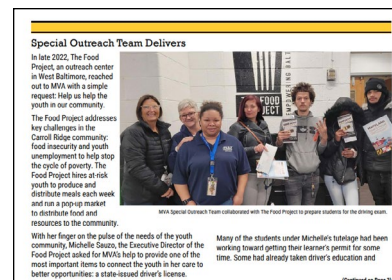
of Wilmington with services they need: food, shelter, laundry facilities, showers, and more, including an opportunity to get a State of Delaware identification card or driver license if they were already credentialed. Life without a photo ID is difficult. Some homeless shelters will not even accept those who don't have an ID. Getting a job can be almost impossible because you need an ID; but in order to get one you need a copy of personal documents. The catch 22 is that you need a photo ID to obtain them. It's a vicious circle and MCpl Schulz was determined to make a difference. From the day he walked into our Wilmington location the DMV staff were on board. The staff was so excited to help and many of the participants couldn't stop thanking them for their assistance. They were able to change the stars for 14 people on August 23, 2023. It was a good day Team DMV.

District of Columbia Department of Motor Vehicles | Senior Symposium 2023



On Wednesday, June 28, representatives from DC DMV's Correspondence team, with assistance from the Support Services team, participated in the 2023 Senior Symposium, hosted by the DC Department of Parks and Recreation and the DC Department of Aging and Community Living, at Ballou Senior High School in the District's Ward 8. Over 2,600 active senior citizens were in attendance and listened to remarks from Mayor Bowser, participated in line dancing, and enjoyed interactions with various government agencies. DC DMV was on hand to answer questions and assist with information on the agency's services, while handing out awesome giveaways, which are always a hit with senior audiences.

Maryland Motor Vehicle Administration | The Food Project



In late 2022, The Food Project—an outreach center located in West Baltimore reached out to MVA with a simple request: help us help the youth in our community. MVA partnered

Service Awards (continued)

with the Food Project to provide one of the most important items to connect the youth of West Baltimore to better opportunities: a state-issued driver's license. The Food Project addresses two key challenges in Baltimore's Carroll Ridge community: food insecurity and youth unemployment to help stop the cycle of poverty. The Food Project hires at-risk youth to produce and distribute meals each week and run a pop-up market to distribute food and resources to the community. Upon hearing about the needs of the Food Project students, our MVA Outreach team sprang into action. In just a few weeks, all 12 students were able to provide the documents needed to begin the licensing process and take the learner's permit test. When word got out among the community about the opportunity MVA was providing to local youth, the Food Project asked MVA for a standing date to provide learner's permit outreach services. Since December 2022 our MVA Outreach team has visited each month to advise on documents and test those that are ready for their learner's permit. They have tested more than 500 youths and those in the community that need a driver's license to open doors to new opportunities.

Rhode Island Division of Motor Vehicles | Decking the Halls of Hope: RI DMV's 29-Year Legacy of Giving



For nearly three decades, every year, the Rhode Island Division of Motor Vehicles has been a beacon of compassion and community spirit through its unwavering participation in the Pawtucket Soup Kitchen's Adopt-A-Family for Christmas Program. This community service project, deeply rooted in the spirit of giving, not only embodies the true essence of the holiday season but also serves as a testament to the RI DMV's commitment to fostering positive change within the community. The primary objective of this cherished program is to bring holiday joy and relief to families facing economic challenges, ensuring that no one feels alone or forgotten during the festive season. The target audience comprises families in need, specifically those who may be struggling to provide gifts and a festive atmosphere for their children. The approach to implementing this heartwarming initiative involves a collaborative effort between among agencies

and with over 30 colleagues working together to make a difference. The outcomes of this program are nothing short of magical. The week leading up to Christmas sees the transformation of the Soup Kitchen into a festive haven, hosting a joyous Christmas party where the gifts are distributed to families in need. The level of engagement from both DMV employees and the broader community has been exceptional. This annual tradition continues to exceed its objectives, making a lasting impact on the hearts and lives of those it touches.

REGION 2 RECOGNITIONS

Georgia Department of Driver Services | GA DDS Grants Pre-Teen's Dying Wish

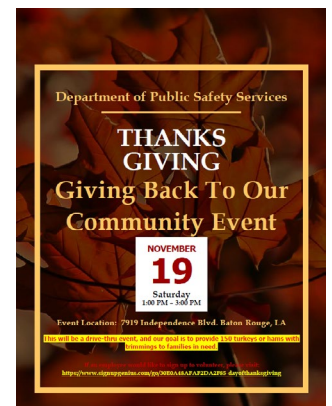
If someone asked you to grant their last wish, wouldn't you do everything possible to make it happen? That's exactly what Georgia Department of Driver Services (DDS) did when they learned that Kaleb, a pre-teen struggling with health



issues, asked for a driver's license to put in his wallet. DDS Commissioner Spencer R. Moore learned of Kaleb's wish from Georgia Governor Brian Kemp. The Commissioner assured the Governor that a ceremonial driver's license would be presented to him. Team DDS engaged their license issuance vendor to produce a "sample" license with Kaleb's name and address. Madison County Sheriff Mike Moore was instrumental in obtaining information and getting Kaleb transported to meet DDS Director of Governmental Affairs and Communications Shevondah Leslie for the license presentation. Kaleb received his license on Halloween, October 31, 2022; he was 16 years old. He passed away exactly three months later on January 31, 2023.

Louisiana Office of Motor Vehicles | Day of Thanksgiving Community Event

The Louisiana Office of Motor Vehicles' motto is "Turning Public Service into Personal Service." Our staff, along with Louisiana State Police and the entire Department of Public Safety, put those words into action each year at the "Day of Thanksgiving Community Event." This annual event provided over 150 turkeys and hams with trimmings to families in need in 2022. The purpose of this event is to give back to the community on



Service Awards (continued)

behalf of the DPS employees. Staff donated cornbread, cranberry sauce, peas, macaroni and cheese, yams, and turkey gravy. The giveaway event took place on Saturday, November 19, 2022. The “Day of Thanksgiving Community event has become a cornerstone of community service by our public servants. It exemplifies the spirit of compassion and generosity that truly makes a positive impact on the lives of those less fortunate.

Tennessee Department of Safety & Homeland Security | Tennessee Special Olympics Law Enforcement Torch Run

The Tennessee Highway Patrol (THP) is a proud sponsor of the Special Olympics. Their mission is to support and uplift the athletes as they strive to achieve their goals and dreams. THP funds their training efforts and competitions and supports “Law Enforcement Torch Run” (LETR). Two members serve on the LETR Council and attended the International Law Enforcement Torch Run Conference for Special Olympics, where over 1,100 law enforcement officers met in Chicago to learn more about this international movement. It was announced that LETR raised over \$1 billion for Special Olympics worldwide. During 2023, the THP has continued to actively support the LETR for the Special Olympics program by holding Tip-A-Cop events, Polar Plunges, thROWdown events, and Torch Runs across the state. THP shows up in force with troopers participating in the events across the state throughout the year. The Special Olympics has acknowledged the THP as one of its top fundraising agencies in Tennessee. As a result of their giving, the Tennessee chapter of the Law Enforcement Torch Run won the Sapphire Award for fundraising at the International Law Enforcement Torch Run Conference in Chicago.

Virginia Department of Motor Vehicles | Roanoke Customer Service Center Employees Care for Their Community



The dedicated employees at Virginia DMV's Roanoke Customer Service Center are committed to making a positive impact in their community. Despite being one of the busiest customer service centers in Virginia, the Roanoke team has made community service an integral part of their culture. Each month, they select a different charity and embark on creative, engaging fundraising

activities to support it. These employees understand that small contributions can create significant change, and their passion and energy are inspiring. By organizing luncheons, silent auctions, candy exchanges, and more, these individuals set the bar high in their fundraising endeavors. Between January and September 2023, the team donated more than \$2,400 to various charities that shelter survivors of domestic abuse, provide companion pets for veterans, and support healthcare causes. This group of employees consistently show that when people join forces for noble causes, they have the power to bring about meaningful change and create a brighter, more compassionate world.

REGION 4 RECOGNITIONS

California Department of Motor Vehicles | Homeless Connect

The California DMV made a difference in the lives of homeless individuals by providing them with free identification cards during several outreach events held throughout Los Angeles County in April and May 2023. What is unique about this outreach effort is that California DMV team members do not provide this service at a field office, but rather they go into areas where the homeless camp to provide this vital service. In total, 108 IDs were issued. These in-person events can be life-changing for this underserved community because ID cards allow those who are down and out to acquire government benefits and housing, as well as a chance to get their lives back on track. The events were conducted as part of a greater effort to help the homeless in which the California DMV partnered with several other agencies.

Central Valley Team Members Help Veterans in Need

Region IV Manager Mario Gamboa and Bakersfield team member Gerardo Amor (MVR) helped military veterans apply for free ID cards and answered DMV-related questions at the Kern County Homeless Veterans Stand Down/Resource Day in Bakersfield on October 12.

Gamboa said, “It was an honor to serve those who have served our country. Outreach events like this are a good opportunity to connect with customers who may not be able to easily visit a field office.”



Gerardo Amor (MVR) helps a veteran apply for an ID.

Idaho Division of Motor Vehicles | Camera Donations to Charter School

As part of the Idaho Division of Motor Vehicles' county office refresh, the DMV is replacing all cameras used to take driver's license and ID card pictures.



Initially, the old cameras were going to be scrapped, but the DMV found a local public STEM K-6 charter school to donate the cameras to. The donation process is a bit labor-intensive. Each camera must be taken out of its casing and cleaned before it can be donated. So far the DMV has donated 20 cameras, with over 100 more awaiting disassembly and donation to this worthy cause.

Service Awards (continued)

Service Alberta and Red Tape Reduction | Waiver of Replacement DL/ID Card Fees for Wildfire and Flood Victims

Communication Directive to All Alberta Registry Agents via RANet (Secure Intranet Portal):

Assisting Evacuees of the Alberta Wildfires

In response to the current wildfire emergency impacting central and northern Alberta the following emergency procedures have been put into place to provide timely and effective help to replace identity documents for evacuees of the wildfires.

- These policies only apply to residents who have been evacuated due to the wildfires where the evacuation occurred between April 29 – June 29, 2023.
 - Client's who have already paid for replacement documents are not eligible for a refund.
- For a list of affected areas, agents can refer to the [Wildfire Affected Areas List](#), which will be updated daily on RANet.
- For clients without ID, process the HDVES service first, then proceed with the Vital Statistics service. The client's identity will have been verified from the motor vehicle's service.

Motor Vehicle Services – Driver's Licence and Identification Card

- With reference to MV policy section 2.05.02, *Acceptable Identification/Enrolment*, agents can confirm identity through all images on file, reviewing the client's signature with what is on file and validating the client's knowledge of their information on the system (current and previous address, phone numbers, vehicle registration information, etc.) to:
 - Provide a no charge operator or ID card duplicate service. Policy states that when a client has any changes to their personal information, an operator exchange service must be processed and all associated fees must be paid.
 - Override the government fee and registry agent service charge, or, if the client chooses to, provide a renewal service for the standard fees.
 - Agents can override restriction of services due to outstanding fines or maintenance enforcement for these services.
- Since cards cannot be delivered to the address on file, ask the client if the card can be delivered to your agent location for pick up or delivered to an alternate address located in Alberta that is NOT affected by the fire.

On May 6, 2023, Alberta declared a provincial state of emergency, in response to the threat of multiple wildfires burning throughout the province to help ensure the safety, health and welfare of Albertans. More than 25,000 individuals were evacuated from their homes with approximately 49 communities that received evacuation orders. As they were required to leave on minimal notice, they had forgotten or lost their identification documents. In order to assist evacuation impacted Albertans, Service Alberta and Red Tape Reduction waived all fees to obtain replacement driver's licenses, identification cards, and birth certificates until the end of the declared State of Emergency. This supported evacuees to ensure they have access to services that require proving identity and to legally drive a motor vehicle. More than 200 replacement driver's licenses, ID cards, and birth certificates were issued during this period. At the same time, several west-central Alberta communities were also evacuated due to flooding after the heavy rainfall. This service was also extended to those impacted by the floods.

Fraud Awards

AAMVA's Fraud Awards recognize achievements in fraud prevention and detection and for completing an investigation related to NMVTIS violations and/or in the use of the NMVTIS Law Enforcement Access Tool (LEAT) to further an investigation of motor vehicle related crimes.

FRAUD PREVENTION AND DETECTION: AGENCY

This award is presented to new programs or initiatives to enhance/ensure integrity of products/services in a jurisdiction, such as facial recognition systems, security features to a vehicle title, implementation of ALPR, address verification software, etc. This is an agency award and is awarded at the international level.

2024 WINNER

Maine Bureau of Motor Vehicles | Catalytic Converter Theft Identification and Prevention Program



The Maine Bureau of Motor Vehicles began working on a special project to restrict the sales of catalytic converters removed from motor vehicles as a direct result of the significant increase in catalytic converter thefts and the strain that was placed upon the citizens of Maine. This criminal trend was experienced across the nation when the prices of the valuable catalyst material contained within the vehicle parts increased significantly. The Bureau formed a working group which included several key stakeholders from the vehicle recycling industry, prosecutors' offices, and the Maine Auto Dealers Association, which developed a comprehensive legislative package that passed unanimously and with significant support and buy-in from the recycling industry and citizens. As a result of this law, all Vehicle Identification Numbers (VINs) of new and used vehicles sold in Maine must be engraved on catalytic converters at the time of sale. It requires that any catalytic converter be permanently marked with the full VIN of the vehicle it is removed from and it is illegal to possess unmarked and dismantled catalytic converters and to be engaged in the business of buying or selling dismantled catalytic converters unless properly licensed as a recycler in the state. This specific law also forged a greater working relationship between the BMV and the New England State Police Information Network (NESPIN) which is part of the Regional Information Sharing Systems (RISS). The agencies worked together to transform an existing investigative database (RISSprop) into a collective site to store each dismantled catalytic converter transaction conducted in the State of Maine. This tool allows other law enforcement agencies to enter the Vehicle Identification Number of their victim's vehicle into a database and provides the names of people illegally engaged in the sale of catalytic converters or falsely attached VINs. Since the inception of this law, 692 criminal charges and 173 written warnings have been issued related to catalytic converter crimes. They have charged twenty individuals with being unlicensed recyclers and seized more than 500 unmarked catalytic converters which are forfeited to the state.

Fraud Awards (continued)

FRAUD PREVENTION AND DETECTION: INVESTIGATIONS INDIVIDUAL

This award is presented to individuals who made a specific contribution to thwart motor vehicle agency-related crime, such as a clerk who recognizes an individual who repeatedly submitted transactions, a technician who detected title fraud, a special agent who discovered odometer fraud, etc. This is an individual award.

2024 WINNERS

INTERNATIONAL AND REGION 2

Virginia Department of Motor Vehicles | Robert Williams, Senior Special Agent

On March 14, 2023, Richmond City Police Detective Sergeant Castrinos reached out to the Virginia Department of Motor Vehicle's Law Enforcement Division for assistance with a titling fraud investigation involving a towing company.



A former employee of the company came forward and stated that the company, No Limit Towing, had been forging DMV paperwork and submitting it to illegally transfer ownership of vehicles. The Detective Sergeant requested filings from the tow company from 2019 forward to try to corroborate allegations and identify additional victims. Senior Special Agent (SSA) Robert Williams was assigned to assist Richmond City Police to move the investigation forward. SSA Williams took the initiative to identify 49 victims and pull records for an additional 72 vehicles where ownership was illegally obtained. In addition to pulling lien and ownership documents, SSA Williams pulled NMVTIS records and Carfax histories to verify ownership and document timelines for the vehicles. The estimated value of the additional 72 vehicles is \$424,345. In addition to providing information, Agent Williams' insight into the details of titling and DMV processing was integral to the work of other investigators and prosecutors. In August of 2023, 17 indictments were filed against the owner of No Limit Towing for grand larceny of a motor vehicle. After the indictments, SSA Williams continued to look into towing related fraud. His investigation, in conjunction with a customer who ran into issues titling a vehicle, uncovered another towing company committing similar infractions. SSA Williams obtained nine felony and one misdemeanor warrants for the owner of On Demand Towing, for perjury, title, and registration fraud; forging; and uttering official documents. The investigation into On Demand Towing is ongoing.

REGION 1

Connecticut Department of Motor Vehicles | David Erdman, Motor Vehicle Emissions Contract Compliance Officer



Dave Erdman is a Contract Compliance Officer with the CT Department of Motor Vehicles, where he has been for over 20 years. Anomalous OBDII readings that occur during emissions testing are automatically flagged by the emissions computer system. Erdman reviews each and every anomaly. Dave noticed that a vehicle that had anomalous readings also had a license plate frame advertising a company that was possibly involved in vehicle "tuning". He found the company's website online, which lists all repair dealers that sell and install the tuning (tampering) products in each state. He identified 3 dealers in CT advertised as "installers" of tampering kits and reported his findings to the EPA. In a year-long period, Erdman reviewed 3,422 trigger audits, identified and reported 68 stolen vehicles to the CT DMV's Law Enforcement Division, reported 3 companies selling emissions tampering kits in the US to the EPA, and reported 7 companies performing tampering repairs to the EPA. His diligence and investigatory skills have successfully helped with the enforcement of fraud and vehicle tampering as well as identifying stolen vehicles.

REGION 3

Iowa Department of Transportation, Motor Vehicle Division | Brenda Bohlke, Motor Vehicle Investigator, Bureau of Investigation & Identity Protection

In April of 2023 Investigator Brenda Bohlke initiated an investigation into a case involving potential VIN issues on a 2022 GMC truck. The truck titled in Iowa had also been titled in Texas utilizing the same VIN. This case was opened based on a complaint from a customer in Iowa that purchased the vehicle and was later attempting to trade the vehicle into an Iowa dealership when CARFAX indicated an issue. Around this same time, the local county treasurer notified Bohlke of a similar case where a Texas vehicle (2020 GMC Sierra AT4) sitting at a dealership in Texas had been titled in Iowa utilizing the same VIN, thus preventing the Texas vehicle from getting titled in Texas. Investigator Bohlke determined both vehicles involved in this case were cloned, actively stolen vehicles. She recovered both vehicles and was able to return them to the theft victims. Further scrutiny of the Texas titles presented in Iowa revealed that they were counterfeit. Investigator Bohlke, along with another investigator, were able to confirm that both titles were created from the same template. She ran a search by the previous owner's name displayed on both Texas titles through Iowa's ARTS database. She was able to identify several other high-end trucks that were titled in Iowa, previously titled in Texas, using the same previous owner's name, and the same counterfeit template. Investigator

Fraud Awards (continued)

Bohlke tasked her coworkers with inspecting these vehicles to later confirm that these were also cloned stolen vehicles. Understanding the magnitude of this situation, Investigator Bohlke created a PowerPoint training and delivered it to all 99 County Treasurer Offices in Iowa as well as the whole Investigative unit with the Bureau of Investigation and Identity Protection. The mission was to provide the pertinent information and what to look for to identify the counterfeit titles to all investigators and the front-line staff to hopefully catch the fraud prior to an Iowa title being issued and perpetuating further fraud. Ultimately this training was a success. In as little as a week after taking the training, a county treasurer staff member was able to identify one of the templated counterfeit titles presented and was able to stop the furtherance of fraud at their counter.

REGION 4

California Department of Motor Vehicles | Amy Burks, Staff Services Manager I, Data Forensics Team

As the California DMV Investigations Division looks for ways to use data in its modernization journey, Data Forensics Team leader Amy Burks shines in her efforts to make the department's efforts in combatting fraud successful.



One example is her ability to be proactive in recognizing when dealers fail to adhere to the laws of perfecting titles to consumers in accordance with California law. The California DMV Investigations Division receives complaints from consumers who purchased vehicles from California automobile dealers that they have not received their title or registration document. In some cases, it had been more than six months since the consumer purchase of the vehicle. By law, dealers have 50 days after the date of sale to transfer the ownership to the consumer. Historically, the California DMV Investigations Division waited for a consumer complaint to alert the team about a dealership's failure to perfect a title. Amy led the team that found ways to utilize data to identify fraud or misconduct before a consumer could complain. While analyzing data, Amy identified trends that were indicative of other types of fraud that included temporary license plates, grand theft, and theft. Amy and her team worked closely with developers to create a dashboard for California DMV investigators as reference and to produce their own failure to transfer data, so they no longer must rely on data to be compiled and distributed by the Data Team. Since the roll out of the Failure to Transfer model, 4,756 cases have been generated, which aided in the transfer of 87,285 vehicles for California consumers.

FRAUD PREVENTION AND DETECTION: NMVTIS ENFORCEMENT

This award is presented to a law enforcement officer or DMV investigator who has demonstrated excellence in completing an investigation related to NMVTIS violations and/or in the use of the NMVTIS Law Enforcement Access Tool (LEAT) as a tool to further an investigation of motor vehicle related crimes. This is an individual award and is presented at the international level.

2024 WINNER

California Highway Patrol | Northern Export and Recovery (No. FEAR) Team

The Northern Export and Recovery FEAR team (comprised of Sargeant Joshua Smith, Investigator Ross Crown, Investigator Joseph Ratto, Investigator Jason Austin, and Investigator Cosimo Burno) established a working group within the Bay Area comprised of multiple agencies and federal partners to take a proactive approach to investigating and recovering stolen vehicles. The primary objective of the No. FEAR program is to investigate economic automobile theft and to provide a direct response to investigate and interdict the exportation of stolen vehicles. Using the National Motor Vehicle Title Information System (NMVTIS), private sector partners, and the National Insurance Crime Bureau (NICB), the No. FEAR team established best methods of practice for investigating a VIN switched vehicle and assisting with the training and education of allied agency partners. Since the trend was in the Bay Area, the No. FEAR team has identified approximately 300 vehicles registered within the Bay Area and other cities across the United States. They have assisted with and are responsible for the recovery of approximately 125 stolen vehicles with a recovery amount estimated at over 12 million dollars, the arrest of 20 suspects, the recovery of 18 firearms, and the seizure of thousands of dollars. The NMVTIS program has proven to be a valuable and essential tool to carrying out the mission of the No. FEAR team and is crucial when investigating VIN switched vehicles. Every day, the No. Fear team continues to combat the crime of vehicle theft with innovation, tenacity, and partnership. Finding new and inventive ways to use tools like NMVTIS allows investigators to continue to recover stolen vehicles and bring even the most sophisticated thieves to justice. Their work continues to enhance the reputation of the department its role as the primary authority for vehicle theft investigations in the State of California.

Communications Awards

These awards recognize 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 in the following areas below.

OVERALL CAMPAIGN: BUDGET UNDER \$50K

This award is given to a jurisdiction for a full multi-faceted campaign under \$50k. It is presented at the international level.

2024 WINNER

Colorado Division of Motor Vehicles | Historic Colorado Contest



Launched in late 2022, the wildly successful Historic Colorado Contest asked Coloradans to help honor the Centennial State's 150th anniversary and history by participating in a license plate design contest that included a public vote to choose the winning designs. The long-term campaign garnered impressive numbers: over 35,000 votes and 312 submissions from 216 entrants in two contest divisions. This ultimately resulted in the U13 winning design becoming the fastest-selling specialty license plate in Colorado history, selling 5,700 license plates in its first two months of availability (August and September 2023). The 13+ winning design also had strong sales numbers, moving almost 3,000 plates in the same period. However, turning this campaign into a success was difficult with the team experiencing setbacks, such as a low number of initial entries as well as a DMV website outage during 5 of the first 7 days in the contest's 2-week voting period. With flexibility and determination, the DMV successfully pivoted many times, changing tactics and engaging media outlets multiple times over 12 months. During the contest, the communications team produced: 20 press releases, 42 photos, 6 videos, 4 interviews, 97 graphics, 2 B-roll packages, 1 TV show segment, 1 press conference at the Governor's Office, and 1 elementary school student engagement. This sustained effort resulted in 96 instances of earned media and 72 instances of media kit collateral use

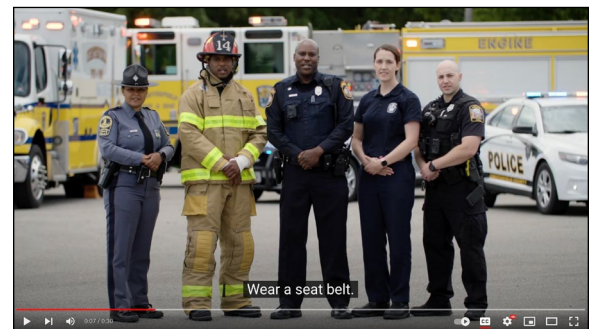
(graphics, photos and videos). For the first time, the DMV worked with a social media influencer, Ethan the License Plate Guy, and found great success reaching millions of Coloradans that traditional news outlets were not. The collaboration garnered: over 8 million total video views, 2,602 total comments, and 1,307,858 total likes. The campaign culminated with a public reveal on March 1, 2023 with Colorado Gov. Jared Polis announcing the winners during a press conference at the Governor's Office. The campaign's performance is even more impressive considering the less than \$3,000 spent on the effort (\$2,000 in prizes, \$250 for social media influencer collaboration and about \$600 spent on social media ads).

OVERALL CAMPAIGN: BUDGET OVER \$50K

This award is presented to a jurisdiction for a full multi-faceted campaign over \$50k and is presented at the international level.

2024 WINNER

Virginia Department of Motor Vehicles | Local Heroes Campaign



The Virginia Department of Motor Vehicles (DMV) secured federal funds to create fresh content for their "Local Heroes" Campaign. This initiative targets all drivers, using familiar local first responders from various areas within the Richmond region to reinforce the importance of always wearing seat belts. The message is clear: buckle up, or you might encounter them if you don't. In collaboration with Richmond-based advertising firm, TwoTango (formally NDP), the DMV debuted the "Local Heroes" campaign in August 2023. This initiative was introduced on various platforms, including social media, broadcasts, and local radio reaching audiences throughout the Richmond region. The August campaign was able to deliver above the intended benchmark for impressions. With a \$343,072 investment, the media buy resulted in a total of 25.3 million impressions across all platforms. A local news channel, WWBT/Channel 12, produced five 4-minute segments, airing them consecutively over five days within their news program. This coupled with paid media spots, extended further coverage for the campaign. The DMV is satisfied with the outcome of the "Local Heroes" campaign and will continue to utilize the concept in the long term.

See a sample video [here](#).

Communications Awards (continued)

PUBLICATIONS AND VISUAL ARTS

This award is presented to the best publication or visual art, such as newsletter, media kit, logo, photograph, display, digital graphic, etc. This is awarded one per each region and among those, an international winner is selected.

2024 WINNERS

INTERNATIONAL AND REGION 1

Maryland Motor Vehicle Administration | The Road Ahead Newsletter



In the fall of 2022, the MVA Communications and Human Resources teams brainstormed a new way to engage and communicate with MVA's 1700 employees across Maryland ensure that everyone feels connected in a post-pandemic world. The Road Ahead (TRA) newsletter came to fruition. The MVA previously had The Vehicle newsletter that started over 60 years ago, a printed publication that was delivered throughout the state for MVA's employees to hear about happenings at headquarters, retirement celebrations, or the latest from the legislature in Annapolis. It ran through the early 2000s, with employees looking forward to stories about each other for each other—news that they cared about as they worked hard for Marylanders day in and day out. Bringing back that sentimentality, as well as having a publication worth reading, was paramount for bringing back a newsletter. TRA has now marked a full year in publication. Although not a printed piece, it is a monthly production that brings writers across offices—including Customer Engagement, Media Relations, and HR—to write about MVA news, resources for organizational development, kudos from customers, employee of the month recognition, and fun photos of employees throughout the agency. The MVA leverages a SharePoint site to host all the previous newsletters, PDF files that can be viewed anytime, and there have been over 858 page views in the last 90 days alone.

REGION 2

Florida Department of Highway Safety and Motor Vehicles | Safe Summer Travel Advertising

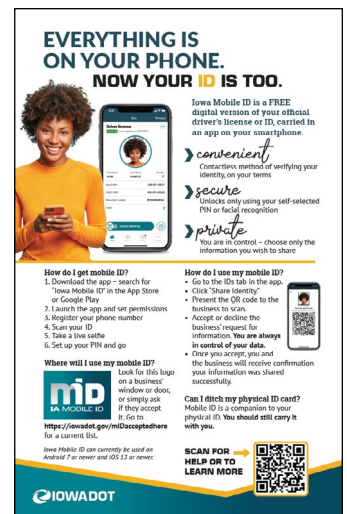
Safe Summer Travel is a two-month campaign that spans the typical time period when children and college students are off from school and travel on the roads increase as families take vacations. Since this campaign occurs every year Florida focused on the data to align the campaign with the current statistics and target audience. FLHSMV utilized roadway billboards, gas station TVs, social media, and internet radio - all things that travelers commonly use and would come into contact with while on the road. The focused topics included: speeding, with the catch phrase "Slow Down-Stay Cool;" tire safety, road ready vehicle; seatbelt safety; vehicular heatstroke prevention; look before you lock; and impaired driving prevention. The visual appeal of the campaign illustrated that followers were more likely to open and review ads or posts that caught their eye and while on the road the roadside billboards stood out and reminded drivers of safe driving practices for summer.



REGION 3

Iowa Department of Transportation, Motor Vehicle Division | Mobile ID Info Sheet

As part of their mobile ID launch, Iowa implemented a two-phased launch approach, initiating a soft launch in May 2023, with the public launch scheduled for the fall of the same year. Anticipating that news about the app's availability might reach customers during the soft launch, they proactively equipped DMV staff with information for customers through the creation of a Mobile ID Info Sheet. This tear-away sheet is designed for swift information transfer enabling customers to explore the information at a time that is convenient for them outside their scheduled appointment. The front side of the sheet is tailored to individuals, emphasizing the convenient, secure, and private benefits of mobile ID. It includes brief instructions on obtaining and using mobile ID, along with guidance on where it can be utilized. The sheet serves as a quick



Communications Awards (continued)

reference guide, using a QR code to direct customers to our external website for more detailed information. The reverse side of the info sheet is tailored for Iowa businesses, organizations, and agencies. Similar to the front side, it outlines the advantages of mobile ID, placing particular emphasis on businesses considering the acceptance of mobile ID as a valid form of identification. The tear-away sheet format has proven effective for prior DMV services, such as REAL ID, and has become a favored tool among staff. Its simplicity enhances usability, and customers value having the information readily available once their service appointment is complete.

REGION 4

California Department of Motor Vehicles | DMV DRIVEN: Civil Service Recognition Poster Campaign



As part of Public Service Recognition Week (May 7-13, 2023), the California DMV profiled team members in a series of seven photographs that were used in posters to promote the department's commitment to serving the public. The project was titled "DRIVEN" and each photo/poster displayed a business-related message that tied to the department's mission - to proudly serve the public by licensing drivers, registering vehicles, securing identities, and regulating the motor vehicle industry in pursuit of public safety. It also supported the California DMV's vision to deliver an outstanding experience to all customers. DRIVEN's objective was to publicly recognize the hard work of nearly 10,000 California DMV team members and to reinforce that each person brings value to the department in a simple yet memorable manner. The posters were displayed in California DMV offices and on social media platforms. They were also digitized to be displayed on television monitors inside more than 170 field offices. All aspects of the project, from the photographs to poster development and production, were done internally by California DMV team members.

ADVERTISING

This award is presented to the best advertisement, such as TV commercial or public service announcement, radio commercial or public service announcement, indoor or outdoor print or digital advertisement such as a poster, billboard, or digital signage, etc. This is awarded one per each region and among those, an international winner is selected.

2024 WINNERS

INTERNATIONAL AND REGION 2

Kentucky Transportation Cabinet | 3 Ways to Renew Advertisements



Beginning in 2021, all driving credential issuance began transferring to the Kentucky Transportation Cabinet (KYTC) from Circuit Court Clerk offices in all 120 Kentucky counties to new KYTC-operated Driver Licensing Regional Offices in 32 locations. The transition was completed in June 2022. Many Kentuckians did not embrace the change because it meant potentially traveling to another county to perform a task they previously did in their county of residence. KYTC wanted to educate the public and demonstrate that the change in management came with new, more convenient options for renewing IDs and licenses. The Cabinet promoted remote renewal options for health reasons during the COVID-19 pandemic and made those options permanent post-pandemic. The target audience was Kentuckians with a Kentucky driver's license or ID card and those who need to get a Kentucky driver's license or ID card. Since June 27, 2022, 1.2 million credentials have been issued by KYTC. Since the gradual transfer of services to regional offices began, 460,000+ license or ID holders opted to renew online, and more than 54,000 Kentuckians renewed by mail. Kentucky promoted this convenience and options to renew remotely by creating signage for promotional events and at regional offices, and creating portable signs to take to events, creating large decals that were placed on regional office storefront windows. Since each regional office location has a unique indoor layout, entrance and landlord restrictions, custom signage was developed for each office.

REGION 1

New Jersey Motor Vehicle Commission | Advertising for a Modernized NJMVC



Communications Awards (continued)

In partnership with an advertising and marketing firm, the NJMVC developed a campaign touting their modernized business model using both digital video and other ads for the internet and social media and legacy advertising on billboards and buses. The \$1.2 million campaign featured smart-looking ads using the NJMVC's distinctive green and blue colors with messaging about 24/7 availability and the ease of scheduling appointments for registering a new vehicle or taking a road test. The objective was to spread the word about their modernize services and that they best serve customers. Tactics used included online digital advertising on social media platforms like Facebook and Instagram as well as Google Search drive and the popular New Jersey news and entertainment website NJ.com. The outcomes were a tremendous success. In all, digital advertising logged 11 million impressions, 1.2 million clicks, and nearly 18,000 interactions with ads and comments. 32 billboards in North, Central, and South Jersey were placed along major highways. The ads were also carried on 70 NJ Transit buses and mass transit commuter buses around the state—further spreading the word that today's modernized NJMVC is here to help and here to stay.

REGION 3

Wisconsin Department of Transportation Division of State Patrol | WisDOT's "Control Your Drive" Reckless Driving Prevention Campaign

Wisconsin, like many other states, identified a trend in deadly traffic crashes and risky driving behaviors that increased during the pandemic. WisDOT recognizes the challenges of risky driving cannot be solved by enforcement alone, and must involve a combination of strategies, including community partnerships, education and engineering. In a proactive effort to prevent crash injuries and deaths, the WisDOT Bureau of Transportation Safety launched a new awareness campaign to reach the target audience of reckless drivers, specifically in the Milwaukee area where the community faced additional challenges. The Control Your Drive campaign encourages everyone to rethink their duty to focus on safety behind the wheel. The campaign formed a new partnership with the Milwaukee Bucks and leveraged the community support of fan favorite player Bobby Portis. The campaign focused on advertisements, media outreach, and social media. Bobby Portis appeared in a video and audio PSA to connect with local audiences and encourage safe driving. The video connects the concept of 'control your drive' behind the wheel with 'control your drive' on the basketball court. The PSA and related info aired online, on TV and radio, and in the Bucks arena. The coverage coincided with a news conference campaign launch that included media coverage and social media posts. The target audience was men (18-34) in Milwaukee area counties. The online video had 1.59 million impressions and 952 TV spots on broadcast and

cable channels during sporting events, primetime and other programs. The Bucks and Portis shares boosted messaging to their Twitter audience. The PSA aired in arena and during pre-game announcements at 39 games with 739,423 fans. There were also bonus airs during Marquette basketball, (18 additional games—263,396 fans), plus 204 in-game radio spots aired statewide during regular season Bucks games. The Bucks sent two messages through the organization's email database to more than 30,000 fans and included messaging in website banner ads.

REGION 4

California Department of Motor Vehicles | California DMV Wallet and Mobile Driver's License Advertising

The California DMV developed a California DMV Wallet to house users' mobile driver's licenses on their smart phone (both iOS and Android) that can be used for identity purposes at airport Transportation Security Administration (TSA) checkpoints. In cooperation with



Airlines, the California DMV launched a pilot program targeting TSA Precheck travelers flying between San Francisco and Los Angeles. To encourage participation, the California DMV public affairs team developed and produced digital signage and posters to be displayed at security checkpoints at both airports. All production was conducted in house using existing California DMV resources. The digital signage was displayed on monitors at TSA checkpoints and posters were placed at the entrance to TSA Precheck lines. The airport advertising captured media interest and was used in more than 37 tracked news stories that expanded advertising at no cost to the California DMV, reaching nearly 1.1 million California households with an earned media value of nearly \$63,000. During a one-week period after news stories were published and aired on television, participation in the mobile driver's license pilot program increased from 2,500 to 125,000 (a significant 4,900% jump) and the numbers continue to grow. As of October 2023 (within 75 days of general availability), more than 250,000 Californians have downloaded the California DMV Wallet and mobile driver's license.

Communications Awards (continued)

SPECIAL EVENTS

This award is presented to the best special event, such as media event or press day, non-media events such as exhibit, information booth, educational presentation, etc. This is awarded one per each region and among those, an international winner is selected.

2024 WINNERS

INTERNATIONAL AND REGION 2

Florida Department of Highway Safety and Motor Vehicles | Community Support for Boy with Leukemia, Angad



In August, Public Affairs Officer Greg Bueno with Florida Highway Patrol (FHP), a division of Florida Department of Highway Safety and Motor Vehicles (FLHSMV), was contacted by a family whose two-year-old son, Angad, was suffering from leukemia. Angad is a fan of law enforcement and loves to see the lights and hear the sirens. With this knowledge, PAO Bueno along with several other law enforcement agencies created an event to show Angad that the feeling was mutual. With at least six different agencies represented, troopers, deputies, and officers held a “parade” for Angad in his neighborhood to show their support and encouragement for him to feel better and to continue to fight for his life. Several months later, PAO Bueno and his troop held a 3rd birthday party for Angad, gifting him with a mini FHP vehicle, a certificate honoring him as a junior trooper for the day, and raising community support for Angad as he continues his journey to fight leukemia. Because of the event promotion, people from all over contacted his mother to offer support and to tell Angad to get better and offer well wishes.

REGION 1

Maryland Motor Vehicle Administration | “Conversations with Chrissy” Podcast



When the Maryland Motor Vehicle Administration was planning the next steps of their digital strategy late last year, one of the questions the team sought to answer was how to highlight all the great programs, partnerships, and employees outside of what the agency was already doing. The answer came in the form of a podcast. “Conversations with Chrissy” is a monthly podcast where host and Motor Vehicle Administrator Chrissy Nizer has one-on-one in-depth conversations with agency partners and leading transportation and safety officials. When planning for guests, the overall strategy is to focus on topics that are impacting Marylanders—whether it is motor vehicle or highway safety related, including MVA programs and services, highway safety enforcements, and trending topics. One of the most memorable podcasts to date was in August 2023, when the agency recorded a two-part series that featured several past MVA administrators including Marshall Rickert, Anne Ferro, John Kuo, and Milton Chaffee. The series focused on the evolution of the agency under each of the past administrator’s tenures and how each administrator built off the legacy of the person before them. “Conversations with Chrissy” provides content for other MVA collaborations, including the monthly employee newsletter and the agency’s social media platforms. The video from each podcast is used to make promotional social media posts such as Instagram Reels and YouTube shorts. This allows the agency to provide engaging content while educating its customers and employees. The podcast is available on all major streaming platforms and has garnered more than 4,100 downloads.

Listen to the podcast [here](#).

Communications Awards (continued)

REGION 3

Iowa Department of Transportation, Motor Vehicle Division | Davenport, Iowa Building Collapse



In a moment of crisis on May 28, 2023, in Davenport, Iowa, when the Davenport One apartment complex collapsed, displacing 54 residents and several businesses, the Iowa DMV team members demonstrated exceptional resilience and dedication to community service. The Red Cross mobilized a multi-agency coalition comprising 15 organizations to aid the residents in the challenging task of rebuilding their lives. The Iowa DMV team quickly assembled the necessary equipment to assist the residents with obtaining duplicates of their driver's licenses or IDs. With less than 24 hours to prepare, overcoming logistical challenges, including a 5-hour round trip to obtain equipment, organizing volunteers, and solving problems on the spot, the team exemplified a commitment to community service. The staff demonstrated exceptional dedication by traveling across the state to obtain vital mobile equipment, skillfully coordinating resources, and providing valuable support for the event. In total, they successfully assisted 15 community members in obtaining critical identification documents, with ongoing efforts to support three more individuals from out of state.

REGION 4

Washington State Patrol | 2023 WSP Legislative Tour



The Washington State Patrol (WSP) hosted a fair-style legislative tour with members of the Washington State Legislature. The tour included individuals and programs

from across the agency, including the Field Operations Bureau, Criminal Investigations Division, Bomb Squad, Explosives K9 Teams, Training Academy, VIN Inspection, Wellness Team, Impaired Driving Section, and countless others. The tour included a lunch on the academy grounds and tour of the firing range, driving range, and gymnasium. The objective of the tour was to provide a one-stop shop for state decision makers to better understand what the agency does and the tools they use to conduct their duties. The strategy and tactics included inviting well in advanced and creating a one-stop shop for the ease of schedules. The outcome resulted in the largest event of its kind creating a two-way conversation and understanding between the agency and the legislators in attendance.

VIDEO

This award is presented to the best internally-produced video using internal resources by internal personnel, such as an information video, training video, etc. This is awarded one per each region and among those, an international winner is selected.

2024 WINNERS

INTERNATIONAL AND REGION 4

California Highway Patrol | "The Road to Safety: The Story of EI Protector: Documentary"

For over three decades, the California Highway Patrol (CHP) has been a beacon of progress in traffic safety outreach, prioritizing the enhancement of driving safety and deepening ties with the Hispanic community. The EI Protector program, a key component of this initiative since its genesis in the late 1980s, has played a pivotal role in dramatically reducing the incidence of traffic accidents among Spanish-speaking drivers across California. 'The Road to Safety: The Story of EI Protector' is an insightful short documentary that shines a light on the rich history and substantial impact of this groundbreaking program. This documentary serves as a comprehensive examination of the program's evolution and achievements and not only delves into the strategic inception of EI Protector but also celebrates the visionary individuals who have steered this program towards success. The documentary, which premiered in September 2023 during Hispanic Heritage Month, has been broadly shared with the public via YouTube and other major departmental social media platforms, ensuring extensive reach and engagement. The EI Protector program has been a catalyst for numerous community-driven initiatives, focusing on areas such as youth education, driver awareness, and cultural sensitivity training. These initiatives have been instrumental in bridging the gap between law enforcement and the Hispanic community, fostering a climate of mutual trust and respect.

See the video [here](#).

Communications Awards (continued)

REGION 1

New York State Department of Motor Vehicles | Join the Organ Donor Registry: Nicole's Story

With only 46 percent of its population registered, New York's organ donor registry lags behind other states. The national average is 62 percent. Donate Life NYS suggests that for New York to reach the national average of registered organ donors, 2.7 million new donors need to be added to the registry. To promote the registry and to encourage DMV employees and other New Yorkers who are not registered organ donors to sign up, DMV's Office of Communications produced a video highlighting a New Yorker named Nicole who is waiting for a kidney transplant. Nearly 400 New Yorkers died last year alone because the organ they needed was not available in time, according to the Organ Procurement and Transplantation Network. The tenor of the video has a cinematic quality and enhances the impact of Nicole's story. Handheld shots help the interview feel more grounded, which allows the viewer to better connect with Nicole as she tells her story. The B-roll used throughout the interview was shot entirely in slow motion to create a sense of hope for Nicole's future and to remind ourselves to slow down and appreciate each precious moment we are given in this life - the ups and downs, the exciting and the mundane. The end of the video features DMV employees who are registered organ donors to encourage others to help save lives by signing up for the NYS Donate Life registry.

See the video [here](#).

REGION 2

Florida Department of Highway Safety & Motor Vehicles | Don't Be Asleep at the Wheel: FLHSMV Raises Awareness of the Dangers of Driving Drowsy Video

FLHSMV launched its annual Drowsy Driving Prevention Month on September 1, 2023. The focus was on educating drivers to recognize the signs of exhaustion, how to prevent drowsiness when planning to be behind the wheel, and what to do if they are tired or displaying signs of fatigue while driving. It was essential for the Department to discuss the comparison between fatigue and impairment so that motorists would treat it the same as they would if an impaired individual got behind the wheel. The campaign provided information on recognizing the signs of Drowsy Driving and encouraged motorists to pull over if they were tired and not to rely on caffeine to keep them awake. FLHSMV used "Truckside Billboards" for this campaign, targeting individuals like commercial vehicle drivers who often log long hours on the road. The video submitted as part of this campaign is a true story told by a member of the FLHSMV communications team who experienced drowsy driving while traveling home three days after being married. The voiceover and the script were written by the individual and the graphics team put together a video using her voice as the voiceover. The end of the PSA offers another

reminder of the dangers of drowsy driving and cautions motorists from putting everyone on the road in danger.

See the video [here](#).

REGION 3

Ohio Department of Public Safety | Ohio Traffic Safety Office Teen Driving Video Series

Ohio's driver training schools provided feedback to the Ohio Traffic Safety Office (OTSO) that many of the videos they use in their schools are outdated and out of touch. OTSO created a four-video series to address topics that were identified by Ohio driver training schools as in need of new resources. Those concepts were: distracted driving, sharing the road, top reasons for crashes, and a GDL overview. OTSO created a four-video series to address these topics in a way that is relatable to today's teens, using humor and social media. They worked with a creative team to create the concept, identify the talent, film, and produce the videos. Driver training staff provided the content to ensure it aligned with Ohio driver training standards. The distracted driving video was launched in July of 2022. The remaining videos were released in May of 2023. The Distracted Driving video was recognized for its excellence, with an Emmy award from the Ohio Valley Chapter of the National Academy of Television Arts and Sciences in July of 2023. They have heard positive feedback from the public as well as many of traffic-safety partners, such as peer-to-peer groups and driving instructors.

See the videos [here](#).

INFORMATIVE WRITING

This award is presented to the best example of informative writing, such as news release, blog, feature story, etc. This is awarded one per each region and among those, an international winner is selected.

2024 WINNERS

INTERNATIONAL AND REGION 4

Colorado Division of Motor Vehicles | Safety and Service: Reflecting on 10 Years of the Colorado Road and Community Safety Act

The screenshot shows the Colorado Department of Motor Vehicles website. The main headline reads: "During event to celebrate 10 year anniversary of landmark legislation, DMV announces all 36 driver license offices to offer CO-RCSA services". The article text includes: "DENVER, Friday, June 2, 2023 - Celebrating the Colorado Road and Community Safety Act's (CO-RCSA) 10 year anniversary, Gov. Jared Polis and the Division of Motor Vehicles announced that all 36 State driver license offices now offer licensing services to undocumented residents on Friday at the History Colorado Center in Denver." It also mentions that the bill was signed into law on June 5, 2013 by then Gov. John Hickenlooper and that it enabled undocumented residents and international students to legally obtain a Colorado driver license or identification card.

In 2013, then Gov. John Hickenlooper signed the bipartisan Colorado Road and Community Safety Act (CO-RCSA), which provided undocumented Coloradans and international

Communications Awards (continued)

students a way to obtain a driver license or ID card. To celebrate its 10th anniversary and announce the program's expansion, the announcement's messaging had to provide historical context, nuance, accuracy and most of all heart. The CO-RCSA 10th anniversary press release was issued June 2 in English and Spanish, and it expertly lays out the program's history, tying the here and now to the past without detracting from the newsworthiness of the release. The DMV stuck to facts and historical data, allowing quotes from those affected personally by the program to tell how it has improved their lives. The release also featured comments from Gov. Jared Polis and Sen. Hickenlooper and photos and videos in its media kit. State, national, and international news outlets widely covered the event, garnering about 20 instances of earned media, including several news packages, while the DMV Comms team produced an event press release (Spanish), several high-quality photos and b-roll.

REGION 1

New Jersey Motor Vehicle Commission | NJMVC Press Release



FOR IMMEDIATE RELEASE
March 27, 2023

Contact: William Connolly
609.292.5203
SHRE

New Jersey Motorists Can Now Display an Electronic Form of Vehicle Registration Direct Renewal of Leased Vehicle Registrations, Other Service Improvements Announced by NJMVC

TRENTON — Today, the New Jersey Motor Vehicle Commission (NJMVC) announced that it is implementing legislation signed into law by Governor Phil Murphy in November 2021 to offer an electronic proof of vehicle registration that can be used or displayed by New Jersey motorists. A separate provision of the law also enables the direct renewal of leased vehicle registrations in New Jersey.

"The NJMVC is pleased to offer an electronic proof of vehicle registration that can be displayed on a smartphone or another electronic device," said NJMVC Acting Chief Administrator Latrecia Littles-Floyd. "Paper registrations will still be issued and recognized as valid, but they are no longer the only option for drivers when they need to provide proof of registration."

Effective March 24, 2023, when customers complete an online renewal or duplicate registration transaction with the Commission, the vehicle registration is now emailed to the customer as a PDF file (see the attached sample).

This document is a valid registration, by law, which can be printed out, saved, or downloaded for display as an electronic image on devices such as a smartphone, tablet, or computer.

In addition to the emailed electronic proof, the NJMVC will continue to mail a paper hard copy of the vehicle registration card to the motorist's address upon completion of the transaction.

Either the paper or electronic form of registration can be displayed or provided to law enforcement, the courts, or any other entity that requires the presentation of a valid New Jersey vehicle registration.

In March 2023, the Motor Vehicle Commission distributed a news release announcing multiple service improvements that would benefit the more than 6 million drivers in New Jersey. The first part of the release announced the implementation of a law that provided drivers with the option of receiving and displaying an electronic proof of vehicle registration. The second part of the release elucidated on the aspect of the law that allowed drivers of certain leased auto passenger vehicles to directly receive and renew their annual registrations, bypassing the need to acquire a POA or additional paperwork from the lessor. Closing the release, the Commission announced the conversion of additional locations to "hybrid agencies" that could process license and vehicle transactions in one place, and explained the overall rationale for "hybrid agencies." This news release aimed to succinctly communicate three positive improvements in NJMVC services, and received widespread, positive coverage from media outlets in New Jersey, New York City, and Philadelphia.

REGION 2

Virginia Department of Motor Vehicles | Driving Health Awareness: Virginia's Innovative Blood Type Indicator on IDs Captures Hearts and Headlines Press Release

In a news release, the Virginia Department of Motor Vehicles unveiled a new addition to driver's licenses and ID cards—a blood type indicator. The success of this initiative was, in part, attributed to a meticulously crafted news release that effectively introduced this new indicator, reaching and resonating with

thousands of Virginians. The heart of the success lay in the news release's ability to deliver clear and concise information about the optional blood type indicator. It skillfully elucidated the potential lifesaving benefit of having one's blood type readily available in emergency situations, fostering a sense of responsibility and community among residents. The announcement provided a concise explanation of the feature, detailing its purpose in emergency situations that captured the attention of the public, instigating a wave of interest and participation. Clear instructions were given on how Virginians could easily indicate their blood type during the license renewal or replacement process, generating awareness and ensuring efficient implementation across the state. Included in the release, DMV Commissioner and Virginia Highway Safety Representative, Gerald Lackey, hailed this initiative as a pivotal step in expediting lifesaving measures. The news release's impact was amplified by a strategic media outreach plan that targeted statewide news media. With coverage from 30 outlets spanning print and news media, the initiative received widespread attention, ensuring that the message reached individuals across Virginia. This communications approach contributed significantly to the nearly 52,000 Virginians opting to include their blood type on their credentials.



Communications Office
Virginia Department of Motor Vehicles
Post Office Box 2142
Richmond, Virginia 23268

FOR IMMEDIATE RELEASE
Date: July 18, 2023
Contact: Ann Advertiser
604.753.5874
www.dmv.virginia.gov

Virginians may now indicate their blood type on their driver's license or ID

Information will be used to assist first responders in the event of an emergency.

REMARKS: Virginians may now choose to include their blood type to include on their driver's license to assist first responders in the event of an emergency.

Virginians have the option to indicate their blood type when they renew or replace their driver's license or ID at any Virginia DMV or at an approved third-party Virginia Department of Motor Vehicles (DMV) customer service center. Customers applying for a license or ID to the first time must visit a customer service center in person.

If you renew or replace your credential online, you will be prompted with a question whether you wish to indicate blood type during that transaction.

Choosing to have your blood type displayed on your license or ID is optional. The blood type will be displayed in a small box on the front of your license or ID.

It is not required to show proof of your blood type if you'd like it to appear on your credential. It is your responsibility to self-certify, and make sure you have your correct blood type.

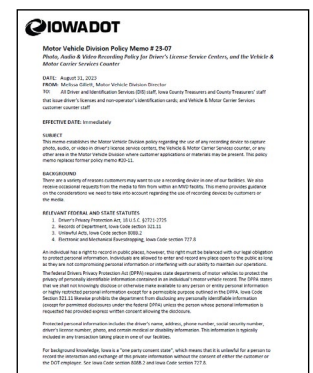
The law was amended to not include and first responders when every second occurs in an emergency," said DMV Commissioner Gerald Lackey. "DMV is proud to provide Virginians with options on their driver license or ID, and we are excited to see our customers take advantage of this new option to include their blood type on their driver license and can even list important medical information."

Source: Bill Lyle was introduced by Sen. George E. Barker

REGION 3

Iowa Department of Transportation, Motor Vehicle Division | Iowa Policy Memo: Photo, Audio, Video Recording Policy

Like many state DMVs, the Iowa MVD has been the subject of several "first amendment auditor" interactions. Front-line staff are understandably anxious about these customers and concerned that their action (or inaction) could lead to unwanted media attention or even court action. Since the beginning of



IOWADOT

Motor Vehicle Division Policy Memo # 23-07

Photo, Audio & Video Recording Policy for Driver's License Service Centers, and the Vehicle & Motor Carrier Services Center

DATE: August 11, 2023
AUTHOR: Gerald Lackey, Motor Vehicle Division Director
TOPIC: All DMV and Motor Carrier Service Centers, the Vehicle & Motor Carrier Services Center, and any other area in the Motor Vehicle Division where customer registration or inspection is performed by an employee of the Iowa Department of Transportation and Motor Carrier Services Center.

EFFECTIVE DATE: 8/11/2023

SUMMARY
This memo provides the Motor Vehicle Division policy regarding the use of any recording device to capture photos, audio, or video in DMV's license service centers, the Vehicle & Motor Carrier Services Center, or any other area in the Motor Vehicle Division where customer registration or inspection is performed by an employee of the Iowa Department of Transportation and Motor Carrier Services Center.

RELEVANT FEDERAL AND STATE STATUTES
1. Open House Penetration Act, 562 U.S.C. 1775
2. Right of Privacy, Iowa Code section 22.1
3. Information Access Act, Iowa Code section 22.2
4. Records and Information Transparency, Iowa Code section 22.3

An individual has a right to record public places, services, and activities that are open to the public or are otherwise open to the public. Individuals are allowed to enter DMV's motor vehicle service centers to the public or to the public at large in the use of recording devices for personal or non-commercial purposes. The DMV does not have a right to restrict or limit the use of recording devices for a permissible purpose unless the DMV, Iowa Code section 22.3, has a reasonable belief that the recording device is being used to capture information that is not in the public domain or to capture information that is not in the public domain. The DMV does not have a right to restrict or limit the use of recording devices for a permissible purpose unless the DMV, Iowa Code section 22.3, has a reasonable belief that the recording device is being used to capture information that is not in the public domain or to capture information that is not in the public domain.

Permitted personal information includes the driver's name, address, phone number, social security number, driver's license number, photo, and other information or identifying information. This information is regularly included in an information being given to one of our staff members.

The DMV does not have a right to restrict or limit the use of recording devices for a permissible purpose unless the DMV, Iowa Code section 22.3, has a reasonable belief that the recording device is being used to capture information that is not in the public domain or to capture information that is not in the public domain.

Communications Awards (continued)

the pandemic in 2020, MVD had established guidelines for driver's licensing staff to follow when a customer insisted on recording in a service center. However, an escalated incident at an Iowa service center in May of 2023 (resulting in the customer posting a YouTube video that has since been removed) brought the issue to a head and triggered the need for more specific and actionable guidance for staff on the issue of first amendment auditors. As a result, MVD requested the assistance of the Iowa Attorney General's office to comprehensively review and strengthen the division's policy and provide clarity for staff on the front line of these contentions interactions. The result was a truly informative document that has enabled service center supervisors and staff to be prepared for future exchanges with first amendment auditors. Following the issuance of this guidance, service center supervisors were able to walk through the information with staff to ensure they were equipped with the knowledge they needed to feel confident and composed should another difficult contact occur—whether it be at the counter, in the lobby, or even during a driving test.

PERSUASIVE WRITING

This award is presented to the best example of persuasive writing, such as news release, blog, feature story, etc. This is awarded one per each region and among those, an international winner is selected.

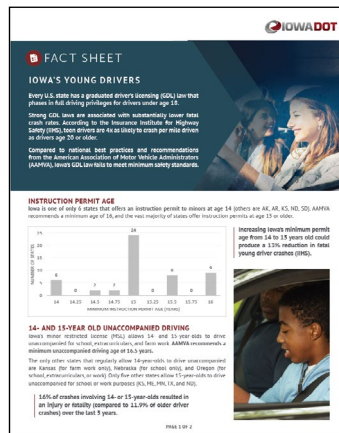
2024 WINNERS

INTERNATIONAL AND REGION 3

Iowa Department of Transportation, Motor Vehicle Division | Young Driver Fact Sheet

The Iowa DOT MVD is passionate about being a voice for highway safety, advocating for smart policy solutions that align with AAMVA best practices, and peer-reviewed evidence-based research. When the MVD became aware of growing interest from the state legislature on

changing the laws for teen drivers—including moving away from evidence-based best practices—they recognized their role as the state motor vehicle agency in providing education and awareness on this critical topic. Knowing that the legislature is tasked with considering a vast



number of topics, they realized it was their responsibility to speak up and provide persuasive, factual information to lead the conversation. As a result, MVD leveraged their national contacts and resources in the AAMVA community and beyond to pull together an important message to policy makers on the topics of teen driving and graduated driver's licensing via an educational fact sheet. The product was a catchy two-page fact sheet combining visual and written data depictions that covered several core areas of the GDL system and teen safety data: instruction permit age, unaccompanied driving age, the passenger restriction, and teen inexperience and distraction. The information was timely, as the Iowa legislature considered 11 distinct bills during the 2023 legislative session to expand unaccompanied driving privileges for teens as young as age 14 for a wide variety of purposes. Copies of the fact sheet were handed out in legislative subcommittees, emailed to legislative staffers, and passed along to other public agencies for their use. By using this fact sheet as part of other strategic advocacy efforts, the legislature did not pass any of the contemplated bills, and instead decided to create a committee to study "policy matters relating to licensed driving by persons between fourteen and eighteen years of age" and "make recommendation on statutory changes relating to minor driver's licensing." The fact sheet not only provided pertinent and critical information to key decision makers during legislative session, but also continues to be a useful tool aid in the ongoing conversations surrounding teen driving privileges in Iowa as we look to the 2024 legislative session.

REGION 1

Maryland Motor Vehicle Administration | Administrator Chrissy Nizer's Highway Safety Summit Speech

It is clear to see the impact he has had on Alberta and Albertans over the years, but he has also held many roles within AAMVA. He first role was with AAMVA in 2004 on the Driver Licensing and Control Committee. Since then, he has taken on many roles within the organization to support motor vehicles administration, and he continues until this day with his involvement in the Joint Mobile Driver License Subcommittee, and the Card Design Standard Subcommittee. His past AAMVA committee work includes the Vehicle Standing Committee, the Driver Licensing and Control Steering Committee, and he was a member of the MOVE Magazine editorial board. He has been an active participant in many conferences and workshops and in 2009 he was president of Region 4. That year, the conference was held at the incredible Lake Louise and is one that is still talked about to this day. He also held a position on the AAMVA International Board of Directors.

Communications Awards (continued)

REGION 2

Florida Department of Highway Safety and Motor Vehicles | Florida Highway Patrol Celebrates Graduation of 151st Basic Recruit Class Press Release



In August 2023, The Florida Department of Highway Safety and Motor Vehicles division of the Florida Highway Patrol held a graduation for 72 troopers who had completed the 151st Basic Recruit Class, which included 23 military veterans and nine recruits from out of state who moved to Florida to join the team and wear the black and tan. Graduates completed 29 weeks of training, equivalent to 770 hours, beginning on January 16, 2023, and ending on August 4. Training included high liability classes, defensive tactics, firearms, vehicle operations, and first aid. The press release informed those in Florida and in other states of the great pride FHP takes in its history and the honor of protecting its citizens. A media package was included with the release so that those interested could view photos from the event as well as b-roll. Florida State Troopers are motivated, hard-working law enforcement officers specializing in traffic safety and enforcement, traffic crash investigation, narcotic interdiction, detection, and apprehension of impaired drivers, and searching for missing, wanted, trafficked, and undocumented individuals. The women and men patrol Florida using state-of-the-art training, equipment, technology, and resources to enhance their abilities.

REGION 4

Colorado Division of Motor Vehicles | A Simple Question: Organ Recipient Says “Yes” to Registering as Organ, Tissue Donor



Since 2020, the Colorado DMV and motor vehicle divisions across the nation have seen a dip in the number of people who say yes to becoming an organ, eye, and tissue donor, according to Donate Life Colorado. The Colorado DMV has a long-standing, mutually beneficial partnership with the nonprofit organization to help save lives through donor registration. Knowing the impact organ donation makes, the DMV stepped up its efforts to raise the Donor Designation rate and humanize perhaps the penultimate act of kindness—giving so that others may live. In recent years, the DMV has partnered on marketing case studies, advertising, events, DMV2GO, and social media outreach. No matter how successful those efforts were, they paled in comparison to Lella’s story. Donate Life Colorado featured 6-year-old Lella in a marketing campaign including a video package and print materials. Lella’s liver came from a 17-year-old who died in a car crash in Iowa, and almost a decade later, Lella proudly earned her instruction permit. Lella was born with a rare condition called biliary atresia that affected her liver. Placed on the liver transplant list at only 6-months old, Lella received a new liver a month later. Now 15, Lella agreed to share her story with the DMV in hopes that it would convince more Coloradans to say yes to giving the gift of life. Lella’s story was sent to local news outlets and posted on the DMV’s website on June 22, 2023. In the month following the publication, 81,262 Coloradans said yes to being an organ, eye, and tissue donor. In 2022, Colorado had the second-highest donor designation rate (DDR) at 66%. That’s 1,028,474 Coloradans who said yes to donating life.

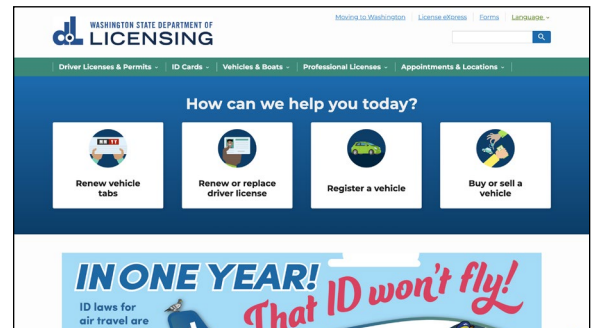
WEBSITE

This award is presented to the best website or microsite. This is awarded one per each region and among those, an international winner is selected.

2024 WINNERS

INTERNATIONAL AND REGION 4

Washington State Department of Licensing | Website Improvement Project



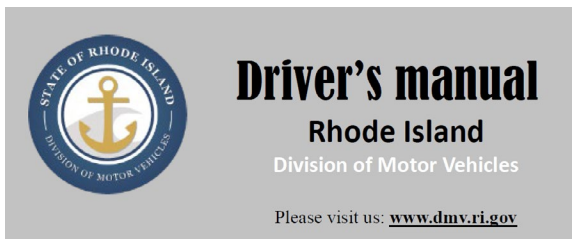
In 2023, the Washington State Department of Licensing redesigned its website. With about 830,000 monthly visitors, dol.wa.gov provides resources and information on driver, vehicle, boat, and professional licensing. The last

Communications Awards (continued)

major technical overhaul of the website was completed in 2006. Since then, the site has not kept pace with the ways customers access services. Usability testing of the website identified major customer concerns. In 2022, the state Legislature appropriated funding for the redesign. They began by soliciting feedback from the public, staff, stakeholders, and other agencies. User-centered design (UCD) principles were forefront during every phase of the redesign. Ensuring access to all users—including those with physical, language, or cognitive barriers—was paramount. In total, more than 1,100 pages were either edited or rewritten. In many instances, information spread among multiple pages was consolidated into one. Online transactions (such as renewing driver licenses or vehicle registration tabs) became easier to complete, providing an alternative for those who cannot easily get to offices. Customer response has been overwhelmingly positive. During the first month of the new website, they received about 980,000 visitors, far exceeding the average. A usability study on accessibility, asking customers how they perceive the site, scored the new site at 74, six points higher than industry standard. (The old site scored a 53.) The agency has received dozens of positive comments about the redesign.

REGION 1

Rhode Island Division of Motor Vehicles | Driving into the Future: RI DMV's Dynamic Web-Based Driver's Manual Initiative

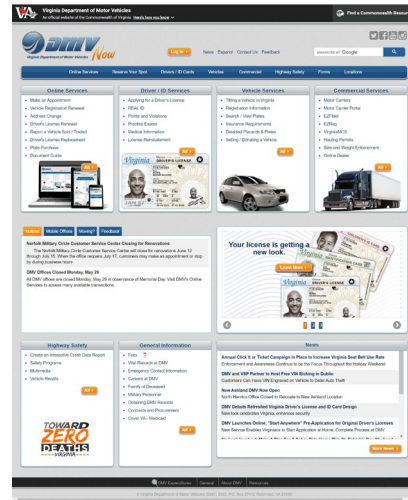


The Rhode Island Department of Motor Vehicles always seeks to be at the forefront of providing exemplary services to its citizens. In a remarkable stride towards innovation and accessibility, the RI DMV unveiled a [digital driver's license manual](#) on its website. This strategic move departs from the conventional PDF document format, opting instead for a series of individual web pages specifically designed to enhance user experience, promote safety, make study materials more easily identifiable, and address the needs of a diverse audience. The overhaul of the driver's manual into a web-based format represents a significant leap in making study materials more approachable and user-friendly. The RI DMV is dedicated to ensuring that individuals can easily navigate and comprehend the content as they prepare for the road. Accessibility is a cornerstone of the RI DMV's mission. By integrating the Google Translate functionality, the manual is now accessible to a wider audience,

accommodating those who speak various languages. This progressive move contributes to the creation of safer roads and a more informed driving community in Rhode Island and exemplifies how embracing technology can lead to significant improvements in public service delivery.

REGION 2

Virginia Department of Motor Vehicles | Completely Reimagined [dmv.virginia.gov](#)

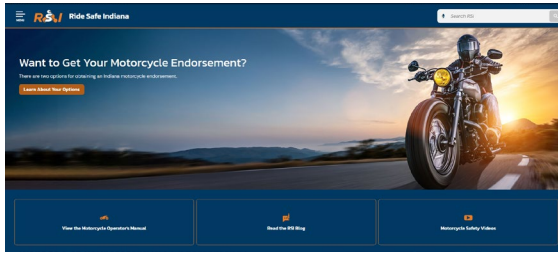


The Virginia Department of Motor Vehicles (VADMV) debuted a completely reimagined website, [dmv.virginia.gov](#), in August 2023. The new and improved website was the result of over two years of meticulous planning that carefully considered best practices in web design, accessibility, and plain language and incorporated the direct feedback of Virginians who participated in usability testing. During the initial phase of the project, VADMV engaged with a technology consultancy for analysis and an accessibility review of the existing site. The overarching website redesign goals were as follows: restructure the information architecture to match user expectations; audit, revise, and reduce content; and create and implement a design system with modern user experience that meets accessibility requirements and standards. In the Discovery phase, 24 stakeholders at VADMV were selected to discuss and gather consensus on areas of improvement and a singular vision for the future of the website. An agile methodology was followed with the vendor, where work was implemented in two-week sprints. Usability testing was conducted twice to vet the effectiveness of the proposed design with real users. After launch, users were tested on the same tasks, now in the live environment. Users felt welcomed by and embraced the new experience, appreciating its user-friendliness, intuitive nature, and wealth of information. The overall score for site performance increased 20% in a month's time, from the old site to new. The new website helps customers easily find important information online, enabling them to expedite their visit to VADMV or avoid a visit altogether.

Communications Awards (continued)

REGION 3

Indiana Bureau of Motor Vehicles | Ride Safe Indiana



In August, the Indiana Bureau of Motor Vehicles (BMV) released a new look for its [Ride Safe Indiana \(RSI\) website](#). RSI is the motorcycle focused wing of the BMV. The purpose of the redesign was to align the site more closely to the RSI mission: to train motorcyclists and educate motorists to decrease motorcycle fatalities and accidents. Further, there has been a steady increase in the number of Hoosiers adding motorcycle endorsements to their licenses. Site metrics showed recurrent search engine queries for terms like “skills test” and “motorcycle drive test”, with users first visiting the provider locations page to take the skills test on their own without completing a course. With that in mind, RSI set a goal to increase participation in its motorcycle safety skills courses for Hoosiers obtaining an endorsement. To help make this happen, more clarity was needed on the website regarding how to obtain an endorsement. Initially, information was laid out on multiple webpages, and it wasn't apparent there are two ways to obtain an endorsement. The information is now contained on a single page. The content also guides users toward participating in a motorcycle safety course by advocating multiple benefits. The revamped site has shown changes in user behavior. The endorsement page has had a 29% increase in pageviews and now ranks as the top visited page. And more search queries like “classes”, “courses”, and “safety course” are appearing in the top 25 searched keywords. User journeys through the site show the endorsement page is now the top starting page for interactions with the site and behavior flows show less drop-offs from that page. Perhaps most importantly, the RSI team has celebrated a record breaking 8,000 people trained in their courses year to date.

SOCIAL MEDIA

This award is presented to the best use of social media, such as Facebook, Twitter, Instagram, etc. This is awarded one per each region and among those, an international winner is selected.

2024 WINNERS

INTERNATIONAL AND REGION 4

Colorado Division of Motor Vehicles | Social Media Influencer Spurs Historic Colorado Contest Success



The highly successful Historic Colorado Contest, which invited Coloradans to commemorate the state's 150th anniversary through a license plate design competition, received substantial coverage in traditional media. However, in an unprecedented move, the Colorado DMV teamed up with a social media influencer to connect with many Coloradans beyond the reach of conventional news outlets. In this groundbreaking partnership, the DMV joined forces with Ethan Craft, known amongst his followers as Ethan the License Plate Guy. This inaugural collaboration with an online influencer was a resounding success, engaging millions of Coloradans who would otherwise remain outside the purview of traditional media outlets. Craft, who uses the handle @LicensePlateTok, shared four videos promoting the design contest and the subsequent voting process. The initial video showcases Craft designing his license plate contest entry. On both TikTok and Instagram, the collaboration garnered over 8.1 million total views, 2,602 total comments, and 1,307,858 total likes. The DMV paid less than \$250 for the collaboration. Additionally, the DMV communications team produced 17 promotional videos, which were shared throughout the year on social network channels. With the addition of a social media campaign, the contest saw impressive participation numbers, including 312 submissions from 216 entrants in two contest divisions and over 35,000 votes. Additionally, three of the five finalists credited the influencer as the reason they entered the contest, including one of the winners. The winning design became the fastest-selling specialty license plate in Colorado history, selling 5,700 license plates in its first two months of availability (August and September 2023).

Communications Awards (continued)

REGION 1

New Hampshire Division of Motor Vehicles | “I Got My License” Social Media Campaign

In August of 2022, the NH DMV launched a new initiative to best capture that special moment when a person receives their first license at the DMV. Backdrops, which include numerous DMV Logos and the “I Got My License!” banner at the top were hung in all 14 DMV locations



throughout the state. These backdrops have made for an exciting customer experience when people successfully receive their first license and the photos of these magic moments have been the driving force behind incredible gains in followers on the DMV Facebook Page over the past year. Examiners ask the new driver/parent/guardian if they wish to take a photo in front of the backdrop, and a consent form is completed to allow the pictures to be posted to the NH DMV social media platforms. The posts only include the new driver's first name along with their picture. The NH DMV posted 187 posts of “I GOT MY LICENSE!” pictures, which resulted in 2,626 likes, 92 comments and 85 shares. In comparison, a year, and a half ago, the NH DMV had approximately 200 followers on Facebook and currently has 1.8 thousand.

REGION 2

Florida Department of Highway Safety and Motor Vehicles | America's Best Looking Cruiser Social Media Contest for LE Recruitment

In July 2023, FHP (FLHSMV) entered the national American Association of State Troopers Best Looking Cruiser Competition. This contest has run for ten years and is an excellent way for different states to use



the platform to recruit new law enforcement and engage in their community. Florida had never won the competition, and as a state, they are always trying to recruit the best law enforcement has to offer to join the FLHSMV family. They only invested 10k on social media advertising and created

the rest of the material themselves. It started with a picture that a trooper submitted, taken in front of Gatorland in Orlando. They decided to approach the competition by actively engaging the competition. They also developed a coloring page that encouraged the kids in the community to color and turn in for a coloring contest. Initially, Kentucky State Police was beating everyone by a margin so high it seemed impossible. They decided to engage Kentucky with humor, and filmed a sasquatch eating KFC, telling Kentucky, “we would eat them for breakfast.” They responded the next day with a video of their own, and then all the other states also began participating. This was a great recruitment tool, with even other law enforcement agencies in Florida getting involved. In the year prior, FHP (FLHSMV) had only earned 23,000 votes. This year, they came in first with over 180,000 votes, the highest number in history.

REGION 3

Wisconsin Department of Transportation Division of State Patrol | Wisconsin State Patrol Recruitment Campaign



In response to a nationwide shortage of candidates for law enforcement positions, the Wisconsin State Patrol, a division of the Wisconsin Department of Transportation, launched a robust social media campaign in 2023. The State Patrol recruitment team worked with the agency's communication's office to create various media to target anyone interested in law enforcement to join the agency as a trooper or inspector. To illustrate that state troopers and inspectors come from all walks of life and different backgrounds, the agency created graphics depicting current troopers and their hobbies or passions. Seven of the 13 graphics featured female troopers or inspectors. The graphics were presented on the State Patrol's Facebook, Twitter, and LinkedIn pages on a weekly basis from April through June 2023. In this same timeframe, additional posts strategically focused on updates on the current recruit class during its time in the 26-week academy training. These updates were designed to show our followers the comprehensive training the cadets are required to

Communications Awards (continued)

partake in and to encourage potential applicants to apply. To demonstrate all the different types of jobs new hires can pursue within the State Patrol, the agency also created several videos. These videos highlighted various law enforcement positions in the agency. After the initial recruitment deadline ended in July, the State Patrol pursued lateral transfer recruitment for the first time in agency history. The goal of this recruitment period was to attract officers from other law enforcement agencies to transfer to the State Patrol. On the Wisconsin State Patrol Facebook page alone, organic recruitment campaign posts from April through September resulted in 10,313 reactions, 2,492 comments, 834 shares, 1,773,511 impressions, 1,709,790 reach, and 131,098 engagements. Facebook ads, with a total budget of only \$900, resulted in 663 reactions, 63 comments, 109 shares, 208,588 impressions, 79,518 reach, 35,235 engagements, and 5,839 link clicks. The lateral transfer recruitment was very successful, with 112 total applicants.

International Driver Examiner Certification (IDEC) Award

Annually, the International Driver Examiner Certification (IDEC) Executive 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 examining (the Examiner's Code of Ethics) and for their high level of conduct in their profession. Each jurisdiction's "Examiner of the Year" receives a certificate and a congratulatory letter from the IDEC Executive Board. One of the examiners of the year is selected as the overall Outstanding Examiner of the Year.

2023 OUTSTANDING EXAMINER OF THE YEAR



Rodney Johndro
Driver License Examiner
Maine Bureau of Motor Vehicles

Examiner Rodney Johndro, Maine's Examiner of the Year, exemplifies the Driver License Examiner's Code of Ethics. He also exemplifies professionalism and is an extremely reliable examiner. His reliability and willingness to adapt to changing circumstances make him

particularly valued considering the geographic territory he covers. He is the only examiner stationed in the far northern reaches of Maine; an area known as Aroostook County.

Aroostook County is nearly a third larger than Connecticut, and almost four times larger than Rhode Island and is also isolated from the rest of the state by a large swath of unincorporated territory. The next closest BMV branch from is a 3-hour drive to the South. Rodney fundamentally operates on an island; he is self-sufficient, and he brings to bear a level of flexibility expected by the 66,000 people who also live on that "island." He consistently reports for duty day-after-day and travels long distances to administer written/skills/road exams, in all weather conditions, without reservation. His work ethic is exemplary. His time management skills are efficient, and his leave requests are minimal. In addition to his reliability, Rodney effectively conducts all phases of testing for BMV. His friendly, calming demeanor and reassuring tone are strengths which he is consistently praised for. Feedback from customers, co-workers, and office staff is always positive and typifies his soft-spoken demeanor and the empathy he has for others. As a reflection of Rodney's character and professionalism, he received formal public recognition from the largest CDL school in Aroostook County—the Loring Job Corps. Two program managers from Loring presented Rodney with their Achievement Award for all the support and coaching he's provided to their team, and their CDL students, over the years.

2023 EXAMINERS OF THE YEAR

Florida
Yadira Morera

Indiana
Mark Broyles

Iowa
Kari Pint

Kentucky
Ronald Pillow

Maine
Rodney Johndro

Minnesota
Shawn Johnson

Nebraska
Sherri Clark

Nevada
Taylor Pobirs

New Jersey
Domenic Monte

North Dakota
Mathew Kroke

Oklahoma
Heather Thompson

Ontario
Joanne LoBrutto

Saskatchewan
Brayden Gudbranson

South Carolina
Selina Mahar

Tennessee
Cynthia Koontz

Utah
Michelle Thatcher

Vermont
Wesley Sargeant

Virginia
Todd Worsham-Porter

Wisconsin
Cliff Ehlert

Wyoming
Debra Cain