

2022

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 highway 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 HIGHWAY SAFETY IN LAW ENFORCEMENT



2022 WINNER
Major Matthew Cox
Delaware State Police

Major Cox is a 31-year veteran of the Delaware State Police (DSP), having joined its ranks in 1990. He has dedicated his entire career to improving highway safety in Delaware. He is highly respected for his expertise and his collaboration with partner agencies invested

in improving safety on roadways. Early in his career, Major Cox demonstrated a strong passion for both programmatic initiatives and professional investigation of all facets related to highway safety. This led to an assignment of fatal accident reconstruction where he had a nine-year tenure in this specialty. He is credited for developing innovative enforcement strategies that have resulted in a reduction in collisions, including fatal collisions.

In 2015, Major Cox was transferred to the Traffic Section of the DSP as the Assistant Director of Traffic. In this assignment he had direct supervision for the statewide Truck Enforcement Unit and the Motor Carrier Safety Assistance Program. During his tenure he was involved in the following initiatives: Teen Driving Taskforce, Impaired Driving Taskforce, Governor's Pedestrian Safety Committee, and Statewide Bicycle Action Plan. Major Cox also worked closely with the Office of Highway Safety on strategies and initiatives including pedestrian safety, motorcycle education and enforcement, and saturation patrols in areas that were identified as high collision areas.

In 2017, Major Cox was promoted to Captain and was assigned as the Officer in Charge of the Traffic Section. During his tenure the Division experienced a fifteen-year low in motorcycle and pedestrian crashes as well as a decrease in fatal collisions. Major Cox developed traffic initiatives, programs, and campaigns

to promote increased police presence and enforcement on Delaware roadways. He also represented the DSP at numerous national events that focused on sharing best practices in the area of highway safety. Many of these initiatives also have an education component, where public outreach campaigns were implemented in a comprehensive strategy prior to any enforcement initiatives.

In 2019, Major Cox was promoted to the Executive Staff of the DSP. This role has a significant responsibility for prioritizing highway safety in the state. He continues to have oversight for the Traffic Section and works with the Director of Traffic in strategic planning for programs, equipment, and policy to minimize the adverse impact of collisions and fatalities in Delaware.

LIFETIME ACHIEVEMENT IN HIGHWAY SAFETY IN MOTOR VEHICLE ADMINISTRATION



2022 WINNER
Millicent Ford
Assistant Commissioner for Driver, Vehicle, and Data Management Services, Virginia Department of Motor Vehicles

Since beginning at the Virginia Department of Motor Vehicles as a driver improvement coordinator in 1991, Ford has become one of the top experts in the agency in a number of areas including medical review, judicial outreach, and legislative information services. She has been an invaluable resource for the DMV Medical Advisory Board, a group of physicians appointed by the Governor and tasked with developing medical and health standards for drivers and providing guidance and recommendations related to proposed driver fitness legislation. Ford has been a frequent presenter at the annual highway safety conference for Virginia's judges and a go-to source of information and guidance for the Virginia General Assembly as they discuss legislation that would affect the safety of Virginians on the roads. She has served as the liaison with the Virginia Alcohol Safety Action Program, whose leadership has come to rely on her steady guidance in their mission to reduce drunk driving and save lives.

Ford's work with AAMVA has made a significant impact on highway safety throughout North America. She has provided Virginia's expert voice on AAMVA working groups by helping to develop best practices for graduated driver licensing and ignition

Safety Awards (continued)

interlock devices. She has also helped develop and promulgate medical review practices that respect individual rights while ensuring drivers do not pose elevated risks to themselves or others due to a medical condition. Many who have attended an AAMVA regional or national conference in the last decade or so have benefitted from her knowledge as a panel moderator and participant on a range of safety-related topics.

Ford's 30 years of service to the Virginia DMV have provided the agency with her knowledge and calm and steady leadership which has been invaluable to the driving public and to her colleagues. She has led some of Virginia's most complicated and significant endeavors affecting highway safety and always steered the agency in the right direction.

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.

2022 WINNER

Arizona Motor Vehicle Division | Virtual CSR

Arizona launched their Virtual CSR (vCSR) initiative in early 2021 to maximize the time employees spend helping customers rather than commuting to their offices. A customer is provided a workstation at their nearby branch where they can receive virtual assistance from a staff member in a different office. A vCSR can provide a full range of services that do not require



physical presence. The initiative also addresses the supply and demand of staffing to avoid not having enough employees to handle busy

periods and having too many people when things are slow. This innovative and groundbreaking project has the potential for changing the paradigm for staff and customer interactions by eliminating the need for employees to travel from one office location to another to provide customer service. That's a win for employees and customers alike. Arizona continues to expand the program and add additional services and functionality.

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.

2022 WINNERS

INTERNATIONAL AND REGIONAL

New Jersey Motor Vehicle Commission | NJ Motor Vehicle Commission and Office of the First Lady Partnership for Mobile Agency Units

The NJ Motor Vehicle Commission's two Mobile Agency units and dedicated crews serve as unofficial ambassadors of the agency, traveling all over the Garden State to bring motor vehicle services directly to underserved communities. The Mobile Units often work in cooperation with other arms of government, including the Legislative branch, the Office of the First Lady, and veteran and senior citizen agencies. It



is through these partnerships that the NJMVC is able to deliver services to many thousands of New Jerseyans who would otherwise have difficulty accessing services. As First

Lady, Tammy Murphy's policy initiatives focused on infant and maternal health, climate change education, and fostering women-owned businesses throughout New Jersey. She worked to create Family Festivals across the state to increase access to resources for mothers, children, and families. The Office of the First Lady reached out to the NJMVC to provide services at the Family Festivals around New Jersey, by providing important documents on site, such as non-driver IDs and/or driver license renewals, free of charge.

Listen to a [podcast](#) with the winners.

REGIONAL

California Department of Motor Vehicles | California ID Program (CAL ID) Interagency Portal Project



CAL ID provides ID card services to California Department of Social Services and California Department of Corrections and Rehabilitation. This service benefits releasing inmates and the homeless population by granting them ID cards,

Service Awards (continued)

which allow them to receive benefits and services that they otherwise would be denied. The lack of official identification for a homeless person creates many challenges for them, one of which is the inability to qualify and apply for benefits. These benefits can make a huge difference in their ability to break the cycle through community outreach, counseling, and many of the other programs and official ID can make available. Like the homeless population, an inmate who is released back into the community with no official identification faces many challenges. Providing identification prior to release allows them to apply for many services that would be denied without official identification. The project converted a paper-driven, cumbersome, and time-consuming process to an electronic process that is faster and more efficient and significantly reduces the amount of time applicants are waiting for their ID cards, from 20 weeks to about 6 weeks.

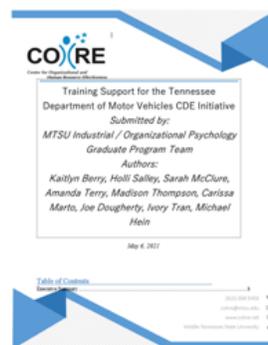
Nebraska Department of Motor Vehicles | American Sign Language Driver Knowledge Test

The Nebraska DMV partnered with the Nebraska Commission for the Deaf and Hard of Hearing and a vendor to implement a driver knowledge test in American Sign Language. This provides an accommodation to deaf Nebraskans who can take the test in a language they may be more intimately familiar with. It also eliminates the need for the DMV to provide interpreters and translation services and customers can conduct their business with fewer steps and more accommodations. There are many in Nebraska who are deaf or hard of hearing. People who are deaf or hard of hearing are still perfectly capable of participating in many parts of daily life, and driving is no exception. This partnership was a collaboration between a combination of public and private organizations to fill a need for those customers. The new test works by playing videos of sign language interpreters signing the questions, in addition to the printed text. The new test was relatively simple to implement and is easily accessible for test takers.

Listen to a [podcast](#) with the winners.

Tennessee Department of Safety and Homeland Security | Driver Services Division Partners with Middle Tennessee State University

In 2021, the Driver Services Division partnered with Middle Tennessee State University (MTSU) to offer an opportunity for a graduating class to gain real-time experience working with a customer on a project. This project was designed to engage Tennessee examiners and keep them focused



during virtual training. The graduate students conducted a needs analysis, created focus groups, developed a proposal and timeline, and provided deliverables at the end of the project. The MTSU team worked with trainers and talent management to develop training aids to leverage Microsoft TEAMS and Google classroom which are used for teaching examiners. They developed job aids for staff and updated slides to make the presentations more engaging. They created customer service videos and activities for each CDE module. In addition to providing students with a valuable educational opportunity, Tennessee saved more than \$40,000 using this partnership rather than engaging a private vendor.

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.

2022 WINNERS

INTERNATIONAL AND REGIONAL

California Department of Motor Vehicles | Chrome Summary



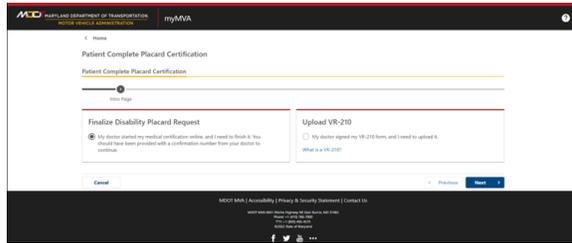
The Chrome Summary project result is that CA DMV customers now have the opportunity to electronically review their completed applications for a driver license or ID card using one of 2,704 Chrome tablets deployed across field office customer service counters. Not only can the customer digitally attest to and affirm the information, a snapshot of the application is saved and retrievable for historical purposes. This reduces major paper waste by saving 3,000 pounds of paper printed in DMV field offices per day and saves 2,900 hours of staff time per month. This project was a collaborative effort by the DMV Information Systems Division, Licensing Operations Division, Field Operation Division, Customer Service Division, and the DMV Executive Team. DMV technology staff, in collaboration with business divisions, developed a custom solution, supported by Google, that was deployed on strategically mounted tablets at the customer service counters of all DMV offices statewide. This successful project helps to reduce the DMV

Service Awards (continued)

carbon footprint while laying the foundation for future digital transformation initiatives.

REGIONAL

Maryland Department of Transportation Motor Vehicle Administration | Disability Products Go Online



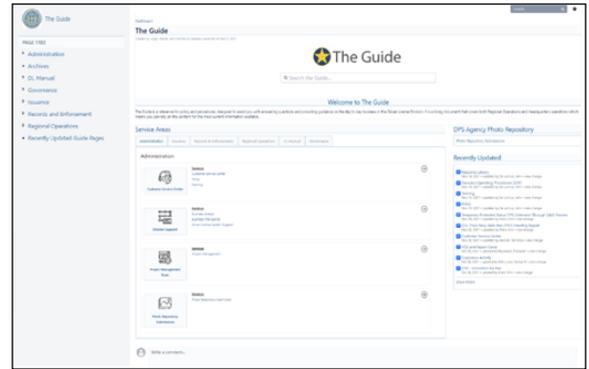
Maryland Department of Transportation Motor Vehicle Administration (MDOT MVA) customers now have the ability to request and be approved for disability products online. Additionally, their physician can digitally input medical certification and approve individuals' eligibility for disability plates and placards in real time. Customers can submit and track the progress of their application and eliminate a trip to an MDOT MVA branch for this critical service. Only a few years ago a customer requesting disability placards or plates would go through an arduous process receive to product. The new disability portal provides a quick and easy way for customers, their physicians, and the agency to leverage technology efficiently. This has eliminated the wait time between application to receipt of the disability product. It also removes the barrier for customers that have physical limitations. In FY20, before the online portal was available, 75% of disability placards issued were completed in the branch. In FY21 the agency has issued roughly 53% of disability products through the online portal.

Nebraska Department of Motor Vehicles | American Sign Language Driver Knowledge Test

The Nebraska DMV partnered with the Nebraska Commission for the Deaf and Hard of Hearing and a vendor to implement a driver knowledge test in American Sign Language. This provides an accommodation to deaf Nebraskans who would want to take the test in a language they may be more intimately familiar with. The test enables test takers to see a live interpretation in American Sign Language of test questions. This eliminates the need to hire translation services. Previously, the DMV was required to provide an approved interpreter. Their services are not only expensive, but also rare. Both factors make it difficult to provide services to customers, especially in rural areas with few approved interpreters. This partnership was a collaboration between a combination of public and private organizations. The new test was relatively simple to implement and is easily accessible for test takers.

Listen to a [podcast](#) with the winners.

Texas Department of Public Safety | The Guide



The newly re-designed Guide is an internal facing website which is designed as the single source of information for Driver License (DL) employees that is directly managed and maintained by each DL service area and contains their standard operating procedures, business rules, employee training, governance policies, and links. The redesign and move to a new technology platform came from the need to distribute content management to each service area, make it faster and easier to change content, and support collaboration and feedback of users to improve adoption and accuracy of information in the Guide. With the changes implemented, each service area is self-sufficient in managing their own content. The efficacy of this new approach can be demonstrated by the amount of content the DL division was able to amass in the new Guide. Between October 2016 and March of 2020, only one-third of the potential content had been migrated into the Guide. After implementing the new design and infrastructure in April 2020, all service area information was migrated to the new guide by August 2021.

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.

2022 WINNERS

INTERNATIONAL AND REGIONAL

Maryland Department of Transportation Motor Vehicle Administration | Maryland MVA Provides Certified Birth Certificates at Branch Offices

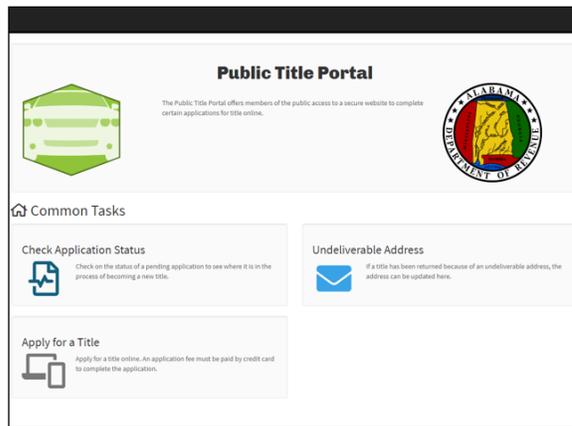
The Maryland Department of Transportation Motor Vehicle Administration (MDOT MVA) and the Maryland Department of Health (MDH) Division of Vital Records has made it easier than ever for Maryland-born customers to complete REAL ID requirements ahead of the May 3, 2023, deadline by providing onsite certified copies of customer birth

Service Awards (continued)

certificate at two central Maryland locations. In 2018, the Maryland General Assembly passed Senate Bill 38, Motor Vehicle Administration – Birth Certificates – Issuance of Copies, authorizing MDOT MVA to access birth certificates electronically from MDH and provide a copy to customers under certain circumstances. In 2021, MDOT MVA made available at two of its branch offices a pilot program that gave Maryland-born customers the ability to request a certified copy of their birth certificate and have it printed onsite to provide as proof of identity to acquire a REAL ID. Since the program inception, more than 1,000 customers in the two branch locations have benefited from this convenience.

REGIONAL

Alabama Department of Revenue Motor Vehicle Division | Public Title Portal



Alabama's online title portal allows vehicle owners and lienholders who are not designated agents of the state to view the status of their applications for certificate of title, change a mailing address when a certificate of title is undeliverable, submit replacement title applications, submit applications to record, release or transfer a security interest in a vehicle, submit applications for title for a vehicle that has been salvaged, and submit applications for inspection of a salvage vehicle that has been retained by the owner and rebuilt. Designated agents of the department also have access to these features through the Alabama Title System. The objectives of the project were to reduce telephone and email queries, eliminate approximately 15,000 paper requests to reprint, and reduce paper applications. The service reduces the time to issue a certificate of title to 2-3 days by eliminating mail and remittance processing. Additional services are planned to be added to the portal. Now, less than 1% of the total number of title applications are paper applications.

Idaho Transportation Department Division of Motor Vehicles | DMV Modernization Team



The Idaho DMV is continuing to align its services with their customers' preferences and behaviors. In every purchase and every transaction, Idahoans expect convenience, availability, price, and quick delivery. In 2021, the DMV introduced a QR code on its vehicle registration notices. Customers can now mobile renew their vehicle registrations by scanning the QR code with a smart phone. When the QR code is scanned using a smart phone, an online form appears allowing for a quick and secure renewal. The renewal notice now gives the customers four options to renew: mail, go to the DMV website, use the QR code, or go into the county office. The QR code is the cheapest of the options. More than 52,000 have 'skipped the trip' to the DMV by using the QR code to mobile renew. The tool was selected as the Idaho Transportation Department's Best of the Best Innovation Project for Customer Service in 2021. It is planned to introduce the QR code on driver's license renewal notices in 2022.

North Dakota Department of Transportation | Reinventing the Customer Experience

North Dakota's driver license and motor vehicle services staff sought to provide more accessibility to services and create a universal service delivery platform with convenience and safety as the number one priority. The result was the creation of a new service to renew a commercial driver's license online. Kiosk services were expanded across the state where now drivers can renew a license, request a replacement license or ID card, schedule a road test, pay a reinstatement fee, change their address, and edit donor registry information. This reduces travel for citizens and employees and reduces agency operating costs. In addition, a new mobile application was launched called ND Drive. This application enables users to conduct various transactions on any mobile device or tablet. The app provides another alternative to in-person appointments. The last year has brought on many challenges and the NDDOT has implemented many innovations, all with the goal of increased customer service and convenience.

Service Awards (continued)

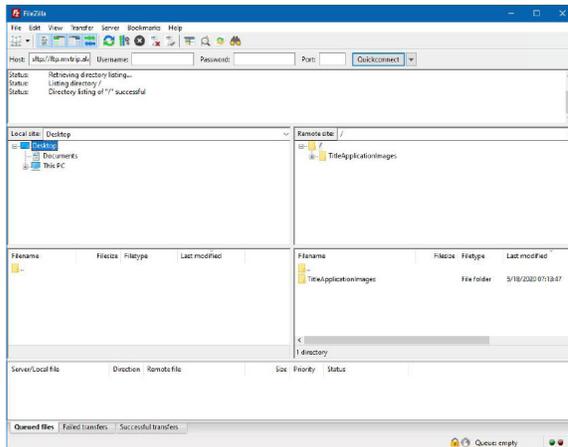
IMPROVEMENT THROUGH EFFICIENCIES

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

2022 WINNERS

INTERNATIONAL AND REGIONAL

Alabama Department of Revenue Motor Vehicle Division | Title Application and Supporting Document Upload Project



The Alabama Department Revenue Motor Vehicle Division receives over 2 million title applications from designated agents each year. Agents were required to submit paper title applications and supporting documents to the department for review. An approved title application typically resulted in the issuance of a certificate in 7-10 business days. The department implemented a process to allow designated agents to electronically upload title applications and supporting documents using a batch upload process. Agents can use their existing document management systems to submit using a secure FTP process. Subsequently it became a requirement for agents to electronically upload title documents. This has resulted in significant cost savings and improvements to the process. Department processing costs have been reduced by more than \$1 million annually. Mail delivery packages and lost or missing title application packages have been virtually eliminated. In most cases, certificates of title are now being issued within 3-5 business days.

REGIONAL

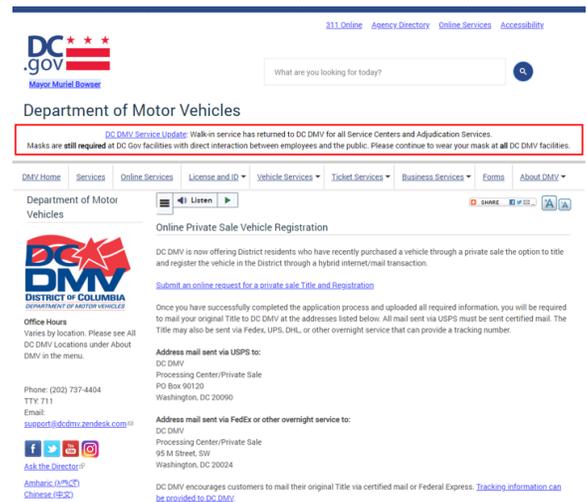
California Department of Motor Vehicles | SR-1 Automation

Prior to automation, there were two options for drivers to submit a completed SR-1 report, which is required by California Law from anyone involved in a traffic accident to report to the DMV within 10 days if there was an injury,



death, or property damage in excess of \$1,000, regardless of fault. One option was to mail in a PDF version of the form to the DMV. The other option was for the insurance company to submit one on their customer's behalf. In 2020, the department converted the manual process with automation. This includes providing an online portal located on the DMV website for customers to submit their completed SR-1 forms electronically. The result is convenience and efficiency for customers, a reduction in DMV staff time, and digital archiving of reports. In 14 months, the department has accrued cost savings of \$224,000 and 5,000 hours in labor. The labor savings provides the opportunity for the department's workforce to focus on higher-value workload demands.

District of Columbia Department of Motor Vehicles | Online Private Sale Vehicle Registration



In 2021, DC DMV introduced a new hybrid online/mail option for DC residents to title and register a vehicle purchased through a private sale. Previously, this transaction could only be completed in person at a DMV service center. Customers can now go to the website and submit an application including payment. Once the original title is mailed and approved, the vehicle title, registration, and permanent tags are mailed to the customer overnight. This provides customers with an alternative to complete their business and particularly during the pandemic, allowed customers to avoid in-person visits. This has also resulted in fewer appointments which help the service centers operate more efficiently. Between February 1, 2021 and September

Service Awards (continued)

30, 2021, a total of 596 online/mail transactions were completed. DC DMV received many positive comments from customers and many expressed appreciation for the new hybrid option.

Wisconsin Department of Transportation Division of Motor Vehicles | Wisconsin eMV Public Online Title and Registration System



In 2021, Wisconsin Department of Transportation Division of Motor Vehicles (DMV) launched a new feature in the eMV Public Online Title and Registration System that allows vehicle owners to initiate title only and title with registration applications for vehicles newly purchased with an out-of-state title or vehicles already titled in their name in another state (when moving to Wisconsin). Previously, eMV Public was offered only to vehicle owners who had purchased a vehicle with a current Wisconsin title. The primary objectives for this project were to expand eMV Public availability to customers with out-of-state titles and reduce DMV resources for application handling and processing. Although the enhancement project was already scheduled, this became even more essential when, in 2020, vehicle titling services were eliminated or restricted, leaving mail-in service the only option for out-of-state title transactions. Since the February 2021 implementation, an average of 4,170 customers a month have used eMV Public to initiate out-of-state title/registration transfers. More than 36,000 customers have used eMV Public for out-of-state title transfer, representing nearly a quarter of all eMV Public traffic. Each eMV Public application takes approximately 3 minutes less for handling and processing than a comparable mailed-in application, resulting in a savings of 1,820 staff hours for out-of-state titles since implementation.

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.

2022 WINNERS

INTERNATIONAL

Maryland Department of Transportation Motor Vehicle Administration | Maryland MVA and Baltimore City Partners to Help the Homeless

The Maryland Department of Transportation Motor Vehicle Administration (MDOT MVA) and the Baltimore City Mayor's Office of Homeless Services (MOHS) partnered to secure state-issued IDs for individuals experiencing homelessness—a critical step in becoming “document ready” to receive housing through city housing programs in time to ensure access to federal grant funding. Just before Thanksgiving 2020, an urgent call came to the MDOT MVA from MOHS. More than 100 individuals needed an ID to help them complete the process to obtain permanent housing. For many experiencing homelessness, it is not easy to carry identity documents or obtain these documents readily. Providing the documents required for REAL ID can also be a daunting task. MDOT MVA staff initially met with MOHS clients the first week in December and then scheduled a follow-up appointment the next week on the MDOT MVA Mobile Bus. The event was successful, helping more than 60 customers obtain an ID. Those members of the community now have a vital piece of personal documentation needed to obtain housing and other benefits, and secure employment.

REGIONAL RECOGNITIONS

Georgia Department of Driver Services | Georgia DDS Helps Homeless Veterans



The objectives of this project were to allow all 1000+ DDS team members to give back to the community and help those in need, particularly homeless veterans, and to

Service Awards (continued)

provide much needed items such as food, general supplies, hygiene, and other items. Flyers were created describing the project and distributed via the email to all DDS employees. A collection point was established at headquarters, as well as in each of the 9 Field Office Districts across the state where 67 Customer Service Centers are located. A deadline was set for all items to be turned into so that a delivery schedule could be established with the Veterans Administration (VA). On the date set for delivery, several DDS employees traveled with Commissioner Spencer R. Moore to carry the bags of supplies to the VA. Approximately 25% of DDS team members participated in the project.

Nebraska Department of Motor Vehicles | Appointment System for High-Risk Customers

Nebraska state law requires all drivers 72 years or older to renew their driver's license in person at a DMV driver licensing office. An emergency declaration in March 2020 granted an automatic one-year extension to all drivers 72 and older, which allowed them to retain their driving privileges. However, this extension was not granted again in 2021, so those 72 and older drivers were required to eventually return to a DMV office. The COVID-19 virus disproportionately impacts older people and being indoors in a crowded environment significantly increases the risk of spreading the virus. The Nebraska DMV's solution to this was to offer a time in the early morning for older customers to go through the application process. Customers would simply have to call the DMV and make an appointment. Hundreds of older customers used this appointment system, allowing drivers to keep their documents up to date while reducing the transmission of the virus among more high-risk populations.

Tennessee Department of Safety and Homeland Security | Humphrey's Co. Flood Response



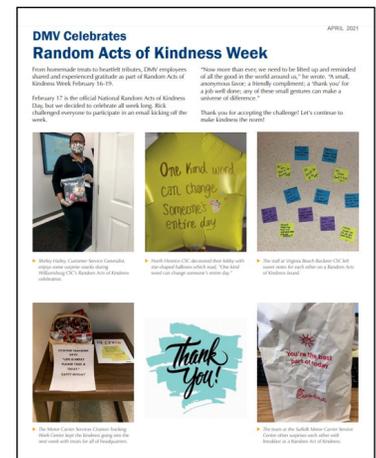
On August 21, 2021, a stalled frontal boundary about 90 miles West of Nashville led to thunderstorms, producing very heavy rainfall rates across several counties in

Tennessee. Much of a five-county area received up to a quarter of normal annual rainfall in under 12 hours, totaling up to 9-17 inches. The town of Waverly was severely damaged by floodwaters. Many homes and businesses were destroyed and swept away. Numerous people became trapped, leading to widespread water rescues and several deaths. The Tennessee Department of Safety and Homeland Security immediately sent troopers for search and rescue efforts and to assist local law enforcement. A driver license mobile unit was dispatched to re-issue duplicate driver licenses to flood victims free of charge. Forty-eight people visited the mobile unit directly and residents could also visit any centers across the state. Staff were able to help impacted communities by bringing state services to them.

Virginia Department of Motor Vehicles | Random Acts of Kindness Week

In concert with the national celebration, the Virginia Department of Motor Vehicles launched a Random Acts of Kindness Week in February 2021. The week kicked off with candy for employees to enjoy at headquarters and individualized

emails from deputy and assistant commissioners to each field office thanking them for their work. Commissioner Holcomb then highlighted the kindnesses employees reported and treated employees to a snack at headquarters. Additionally, a drawing was held to award a boxed lunch to one customer service center, one motor carrier service center, and one headquarters work center. On the last day, Commissioner Holcomb sent flowers to one phone center agent and one headquarters employee as a thanks for their great work. The week encouraged employees to share acts of kindness with one another and included words of appreciation from the top down to boost morale and generate participation.



Public Affairs and Consumer Education (PACE) 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.

PACE 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 Annual International Conference.

2022 WINNER

Colorado Division of Motor Vehicles | Iconic Colorado

The Iconic Colorado contest, which aimed to get Coloradans to design and choose the state's next credential, was the single-most visible promotion



the Colorado DMV has ever done. With over 400 entries and more than 55,000 votes, the Colorado DMV successfully engaged and inspired Coloradans with the Iconic Colorado contest. The Colorado DMV spent less than \$500 marketing the campaign on social media. Despite a shoestring budget, the Colorado DMV's communications team deployed a multifaceted campaign that included 11 videos; 20 still graphics; six news releases; a very successful social media campaign (including the DMV's most successful Facebook post ever), four finalist interviews and biographies; a media kit; a press conference; a landing page; and more!

PACE OVERALL CAMPAIGN: BUDGET OVER \$50K

This award is given to a jurisdiction for a full multi-faceted campaign over \$50k. It is presented at the Annual International Conference.

2022 WINNER

Idaho Transportation Department | Idaho Office of Highway Safety: Stanley the Sasquatch

US-20 is a highly traveled corridor in east Idaho. The route is used heavily by tourists to access popular recreation areas. Out-of-state drivers along US-20 creates unique challenges in raising awareness about fatal and serious injury crashes.

To create memorable messaging, we enlisted the help of a well-known legend in the northwest, Sasquatch. Stanley Sasquatch, named after a small town in Idaho's central mountains, urges drivers to put away distractions. As an expert in myths, he teaches about the myths of aggressive driving and reminds drivers to "squatch" for motorcycles. The overall success of this campaign was dependent on the ability to create a sustained presence along the corridor. Idaho achieved this by leveraging local partners and using unique media opportunities, such as targeted ads on social media platforms; using billboards, gas station pump toppers, and wrapping ice chests at convenience stores; creating a community working group and providing them with promotional/educational materials (including a mascot outfit) for use at local events; and providing law enforcement agencies in the area with educational pamphlets that could be handed out during traffic stops. This campaign has been well received and Idaho has begun to expand it into other parts of the state and integrating other driver behaviors into Stanley's messaging.



You can listen to a podcast with the winners [here](#).

PACE DIVISION 1: PRINT & ELECTRONIC PUBLICATIONS

Category 1A: Print or Electronic Newsletter, Internal or External

Awarded to the best internal or external news publication, whether printed or available electronically.

2022 WINNER

Virginia Department of Motor Vehicles | Rick's Rallying Points Newsletter

During a normal year, Virginia DMV Commissioner Rick Holcomb traveled across the Commonwealth each Spring and Fall to visit the agency's 75 customer service centers and 55 DMV Select offices. These travels were highlighted by an employee rally in each of DMV's eight districts and a monthly rally at DMV headquarters. These rallies gave the Commissioner time to meet face to face



PACE Awards (continued)

with DMV's 2,400-person workforce. During the pandemic in 2020 and 2021, holding a rally was impossible to do safely while still maintaining the health of DMV employees. That was when the Rick's Rallying Points newsletter was created to take the place of the in-person rallies until employees could gather in large groups again safely. The brief newsletters featured important topics and updates that were ordinarily shared during rallies, such as the agency's COVID-19 response, recognition of employees of the year, budget information, progress reports of facility renovations, relocations, upgrades, and details on work-life in a post-pandemic world. In all, six newsletters were released throughout the pandemic and were well received by employees.

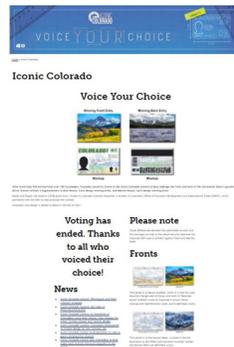
Category 1B: Print or Electronic Media Kit

Awarded to the best media kit for press use in preparing stories on members' activities.

2022 WINNER – DIVISION AND CATEGORY 1B

Colorado Division of Motor Vehicles | Iconic Colorado Media Kit

To date, the Iconic Colorado contest was the single-most visible promotion the Colorado DMV has ever done. The Colorado DMV engaged and inspired Coloradans to help redesign the state's credentials with the Iconic Colorado contest and the media kit needed to live up to such a lofty endeavor. They designed a living media kit that was updated as the contest progressed, using the landing page as a hub for media and residents alike to find everything they needed to know about the Iconic Colorado contest and more. While static links and graphics were distributed via press releases, they also repurposed, updated, and shared the media kit on their landing page to maximize its reach. The media kit featured 11 videos, 8 still graphics, 6 press releases, and background information. The landing page and embedded media kit were seen by more than 100,000 Coloradans in less than one month.



Category 1C: Other Print or Electronic Publications

Awarded to the best print or electronic publication.

2022 WINNER

Maryland Department of Transportation Motor Vehicle Administration | Maryland's Connected and Automated Vehicle Strategic Framework

In December 2020, Maryland Governor Larry Hogan announced the release of the Maryland Connected and Automated Vehicle (CAV) Strategic Framework. The collective effort included input from an



initial public survey with more than 600 responses, more than a dozen one-on-one stakeholder conversations, and over 150 comments on the draft framework. This input came from within the state and from national leaders on CAV, spanning research and academia, for-profit and nonprofit associations, emergency responders, various levels of government, CAV-related service businesses or developers, vehicle manufacturers, and members of the public with a general interest in CAV technology. The resulting publication recommends developing implementation plans that align with CAV technology strategies and reflects Maryland's multi-disciplinary approach to CAVs. The multifaceted approach lays the groundwork to demonstrate the incredible benefits of CAV technology and create a safe, efficient, and equitable transportation future.

PACE DIVISION 2: VISUAL ARTS

Category 2A: Logo

Awarded to the best designed graphic logo.

2022 WINNER

Florida Department of Highway Safety & Motor Vehicles | Florida Smart ID Logo

In conjunction with the creation of Florida's first digital driver's license, Florida Smart ID, the department created an original logo. The Florida Smart ID logo was designed to illustrate the professionalism and trust that the people of Florida have come to expect of the agency. The logo's simple, yet bold design creates brand awareness throughout the state of Florida while maintaining its clarity across a broad range of mediums and platforms. The design is straightforward to immediately connect with potential users. The overall look conveys Florida Smart ID's legitimacy, authenticity, and functionality.



PACE Awards (continued)

In addition to the logo itself, the department created a brand guide as a tool for FLHSMV staff and partners to keep the Florida Smart ID brand consistent and cohesive across all mediums.

Category 2B: Photography

Awarded to the best photograph taken by internal staff of DMV or law enforcement activities.

California Department of Motor Vehicles | COVID-19 Safety Precautions

The CA DMV created a series of posters to remind team members to take necessary precautions to prevent the spread of COVID-19 in the workplace. These posters were placed at more than 180 DMV offices throughout the state. Photographs were taken of team members wiping down a counter, washing hands, wearing masks, and social distancing. One photograph captured the essence of the entire poster series. Shanta Graves, who works in the DMV Investigations Division, wore a homemade face covering that displayed the state's web portal (CA.Gov) with an embroidered DMV. Even though you cannot see her smile behind the mask, you can tell by the sparkle in her eyes that she is happy to disinfect the countertop in her office to help protect others. This positive image reinforced safety protocols in a manner that was not intimidating or threatening, but still strong and memorable.



Category 2C: Display

Awarded to the best physical display, for example, a display placed in a DMV or law enforcement office or at an event, a large poster, or cardboard standup display.

Maine Bureau of Motor Vehicles | BMV Display



The Maine BMV display contains one plate from each license plate general issue beginning from the first time plates were issued in 1905 to present day. It's intent is to provide Maine citizens with a documented history of license plates in the state. The display explains the history of the

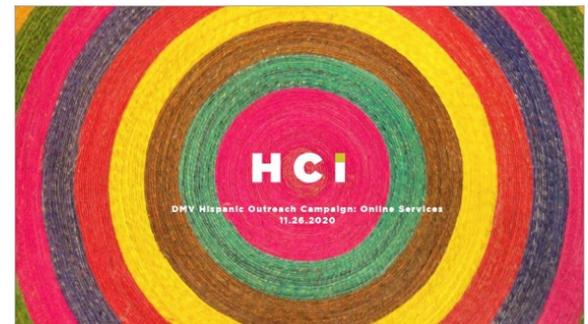
plate manufacturing process, the materials used to make plates, and significant changes in plate designs as they have evolved over time. The plates were collected over many years by the bureau and held in storage until the display was created. It was installed in the public entry way in the BMV's main office building. The first case contains 1 plate from each general plate issue from 1905 through 1935. The second case contains one general issue plate from 1936, when the "Vacationland" slogan was added, to present day, which still contains the "Vacationland" slogan. A third case contains all present day specialty and recognition plates. The display helps to promote a positive image of the BMV, provides a great conversation starter, and is a teaching tool.

Category 2D: Digital Graphics

Awarded to the best digital graphic, for example, infographic or web ad.

2022 WINNER - DIVISION AND CATEGORY 2D

Nevada Department of Motor Vehicles | Spanish Language "En Línea" Digital Advertising



The Nevada DMV created Spanish-language GIF advertising for web pages as part of a comprehensive outreach campaign to encourage Hispanic Nevadans to use online services. The ads, the campaign, and a Spanish-language Facebook page helped to capitalize on a number of improvements to DMV services for Hispanics, including an enhancement to the MyDMV online services portal that enabled motorists without social security numbers to register for a MyDMV account. The ads were targeted at all Nevada Hispanics, who make up 29% of the state's population. While it is not possible to filter out website users by ethnicity, the ads received a good response from the Hispanic population.

PACE Awards (continued)

PACE DIVISION 3: ADVERTISING

Category 3A: TV Commercial or PSA, Externally Produced

Awarded to the best externally-produced advertisement or promotion appearing on television.

2022 WINNERS

Idaho Transportation Department | Shift Idaho

<https://youtu.be/YN1OVuRt4H8>



Instead of pushing the well-established message of how distracted driving is dangerous or kills, the Idaho Transportation Department used research to develop new and creative language to address the subject. The new approach focuses instead on “engaged driving”. The idea behind engaged driving is to create a fresh opportunity for Idahoans to start thinking and talking about what’s appropriate behind the wheel and in the passenger’s seat. This is a positive and contemporary approach, with individual and community layers. This video features a young, adventure seeker, a demographic typically comprised of young males in the 18-24 year old age range that tend to engage in riskier driving behaviors. The young rock climber talks to his peers in a way that a government employee might not.

Manitoba Public Insurance | Nothing New

<https://youtu.be/xUYjNR5HHE4>



The video imagines the following scenario: You are a Manitoban. It’s a workday in October. You are leaving the comfort of your warm home to begin your commute and you discover – no. NO! It’s happened. Snow is everywhere.

On your commute, you see cars in the ditch and crashed into hydro poles. People are sliding through stop signs and red lights. Traffic has slowed to a crawl because a truck T-boned a family caravan. When you arrive late to work, you immediately rage-post a status update on Facebook: Did everybody forget how to drive? It’s like they’ve never seen snow before! “Nothing New” takes that Manitoba sentiment literally. With this concept, we imagine a world where everyone annually forgets what snow is and how to adapt their driving for the weather. To mentally prepare Manitobans for the coming winter, the campaign aired before the first snowfall and in later winter months with the message: In ice and snow, take it slow.

Category 3B: TV Commercial or PSA, Internally Produced

Awarded to the best internally-produced advertisement or promotion appearing on television.

2022 WINNER – DIVISION AND CATEGORY 3B

Colorado Division of Motor Vehicles | Save Time, Go Online

<https://youtu.be/eiddXe6E-eA>



2020-2021 was in many ways a banner year for DMV communicators and creatives. The DMV launched several high visibility efforts, including the multimedia, bilingual awareness campaign to encourage Centennial State residents to save time and go online instead of visiting the DMV. This in-house commercial was part of that internally developed marketing campaign and was broadcast in English and Spanish over 1,300 times on dozens of broadcast stations throughout Colorado. It focuses on some of the many things Coloradans enjoy and share, whether that’s family dinners, hikes, or getting in a workout. The ad is short and succinct so viewers don’t lose interest. Through capable video editing, the jump cuts give a sense of how busy everyday life can be which plays into the campaign’s overall message: Save time, go online!

PACE Awards (continued)

Category 3C: Radio Commercial or PSA, Externally Produced or Internally Produced

Awarded to the best externally- or internally-produced advertisement or promotion for radio.

2022 WINNER

Georgia Department of Driver Services | 17-Year-Old Driver Education Radio Ad

A new law in Georgia makes Joshua's Law driver training mandatory for 17-year-olds. Previously teens waiting until age 17 to test for their first license were exempted from 30 hours of classroom/online instruction and 6 hours of on-the-road training, otherwise known as Joshua's Law. As of July 1, 2021, all teens under 18 must undergo the training. The public communication and outreach was critical since a teen's first license is typically a family affair and could affect transportation plans to work or school. DDS planned radio ads to reach daily commuters, particularly parents of teens who are nearing driving age. The tagline 'Know before you Go' became popular with radio personalities as well as listeners. Statewide 30-second ads were secured in six major markets airing 10 times per week for the first flight and 15 times per week for the remaining weeks. A total of 20,900 total spots aired.

[Listen to the audio clip.](#)

Category 3D: Indoor or Outdoor Print or Digital Advertising

Awarded to the best print or digital outdoor advertisement, for example, poster, billboard, or digital signage.

2022 WINNER – DIVISION AND CATEGORY 3D

Florida Department of Highway Safety & Motor Vehicles | Jacksonville Jaguars In-Stadium Advertising



In an effort to target a large, captive audience, the Florida Department of Highway Safety and Motor Vehicles (FLHSMV's) partnered with the National Football League's Jacksonville Jaguars franchise for the 2021-2022 season. With digital LED banner advertisements spanning 2,360 feet along both sidelines of TIAA Bank Field, this unique messaging placement broadcasts FLHSMV's safety message "Focus on Driving" to NFL fans across the entirety of the 67,000-person capacity stadium. This scrolling message displays solely on the LED banner in the stadium for a total of 2 minutes per home game through the Jaguars' entire

season. The estimated reach for the LED banner over the 2021-2022 NFL season is more than 500,000. The 'Put it Down' messaging is typically directed to Floridians ages 15-55, which are a large population of the Jacksonville Jaguars' attendance during game days. This messaging resonates with the audience as the message is displayed on the banner exclusively during its scheduled time.

PACE DIVISION 4: SPECIAL EVENTS

Category 4A: Media Event/Press Day

Given to the best special media project or press day.

2022 WINNER

New York State Department of Motor Vehicles | Motorcycle Safety Awareness Month Press Event



On May 5, 2021, the Governor's Traffic Safety Committee and DMV held a press event to kick off Motorcycle Safety Awareness Month, which is part of a national campaign. Speakers included the Assistant Commissioner of the Governor's Traffic Safety Committee, the Motorcycle Safety Program Manager for the New York State Motorcycle Safety Foundation, and a victim advocate who lost her son in a motorcycle crash in 2009. As part of the event, the motorcycle safety program manager provided a hands-on demonstration of proper safety gear for riders. At the time of the press event, fatal motorcycle crashes were up more than 30 percent in 2020 over the previous year and fatalities increased nearly 35 percent from 2019 to 2020. To raise awareness about overall motorcycle safety and the alarming spike in fatalities, the Governor's Traffic Safety Committee participates in this annual campaign as the riding season begins. Overall, this media event was well attended by the media and coverage of the event was posted statewide by many news outlets. Multiple news outlets did one-on-one interviews with both the motorcycle safety program manager and victim advocate.

PACE Awards (continued)

Category 4B: Non-Media Event

Given to the best non-media event, for example, an exhibit or information booth or an educational presentation.

2022 WINNER – DIVISION AND CATEGORY 4B

Florida Department of Highway Safety & Motor Vehicles | Surfside Emergency Response Services

On June 24, 2021, a 12-story beachfront condominium in the coastal Miami suburb of Surfside collapsed, resulting in the deaths of 98 people. There were 35 people rescued from an un-collapsed portion. An additional neighboring building was evacuated and its residents were displaced indefinitely. Following an executive order from Florida Governor Ron DeSantis declaring a state of emergency, Florida Department of Highway Safety and Motor Vehicles (FLHSMV) Executive Director Terry L. Rhodes issued an emergency order to provide services to those adversely impacted. FLHSMV mobilized its Florida Licensing On Wheels (FLOW) units to Surfside providing no-fee replacement driver licenses, ID cards, and motor vehicle registrations to impacted people. The mobile units stayed onsite for 10 days.



In April 2020, the Arizona MVD launched azmvdnow.gov, a new website where customers can complete two-thirds of all MVD services online. The online, self-serve offering gives customers tremendous convenience, but MVD recognized that some customers would need help activating their account and navigating the portal to complete services. In response, a series of 10 instructional videos were created that walk users through, step by step, the process for account activation, applying for a driver license, renewing a driver license, requesting a registration refund, and more. To date, the instructional videos have a cumulative total of nearly 400,000 views and azmvdnow.gov has more than 2.5 million active accounts.

Visit [here](#) for all the videos.

Category 5B: Video Production, Externally Produced

Given to the best video production (excluding advertisements and PSAs) produced with external resources, for example, a training video.

2022 WINNER

Connecticut Department of Motor Vehicles | Get Ready for Your Learner's Permit Test

<https://youtu.be/8WtyibhmDJQ>



The Connecticut DMV worked with a local school to create a video aimed at educating customers to be prepared for the learner's permit knowledge test and to reduce the number of customers requiring additional visits to the DMV. The video addresses common mistakes and provides a high-level overview of the requirements. This is all done in 90 seconds to make the information as concise as possible. A link to the video is strategically placed on the DMV website and has also been shared on the agency's social media channels. In less than 4 months, YouTube metrics showed the video received over 11,000 views.

PACE DIVISION 5: VIDEO

Category 5A: Video Production, Internally Produced

Given to the best video production (excluding advertisements and PSAs) produced with internal resources and by internal personnel, for example, a training video.

2022 WINNER – DIVISION AND CATEGORY 5A

Arizona Motor Vehicle Division | AZ MVD Now How-To Video Series

<https://youtu.be/SFTRdhe1-o>



PACE Awards (continued)

PACE DIVISION 6: WRITING

Category 6A: News Release

Given to the best news release or media advisory promoting members' activities, programs, or initiatives.

2022 WINNER

Maryland Department of Transportation Motor Vehicle Administration | Child Passenger Safety Week 2021 Press Release



In summer 2021, Maryland experienced multiple crashes on its roadways involving children who had not been properly secured in a safety seat. According to the National Highway Traffic Safety Administration, motor vehicle crashes are the leading cause of death in children. The Maryland Department of Transportation Motor Vehicle Administration (MDOT MVA) used the Child Passenger Safety Week 2021 observance to craft a press release that provided education and resources for parents and caregivers to support safe travel practices and to point them to new videos that demonstrate the proper installation of child safety seats for various ages, interviews with safety experts, and guidelines and tips for transitioning children from booster seats to seatbelt only. In addition to being sent to MDOT MVA's media list, the press release also was posted to the MDOT MVA newsroom and circulated on all social media platforms. The press release was picked up by the Southern Maryland Chronicle and reached more than 12,000 people, with 600-plus direct engagements with our social media.

Category 6C: Feature Story

Given to the best feature story written by staff and placed in local media or in internal publications (such as newsletters).

2022 WINNER – DIVISION AND CATEGORY 6C

Colorado Division of Motor Vehicles | Connecting the Dots

"Connecting the dots" is a unique feature story about an assistant office manager who worked for years on this art project and focuses on her personality and creative drive. She collected thousands of tiny, leftover credential pieces that were typically discarded after staff would void a credential by punching holes in it, and then painstakingly painted and arranged these pieces, each not much larger than a grain of sand, to create the Colorado flag. In this

feature article, the manager's passion for her artwork, Colorado, and its people were on full display. The article captured every step, every frustration, and every triumph the manager experienced as she worked through the creative process. The story was used in Colorado DMV's award-winning internal newsletter, DMViews, and it was well received internally and had a 72% open rate.



Category 6D: Story Placement in Publication

Given to the best earned media coverage of members' activities, programs, or initiatives.

2022 WINNER

Virginia Department of Motor Vehicles | ABC Editorial

Throughout the COVID-19 pandemic, the Virginia DMV continued to serve Virginians online, in-person by appointment, and in a multitude of other ways. When Virginia DMV Commissioner Rick Holcomb read a critical editorial on the Fredericksburg Free Lance-Star website questioning why the DMV offered service by appointment only while the state's Alcoholic Beverage Control Authority (ABC) stores did not require appointments, he felt compelled to respond. His guest editorial positively asserted that the work of the Virginia DMV to serve its customers during the pandemic was extraordinary and that both agencies should be given credit for their distinctly valuable services to the Commonwealth. The article was received very positively by DMV employees and remains a valuable point of reference in DMV's efforts to affect public perception of the agency and promote the outstanding work of its employees.



Category 6E: Speech

Given to the best written speech by internal staff and intended for a public audience.

2022 WINNER

Idaho Transportation Department | Alberto Gonzalez Speech

The speech was delivered in person and through WebEx to Division of Motor Vehicles employees at an all staff meeting, which are held quarterly. The purpose of the speech was three fold: To acknowledge the difficult journey the transition to a

PACE Awards (continued)

new DMV system had been; to validate the new system was now running as planned; and to congratulate the employees on their commitment, service, and dedication and announce an upcoming celebration. All DMV employees had contributed in some way to the modernization project. While Administrator Gonzalez had thanked employees many times through multiple communication channels, it was important to do it in person. The tone of the speech was positive and celebratory.

PACE DIVISION 7: WEBSITES & TECHNOLOGY

Category 7A: Website, Internally Produced

2022 WINNER – DIVISION AND CATEGORY 7A

Ohio State Highway Patrol | Mental Health & Wellness Webpage



An internal web page was created, called Mental Health & Wellness, which promotes health and wellness for Ohio State Highway Patrol (OSHP) sworn officers and professional staff, along with resources specifically for military veterans. The site supports OSHP employees and fosters mental wellness in four main categories (support, self-help, listen and watch, and nutrition) where employees can easily locate resources and information to help combat challenging life events. The internal site allows employees to privately and discretely access information and offers a multitude of resources, which can help mitigate challenging circumstances and provide tools to overcome obstacles impacting mental health and wellness.

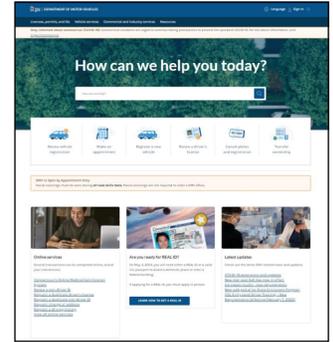
Category 7B: Website, Externally Produced

2022 WINNERS

Connecticut Department of Motor Vehicles | Website Homepage Redesign

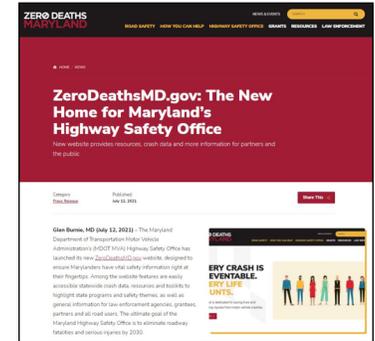
The newly redesigned CT DMV homepage serves Connecticut customers with the objective of making information and digital services easier to find. New digital services offered by the website are: change mailing address, renew driver's license/non-driver ID card, replace driver's license/non-driver ID card, request driving record, and renew vessel registrations. These new digital services were rolled out beginning November 27, 2020 through

May 25, 2021. Through June 30, 2021, customers completed 183,245 transactions using DMV's new digital services. These 183,245 transactions produced nearly \$9 million in total revenue. These services and DMV's many other online services reduce the need for customers to be present at DMV branches.



Maryland Department of Transportation Motor Vehicle Administration | Zero Deaths Maryland Website

Maryland set out to redesign its Zero Deaths website as the one-stop shop for all initiatives under the five-year Maryland Strategic Highway Safety Plan. Previously, safety information was part of the larger Maryland DOT MVA



website, which required several clicks to navigate to the information. Other important outreach information was included in a separate safety campaign website. Sometimes, both sites had similar messaging at the same time, causing confusion among audiences. Content was scattered and had no cohesive concept pulling it all together. The goal was to design a user-friendly site that was easy to navigate and presented content in an interactive and engaging way. The new layout is clean and simple, using the Maryland state flag colors. The easy-to-use multi-level navigation allows the Maryland team to dynamically update the site with relevant content as needed. Since launch, organic and paid media efforts have driven more than 120,000 visitors to the site.

Category 7C: Interactive Presentation

2022 WINNER

New Jersey Motor Vehicle Commission | Interactive Technology Presentation



PACE Awards (continued)

The NJMVC's overall objective in conducting interactive virtual community events was to reach as many people as possible who were eligible to apply for a status neutral NJ driver license and to raise awareness of the online tools and instructions available to help them get a license. They estimated the potential pool of applicants to be between 400,000 and 450,000 people. They began the project by seeking input from a diverse range of interested stakeholders including key minority community groups and nonprofits from around the state. A successful Facebook Live event led by NJMVC Chief Administrator Sue Fulton provided a detailed presentation about the process and tools available. Several agency subject matter experts were on hand who spoke Spanish as well as English since the majority of the target audience are Spanish speakers. This first Facebook Live event drew more than 28,000 views. Through the use of this interactive presentation in a series of subsequent Facebook Live events, they reached more than 50,000 people interested in applying for a status neutral license.

Category 7D: Use of Social Media

2022 WINNERS – DIVISION AND CATEGORY 7D

Colorado State Patrol | CSP Best in Fleet

The Colorado State Patrol (CSP) was beginning the five-year process of phasing out the Dodge Charger and introducing the Dodge Durango

as its primary vehicle. Despite a press release, the public was still not aware of this change and the Patrol was receiving steady feedback that people were unaware that those were now official vehicles. To increase awareness, the CSP decided to create a series of three social posts, with the final post being an interactive social post to build awareness with the public on the new Dodge Durango. These social posts appeared on three social platforms: Twitter, Facebook, and Instagram. The final post encouraged people to talk about their favorite CSP vehicle among two specialty and two primary vehicle types. The total reach of the three posts were 365,548 and total engagement was 27,418.



Virginia Department of Motor Vehicles | Use of Social Media for Customer Service

Since 2013, Virginia DMV has used social media to inform and engage its customers, provide agency updates, and offer customer service. During its first seven years on social media, the DMV amassed a combined following of 19,965 people. When the coronavirus pandemic forced the DMV to close its 75 offices in March 2020 and phone lines became

overwhelmed, the DMV's social media following jumped to 33,498 by September 2020. The role of social media expanded almost overnight to become a major hub for DMV customer service, effectively connecting thousands each month to resources they needed to conduct business under continuing pandemic conditions. Over the past 13 months, word spread that DMV was now assisting customers with specific, nuanced issues over social media, and DMV's following skyrocketed to 53,297 followers.



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 Examiners' 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.

2021 OUTSTANDING EXAMINER OF THE YEAR



Jason Hennessy

*Driver License Clerk
Iowa Department of Transportation,
Office of Driver Services*

Jason Hennessy embodies the core values of the State of Iowa and the Iowa Department of Transportation. He has eight years of experience with Iowa, five of which have been with the IDOT. He is a senior team member of the

Ankeny staff and has been working throughout the pandemic to help modify work processes and adapt to new ways of conducting business. Hennessy has played a key role in providing valuable input on numerous issues and has a keen ability to find the most efficient way to do things. He has discretion and authority to handle most matters impacting the Ankeny commercial driver license (CDL) program and his judgement and decision making are top notch. He is the lead CDL field trainer for the team and has

PACE Awards (continued)

trained many new state and county employees, preparing them to conduct testing in a fair and impartial manner. When they are done training with Hennessy, they are ready to hit the ground running. His direct, down-to-earth approach facilitates the learning process and opens the lines of communication. CDL is a critical performance area that must be right every time to ensure public safety. He understands the potential ramifications of licensing someone who does not possess the skills necessary to operate a commercial motor vehicle safely.

In addition, Hennessy is the lead contact for the service center for all outside trucking companies, school districts, bus companies, and other business entities requiring IDOT CDL services. The volume of requests has increased dramatically over the last couple of years and he stays on top of the requests, makes them a priority, and accommodates business customers. He has established many positive relationships with these outside entities. Hennessy is routinely the employee with the highest number of customers issued each month. He uses his time wisely and is able to juggle multiple tasks at one time and to completion. He takes on additional duties without hesitation, including training new employees on how to conduct and properly score regular vehicle drive tests. Recently, he has taken the added role of being an issuance trainer for new staff. His enthusiasm helps train and motivate new employees to strive for their own achievements.

2021 EXAMINERS OF THE YEAR

British Columbia

Wayne Nguyen

Georgia

Michael Thompson

Indiana

Danielle Irelan

Iowa

Jason Hennessy

Minnesota

William Graham

New Jersey

Patrick Lisa

North Dakota

Phil Thomas

Oklahoma

Aaron Gray

Ontario

Jessica McLeod

Tennessee

Anthony Honeycutt

Utah

Brenda Beatty

Vermont

Justin McLane

Virginia

Kristin Jenkins

West Virginia

Jon Glick

Wisconsin

Colette Grams

Wyoming

Brigitte Funk