

DMV E-Government Initiatives

Tully Welborn

Virginia Department of Motor Vehicles

August 2, 2005



Web-based Applications

Automated Telephone

Intranets

Wireless devices

Extranets



Web-based Technology

- Foundation for other e-service platforms
- Makes possible
 - One-to-one communication
 - Information on demand
 - 24/7 service
 - Instant results

Contributing Factors for Success

- Shift in organizational culture
 - Commitment starts at the top
 - Filters down through the organization
- E-government is outsourcing to the customer
- Ensure confidence in e-business

Ensuring Confidence

- Comprehensive review of all aspects of computer privacy and security
- Posting our privacy and security policy
- Token-based authentication
- PINs

DMV Web Presence

- 1996 - web site launched
 - Primarily information
- 1999 - move to interactive applications
 - Navigation
 - Design and architecture standards
- 2000 - 2005
 - Revisions to look and feel
 - Additional transactions and content



The Endless Cycle

Build, implement &
adjust

Build, implement &
adjust

Build, implement &
adjust

Build, implement &
adjust

Establish Standards

- Interfaces to the legacy system for real-time processing
- Secure sockets layer technology
- Firewalls
- Server capacity

Establish Standards

- Style guidelines
 - Screen design and navigation
 - Graphic files sizes and types
 - Page lengths/scrolling

Successful Staffing Structure

- Common problems
 - Lack of coordination
 - No executive buy-in
 - Lack of resources
- Required
 - Close alliances between business and technical staff
 - Teamwork

Successful Staffing Structure

- The “electronic” environment demands new structures
- Structure operates horizontally and vertically
- Development projects led by the business side, not IT

Application Phases

- Identify team and project scope
- Requirements and graphics
- Procedures
- Review as development progresses
- Programming
- Training

Online Surveys

- Over 270,000 surveys completed
- 98% rate our site as excellent or good
- Helps identify areas needing improvement

Site Promotion

- Address on letterhead and business cards
- Promotions for transactions
 - News releases
 - Demo records

Web Awards

- Computerworld Smithsonian Award
- AAMVA Customer Service Excellence
- MIT eCitizen Award
- Best of the Web (Gov't. Technology)
- Two eGov Pioneer Awards



Web Site Growth

- 1996 site consisted of 150 pages
- 2005 site consists of over 1800 pages, an increase of 1100%
- Site Usage
 - 2001 - 18% of citizens surveyed had used our site
 - 2002 - 59% of citizens surveyed had used our site
 - 2005 - 20,000 visitors per day

Vehicle Registration Renewals

- 7.2 million vehicles in Virginia
- 16% of renewals completed online
 - 62,000 per month
 - 2,100 per day

Driver's License Renewals

- 5.8 million Virginia drivers
- 27% of those eligible renew online
- 12,000 renewals monthly

Customer Relationship Management

Philosophy: Define the “ideal” customer experience.

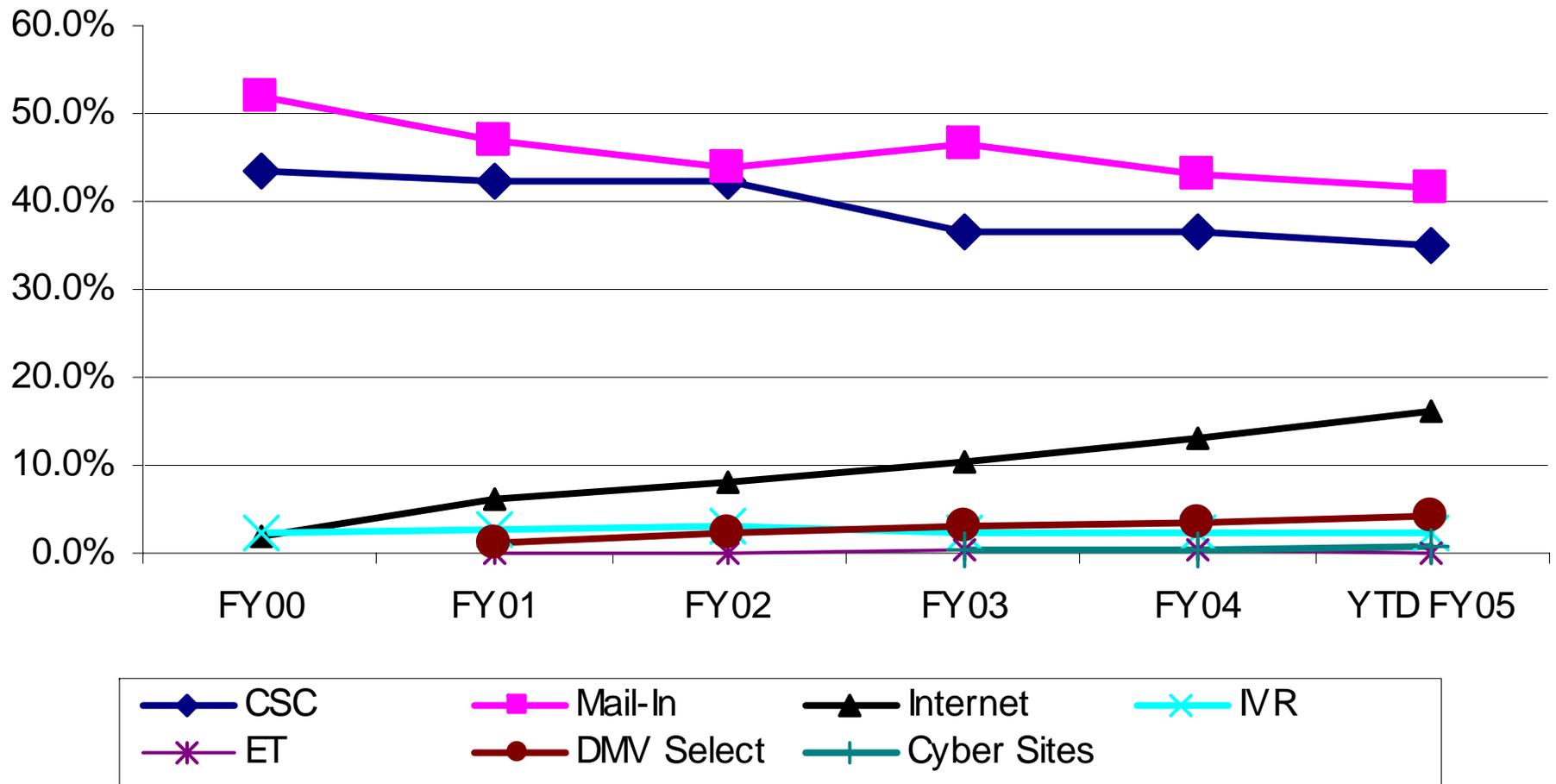
Strategy: Empower employees to create the “ideal” customer experience every day, for every customer.



Alternative Services Team

- Monitors and sets targets for service option utilization
- Develops, implements and evaluates initiatives that promote alternative service usage

Vehicle Renewals by Service Option



Extranet Applications

- 17 applications for business partners
- Process for security
 - Logon IDs
 - Passwords
 - Token Authentication

Guiding Principles

- 24/7 service delivery
- Outsource data entry to the customer
- Eliminate paper processes
- Decrease “in-person” visits
- Reduce turn-around time
- Reduce costs

Agency Intranet

Provides employees access to

- Agency policies and procedures
- Relevant statutory references
- Feature stories highlighting agency news
- Information relating to employee benefits
- Web-based training
- Timely broadcast messages

Automated Telephone Services

- Vehicle registration renewal
- Driver license renewal
- Address change
- Handicapped placard renewal
- Introduction of voice recognition

DMV Select

- License Agents throughout the Commonwealth undertake work on behalf of DMV
 - Conduct vehicle-related DMV transactions
 - Receive a percentage of the revenues collected
 - Provide low-cost and effective service



CUQINFP1 ***** Customer Information Inquiry ***** 9925067001
03/14/2005 11:49am Wrk Dt 03/08/2005
=>: ----- 202 CSC-MNT

Act: I (C,I)
Cust#: Nm: _ / _____
Birth: _____ Sex: _____ Deceased: _____ Retnd Ck: _____

Updt Dt: _____
Primary Mailing Addr Eff Dt: _____ Loc: _____ DP Revocation: _____
No Personal Checks: _____
Donor: _____

Addr1: _____
City: _____ St: _____ Zip: _____ Cntry: _____
Juris: _____ Source: _____

Dwelling Addr Eff Dt: _____ Loc: _____ Source: _____
Addr1: _____
City: _____ St: _____ Zip: _____ Cntry: _____ Hazmat Status+: _

Proof Documents+: _ Addr Ex: _____ Addr Ex Exp Dt: _____

If Additional information required, please enter choice:
A. Driver D. Prior Nm/Addr H. Use Agree (HQ) K. Cust# Hist
B. Cust Stops F. Veh Own I. Veh Stops (HQ) L. Orders (HQ)
C. ID Card G. Pmts (HQ) J. Ins Mon M. Events (HQ)
Choice: _

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
help retrn quit cgset flip schlp notes qmatc main



DMV Select
Office Functions View Tools Help

Home Settlement Inventory Reports

Information

Settlement

Work Date

Office Status **Closed**

Location Code **531**

Location Name **DMV SELECT TEST**

Teller Information

ID **DMV3JH**

Name **Jamie Habecker**

Number **10**

Office Information Key Information

Transaction Menu

- Inquiries
 - Customer Inquiries
 - Customer Information**
 - Customer Number History
 - Prior Name and Address
 - SR22
 - Vehicle Inquiries
 - Plate Inquiries
 - Stop Inquiries
 - Dealer Inquiries
 - Local Vehicle Registration Inquiries
 - Permit Inquiries
- Customer Transactions
 - Change All Addresses

Info Customer Information

Inquire Clear Close

Vehicle Inquiry Customer Stops

Customer Number

Name Type

Name

Customer Information

Customer Number

Name Type

Name

Birth Date

Sex

Deceased

Returned Check

Update Date

Organ Donor

Disable Parking Revocation

Number Personal Checks

Address Exception

Address Exception Expiration Date

SSN Message

Customer Notes 1

Customer Notes 2

Virginia Department of Motor Vehicles 03/14/2005 1:25 PM



Where Do We Go From Here?

- Antiquated mainframe system
 - Implemented in 1991; service to customers determined by transaction type
 - Design prohibits convenient features, such as an online shopping cart
- Lacks sufficient internal controls
- Need a redesigned system that is customer based