

2023

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



2023 WINNER
Colonel Richard Fambro (Retired)
Ohio State Highway Patrol

On August 12, 2022, Colonel Fambro retired as the 19th superintendent after more than three decades of public service with the Ohio State Highway Patrol. On September 12, 2022, he was sworn in as the police chief of the Grove City (Ohio) Division of Police. His more than 30-year

career with the Ohio State Highway Patrol included serving every rank before being appointed superintendent of the Ohio State Highway Patrol by Governor Mike DeWine on March 16, 2019. Governor DeWine's appointment made him the first African-American ever to assume leadership of the Division.

Colonel Fambro began his Patrol career in August 1989 as a cadet dispatcher. He became a member of the 119th Academy Class in January 1990. He earned his commission that June and was assigned to the Dayton Post, where he was selected as Post Trooper of the Year in 1994. Colonel Fambro led the Patrol through the COVID-19 pandemic and social justice demonstrations. His tenure is defined by his mantra 'Service with Respect.' Never in the Patrol's history had Ohio faced such enormous opposing obstacles simultaneously and on multiple fronts. As part of the COVID-19 pandemic response, Colonel Fambro modified the primary focus to provide essential assistance to local communities while also meeting the needs of public safety partners. Colonel Fambro led the Patrol in 442 community assistance details and security missions related to the COVID-19 pandemic. Operations also changed due to the necessity of protecting citizens and the state capital during the civil unrest. Under his leadership, the Patrol responded and supported security at 795 demonstrations in more than 178 Ohio cities.

His commitment to community engagement inspired the DRIVE to Live program's development, which has impacted more than 15,000 of Ohio's youth regarding safety and decision-making. DRIVE helps teens understand that whatever road they travel has benefits and consequences. He was actively involved in Light Ohio Blue, which honors fallen officers and their families. Colonel Fambro completed leadership training at Northwestern University's School of Police Staff and Command and attended the U.S. Army War College. He earned a Bachelor of Science degree in business administration from Ohio Dominican University in 2004 and a Master of Science in Management degree from Mount Vernon Nazarene University in May 2019.

LIFETIME ACHIEVEMENT IN HIGHWAY SAFETY IN MOTOR VEHICLE ADMINISTRATION



2023 WINNER
Larry Boivin
Maine Bureau of Motor Vehicles

Chief Driver License Examiner
Larry Boivin has proudly served the State of Maine as a Driver License Examiner since 1989, becoming an Examiner Supervisor in 1996 and then Chief Examiner in 2005. During his tenure as Chief, Larry built a professional, uniform-wearing cadre

of 25 Driver License Examiners and 4 Examiner Supervisors to serve Maine's roughly 1.1 million license holders. His uniform-wearing Examiners are the face of BMV as they administer all motor-vehicle-related exams—written and practical, CDL and non-CDL. From the approximately 13,000 driver education graduates who test every year, to the Entry Level Driver Training hopefuls seeking their CDL license and endorsements, all aspiring licensees must pass the scrutiny of Chief Boivin's Examiners. Over the course of his time as Chief, almost 300,000 Maine drivers earned their privileges...more than 25% of Maine's total driving population on the roads today.

Larry Boivin's story is much deeper than 'just' a standards-enforcing Examiner. Using sports broadcaster skills from his younger days, Chief Boivin led the charge to proactively communicate motor vehicle information to Mainers. In 2016, he penned an article titled "Get defensive!" in a local newspaper, followed that in 2017 with the YouTube Video "What to Expect During Your Maine Class C Driving License Road Test," and took the pandemic head on in 2020-2021 with two 3-part podcasts to discuss motorcycle safety and BMV's medical review

Safety Awards (continued)

process. Chief Boivin parlayed that same zeal to additionally address national topics. In 2013, he signed on as the Region 1 Subcommittee member on AAMVA's project to address CDL Testing for Hearing Impaired Applicants and also served on the AAMVA Test Maintenance Subcommittee from 2013-2017. In 2017, he served as a subject matter expert interviewed by the authors of "Advancing Automated and Connected Vehicles: Policy and Planning Strategies for State and Local Transportation Agencies" (National Academies Press). In 2019, he contributed to the article "Safety Assist" in the summer edition of MOVE Magazine, providing commentary on incorporating advanced driver assistance systems in driving evaluations.

Most significantly, however, are Chief Boivin's accomplishments as an organizational leader. He consistently invested in the professional development of his Examiners. His thorough Examiner's Manual includes ethics, customer service considerations, and clear performance expectations. Larry also convenes an annual conference for his examiners, bringing-in guest speakers across transportation, medical, and other related professional fields. Over the years, BMV consolidated authority under the Chief, where he currently oversees examination, issuance, and control functions within the Driver License Services Division. With this empowerment, he brings cohesion and efficiency in our license program. Our 2-person CDLIS Help Desk, established by the Chief in 2019, is a classic example; this same help desk was highlighted by AAMVA's CDLIS experts for outsized positive results in 2022. As 2022 concludes, contractors working with FMCSA to identify an ideal CDL Coordinator construct are actively working with Chief Boivin to understand how and why he is so successful.

Service Awards

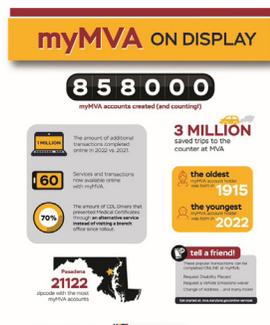
TRAILBLAZER

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.

2023 WINNER

Maryland Motor Vehicle Administration | Customer Connect System Modernization Project

Between 2020 and early 2022, in the midst of unprecedented times with the COVID-19 pandemic, Maryland MVA completed a system modernization



project called Customer Connect (CC). The multi-year project was implemented and rolled out in late 2021 and early 2022 and replaced MVA's aging legacy software, as well as its public facing eServices platform. Prior to CC, the MVA legacy system was difficult to update and finding qualified resources to support the mainframe system was a major concern. It was increasingly difficult to implement new legislative and federal mandates, and uphold the commitment to provide efficient and premier customer service to the citizens of Maryland. Additionally, eService transactions and tools were scattered across websites and difficult to navigate. Customers unable to complete transactions online would be forced to make in-branch visits (resulting in less appointment availability), call the customer service center (resulting in longer hold times), or mail/fax paperwork to in (sacrificing time to provide a product quickly). The goal of CC was to make doing business with MVA easier. It has brought together the tools they already were using, giving the customer easy navigation and the most accurate account information.

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.

2023 WINNERS

INTERNATIONAL AND REGION 2

Florida Department of Highway Safety & Motor Vehicles | Private Rebuilt Vehicle Inspection Program Partnership

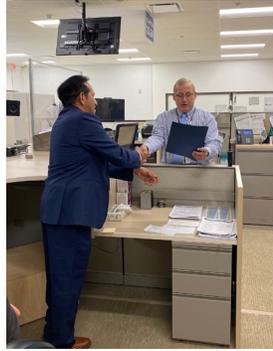
The Private Rebuilt Vehicle Inspection Program (PRVIP) was created to reduce the ever-increasing demands on the Florida Department of Highway Safety and Motor Vehicles regional field offices. This program was authorized by the Florida legislature to allow private entities to conduct inspections on rebuilt vehicles which had previously been deemed salvage/rebuildable. Initially approved as a pilot program in one South Florida county (Miami-Dade), the PRVIP has been expanded throughout the entire state and is currently approved for use in 12 counties. By allowing third-party providers the ability to offer these inspection services, department staff have more time to focus on core activities and maintain operational efficiency without the need for additional staff. The addition of the PRVIP providers has reduced the wait time for an inspection at a regional office to less than one week. In most cases, the PRVIP providers are able to provide same day inspection service. During FY21/22, the state of Florida saw more than 103,000 salvage rebuildable vehicles inspected and placed back on the roadway as a rebuilt vehicle. The third-party providers were responsible for over 88,000 of these inspections

Service Awards (continued)

REGION 1

Massachusetts Registry of Motor Vehicles | License and Identity Workshop

Massachusetts State Representative Carlos Gonzalez approached the Registry of Motor Vehicles (RMV) looking for a solution for his Puerto Rican born constituents who were unable to meet the RMV's identification requirements. The RMV, like all jurisdictions, for more than a dozen years, has required that Puerto Rican birth certificate must have been issued after July of 2010 in order to be accepted as part of the identity processes. In 2018, the RMV began requiring all existing and renewal customers, applying for either a REAL ID or standard Massachusetts credential to produce acceptable documents to prove lawful presence. Many Puerto Rican born customers who were longtime residents of Western Massachusetts did not have access to an acceptable document. To mail away to receive a new birth record, Puerto Rico requires a copy of the applicant's valid, unexpired, photo identification. Customers with expired Massachusetts licenses and IDs were in a bind and the RMV needed to adjust existing processes to account for this population-specific challenge. The RMV developed and implemented a process whereby customers who submitted proof of a replacement birth record order would be issued a short-term, one-year credential, that would allow them to receive a valid form of identification needed to complete their birth record replacement order. Representative Gonzalez's office organized the workshop to help his constituents learn about this program. At the conclusion of the workshop, approximately 40 appointments for service were made and close to 100 individuals were educated on the issue to help friends, family members, and clients.



information to be shared. Motor carrier customers need to obtain answers from multiple areas and are uncertain as to who oversees what topic. To help address this confusion, Iowa DOT convened all of the relevant business areas to create and offer a combined full-day workshop for motor carriers with in-person presentations and question-answer sessions with all of the business units. In a post-workshop survey, 85% of respondents rated the workshops as either "excellent" or "very good" and 92% stated it was either "extremely" or "very" well organized. Respondents indicated the speakers were knowledgeable and approachable, that presentations were informative and incredible, and greatly appreciated the open and conversational approach.

REGION 3

California Department of Motor Vehicles | Vehicle Dismantler Industry Strike Team (VDIST)



California established a Vehicle Industry Dismantler Strike Team (VDIST) with DMV Investigations serving as the lead agency. This strike team is comprised of 17 state and local agencies and coordinates enforcement and compliance activity related to unlicensed and unregulated automobile dismantling. These efforts range from protecting environmental and public health to tax evasion. This collaboration makes enforcement more efficient and effective by identifying overlapping policies and making specialized equipment, skills, and training available across agencies. The VDIST also created a centralized referral system that allows an investigative agency to share information about violations with a partner agency. The referral process increases compliance, promotes efficiency and aids in reducing costs to all participating agencies. The cost savings are realized through leveraging existing onsite investigators to appropriately identify violations and make referrals, reducing the time to mitigate dangerous violations. The enforcement efforts in 2022 yielded exceptional results with 332 inspections and 208 businesses cited for violations of business and professions codes, vehicle codes, and environmental laws. A total of 208 citations were issued and 116 referrals were made to state and local environmental agencies. While most of the DMV's time in this partnership focuses on identifying environmental and public health issues, more than a third of the DMV's efforts involve investigative work that deals with catalytic converter thefts, which are high-value items that are often sold through unlicensed dismantlers. This effort resulted in the confiscation of 966 catalytic converters.

REGION 3

Iowa Department of Transportation Motor Vehicle Division | Iowa Motor Carrier Outreach Meetings

Iowa DOT Motor Vehicle Division hosted a series of five regional workshops in 2022 to provide Iowa motor carrier companies with information about safety, enforcement, and business practices relating to a variety of trucking functions. A total of 139 motor carrier representatives attended to hear presentations from four distinct business areas within Iowa DOT: enforcement, audits, customer service, and commercial driver licensing. Motor carriers in Iowa interact with Iowa DOT in several different ways. This wide range of subjects and contacts between motor carriers and Iowa DOT sometimes leads to confusion for customers and the agency along with the potential for incorrect or inconsistent

Service Awards (continued)

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.

2023 WINNERS

INTERNATIONAL AND REGION 2

Georgia Department of Driver Services | Virtual Road Testing



In Georgia, a Driver Examiner has historically ridden in the customer's vehicle for road testing. For safety reasons, a Modified Road Test was devised during the COVID Pandemic where the Driver Examiner would instruct the applicant from outside the vehicle while testing was conducted on DDS property. Feedback from customers and team members was positive encouraging DDS to explore using dash cameras during testing to eliminate the need for a Driver Examiner to be in the applicant's vehicle. Research led to the rollout of the Virtual Road Test (VRT) in all DDS customer service centers that offer vehicle road testing. VRT utilizes an innovative dash camera that allows the Driver Examiner to have cutting edge visibility of the applicant on the road via laptop. It offers live-streaming, accident retrieval, distracted driving detection, reporting and data analytics. The camera is dual facing and allows the examiner to see the outside view of the road and inside of the vehicle utilizing GPS and speed detection. VRT allows a responsible adult to ride in the vehicle while the Driver Examiner monitors the test on a computer in real time. This supports our safety to ensure that Team Members do not ride with anyone contagious, and customers feel more comfortable with someone they know riding with them. VRT diminishes the chance that an examiner will be involved in a crash and has reduced the reporting of worker compensation claims. DDS purchased 200 units to distribute to all centers that offer vehicle testing. VRT has boosted morale especially for those concerned about possible road crashes and exposure to germs. VRT allows better regulation of testing statewide as tests being given anywhere can be monitored in real

time through the system via computer, laptop or phone. For customers who are not able to perform a VRT, DDS continues to offer the regular Driver Examiner road testing.

REGION 1

Maryland Motor Vehicle Administration | Maryland Mobile ID

In May of 2022, The Maryland Department of Transportation Motor Vehicle Administration (MVA) Implemented Maryland Mobile ID (MMID), in the Apple Wallet on iPhone and Apple Watch. Currently, MVA is working with Google to implement MMID in Google Wallet. MVA's journey toward implementation of a Mobile Driver's License (mDL) started in 2016 when MVA was selected as one of four states to participate in the U.S. Commerce Department's National Institute of Standards and Technology (NIST), a \$2M grant. The grant was awarded to the participating states and Gemalto to support the further development of trusted identities based on mobile driver's licenses. Following a successful pilot in 2017, in 2018, MVA implemented the use of a digital identity. By 2019, legislation was passed, developed after AAMVA's model legislation, and signed into law by Governor Hogan clearing the way for MVA to implement the MMID. After years of working with partners at Apple, TSA, and MDOT contractor, FAST enterprises, MVA debuted the technology to Marylanders with the mobile ID in Apple wallet on May 25, 2022. Since May 2022, 189,310 customers have been approved to use MMID.

REGION 3

Ohio State Highway Patrol | Aviation Section



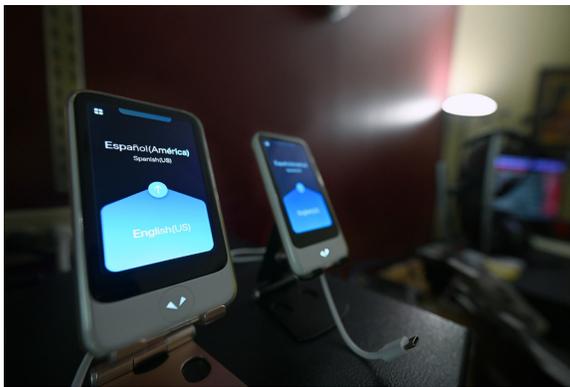
The Ohio State Highway Patrol's Aviation Section is always looking for new and innovative ways to operate more effectively and efficiently to increase safety for Ohio's motoring public. Recent airborne mission equipment technology advances have led to traffic safety opportunities that advance traditional airspeed operations. The newest mission management systems incorporate a function that allows the sensor operator, commonly referred to as a Tactical Flight Officer (TFO), to measure the time and distance of a moving object and thereby obtain

Service Awards (continued)

an average speed. This function is used to mirror and enhance traditional airspeed operations. The new speed measurement function enables flight crews to perform the same operations anywhere, creating a “mobile” airspeed zone, quickly targeting statistically high crash areas without the time and cost (3-6 months and about \$10,000) involved in installing a traditional airspeed zone. While working with officers from agencies all over the state, this system enables the ability to work areas previously hindered by physical constraints, such as work zones and high-density traffic areas with no discernable shoulder. It increases traffic safety by targeting aggressive drivers.

REGION 4

Colorado Division of Motor Vehicles | Pocketalk Plus



Language gaps that exist between employees and customers inhibited the DMV's ability to serve each customer to the fullest extent and provide consistent and exceptional customer service. Approximately 16.7% of Colorado citizens speak languages other than English as their primary language, but all citizens utilize services provided by the DMV. After reviewing ideas to fill this gap in service, it became clear there was a need to apply new technology and after researching various language translation solutions, we purchased two Pocketalk devices. There are now 80 Pocketalk translation devices between 36 DMV offices. To gauge effectiveness, the DMV rolled out an optional survey for customers to complete to weigh in on their experience after utilizing one of the Pocketalk devices during their interaction with our staff. To date, our overall score is 4.68 out of 5 or 92.2% positive feedback. The Colorado DMV's public perception was enhanced from investing in technology to improve the customer experience by serving underserved and underrepresented populations in their native language. The DMV's implementation has spawned other divisions in the department and other state agencies and jurisdictions to pursue the technology as well.

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.

2023 WINNERS

INTERNATIONAL AND REGION 4

Colorado Division of Motor Vehicles | DMV2GO Program - Beyond the Transaction



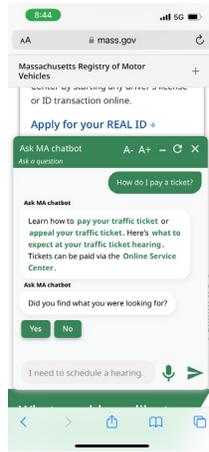
In August of 2022, the DMV officially launched its DMV2GO Program with the unveiling of its RV office on wheels. Over the past year, this team has participated in 339 events, has issued over 5,500 credentials, has driven over 60,000 miles, has served 30 of Colorado's 64 counties, and has 72 business partners including rural counties, correctional facilities, shelters, resource centers, county family centers, and colleges/universities. Since November 2021, DMV2GO has attended more than 150 events at shelters and daytime resource centers, bringing much needed ID services to Coloradans experiencing homelessness. Having a valid ID allows these underserved community members to access other government services, obtain employment, and find housing stability. The program goal is to provide services to populations who are geographically remote and not near existing offices, sick or elderly in long term care facilities, residents of retirement communities, indigent and/or homeless populations, students at university and college campuses, service members on military bases, government centers, and office/business complexes. The program also operates within 10 jails and 18 correctional facilities throughout Colorado and provides the opportunity to receive a credential for offenders who will be released soon. Over 5,500 customers have benefitted from our program over the past year. An added benefit of the DMV2GO Program has enabled state driver license offices to respond to emergencies in a timely and expeditious manner.

Service Awards (continued)

REGION 1

Massachusetts Registry of Motor Vehicles | Mass.gov/RMV Chatbot

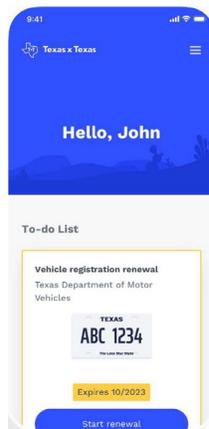
The Chatbot feature is a computer program that simulates human conversation via text communication, and is designed to answer a question, assist with website navigation, and help solve a problem. The RMV is using this Chatbot to engage with customers alongside the classic customer service channels like phone and email. The Chatbot was launched on a small number of their 400+ page website with limited exposure on September 7, 2022. In a matter of weeks, we went from having the chatbot visible for 10% of website visitors on 19 pages to 100% visibility on nearly 100 pages and counting. The main objective of the Chatbot feature is to allow customers to service themselves. Giving customers the ability to obtain information and process simple transactions without the assistance of a live Customer Service Representative reduces phone calls, emails, and visits to our service centers. It helps customers who visit our website obtain accurate information regarding specific transactions in a timely and informative manner. While interacting with the Chatbot, questions are asked and answered. The Chatbot has created more of a one-stop shop atmosphere and lessens the number of touches a customer has with the RMV before successfully completing a transaction. Since the launch of the Chatbot, they have seen a decrease in our overall call volume. Month over month, they are down on average of 1,000 calls per day and their email correspondence has also decreased on average 200 incoming emails per week in the same timeframe.



REGION 2

Texas Department of Motor Vehicles | TxT – Texas by Texas Mobile App

The Texas Department of Motor Vehicles (TxDMV), in collaboration with the Texas Department of Information Resources and private sector partner Deloitte, successfully integrated vehicle registration renewal services onto the Texas by Texas (TxT) platform, a mobile app serving as the state's first official digital assistant. TxT provides Texans access to state services with an easy, fast and secure way to take care of their Texas government to-dos anywhere via this responsive web application available to mobile devices using iOS or



Android operating systems. Beyond being a mobile device-friendly option, TxT provides customers with an entirely new and improved experience over the “guest transactions” performed online with traditional web browsers by providing a more meaningful account-based, personalized and proactive experience. With only an email address and a Texas driver license or state identification card, Texans can create a single TxT user account, which includes security steps to verify identity and multi-factor authentication to keep account information secure. During the onboarding process, users can link and manage government-issued licenses and registrations such as their driver license or state identification card and vehicle registration(s). This allows them to access a personalized dashboard and to-do list to keep track of upcoming deadlines, store payment information, view transaction history and set notification preferences. More than 1.2 million Texans have renewed their vehicle registration to date, meaning TxT is effectively serving over 10% of the state's eligible population. In six months of operation, TxDMV transaction data shows that almost 25% of customers who typically renew vehicle registrations electronically have moved from using traditional web browsers to the TxT mobile app.

REGION 3

Nebraska Department of Motor Vehicles | Expanded Appointment System

Prior to June of 2022, the Nebraska Department of Motor Vehicles only had online appointments for drive/skill tests. In June and July, the department deployed their enhanced online appointment system. The new system created additional options for customer convenience and saving time for DMV staff. The first of the new options was the ability to make appointments for all types of services. Secondly, customers can now fill out their data forms online, and the information is uploaded into the DMV driver licensing system. This saves time for the customer, saves time for DMV staff and reduces errors. The third aspect of the enhanced appointment system is the notification of eligibility for online services. When a customer goes online to make an appointment, if they are eligible to do their transaction online, they receive a notice indicating they can complete the requested service online, and it provides the online link for them to do so. In the first quarter, over 4,500 persons were redirected to use online services through the platform, and approximately 35% did so right time. This saved the DMV over 750 hours of time, and over the time frame of a year would be more than one position. It also saved the customer the time to drive to the customer service center, check in and be processed, and return to their home, a huge efficiency for our customers and has made their encounter with the DMV a less than 5 minute transaction rather than at least 30 to 45 minutes.

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.

2023 WINNERS

INTERNATIONAL AND REGION 4

Service Alberta and Red Tape Reduction | Motor Vehicles Red Tape Reduction

The government of Alberta has committed to reducing or eliminating as much red tape as possible when accessing government services. Red Tape is defined as unnecessary time and resources spent by citizens and businesses to comply with regulatory and administrative requirements imposed by legislation, regulations and associated policies, forms and guides. Alberta Motor Vehicles created a Red Tape Reduction (RTR) Working Group that completed a comprehensive review of the Motor Vehicle Manual, and associated forms in its entirety, to identify and remove unnecessary or redundant requirements from policies and procedures. The extensive collaborative effort between motor vehicles and their stakeholder network has resulted in the removal of over 1,616 requirements from motor vehicle manuals, policies, and forms (a 24.23% total reduction). The efforts by the RTR Working Group in reducing red tape has directly resulted in streamlining the process for accessing government services.

REGION 1

Delaware Division of Motor Vehicles | Medical Tint Waiver Online Application

Delaware's Medical Tint Waiver Online Application process began when the Division discovered the secure paper was no longer available. The timing was perfect. Their customers were growing more frustrated with the current process. Before even going to their physician, they needed to come to get an application. Then, they needed their doctor to complete the application before heading back to DMV, and if there was an error in the paperwork one could expect to make yet another visit to their doctor's office and yet another visit to their nearest DMV. They officially launched the online Medical Tint Waiver application on August 29, 2022. It has simplified and streamlined the process and made it more convenient for customers whether they want to apply for their first waiver or add additional vehicles. They can apply and receive status updates from anywhere as long as they can get online, and Delaware no longer needs to purchase special secure paper saving the State of Delaware and taxpayers money. Plus, moving the application solely online, frees up their front-line team to assist with other customers' needs.

REGION 2

West Virginia Division of Motor Vehicles | Digital Titles

In 2022, the West Virginia DMV took a huge step toward introducing fully digital, remote, and paperless services for all users of motor vehicle services in West Virginia. This modernization project includes the digitization of the dealer submission capabilities for title transfer application and registrations (live in January 2022) and the launch of a comprehensive Electronic Lien and Title (ELT) program that allows all lienholders to have a sensible option for participation in ELT (live in July 2022). In 2022, the DMV also launched an entirely new cloud-based system of record which uses blockchain technology to securely store all title and registration data. As a result, West Virginia has successfully moved away from the aged and fragile mainframe system on which the state has depended for decades. The introduction of these fully digitized services has benefited the users of the system (dealers, lenders, the service providers who represent them) in many ways, all of which allow for a better customer experience. The average title clerk at the West Virginia DMV can now process 10 times as many title applications in the same time that it took to review and approve one paper application. This improved efficiency has contributed to a huge drop in turnaround times for title approvals, creating even more benefits to West Virginians. The reduction in paper is not only good for cost reduction and efficiency gains, but for the environment as well. West Virginia will save over 5 million sheets of paper annually using these advanced capabilities.

REGION 3

Iowa Department of Transportation Motor Vehicle Division | New Employee Orientation Program

Iowa DOT Motor Vehicle Division (MVD) successfully instituted a new in-person, New Team Member Orientation program in August of 2021 as a method to improve consistency of training and ensure that all staff working on MVD transactions have a shared understanding and appreciation of agency goals and let all staff excel as new hires. Prior to orientation being offered, the diverse array of locations and employees often created inconsistency in work and uncertainty in goals. Workers may literally have never seen or interacted with top management or other offices and felt under-prepared and unconnected to the mission of the Iowa DOT. Many new workers had delays in fingerprinting and background security checks and would therefore not have access to vital systems, impacting their productivity for weeks. This was all exacerbated by the physical separation of Covid-19 for 2020 into 2021. In response, MVD initiated a New Team Member Orientation program with a full day of in-person training at MVD headquarters, coupled with the fingerprint and security check when needed. The training included an overview of Iowa DOT and MVD, including familiarization with all major products and services. It featured hands-on fraud training with an investigator and meetings with key support staff for

Service Awards (continued)

primary driver and vehicle functions. It also included direct time with MVD management, either the Division Director or a Bureau Director, who would speak to the overall statewide mission of Iowa DOT. In its first year, this program trained 138 new hires. The orientation program was so popular that another 47 individuals who were “newer” if not strictly “new hires” voluntarily chose to participate in the first year. MVD set a goal that 90% of all new hires should complete orientation within three months. The program exceeded this as 96% of all new hires attended orientation within the first three months. The 185 participants rated the program with 4.7 stars on a 5-point scale and spoke to the program being inspiring, welcoming, positive and interactive.

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.

2023 WINNERS

INTERNATIONAL AND REGION 2

North Carolina Division of Motor Vehicles | David Jones, Assistant Manager, NCDMV Customer Contact Center



It is rare to find an employee who is respected and liked by 100% of those they encounter. David Jones is that and more. He is hands down the most kindhearted, generous, and professional employee NCDOT has. As a retired military veteran, David began his DMV career in 2007. The second day of training, he brought in typed class notes to share with everyone. At that moment North Carolina saw what the standard for the next 15 years would be. His willingness to put others first, investing in the success of others, going above and beyond, and genuinely caring for his coworkers is unmatched. David’s selfless acts of kindness and generosity are known throughout DMV. At the Customer Contact Center, David is known to bring in fresh donuts or croissants, fruit, a favorite candy bar, a box of Pop-Tarts when he sees that elusive flavor in stock, decorative badge covers, a favorite snack food, or a UNC spiral notebook because he knows that is someone’s school. Though these acts of kindness may seem small, it’s enormous when a person is having “one of those days”. Each school year he checks with single parents to see if they need additional school supplies. Many times, he donates fully stocked backpacks to employees to ensure their children have what they need for a successful start of the school year. In the lowest of moments, he is a source of comfort to coworkers whether it’s a call when a parent dies, sympathy cards signed by everyone in the unit delivered at home or

during visitation, or a text message to check on an employee. Customers benefit from David’s extra efforts as well. He has led, by car, a lost customer from our office to the local license plate agency, stays on the phone with customers until they successfully process their online transaction, and follows up with customers to confirm they received their title or renewal sticker. Customers call, email, and mail in commendations for David stating they have never experienced such outstanding customer service. David is TEAMWORK. NCDOT and NCDMV is better because of David.

REGION 1

Maryland Motor Vehicle Administration | Sumedha Premarathne, Assistant Director, Office of Information Resources



Sumedha Premarathne is an Assistant Director in the MDOT MVA Office of Information Resources OIR Technical Systems Services (TSS) team. Sumedha is an exemplary leader who continually earns respect from his team, co-workers, and management team. He overcomes every challenge that he faces and always has a positive attitude. Sumedha and his team are responsible for the MVA’s Local Area Network infrastructure including servers, storage area networks, and network security among other things. His leadership skills have been key to the successful completion of over 40 TSS projects in the past year alone—including Customer Connect, an MDOT MVA project that modernized all of MDOT MVAs aging legacy systems into one application. He is also integral in the day-to-day maintenance, security, and support of all MVA systems. This work requires Sumedha to be on-call 24x7x365. Outside of MVA work this year, Sumedha coordinated a six-week visit to Sri Lanka with his daughter, Rithma, where they raised money through an organization called Donate for Dreams to help kids around the world reach their dreams by getting a quality education and provide children and their families with appropriate resources and funds that allow them to accomplish this. On this trip, they provided supplies, uniforms and backpacks to a school that they previously helped build, as well as donated food and supplies to an orphanage and others in need. This visit took place during a time of civil unrest within the country where his leadership skills were put to the test while negotiating with the government to get fuel for their bus and access to areas that were locked down. Because of his work both professionally and personally, Sumedha was recently named the MDOT MVA 2022 Employee of the Year by Administrator Chrissy Nizer.

Service Awards (continued)

REGION 3

Ohio Bureau of Motor Vehicles | Rachel Borden, Customer Service Manager



Rachel Borden is a Telecommunications Call Center, Customer Service Manager and providing excellent customer service is her main goal. She enjoys the interaction with her customers and the satisfaction that comes from helping solve their problems. She takes responsibility when something goes wrong and does what she can to make it right in a timely fashion. Rachel values her customers, exceeds their expectations, and goes above and beyond to achieve customer satisfaction. Rachel has a professional, patient, and “people first” attitude. She is continually looking for ways to improve; she strives every day to do better and learn more. She is always sharing ideas and recommendations, expanding knowledge through training opportunities and sharing that knowledge with the team. Rachel is always willing to take on a new task, learn a new process, or train and coach current or new employees. Rachel has established personal connections with members of the team and is always willing to assist the team in any way. She will utilize all her resources before reaching out to assist customers. Rachel is always willing to give feedback; she takes coaching and training very seriously. Rachel was extremely willing to join a new team and spread her knowledge to the team members. Rachel is open and approachable to new ideas; she reaches out and shares new ideas. She considers what’s new, what is coming next, and what she can do better. Rachel is concerned with engagement and satisfaction of the team, and holds a “be available” mindset, while leading by example. With over 20 years of service to the Ohio BMV, her dedication shines through her every day work. Rachel is passionate about her position, her customers, her team, and expanding and sharing her knowledge. Rachel’s commitment to the call center is a true testament to her desire to provide outstanding customer service on the very front lines for the Ohio Bureau of Motor Vehicles.

REGION 4

Oregon Department of Transportation Driver and Motor Vehicle Services | Byron Gross, Operations & Policy Analyst 2



Byron Gross is an Operations and Policy Analyst 2 with the Oregon DMV. He works in the Customer Assistance group at the CA Help Desk, which serves as both a resource for call center employees and as an escalation repository for complex customer questions and situations. Byron is regularly recognized by customers and peers for his clear and comprehensive communication style.

He has a true talent for his work and is gifted at helping customers either find a resolution or define their next step forward. His institutional knowledge makes him a valuable resource at DMV and a key contributor to our work. He embodies the Oregon DMV values mindset and the strategic vision that DMV delivers excellent customer service. Byron is a leader among his customer assistance peers. He is an approachable person who is always happy to help clarify a process or answer a question for his fellow employees. In addition to his work responding directly to customers, he regularly serves as a customer assistance representative on projects. His keen understanding of how implementations could impact customer assistance business helps improve the final outcomes. His ability to think through the needs of customer assistance staff and advocate on their behalf is appreciated by his managers and peers. Byron is an active attendee of the monthly DMV Customer Engagement Meeting, who share current experiences with customers across all business sections of Oregon DMV.

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.

2023 WINNERS

INTERNATIONAL AND REGION 2 RECOGNITION

Florida Department of Highway Safety & Motor Vehicles | Florida Licensing on Wheels (FLOW) Team

Hurricane Ian directly impacted the West Coast of the Florida peninsula disrupting the normal way of life for thousands of Floridians on September 27, 2022. In response, the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) deployed 8 of their 14, Florida Licensing on Wheels (FLOW) mobile units to Charlotte, Lee, Sarasota, Collier and Orange Counties, to provide residents with no-fee replacement driver licenses, identification cards, and titles. FLOW units began their operation on October 3, 2022 – November 8, 2022, providing services at key Disaster Recovery Centers (DRC) in each county, working 7 days a week that went late into the evening assisting not only those impacted by storm but also those volunteering to rebuild the community. The FLOW played an intricate part in providing motorist and driver services while the local brick and mortar offices assessed the damages left in the wake of Hurricane Ian. FLOW’s processed over 2,055 Driver License transactions to include renewals, replacements,



Service Awards (continued)

and temporary permits as well over 1,028 Motor Vehicle transactions that included registration and title renewals and replacements.

REGION 1 RECOGNITIONS

Delaware Division of Motor Vehicles | Delaware DMV – Kindness Matters Initiative



Like many of its counterparts, the Delaware Division of Motor Vehicles continues to search for new and creative ways to boost employee morale. The Kindness Matters Initiative grew from a desire to spread positivity and kindness within the Division. The goal initially was to identify real and tangible strategies to combat negativity, to encourage staff to speak kindly, listen attentively, and act compassionately when interacting with colleagues and customers. The Kindness Matters Committee organizes employee appreciation luncheons, and quarterly awards for those who go above and beyond, publishes a weekly motivational e-newsletter, coordinates other team-building events throughout the year, and may even bake a dessert or two, but what began as an internal initiative quickly developed into something even more special. In partnership with the Delaware Department of Transportation, the committee donated non-perishable food items to the Food Bank of Delaware, purchased pajamas for children ages infants to 17 years old for the Enzo's Pajama Drive, donated backpacks and school supplies in August of 2022 alongside the Delaware State Police for local school children in need, and volunteered to collect tents, camping supplies, sleeping bags, and other items left behind amid massive piles of trash after the 4-day Firefly Music Festival in September of 2022 so Code Purple Delaware could clean and repurpose for the homeless community in Delaware.

District of Columbia Department of Motor Vehicles | DC DMV Supports Annual Senior Fest Event

On May 25, 2022, DC DMV representatives participated in the District of Columbia's Senior Fest event where they answered attendees DMV



related questions and distributed free giveaway items, including DC DMV branded back packs, water bottles, flashlights and more. The Senior Fest is an annual free event celebrating DC's senior population. Attendees enjoy socializing with each other as they experience live entertainment, music, health events, board games and guest speakers, including Mayor Muriel Bowser. The event is coordinated by DC Department of Parks and Recreation (DPR) and DC Department of Aging and Community Living (DACL). Senior Fest offers DC DMV the opportunity to engage with hundreds of senior residents. In addition to providing giveaways to attendees, DC DMV representatives used an iPad onsite to provide seniors with tutorials on how to complete numerous online transactions, including vehicle registration renewals, ticket services, identification card renewals, and much more.

Maryland Motor Vehicle Administration | CDL Outreach



In early 2022, MDOT MVA met with partners from the Maryland Motor Truck Association (MMTA) and members of the School Bus programs representing jurisdictions across Maryland to develop ways to help these groups successfully emerge from the pandemic. The objective was clear: more drivers were needed on the road and MDOT MVA played a crucial part in helping to ensure potential CDL candidates were tested, accredited and road ready. However, broader outreach and action were needed to work to attract more people to apply for a CDL. MDOT MVA planned two separate events, one in February 2022 for those interested in a CDL with School Bus accreditation and another in March for potential CDL candidates. In all more than 88 potential candidates tested during the February bus event. Forty-two percent of those that took the driver's skills test passed. Thirty-four percent of those taking the written test passed. With a successful February event, MDOT MVA partnered with MMTA for the March event. Representatives from MMTA spoke about the skills needed for the role and how to safely share the road with commercial vehicles. Professional CDL holders from several state agencies and private companies were onsite to allow interested drivers to ask questions and give interested attendees a real feel for what it is like to drive a truck. Interested applicants were given information on potential employment opportunities. It is estimated that more than 50 interested drivers attended

Service Awards (continued)

to learn more about becoming a truck driver. Overall, MDOT MVA granted 13,395 new Commercial Driver's Licenses to customers in 2022. That's an increase of 35 percent compared to 2021. Additionally, of those new 2022 CDL drivers, 1,973 of them opted to get Bus Driver Accreditation as compared to 1,386 in 2021 an increase of 42%.

Rhode Island Division of Motor Vehicles | Making Our Most Vulnerable Visible: State Identification for the Homeless

Working with various state departments, the RI DMV operates a free waiver program for issuing the homeless population state IDs. This service benefits the homeless population by cutting through the red tape of bureaucracy and granting them identification cards at no cost to them, which will give them the opportunity to break the cycle of homelessness by making them eligible to apply for government benefits and services that they otherwise would not be able to receive. Not having identification makes this vulnerable population almost invisible and the mounting challenges that arise without possessing official identification make it virtually impossible to secure long term assistance for housing, health services, mental health services, substance abuse services, and even gainful employment. By going out into the community where the homeless are, compassionately and conveniently meeting them where they're at, working alongside their trusted advocates and case workers, and making the process easier by helping them through the overwhelming task of obtaining identity documents, the RI DMV staff literally gives these members of the community another shot at life.

REGION 2 RECOGNITIONS

Arkansas Office of Driver Services | Community Outreach Program



It can be difficult to get a job, or even interview, without a driver license. Without employment, formerly incarcerated individuals may be more likely to return to prison, as reflected by Arkansas' 56% recidivism rate. To address this problem, the Arkansas Office of Driver Services (ODS) began making monthly visits to prisons, drug courts, probation and parole offices, and rehabilitation centers across the state to provide necessary resources and assist disadvantaged individuals with obtaining or reinstating driving privileges. ODS Hearing Officers also attended Re-Entry, Unsheltered Outreach, and

Rights After Wrongs, community events that help former inmates restart their lives through free services including assistance and legal consultations. Some people have never been licensed but are a part of the re-entry program and have completed all reinstatement requirements except paying the reinstatement fees. In these cases, ODS cooperates with the Arkansas State Police to allow the customer to take the written and skills exams. This outreach allows the customer to obtain a driver's license with waived fees, which is a critical part of the program. Between October 1, 2021 and September 30, 2022, ODS has waived \$284,298 in reinstatement fees. This program has a major impact in people's lives, allowing them to seek employment and improve their lives post incarceration.

Georgia Department of Driver Services | Soles for Souls



Georgia Department of Driver Services (DDS) Commissioner Spencer R. Moore is a champion of community service. At the Commissioner's direction, GA DDS regularly supports our State's Charitable Contributions Program (SCCP) as well as various individual philanthropic efforts. Our Agency has a reputation for giving back to the community and recently partnered with the United Way to collect 300 pairs of new and gently used shoes for school-aged children in need for the beginning of the school year. The DDS Human Resources (HR) Division managed the project and titled it DDS Soles For Souls. Not having any shoes can contribute to children not attending school. Millions of children live without proper footwear, exposing them to injury and disease every day. Children outgrow their shoes quickly. That often leaves kids who live in abject poverty no option but to walk around barefoot. DDS solicited donations from Team Members statewide for only a few weeks. Team Members at each customer service center plus all headquarters divisions delivered the shoes to Human Resources. HR grouped and bundled the shoes for delivery. The number of shoes collected surpassed any expectations from the organizers. There were a total of 318 pairs of shoes collected from the DDS Team Members throughout the state. 307 pairs of shoes were collected for the United Way, and 11 pairs of shoes were donated to Goodwill

Service Awards (continued)

Kentucky State Police | KSP and Special Olympics: Cover the Cruiser



The Kentucky State Police (KSP) created the 'Cover the Cruiser' fundraising event to help raise money for Special Olympics Kentucky (SOKY). Cover the Cruiser is a weeklong fundraising effort across the Commonwealth to Support Special Olympic athletes. KSP posts a police cruiser at local grocery stores, gas stations, and businesses and encourage Kentuckians to cover the cruiser with custom Special Olympics stickers. Individuals could place a sticker on the cruiser for a minimum donation of one dollar, which goes directly to Special Olympics. Troopers from each of the 16 posts across the state coordinated with Special Olympic athletes at these events. Troopers and athletes greeted citizens, giving them an opportunity to completely cover up their police cruisers for a great cause. During the campaign, troopers and athletes were able to educate local citizens about the great programs Special Olympics hosts each other and provide opportunities for citizens to get more involved. It was a great partnership raising \$11,442.94 in one week for Special Olympics.

North Carolina Division of Motor Vehicles | North Carolina DMV Bladen County Customer Contact Center Back to School Supply Drive



The North Carolina Division of Motor Vehicles, Bladen County Customer Contact Center held its 5th Annual Back to School Supply Drive from August 8-19, 2022. The total items collected among the call center were over 1,300 back to school supplies. Over the years, the Bladen County Customer Contact Center has collected on average 12 boxes (copy paper size) of supplies each year. Items collected for the supply drive were spiral

notebooks, composition books, copier paper, pens, pencils, pencil pouches, paper, crayons, color pencils, dry erase markers, erasers, pocket folders, tissue boxes, hand sanitizers, and sanitizing wipes. In 2019, 2020, and 2021, school supplies were also donated to the Bladen County Board of Education to ensure students and teachers have what they need for an excellent academic school year. Following the challenge, 16 boxes (copy paper size) of back-to-school supplies were delivered on August 23, 2022, to the Bladen County Board of Education. Items collected were the highest when compared to prior years as the smallest donations will make the biggest difference this school year.

Tennessee Department of Safety & Homeland Security | Tennessee Driver Services Division Assists Inmates Close to Reentry into Society with License or ID

The Tennessee Department of Safety and Homeland Security partnered with the Tennessee Department of Correction and the Tennessee Department of Labor and Workforce Development by participating in initiatives to assist inmates with obtaining licenses and state identification cards upon reentry into society after being incarcerated in county detention facilities. At these events, the Tennessee Department of Safety and Homeland Security also provided reinstatement requirement letters to those inmates that had issues with their licenses. The Tennessee Department of Safety and Homeland Security also partnered with the Knoxville Area Urban League in initiatives to issue licenses to citizens that otherwise would not have the ability to visit a Driver Services Center and issued state identification cards and reinstatement requirement letters to citizens that were not eligible to be issued a driver license credential.

Virginia Department of Motor Vehicles | Virginia DMV Cornhole Tournament Fundraiser

Fundraisers come in all shapes and sizes, but in July 2022, Virginia Department of Motor Vehicles (DMV) put a popular backyard game to work for a good cause, hosting its inaugural cornhole tournament to benefit the Children's Hospital of Richmond. Sean Carley, a financial data analyst at DMV, had spent the last year and a half in and out of Children's Hospital of Richmond as his 10-year-old son Thomas battled T-cell acute lymphoblastic leukemia. As of summer 2022, Thomas is in full remission, but other children were still fighting, so Sean and his family wanted to support the hospital's amazing work through fundraising. Virginia DMV regularly hosts events and fundraisers as part of the annual Commonwealth of Virginia Campaign, but after two years without in-person events, DMV staff was looking to get outside the box with a big idea. The goal was to not only benefit a great organization but to bring staff together and build camaraderie in a lighthearted, uplifting atmosphere. The idea of a cornhole tournament with food and beverages for purchase was proposed, and instantly embraced by

Service Awards (continued)

the DMV community. The game was familiar, accessible, and spectator friendly. A DMV employee's personal story behind the chosen cause only served to amplify enthusiasm for it. The response was phenomenal with 40 teams paying \$20 each to participate in the cornhole tournament, and countless DMV employees dropping by throughout the event to watch the friendly competition and purchase a hot dog and lemonade to benefit the cause. The tournament event raised nearly \$1,500 for Children's Hospital of Richmond to help children like Thomas fight cancer. Virginia DMV plans to make the tournament an annual fundraising event.

REGION 3 RECOGNITIONS

Indiana Bureau of Motor Vehicles | Indiana BMV Tricycles for Underserved Youth

The BMV held their Branch Manager Meeting in 2022, bringing together talented leaders from throughout the state. This three-day meeting gave attendees an opportunity to learn, share stories, spend time together outside of an office setting, and participate in several team building activities. The most impactful team building activity was building tricycles for underserved children. More than 100 BMV team members, some very handy and some putting something like this together for the first time, had a great time collaborating on this project. Teams of four worked side by side to build the tricycles, and when they saw one team struggle, there was no hesitation from others to jump in and help. When the activity was finished, the associates had assembled 25 tricycles. These were then donated by multiple sponsors to various groups, and the response from the groups was overwhelming. A response from one group read, "Our young people love the tricycles! We greatly appreciate your kindness and labor of love in putting these together and donating them; they will go to good use, making smiles for years to come." Another recipient said, "The kids already love them so much! The timing was perfect on their arrival as we had just had to throw away a vehicle!" The joy on the faces of the children was of course rewarding but watching the team assemble the bikes was similarly impactful. This event symbolized what the BMV is all about, hard work, problem solving, and meeting the needs of those they serve.

Minnesota Driver and Vehicle Services Division | MN Afghan Resettlement Campaign

Approximately 76,000 Afghans have currently been evacuated to the United States through the federal program of Operation Allies Welcome. Minnesota has welcomed 1,363 evacuees between September 2021 and September 2022. The Afghan Resettlement Campaign was initiated through the DPS-DVS Commissioner's Office. The Campaign was implemented by the Driver

Services Unit attending multiple stakeholders and community group meetings and presentations for awareness and socialization. From January 2022, DPS-DVS specifically worked with the Minnesota Department of Human Services (DHS), state program coordinators, and community businesses/partners to coordinate weekly group oral testing for resettled Afghans in Minnesota. Afghans that were tested orally in their native languages (Dari and Pashto) by an interpreter. The oral test is done to provide the Afghans the best opportunity to have a higher pass rate by testing in their native languages. In addition, DPS-DVS worked with DHS and the Minneapolis School District to support the community's translation of the Minnesota driver's manual in Dari and Pashto. DPS-DVS is able to support the Afghan refugees to integrate them as quickly as possible in building a life in Minnesota by way of obtaining their driving and identification credentials. Since the campaign has been implemented, DPS-DVS has provided and accommodated 350 oral class D knowledge tests to Afghan refugees in their native languages, while still meeting the constant demand of serving the Minnesota public with exam services

Missouri Division of Motor Vehicle & Driver Licensing | Missouri DOR eNotifications

In keeping with the Department of Revenue's Vision, Mission and Values to better serve our citizens, the electronic notifications initiative was developed to offer an online subscription process that allows citizens to create and manage their own electronic notification preferences regarding motor vehicle renewals, boats, trailers, ATV's, permanent disabled placards, non-driver and drive license, and more. Customers opting in for electronic notifications receive a text or email alerting them of upcoming expiring registrations/licenses instead of a mailed post card. This project aligns with the Department's vision to provide every customer the best experience every time. The primary goal of offering electronic notifications was to give Missouri citizens the opportunity to decide how they wanted to receive their motor vehicle and/or driver license renewal notifications, reduce the cost of producing and mailing renewal notices, and reduce the number of paper renewal notices returned to the Department due to insufficient mailing addresses. Notifying citizens electronically is convenient and allows the Department the opportunity to send multiple reminder notifications to Missouri citizens when they would traditionally only receive one (1) paper notice for reminders or renewals.

Service Awards (continued)

REGION 4 RECOGNITIONS

California Department of Motor Vehicles | DMV Community Outreach



The Department of Motor Vehicles (DMV) Field Operations Division (FOD) partners with local communities to participate in over 200 outreach events throughout the year. These efforts result in the DMV being able to reach and serve thousands of Californians in vulnerable communities. Services provided by the DMV during these events support the community by ensuring its members have the identification they need to participate in special programs, which are intended to provide aid and improve their current life situation, or to replace critical identification and/or vehicle ownership documents lost during a natural disaster. In most cases, the services offered to these communities are free or reduced fee. On August 23 - 25, 2022, in partnership with other agencies, DMV representatives participated in a mobile homeless connect outreach in Los Angeles where DMV staff provided no fee ID cards to the individuals experiencing homelessness. The three-day pilot engaged more than 100 people at five sites, providing them access to an estimated 260 state and local benefits or services. Now that the COVID-19 pandemic has subsided, the DMV will be ramping up this in-person program and coordinating more outreach events with our local and state partners.

Idaho Transportation Department Division of Motor Vehicles | Idaho DMV Donates Refreshed Computers to Local Schools

The Idaho Transportation Department (ITD) provides the technology equipment used at the county driver's license and motor vehicle offices. The equipment is replaced



regularly to ensure reliability and functionality while still having serviceable life. ITD and the Idaho Division of Motor Vehicles (DMV) implemented a program to validate and donate useful surplus equipment, primarily workstations and document scanners, to local schools and learning institutions. Between March 25 and December 1, 2022, ITD donated 43 computers to the Hagerman Joint School District, 61 computers and a plotter to Boise State University, 59 computers and Cisco Equipment to the College of Western Idaho, 12 computers to North Star Charter School, 159 computers, an ice machine, and two printers to Nampa Christian Schools, 59 computers and four iPads to the Emmett Independent School District, and 102 computers to the Middleton School District.

Fraud Awards

AAMVA's Fraud Awards (previously named Security 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 MOTOR VEHICLE 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.

2023 WINNERS

INTERNATIONAL AND REGION 2

Texas Department of Motor Vehicles | Temporary Tag and Dealer Licensing Improvements

Since implementation of temporary tag and dealer licensing improvements, TxDMV has denied 158 dealers access to the temporary tag database, closing 98 of those licenses because of fraudulent tag activity, while continuing to pursue closure of the remaining 60 licenses. Fingerprinting has led to 190 license applications being withdrawn, more robust pre-licensing checks have resulted in increased enforcement referrals, and site visits increased from 270 in fiscal year 2021 to 640 in fiscal year 2022. Monitoring of daily tag reports also resulted in 65 enforcement referrals, and 14 dealers were denied access as a result.

REGION 1

New Jersey Motor Vehicle Commission

In 2021, New Jersey Motor Vehicle Commission staff in the Safety, Inspections and Business Operations unit observed an uptick in fraudulent activity involving temporary tags

Fraud Awards (continued)

FRAUD PREVENTION AND DETECTION: LAW ENFORCEMENT 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.

2023 WINNER

INTERNATIONAL AND REGION 2

Florida Highway Patrol

The Florida Highway Patrol (FHP), Bureau of Criminal Investigations and Intelligence (BCII) and the Division of Motorist Services, Bureau of Dealer Services (BDS) work extensively with federal, state, and local partners to identify methods being used by criminal organizations to circumvent federal motor vehicle importation guidelines. Some criminal organizations import disassembled motor vehicles then reassemble the parts into motor vehicles and attempt to fraudulently obtain Florida titles and registrations. BDS received a tip from U.S. Customs and Border Protection pertaining to some abnormalities with the importation of a motor vehicle. BDS reviewed the inquiry, found multiple instances of impropriety, and reached out to FHP for assistance with a criminal investigation. It was determined the criminal organization (Florida vehicle dealership owners) forged or intentionally neglected to provide required U.S. Department of Transportation, U.S. Customs, and Environmental Protection Agency forms associated with the importation of vehicles. The criminal organization sold the illegally titled vehicles across the United States, earning hundreds of thousands of dollars. During the investigation over \$600,000 dollars of wire transfers were linked to Japanese banks. BCII expanded the investigation and discovered additional methods the criminal organization used to fraudulently obtain motor vehicle titles in Florida, including using fraudulently obtained documents from other states, improper use of temporary license plates, and the use of fraudulent documents ((forged vehicle identification number (VIN) inspections, forged odometer declarations, etc. This initiative resulted in over 240 criminal counts in Florida, to include racketeering, grand theft, uttering forged documents with intent to defraud, criminal use of personal information, and concealing VINs.

FRAUD PREVENTION AND DETECTION: MOTOR VEHICLE 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.

2023 WINNERS

INTERNATIONAL AND REGION 1

Maryland Motor Vehicle Administration | Rose Bianca, Senior Investigator



Senior Investigator Rose Bianca at the Maryland Department of Transportation Motor Vehicle Administration (MDOT MVA) has become the de facto contact for many financial institutions and government agencies for her efforts to thwart fraudsters using phony Maryland driver's licenses and/or identification cards to obtain money and goods. In the past year, Rose has conducted 230 investigations at the request of financial institutions by verifying Maryland driver's licenses, identification cards, vehicle titles, liens, and tag numbers. With Rose's assistance, several financial institutions prevented numerous accounts from being opened with fake identification. Rose's efforts during the last year saved Maryland financial institutions nearly \$200,000 in fraudulent losses. Recently, Rose verified a fake ID and helped identify the culprit who opened three accounts at a financial institution worth \$45,000. The organization reached out to Rose on a Saturday, and she quickly confirmed there was no product on record for the fraudster. Because of her quick action, the organization was able to lock down the accounts to prevent any further loss and save \$26,000. Rose's work ultimately led to criminal ID theft charges being filed against the fraudster. Rose also partnered with the Maryland Department of Labor which experienced a surge in unemployment claims during the height of the COVID19 pandemic. The Labor Department's efforts to distribute Pandemic Unemployment Insurance Benefits to eligible workers unfortunately attracted many fraudsters and identity thieves, who took advantage of the program. Rose regularly assisted the Labor Department in quashing fraudulent unemployment claims by verifying both Maryland and out of state identity products. Additionally, Rose is MDOT MVA's Identity Crime Program Manager at the Maryland Coordination and Analysis Center (MCAC). In her role at the MCAC, Rose provides training to law enforcement personnel and financial institution investigators on how to identify fraudulent Maryland identity products. Rose's forty-five years of experience has enabled her to create these partnerships and she has become the "go to" person in Maryland for any questions regarding counterfeit and/or altered identity products.

REGION 2

Florida Department of Highway Safety & Motor Vehicles | Cristian "Cris" Machidon, Senior Motor Vehicle Investigator



In May 2022, Senior Motor Vehicle Investigator Cris Machidon was assigned to investigate and successfully developed a complex case involving Evo

Fraud Awards (continued)

Auto Sales LLC and its associated persons. The case was initially opened based on a complaint from a lienholder on a 2017 Mercedes sold through the dealership (then known as Speed Auto Sales) using a New York title with no lien reflected. Investigator Machidon identified the existence of an ongoing auto theft and illegal export scheme of more than 60 high-end luxury vehicles, which had been titled in Florida by the suspects through the use of lien-stripped New York and New Jersey titles, and counterfeit Arizona titles. Investigator Machidon has served an integral role in escalating this now multijurisdictional effort through coordination with the U.S. Customs and Border Protection, the Florida Highway Patrol (FHP), Miami-Dade Police Department (MDPD), Broward County Sheriff's Office, Federal Bureau of Investigation (FBI), Florida Office of Financial Regulation, Bureau of Financial Investigations, and out-of-state DMV Investigators. The coordination and evidence he compiled through in-person interviews, records inspections, and elaborate queries through multiple systems served as a major contributing factor and led to significant results. In early October 2022, more than 12 suspects were arrested by MDPD on charges of grand theft. A total of 15 vehicles have been recovered to date.

REGION 3

Ohio Bureau of Motor Vehicles | David Wood, Investigator

Investigator David Wood conducted a lengthy and thorough investigation into an auto theft organization. His efforts helped to spearhead law enforcement collaboration to identify and recover 9 stolen vehicles. Additionally, his investigation and subsequent charges exposed a corrupt license agency employee and dismantled the criminal syndicate. Investigator Wood initiated this investigation in November 2020 when he was contacted in reference to a vehicle that was taken for a test drive and never returned by the suspect. After collaborating with law enforcement agencies, numerous stolen vehicles were recovered. Additionally, he reviewed patterns of Ohio temp tag registrations issued and identified and filed charges on a corrupt license agency employee that was issuing temp tags to help cloak the identities of the stolen vehicles. Wood identified and filed charges on two individuals who accepted cash payment to utilize stolen identities and purport to be the other person to secure Ohio temporary tag registrations for the stolen vehicles. The two individuals who obtained the fraudulent registrations within the license agency were sentenced to periods of probation. The corrupt license agency clerk pleaded guilty to amended charges and was sentenced to 18 months at the Ohio Department of Rehabilitation and Corrections to be followed by 3 years post-release control for her role in support of the conspiracy from inside a Deputy Registrar's office. Ultimately, the case



was completed when the main suspect was charged with felony counts of tampering with records, forgery and theft. He pleaded guilty and was sentenced to a total of 7 years in prison for his role as the leader of this conspiracy.

FRAUD PREVENTION AND DETECTION LAW ENFORCEMENT 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.

2023 WINNERS

INTERNATIONAL AND REGION 2

Florida Highway Patrol | Tyler Sheinberg, Investigator

On October 2021, Investigator Tyler Sheinberg was assigned Lead Investigator, as part of the Florida Highway Patrol's Bureau of Criminal Investigations and Intelligence (BCII), for the criminal investigation of fraudulent vehicle titles. The two suspects were responsible for illegally importing 348 vehicles from Japan into the United States. Due to investigative time constraints, resources available, and to simplify the overall investigation, the title and registration for 5 of the 348 vehicles were initially thoroughly reviewed. These 5 vehicles are rare sports cars and are well sought after in the United States by the import enthusiast. Investigator Sheinberg learned that the suspects were fraudulently plagiarizing most of the forms that are required by law to title a vehicle in the State of Florida. The Customs Border Patrol Anti-Terrorism Contraband Enforcement Team provided Investigator Sheinberg a report that indicated that all the 5 vehicles described above were introduced to the United States contrary to law and are not in compliance with applicable rules and regulations. Investigator Sheinberg conducted 40 interviews, surveillance, and requested many subpoenas to identify both suspects business locations and residences. He also learned how the suspects were washing the titles so they could move the vehicles with being detected by the State of Florida. He also identified 4 additional associated companies that the suspects were operating to conceal the fraudulent activity. After a comprehensive examination of the suspects bank accounts, Investigator Sheinberg was able to link \$399,635.99 to the sale of fraudulent vehicles through bank activity reported on monthly statements, with \$240,776.00 of those funds linked to deposited checks from sales. It is believed that these are the bank transactions to acquire the vehicles being fraudulently titled and sold in Florida. On July 22, 2021, a court-authorized search warrant was executed at the residences of both the suspects and their place of business. The U.S. Department of Transportation and Homeland Security Investigations seized four (4) illegally



Fraud Awards (continued)

imported vehicles located within the J-Spec Garage LLC's business.

REGION 1

New York State Department of Motor Vehicles | Shawn Taylor, Senior Investigator, Division of Field Investigation



Since 2020, The Capital District of NY has seen a spike in the use of out of state temporary certificates of registration. At that time the New York State DMV's Division of Field Investigation received several complaints of specific vehicles known to be operating with fraudulent temporary certificates of registration within the Schenectady County area. Investigator Shawn Taylor initiated several investigations with the cooperation of our law enforcement partners. He secured evidence which led to several successful search warrants. Ultimately this resulted in the arrest and convictions of multiple individuals responsible for the production and sale of these fraudulent certificates of registration in and around the Albany area. Taylor worked diligently with motor vehicle partners throughout the nation to expand his knowledge in identifying these false documents. All this while the scope of his own investigations expanded across New York State. These investigations led to additional arrests and convictions of those illegally producing, selling, and purchasing fraudulent temporary certificates of registrations. As the result of his expertise, Shawn has become a resource in identifying these fraud documents for all law enforcement across the state of NY. Ultimately, he has been instrumental in coordinating and conducting ongoing joint patrol efforts with other agencies targeting operators using suspicious temporary registrations. Numerous stolen vehicles have been recovered. Many felony arrests have been made for outstanding warrants, possession of stolen property, and illegal possession of guns and drugs. Taylor continues to work with law enforcement throughout NYS to assist and educate his partners. His efforts have been instrumental in combatting motor vehicle fraud across NYS.

REGION 3

Iowa Motor Vehicle Division | Jason Nusbaum, Investigator, Iowa Department of Transportation, Bureau of Investigation & Identity Protection



Jason Nusbaum has been a motor vehicle investigator with the Iowa DOT Bureau of Investigation and Identity Protection for the past 7 years and has been a certified peace officer for 14 years. Jason became aware of an individual that was involved in several fraud schemes that also involved

identity theft and fraud surrounding the purchase of a motor vehicle. This case involved the suspect using false identity information to proctor the knowledge exam for a family member. The fraudster made an online application to the Iowa DOT to proctor the knowledge exam for her son to obtain his driving permit. To do so, the proctor must have a valid Iowa driver's license however the fraudster had a driving status of barred. Therefore, she provided a false Iowa Driver's License on the application, allowing her to fraudulently proctor the exam. She also fraudulently purchased a 2011 Dodge Nitro from a motor vehicle dealership. She provided the dealership with a counterfeit Iowa Driver's License and provided the dealership with a personal check that was returned as insufficient funds. Due to this fraudulent purchase, the vehicle was entered into NCIC as stolen. After the vehicle had been recovered Investigator Nusbaum was able to inspect vehicle and determined the Iowa DOT temporary registration displayed was counterfeit. A search warrant was conducted at the residence of the fraudster. During the search of the home various counterfeit documents were located including bank checks, 2 counterfeit driver's licenses, 19 counterfeit Iowa DOT temporary registration tags, and 1 Tennessee License.

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.

2023 WINNER

Tennessee Department of Revenue | Randy Belasic, Special Investigations



This case started in 2021 through the fall of 2022. Information was initially received about a suspected cloned vehicle through THP/CID. Agent Belasic used NMVTIS to determine there was no record found for the surrendered title.

The only title found was from Tennessee which should not have been the case since the vehicle was supposedly titled in another state. The vehicle was discovered to be stolen. Due to the information given about possible stolen cars, a search of all vehicles titled in Sevier County from 2020-2021 was conducted using the state database as well as NMVTIS to determine if the surrendered title was valid. Multiple vehicles were found that were determined to have fraudulent titles used to obtain a Tennessee title. Agent Belasic was contacted by the FBI and told his investigation overlapped an ongoing federal investigation involving stolen cars, drugs, and organized crime from Florida to Tennessee. Agent Belasic and Trooper Hall researched the suspected vehicles by completing a search

Fraud Awards (continued)

on Tennessee data to find the surrendered titles. They then used NMVIS to search the VIN and pull a title history. Finally, they used NICB for shipping information on the vehicle. The big “clue” is that none of the Florida titles surrendered in Tennessee showed up on NMVTIS. Other vehicles were checked through NICB using the VIN and those VIN’s did not come back with a shipping record. This reaffirmed their suspicions that the transaction was fraudulent. After weeks of compiling information concerning stolen vehicles, Agent Belasic organized a roundup of all vehicles with the help of the FBI, Sevier County S.O., Department of Revenue Anti-Theft Unit, THP/CID, and NICB agents. During the two-day operation, the task force recovered a total of 25 stolen vehicles that were not on his list. To date over 70 stolen vehicles have been recovered with several more still outstanding. Vehicles have been recovered in Tennessee, North Carolina, Missouri, California, Alabama, and Florida. Most of the vehicles recovered were reported stolen just prior to the Tennessee titles being issued. NMVTIS was a valuable tool in determining fraudulent titles in this case.

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.

2023 WINNER

Colorado State Patrol | Super Cruising in Colorado – Summer 2022 Campaign



During the summer of 2021, District 5 (southwest Colorado) experienced an increase in serious injury and fatal crashes related to motorists coming to the area for recreational purposes. Many of these motorists were inexperienced

with the area, in particular the different roadways and road types, including unpaved roads, roads with no shoulders, steep grades and curves, and single-lane roads. In addition, a large number of these travelers were pulling campers, boats, or trailers for other recreational purposes resulting in even greater risk to themselves and other motorists. For 2022, District 5 partnered with strategic communication and outreach to proactively build awareness for recreation travelers coming into the region about the different roadway types and conditions they may encounter to reduce or eliminate serious injury and fatal crashes. In addition, they educated these same motorists on ways to properly and safely navigate these roadways. The summer campaign ran from Memorial Day through September 30, 2022.

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.

2023 WINNER

Colorado Division of Motor Vehicles | “DMV Anywhere. Yes, Anywhere.” Marketing Campaign



As the U.S. adjusted to life with COVID-19, people had a pent-up desire to get back to normal. This meant more social gatherings, more entertainment and more fun. The Colorado DMV wanted to capitalize on this desire and so it did with the “DMV anywhere. Yes, anywhere.” marketing campaign. The multifaceted, bi-lingual \$100,000 marketing campaign focused on encouraging people to use DMV online services through earned, paid, shared and owned media. The campaign included three video ads, four radio ads (including one in Spanish), five posters (including two in Spanish), a slew of social media ads (Facebook, Instagram and TikTok), billboard ads, a press release and a landing page on the DMV website. The campaign focused on odd times or locations that Coloradans could actually DMV and included an astronaut using DMV online services in outer space. From a digital marketing benchmark perspective, the DMV Anywhere campaign blew it out of the water. Click-through rates typically average about 2% and this campaign had an overall 46% click-through rate in addition to an impressive 9,496,871 impressions and 43,194 clicks. Google Local marketing efforts generated 322,878 impressions with a 35.62% click-through rate, generating 113,007 clicks. Of those who clicked, only 22% ended up visiting a DMV office, which means the other 78% completed their transactions online. Google Search ads also netted an impressive 551,568 impressions with a 52% click-through rate for 292,056 clicks

Communications Awards (continued)

at a cost of \$0.02 a click. DMV anywhere ads were also at the top of Google's search results 94.67% of searches. The campaign also was very successful on social media, generating 1,014,746 impressions and 10,296 clicks on Snapchat; 1,000,891 impressions and 8,244 clicks on TikTok; and 771,116 impressions and 5,837 clicks on Facebook. Overall, the digital component of the campaign had a 90.16% video completion rate. The effort also generated 212 comments and 269 shares. Television commercials aired on cable as well as four Colorado-based TV stations, resulting in over 1.5 million impressions while nine billboard ads generated an estimated 25,666,915 impressions.

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.

2023 WINNERS

INTERNATIONAL AND REGION 2

Kentucky State Police | KSP Substance Abuse Display Exhibit



The Kentucky State Police (KSP) refurbished an old 45-foot trailer into a mobile substance abuse display exhibit to educate Kentuckians about the dangers of drugs. The trailer had to be completely wrapped on the outside and interior. A team of 3 employees worked on developing content, graphics, and installation of all items. All the exterior wrap and interior graphic design was developed by a KSP employee. They used the agency colors to develop a pattern and used that throughout the display unit. They worked with drug enforcement troopers to develop content for the display unit. Once that information was obtained, the graphic designer created images, posters, video board content and display labels. The intended audience is all of Kentucky, mostly teens. The mobile unit can be pulled with a pickup truck, and can be transported to schools, colleges, workplaces, festivals, and other venues. The strategy employed was to refurbish a current asset into something the agency could use to educate the public about the dangers of drugs and

hopefully, decrease drug related fatalities and crime. They utilized grant funding from the KY Office of Drug Control Policy to purchase the wraps for the exterior and interior of the trailer and to purchase the 3D items for the display cases. The tactic used was to create an eye-catching display that would attract people to the unit. In 2022, the mobile substance abuse display traveled to over 500 venues with over 45,000 visitors.

REGION 1

Maine Bureau of Motor Vehicles | Driver License Examiner Heritage Display



In early 2021, Maine BMV recognized an opportunity to celebrate the nearly 100-year-old professional heritage of their driver license examinations Maine. Over the course of the last 25 years, 15 boxes of old manuals, licenses, photos, equipment and uniforms had been collected as part of a grass-roots effort to preserve our examination history. BMV's Examiners reached-out to current and former Examiners for donations to round-out the collection. Fast-forward to early August 2021, when display space had been allocated in the high-traffic area of the BMV Main Office foyer to catch the eyes of all visitors and employees; display cases were subsequently identified and refurbished for use. A selection of uniforms and hats marks the progression of gray/black police-style uniforms in the 1960s to today's crisp white shirts, black neckties, and BMV patches. Manuals dating back to the 1910s, 20s, and 30s demonstrate how few rules were actually on the books for Examiners to evaluate against in the early days of driving in Maine. They even collected a stack of nearly fifty 100-year-old licenses, issued after successful road examination by Maine's Examiners. These licenses tell the story of a generation born in the 1800s stepping forward to take advantage of a new technology. In total, the display is a worthy representation of the long history of professionalism, respect, integrity, due diligence, and equality that Maine's Driver License Examiners exhibit every day, ultimately serving as the first and most important contribution to road and driver safety.

Communications Awards (continued)

REGION 3

Iowa Motor Vehicle Division | Fake ID Education Literature

The Iowa Department of Transportation's Bureau of Investigation Identity Protection began conversing with colleges and universities due to the increased use of counterfeit DL's/IDs, especially with underage college students. When talking to underclassman and enforcement, it was apparent that many underage students have a fake ID but do not understand the repercussions of having the fake ID or how it could negatively impact their future. Iowa partnered with colleges and universities to get the education out to this community and created literature (flyer, poster, or handout) as an educational tool to be used on campus during freshman orientation. The literature was intended to provide an overview of what "could happen" if one was caught with a counterfeit ID and provide some pondering examples of how using a fake ID could impact their personal life and future. The goal here was to get families to talk about this issue, provide some relevant information regarding consequences; both criminally and personally, and to provide some perspective to the student and their families that would result in the student refraining from obtaining a counterfeit DL/ID in the future. Posters were placed in high visibility areas around campus. When discussing the effectiveness of the handouts, Drake University Department of Public Safety indicated the parents generated genuine interest in the handout and started those important conversations about the risks involved with obtaining a counterfeit DL/ID. Drake University has deemed this initiative a success and requested additional flyers and posters to continue to get the education to their students and families.



REGION 4

Colorado State Patrol | Museum Display: Drive Centered in Your Lane

In 2021, the Colorado State Patrol (CSP) began partnering with Rodz & Bodz Museum to provide a static display of a historical patrol vehicle along with safety messaging each quarter. Rodz & Bodz displays over 50 movie cars and specialty vehicles each month. The CSP leveraged this partnership for additional exposure of our "Stay in Your Lane" awareness efforts. This included providing



a historic vehicle to the museum for display, a pull-up banner featuring the 'Stay Centered' message, a podium sign with vehicle information, and support marketing on CSP social platforms such as Twitter and Facebook. The concept was simply to target people interested in visiting the museum to learn about the issue of driving impaired while also seeing an interesting historical vehicle from our fleet. While the public was simply having fun, we were working to gain overall awareness and recognition of this life-saving law with the goal of influencing future driving behavior. During the time of the display, there were 8,711 paid visitors and 34,872 social posts engagement.

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.

2023 WINNERS

INTERNATIONAL AND REGION 2

Virginia Department of Motor Vehicles | Safe Driving is Something We Can All Live With Campaign

The Virginia Department of Motor Vehicles (DMV) received federal grant funding to develop new creative assets for a statewide multimedia highway safety campaign in 2022. DMV was determined to develop a concept that employed humor to successfully reach young males, a demographic at high risk of unsafe driving behaviors and at times unresponsive to traditional "scare" tactics. DMV debuted the "Safe Driving is Something We Can All Live With" video series in August 2022 on social media, streaming services, cable television, and video-equipped gas station pumps across Virginia. The campaign is a series of four spots which compare outrageous behaviors people would never combine, such as texting in the ring during an MMA fight or jumping out of a plane without buckling your parachute, with just-as-dangerous behind-the-wheel activities people undertake every day, like texting while driving. Topics covered include speed, drunk driving, and distracted driving prevention as well as seat belt safety. The one-month campaign premiered to great success. A post-campaign evaluation survey found that 20% of the target audience, males 18 to 34, recalled the campaign tagline — a superb stat for a first-run campaign. A \$276,999 media buy resulted in almost 9.5 million impressions across multimedia platforms — a significant return on investment. DMV is so pleased with the results of the "Safe Driving is Something We Can All Live With campaign," it is already planning short-term and long-term campaigns using the existing creative assets.

Communications Awards (continued)

REGION 1

New York State Department of Motor Vehicles | Slow Down NY Billboard



In New York, unsafe speed was a contributing factor in 356 fatal crashes in 2021, compared to 317 fatal crashes in 2020 — a 12 percent increase. The billboard is of a pedestrian crash scene. In focus is a single shoe in the road and further away is a person on ground with police investigating the scene. The text accompanying this image says, “Slow Down NY! Drive Safe, Not Fast.” This sobering image is intended to catch motorists’ attention and remind them to drive responsibly. This billboard campaign is up at 300 different locations in both metropolitan and rural areas across the state and 3 digital billboards in the Albany area. This campaign ran from June 20 through December 4. Roadside billboards were chosen for this campaign because 100% of motorists on New York roads are the target audience. In other words, there is zero wasted circulation with this campaign. The effectiveness for this campaign will be based on crash data available next year.

REGION 3

North Dakota Department of Transportation | Choices – Impaired Driving

“Choices” is an impaired driving TV ad that features Shayna Monson from Dickinson, North Dakota. Shayna shares her story of survival to deter others from driving impaired. The crash took away so much from so many, but Shayna is determined to let her story be a reminder to drivers to always drive sober or find a sober ride. On June 27, 2015, Shayna was the sober driver for two of her friends in Bismarck, North Dakota when her vehicle was hit head on by an impaired driver going the wrong way. The crash was so severe that Shayna’s passengers were killed instantly, and Shayna was critically injured. She was given a 10% chance of survival but after months of hospital stays and physical therapy, Shayna was able to return home. She and her family are living a “new normal” but continue to tell their story in hopes of preventing this tragedy in the future. Shayna and her mom invited NDDOT and a camera crew into their home to shoot a very personal and up-close look at their day-to-day life. The final ad shows Shayna prior to the crash, a promising pre-med student, followed by her life post-crash and how hard it is for her to complete everyday tasks. Although the ad contains very heavy subject matter, it shows how much of an

inspiration Shayna is as she smiles throughout the video. The ad ends with a straightforward and powerful message from Shayna, “always drive sober or find a sober ride.”

View the [video](#).

REGION 4

Colorado Division of Motor Vehicles | DMV Recruiting Video

Staff recruiting and retention is a priority for most employers as high turnover rates continue to adversely impact operations. Facing the problem directly, the Colorado DMV took a proactive approach that included a careers webpage on the DMV website, a weekly internal jobs listing email, and an externally-produced recruiting video. The recruiting video was the keystone of the DMV’s recruiting efforts being used as a marketing piece on social media, the DMV website, and at career fairs. The video was an entire DMV team effort with over 15 frontline staff members from all across the state volunteering to spend 10 hours on a Saturday to add authenticity and fun to the recruiting video. All but 3 people in the video were DMV staff or family members. The video was shot on location at the Westgate Driver License Office in Lakewood and highlights all the ways being on team DMV is great, including 11 holidays, paid vacation, retirement, stability, and of course, helping save lives by registering organ and tissue donors. The video was released in DMViews, the Colorado DMV’s internal newsletter, in May 2022. The video helped propel DMViews to one of its highest open and click through rates of the year, 87% and 14% respectively. The video uses clean, modern video editing techniques to craft a polished package that perfectly articulates why it’s great to be on our team.

View the [video](#).

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.

2023 WINNERS

INTERNATIONAL AND REGION 4

California Department of Motor Vehicles | Innovative Program Helps LAX/United Customers Get Onboard with REAL ID

In the first of its kind event, the CA DMV teamed up with Los Angeles International Airport (LAX) and United Airlines (UA) to target employees and specific UA passengers traveling on designated days to encourage



Communications Awards (continued)

them to complete their REAL ID application at the airport. In addition, a news conference at LAX was held on the first day of the outreach to amplify the pilot program and to encourage all Californians to get their REAL ID well in advance of the May 2023 federal enforcement date. Representatives from all three organizations participated in the news conference, which included a media kit that contained various REAL ID information materials. The pilot program was held on July 19, 21, 26, and 28, 2022. The pilot resulted in 116 UA passengers and employees completing their REAL ID application at the airport. The news conference and news release generated at least 19 local and national news reports on TV, radio and in print. TV news stories reached approximately 887,874 households, which can represent numerous viewers in each household, and earned media was estimated to be at least \$48,413. More than 12 news reports aired on local news radio stations.

REGION 1

Maryland Motor Vehicle Administration | MDOT MVA Simulation Crash Event

On a July morning near an isolated stretch of pavement in Baltimore County, Maryland, a car crashed into a concrete barrier at 35 mph. The vehicle suffered significant damage, and the four occupants inside – none of them using seat belts – were thrown about with tremendous force, turning them into projectiles colliding into one another. The crash could have been deadly – except the occupants were mannequins. The simulation crash was designed to offer a sobering reminder that, even at low highway speeds, crashes can result in severe injuries or fatalities for unbuckled travelers. The event was planned after analyzing the data and seeing that most crash-related deaths happen within 25 miles from a person's home and at speeds of less than 40 miles per hour. According to the annual Roadside Observational Survey completed in June 2021, Maryland's statewide seat belt usage rate is 91.4%, meaning nearly one in 10 front-seat passengers are not buckling up. To reach the last 9 percent of Marylanders who aren't buckling up, MDOT MVA's Highway Safety Office wanted to create a visual for the simple physics at hand - an object in motion will stay in motion at constant velocity, unless acted upon by an unbalanced force. Even at low speeds, unbuckled occupants in a crash continue forward, resulting in occupants flying into the windshield resulting in serious injuries or even death for themselves and others. The demonstration included two simulated crashes, in which varying occupants were buckled or unbuckled. In the first, most passengers (mannequins) were buckled, including a toddler-size mannequin in a rear-facing car seat, properly restrained. The only unrestrained passenger was behind the driver. The demonstration showed that even a single unrestrained passenger can become a projectile in a crash, leading to serious injury or death for others in the vehicle.

In the second simulated crash, all occupants, including a child mannequin, were unrestrained – and all became projectiles.

REGION 2

Virginia Department of Motor Vehicles | Driven to Protect: Schneider Partnership Announcement Event

Picture this – A tractor trailer, under a giant tent, smack dab in the middle of Virginia Department of Motor Vehicles' (DMV) very active headquarters parking lot, just down the street from the commonwealth's capitol building. This set up, which also included a "learning experience" trailer, test car outfitted with new technology and room for more than 50 guests all underneath the tent, served up an opportunity to announce the next partnership to test Driver Alcohol Detection System for Safety (DADSS), passive in-vehicle alcohol detection technology. The Virginia Department of Motor Vehicles (DMV), DADSS, the Automotive Coalition for Traffic Safety (ACTS) and Schneider, announced a collaboration that made Schneider the first truckload carrier to conduct a trial deployment of lifesaving technology developed through the DADSS Program. A media advisory was sent out to attract local media to the in-person event and included a link to the live virtual stream for outlets that weren't able to attend. Since 2018, the Driven to Protect Initiative, a public-private partnership between the Virginia DMV and the DADSS Program, has been helping to test in-vehicle alcohol detection technology that will determine if a driver is impaired with a blood alcohol concentration at or above the applicable legal limit in the commonwealth - and prevent the vehicle from moving. Having hands-on technology and training at the event to see and experience both the system and sensors proved to be a hit for attendees and media partners alike. Subject matter experts were also made available to the media after the event both in-person and virtually to help share the news. The story was shared across the commonwealth resulting in stories in all of Virginia's media markets. This new trial deployment brings the technology one step closer to saving countless lives on roadways by outfitting eight cabs with the latest breath sensors to log nearly one million sensor miles collectively. This pilot is helping to refine the technology by increasing the stress that the system is put under on the road and exposing the system to new drivers and a wider range of environmental conditions - all key to the DADSS Program's quest to commercialize fully passive vehicle-integrated breath technology.

Communications Awards (continued)

REGION 3

Indiana Bureau of Motor Vehicles | Indiana BMV and the Indiana State Fair



The Indiana BMV hosted a booth at the 2022 Indiana State Fair July 29 to August 21 with the goal of providing transaction opportunities to our customers in a fun and engaging environment. The booth housed our mobile branch, where customers could complete transactions normally available at a branch location, and a BMV Connect kiosk, where customers could complete more than a dozen of the most common transactions including registrations and driver's license renewals. The kiosk and mobile branch completed almost a thousand transactions during the fair. During this time, the BMV also had the opportunity to host a BMV Discount Day, offering fairgoers an opportunity to attend the fair at a discounted ticket price, another way of showing our customers our appreciation. Additionally, each year the BMV looks to create an inviting booth environment for customers and 2022 was no different. In addition to helping Hoosiers complete transactions, visitors could ride the RSI motorcycle simulator (a huge draw for our visitors) and ask questions of our RSI staff, view an antique license plate collection provided by one of our customers, and take an interactive quiz on BMV history. Representatives of the BMV and Ride Safe Indiana (RSI), the motorcycle program within the BMV, were also on hand to answer any questions visitors might have while at the fair. The BMV also provided informational fliers, table displays with QR code providing visitors access to our driver's manual, and coloring pages for younger visitors to decorate their own license plate. And all visitors left with a fun souvenir ranging from BMV branded ice scrapers to stress balls. This activity and success would not have been possible without a multifaceted marketing campaign leading up to and during the fair. The BMV promoted the fair partnership via social media, website, posters, video, and podcast. Further, there was an increased footprint within the fairgrounds highlighted by a Skyride messaging campaign and scavenger hunt on BMV Discount Day where fairgoers were encouraged to visit the various fair attractions. With fair attendance just over 800,000 in 2022, the booth provided a wonderful vehicle for the BMV to meet Hoosier citizens outside of the normal branch environment.

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.

2023 WINNERS

INTERNATIONAL AND REGION 4

Idaho Transportation Department Division of Motor Vehicles | Idaho DMV "Skip the Trip" Mountain Biking Video

Skip the Trip is the Idaho Division of Motor Vehicles (DMV) campaign to increase awareness for money-saving online DMV services. This Mountain Biking Video illustrates that you can access the DMV online from anywhere. The intended audience is busy Idahoans who don't want a trip to the DMV to slow down their active lifestyle. The video ad ran on YouTube and Meta (Facebook and Instagram) in October 2022 when the DMV removed convenience and county administration fees for online registration renewals. On Meta, the video's reach was 172,511, with 8,574 clicks. That video also got 402,891 impressions on YouTube as a skippable ad. The price reduction and awareness campaign led to record-breaking online registration renewals in October and November of 2022. The number of online registration renewals had averaged around the mid-30,000s but in October, there were over 52,000 online registration renewals. October's record was promptly smashed in November, which saw over 73,000 online renewals.

Watch the [video](#).

REGION 1

Maryland Motor Vehicle Administration | Be the Driver Who Saves Lives - Roadside Emergencies

Motorists stopping near or along major roadways was identified as a growing concern among stakeholders within the Maryland Department of Transportation (MDOT) and among traffic safety professionals after numerous high-profile crashes, with many of them leading to fatalities. It was important to educate Marylanders on what to do in an emergency. In order to develop the correct guidelines for this message 'What to Do in a Roadside Emergency' MDOT Motor Vehicle Administration's (MDOT MVA) Highway Safety Office took the lead in bringing together stakeholders from the 4 Es of Traffic Safety - Enforcement, Education, Engineering and Emergency Medical Services. Each entity offers a unique expertise as it relates to motorist safety. All collaborating agencies agreed that every roadside event has unique conditions and therefore not one set of instructions could be applied to every event. It became clear that this collaboration made certain that each state agencies' priorities, related to roadside safety, was incorporated into the campaign messaging. After coordinating the messaging into an easy-to-understand social media graphic and corresponding web page, the

Communications Awards (continued)

group decided it was necessary to have a video showing motorists what to do, rather than simply telling them what to do. Utilizing the characters from MDOT MVA's Highway Safety Office's Be the Driver – Who Saves Lives campaign, a 60 - second video was developed aptly named 'What To Do in A Roadside Emergency'. The visuals created in the video allowed the video to be shared widely on social media by partners across the state and as part of paid media efforts on Hulu, YouTube, and cable television garnering more than 4.6 million impressions during the six-week campaign.

Watch the [video](#).

REGION 2

Florida Department of Highway Safety & Motor Vehicles | FLHSMV's Learning and Development Office Video

Florida Smart ID, the state's first mobile driver license, is an application-based version of a Florida driver license or identification card located on a smart device and scanned by a companion verifier app with user consent. Florida residents meeting eligibility requirements may download and activate the optional Florida Smart ID app, for a contact-free and convenient way to verify their proof of identity and age with law enforcement and businesses. The Florida Department of Highway Safety and Motor Vehicles (FLHSMV) began piloting Florida Smart ID in July 2021 with internal members, external stakeholders, and Florida resident volunteers. To support the ongoing rollout initiatives, FLHSMV's Learning and Development Office created and released a series of videos to raise awareness of Florida Smart ID, as well as provide detailed instructions on how to use the Florida Smart ID and Verifier apps. Our team of creative designers learned how to use a new video development software specifically for use with this project. The goal was to create visually appealing and engaging short videos that demonstrated the innovative technology and excitement surrounding this new product. The educational video, Introducing Florida Smart ID, was intently designed with engaging animations and descriptions on what Florida Smart ID is, when you can use it, the benefits of it and the future use cases. The team also created a series of five video tutorials, providing step-by-step instructions on how to enroll and set up a Florida Smart ID, and how to use the Florida Smart ID app and verifier apps. Ranging from 2-5 minutes in duration, the videos are simple to understand and easy to access. Since November 2021, the videos have been viewed by over 7,250 members and stakeholders. The team received internal recognition for their support of the project and an award for exceeding expectations. The videos received the highest accolades from department leadership, and it was decided that they will be made available to the general public on the FLHSMV.gov website in support of statewide release and marketing.

Check out the videos:

- [Introducing Florida Smart ID](#)
- [Setting up Your Florida Smart ID App](#)
- [Enrolling for FSID in MyDMV Portal](#)
- [How to Use Your Florida Smart ID](#)
- [How to Use the FSID LE Verifier](#)
- [How to Use the FSID Proof of Age Verifier](#)

REGION 3

Wisconsin Department of Transportation | Wisconsin State Patrol Sergeant Recalls Deadly Chain Reaction Crash

Wisconsin State Patrol Sergeant. Randy Gordon recounts a deadly chain reaction crash that left him and his colleagues badly injured. Wisconsin Department of Transportation staff produced the video to show the human cost of crashes on the roads. As Sergeant. Gordon describes responding to a routine crash on the interstate, then being hit by an inattentive driver, the audience learns the risks first responders take every day when they're out on the roads working to keep us safe. The video uses Gordon's interview, voiceover, dispatch audio, dash camera footage, and investigative video recordings to tell the story. WisDOT produced it as part of Crash Responder Safety Week communications materials.

See the video [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.

2023 WINNERS

INTERNATIONAL AND REGION 4

Colorado Division of Motor Vehicles | Colorado DMV Ready to Roll with DMV2GO Press Release

If you are going to make a major customer service announcement in the middle of nowhere, you have to knock the press release out of the park and that's just what the Colorado DMV did with its DMV2GO press release, Colorado DMV Ready to Roll with DMV2GO is the Colorado DMV's mobile and pop-up driver license office program that was designed from the ground up to serve even the most remote mountain towns. To illustrate that capability, the DMV hosted a press event and vehicle reveal in Pagosa Springs, a remote town more than 65 mountain miles from the nearest brick-and-mortar DMV office. Knowing most news outlets would be unable to send reporters or photojournalists to such a remote



Communications Awards (continued)

location regardless of editorial desire, the Colorado DMV focused on writing a clear and informative press release that included photos, b-roll, and a fact sheet — everything news outlets needed to produce a story. The strategy worked very well and it was published or covered by over 18 news outlets, when only one local news outlet was able to attend the event, and typically hostile news outlets praised DMV2GO. The press release also generated two television and two radio interviews, and even had Fox Denver saluting DMV2GO. The press release also was very well received on DMV social media channels reaching over 8,150 people organically on the DMV's Facebook page while being shared almost 30 times. On Twitter, the release reached over 1,500 Coloradans. The first two business weeks after the press release, DMV2GO page visits increased 260%. This release highlights how simple, direct copy written in active voice can frame the narrative and generate positive, statewide earned media — even from a remote, sleepy, mountain town.

REGION 1

Maryland Motor Vehicle Administration | Child Passenger Safety Content

The ZeroDeathsMD.gov website is a user-friendly, one-stop shop for all initiatives under the five-year Strategic Highway Safety Plan (SHSP) created by the Maryland Department of Transportation Motor Vehicle Administration's (MDOT MVA) Highway Safety Office (MHSO). The site allows timely and relevant information to be created and posted quickly for users. This feature was especially important in April 2022 when Maryland lawmakers passed SB 176, a bill that upgraded the current child passenger safety law to include children under two to ride rear facing. Parents, caregivers, health officials, and law enforcement needed background information on why the legislation was introduced by MDOT MVA, timing for implementation, and citation guidelines. Road Safety contains the eight focus areas outlined in the SHSP and an additional page for child passenger safety. When a user clicks on child passenger safety, the first headline they see is a notice regarding the new legislation and a "more information" button that takes them to a downloadable document containing relevant information on key components of the bill. The document was written by MHSO Deputy Director Myra Wieman, a Child Passenger Safety Technician. To reach a diverse audience of caregivers, the document was written just slightly below an 8th grade level with a reading ease score of 70, making the text easy for the average adult to read. It opens with an interpretation of the law and how it brings Maryland in line with many other states, most notably two neighboring states and the District of Columbia. A reference to the American Academy of Pediatrics' recommendation for transporting children rear-facing, brought further credibility to the document. Because many times drivers are concerned about the financial impact of citations relevant to new legislation, it was important to

highlight that the new law carried a written citation only for the first offense. Finally, the piece provided information on low-cost seats for income qualifying caregivers. During FY 2022, the page had nearly 32,000 visitors and the document had been downloaded 1,475 times. Since the law went into effect October 1, 2022, the webpage and document continued to reach Marylanders with an additional 30,000 page visitors and 1,800 downloads in October.

REGION 2

West Virginia Division of Motor Vehicles | Capsule: WV DMV's Response to the Challenges of the COVID Pandemic

When the global COVID pandemic hit in early 2020, leadership within the West Virginia Division of Motor Vehicles (WV DMV) realized the organization was going to have to come up with a whole new way of doing business to reach customers safely, efficiently, and effectively. This Capsule was created to provide a two-year snapshot of all the efforts WV DMV made to provide the best customer service possible during an unforgiving pandemic that had the nation in fear and scrambling. The intended audience was two-fold. Internally, WV wanted to provide administration in the Department of Transportation and the Governor's Office of the State of West Virginia a more focused overview of all the pandemic-related modifications and additions they made, as an addition to their regular Annual Report. They also wanted to reach the external public to be sure they were aware of all the ways WV DMV could serve them. The Capsule was reviewed by WV DMV executive staff, and then released to WV DOT administration. Administration then published a press release statewide on April 25, 2022 entitled, "West Virginia Division of Motor Vehicles meets COVID pandemic with innovation, continues to think outside the box" for news stations to pick up. Additionally, the release was featured in AAMVA's "The Week in Review". By issuing a focused report on new and more convenient ways of doing business, they called attention to some of the new transaction methods that customers were not aware of. All of these new innovations in the "way we do business" had been promoted statewide as they were implemented, but in the middle of all the panic, changes, and uncertainty of the first year of the pandemic, customers claimed they were "confused" with all the information being "thrown at them" from everywhere, as well as information constantly changing with COVID guidelines. This Capsule became a quick reference guide for employees and customers to know exactly what transactions had changed, why they had changed or been implemented, and the benefits gleaned.

Communications Awards (continued)

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.

2023 WINNERS

INTERNATIONAL AND REGION 1

Maryland Motor Vehicle Administration | Administrator Nizer's Crash Simulation Speech

On July 27, 2022, the Maryland Department of Transportation Motor Vehicle Administration's Highway Safety Office partnered with the National Highway Traffic Safety Administration and the Baltimore County Police Department to put on a simulated crash at a local airport. While the simulated crash was meant to give a visual representation of the importance of wearing seat belts, the message was much broader from MDOT MVA's Administrator Chrissy Nizer: crashes are no accident and any person lost to a traffic crash is unacceptable. Throughout the speech, Administrator Nizer emphasized that many of the contributing causes of traffic crashes are preventable. For example, drivers don't accidentally pick up their phone and text while driving, drivers don't accidentally go 30 miles per hour over the speed limit, or drivers don't accidentally leave their seat belt unbuckled. These are all choices we can make when we get behind the wheel that could save someone's life or our own. The speech ended with a challenge for the media to say the word crash not accident in their newscasts and everyday life. This small change in messaging can change the view that crashes can't be avoided. The media was mainly targeted for the reach they have on audiences each day and learning through repetition is a nonobvious way to subconsciously change. The speech resonated with all in attendance and beyond. Every media story following the event used the word crash and we are seeing increased instances of the word in daily newscasts.

REGION 4

Idaho Transportation Department Division of Motor Vehicles | Idaho DMV Invests in Leadership Development Workshop Essay



Redefining What Leadership Is Through DMV's Leading the Future Program

DMV's "Leading the Future" program was like nothing I have ever experienced in my life. What I expected to take away from this training, and what I took away, were completely different. I learned the difference between perceived leadership and authentic, real, leadership.

Leadership is not solely about how much you know, or how much you have done. It is not a title, or a position, or merely a reflection of metrics. Throughout my time in "Leading the Future," I have come to know that real, authentic leadership is so much more. And I am excited to share just a few of my key takeaways from this program.

In 2022, the Idaho Division of Motor Vehicles (DMV) implemented a leadership development training workshop for non-supervisory staff throughout the DMV. The program consisted of 19 participants from each high-level unit within DMV, and each participant attended three in-person

workshops and multiple monthly webinars throughout 2022. Topics included ideal leadership qualities, emotional intelligence, relationship building, conflict management, and facilitation. One of our participants wrote about his experience with the program and presented it at the DMV All Hands meeting in 2022, and a DMV Go story was also published that featured his essay.

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.

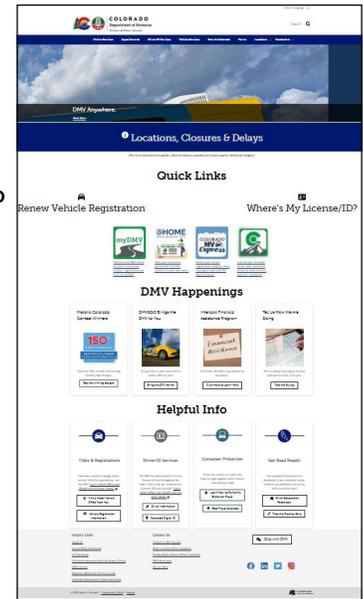
2023 WINNERS

INTERNATIONAL AND REGION 4

Colorado Division of Motor Vehicles | Colorado DMV Website: The Most Visited Colorado State Government Website

With 5.9 million unique visitors and a total of 9.7 million sessions in 2022, the Colorado Division of Motor Vehicles is the most visited state agency website. While this comes as no surprise since most Coloradans will need the DMV's

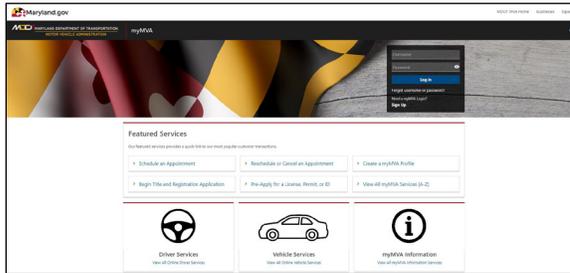
services to get a state identification (ID) or driver license, the Colorado DMV takes pride in making sure the website is up-to-date and accessible to all Coloradans is top priority. Whether it's someone experiencing homelessness who needs a state ID, an undocumented or temporarily legal resident who needs a driver license and to register their vehicle, the Colorado DMV is committed to finding ways to better serve all Coloradans and the website is no exception. All of the web pages have a plug-in which allows users to translate web pages into their preferred language – with more than 150 languages available. The website is also American Disability Act compliant – which means the site is accessible for anyone using a screen reader or other accessibility tools. Our website also makes it easy for customers to complete various DMV services online. With our online portal, myDMV, customers can renew their driver license, vehicle registration, change their address, and complete other DMV services without having to wait in line at a DMV office. With online services, information on how to apply for a driver permit, what an out-of-state transplant needs to do to meet Colorado's requirements for vehicle registration, and more, the Colorado DMV website gives customers everything they need at their fingertips.



Communications Awards (continued)

REGION 1

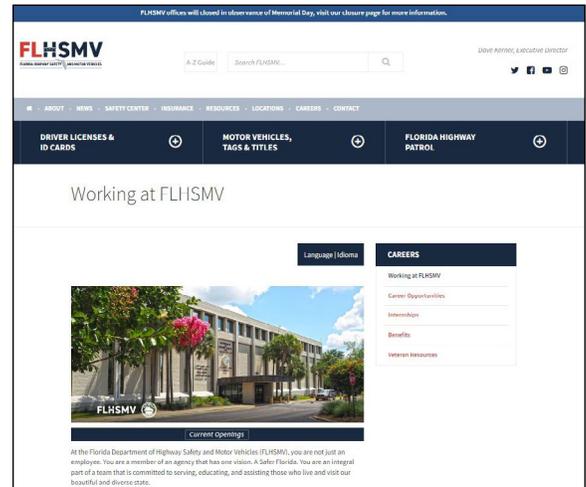
Maryland Motor Vehicle Administration | myMVA eServices Portal



In late 2021, MDOT MVA completed the Customer Connect project, a system-wide modernization project that replaced all of its existing, antiquated mainframe legacy systems with a secure, 360-degree view of the customer. As a part of the project, the existing eServices page would be migrated to a new, user-friendly platform that was directly tied into the Customer Connect system and could provide updates to accounts and transactions immediately. While MVA had a functional eService site for many years, this new customer portal gave the agency the opportunity to rebrand the look and feel of the new eServices portal as well as make the user experience and navigation secure, simple, and easy to use. Work on the new site began almost a year prior to its launch. The first conversations involved the safety and security of the system. The focus included how to build a product that customers could trust and use as a tool to assist them 24/7 with their MVA business. Password lengths and requirements were debated, additional verifications discussed to optimize security. Next, working with developers, the team began reviewing the flow and verbiage of each transaction. Not only was it important that the transaction function correctly, it was equally important that the written directions to complete the transaction made sense in the simplest, most direct language possible. Next, the MVA marketing team discussed the look and feel of the site. It was important to keep the look and feel as consistent as possible to give customers comfort that they were still on a page that was part of MVA. The design layout was also constrained by the limitations of the system. To ensure the design was on the right path, a usability study was conducted six months prior to launch. After taking the feedback from usability participants, MVA went another step and got customers involved. The team went directly to the customers for feedback. Using screenshots, they did A/B testing with customers waiting in the branch for services. The customer feedback provided certainty that icons were the most useful for ease of navigation. After deliberation, myMVA was chosen as a catchy name.

REGION 2

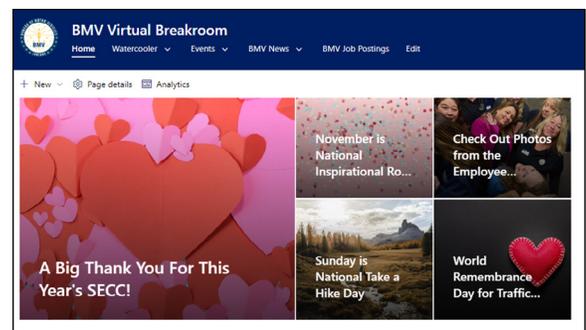
Florida Department of Highway Safety & Motor Vehicles | FLHSMV Career Website Overhaul



Working with Personnel, the Office of Communications WebTeam overhauled the Career section to provide more information about all the various positions and benefits the department offers. The team used custom HTML, CSS, and JavaScript code in tandem with WordPress features and plugins to effectively present and organize the assets and information on the page. On the main page, the hoverable images are each two images and use JavaScript to detect the user's pointer location and CSS to animate the effect. On the Career Opportunities and Benefits pages, the icons on the page use a similar code as the main page to detect the user's mouse location and click to create a menu effect. A plugin was used to create the tabbed content that appears after clicking the icons on the Career Opportunities page. They developed an analytic dashboard that allows the real-time monitoring of user activities to be utilized by personnel in tandem with marketing and job board posting efforts to monitor effectiveness.

REGION 3

Indiana Bureau of Motor Vehicles | Virtual Breakroom



The Virtual Breakroom is an innovative and informative internal website that was introduced during the 2020 pandemic. The site was created for employees to stay connected while enjoying engaging activities and content

Communications Awards (continued)

including work anniversaries, puzzles and trivia, branch and central office news, and cooking and travel tips. It has served a great purpose, sharing both pertinent, and fun information with branch and central office staff. Further, it provided staff a great way to stay in touch with each other during uncertain times. While the marketing and communications department, and agency as a whole, have been thrilled with the VB and what it has done for internal agency communications, they saw an opportunity, with folks returning to office, to introduce new content. To this end, there have been two exciting, collaborative efforts in the past year. One with the Indiana State Personnel Department's (SPD) Equity, Inclusion, and Opportunity division and the other with BMV Operations. The partnership with SPD has provided informative homepage content reinforcing the state's commitment to equity, inclusion, and opportunity. Topics have included Pride Month (with an option for branches to create a flag representing their team), Women's History Month, religious holidays, National Suicide Awareness Week (sharing state counseling services), and motor vehicle safety and awareness information (including Distracted Driving Awareness Month). Employees were also provided an opportunity to film their own insurance company parody commercial for National Insurance Awareness Day, which proved to be a very entertaining endeavor. With support from operations, they have introduced "Compliment Corner". BMV associates regularly receive kudos from the public through different channels, including social media and email, and this page provides a central location for these compliments to be shared with all team members.

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.

2023 WINNERS

INTERNATIONAL AND REGION 3

North Dakota Department of Transportation | ND Sober Ride



ND Sober Ride is a program aimed at reducing impaired drivers on North Dakota roads through ride-hailing vouchers. The program is a technology-based solution and alternative to impaired driving. It is offered during holidays and events where someone may overindulge. The Halloween holiday has been very successful for ND Sober Ride. This specific campaign used \$10 Lyft vouchers as an incentive if those in need of a sober ride used the Lyft code "VZHALLOWEEN1." The code was available Oct. 29-31, 2021, and 83 sober rides were given throughout the weekend. The promotion of ND Sober Ride for Halloween was successful largely because of social media. The target audience was adults aged 18-34. To reach this audience, the Halloween campaign was promoted through organic social media and paid which included Facebook, Instagram, Snapchat and TikTok. Facebook and Instagram garnered 592,628 impressions, a reach of 100,732, 4,054 clicks (.68% CTR), and 2,580 engagements. The audience was slightly more female with the majority aged 25-34. Snapchat had a total of 331,209 impressions, 2,833 swipes, and a reach of 45,080. The audience was slightly more female with the majority aged 18-34. TikTok had 5,647 impressions, 2,833 clicks (.87% CTR), a reach of 4,508, 5,151 video views, and 24 likes. The audience was mostly females age 25-35+. The total social media budget was \$7,649.61. Organic posts on social media also had great success. On Facebook, the posts combined had 307 engagements, 128 reactions, two comments and 105 shares. Additionally, the Vision Zero Facebook page had messages from people wanting more information.

REGION 1

New York State Department of Motor Vehicles | New York State DMV Social Media



New York State DMV's Communications team creates robust social media campaigns on Twitter, Facebook, and Instagram with posts at least daily every weekday. In addition, Communications staff works every weekday with consumers on the social media platforms to address their concerns and assist with issues, often turning an initial negative response into a positive one. NYSDMV focuses its posts to be informative, to take advantage of trending topics, and often uses humor to get its message across. DMV's posts had more than 60 million impressions between October 1, 2021 and September 30, 2022. In addition, DMV staff works to provide excellent customer service with responses to consumers who post publicly or send direct

Communications Awards (continued)

messages on social media outlets. One customer responded to the assistance received by stating: “Contacting DMV through Instagram and getting a resolution to my problem is greatly appreciated. I’ve been trying for days to get this resolved and this was my last try before heading down to DMV personally. Thank you for being so helpful. I will recommend to my family and friends if you don’t mind.”

REGION 2

Virginia Department of Motor Vehicles | Virginia DMV Regional Hashtag Campaign

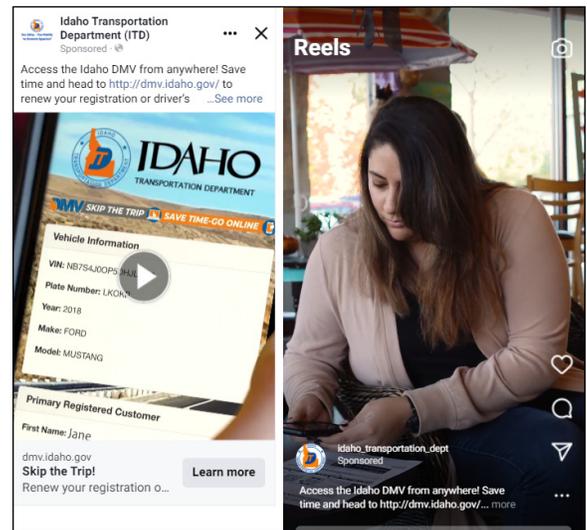
It’s easy to get lost in the chatter of social media, so the Virginia Department of Motor Vehicles (DMV) devised a way to cut through the noise and get its operational messages to the customers who needed to hear them. Questions about DMV office wait times, service interruptions and other on-site issues from customers who were already in the building awaiting service led DMV to recognize that an earlier, more visible way to manage customer expectations was needed. To give customers a glimpse into their local office before they arrived, they employed a tool to both localize messaging and consolidate all operational content, including wait times, best days to visit a specific office, and technical difficulties. In addition to helping customers better plan their office visit, DMV sought to reduce lines inside and outside the building to foster a more pleasant customer experience. DMV’s small social media team proposed the use of hashtags instead of creating additional DMV accounts for each region. Not only did this make a potentially large undertaking for staff more manageable, it also gave customers the opportunity to get highly curated local content without following multiple DMV accounts to receive all the agency’s content. Each of DMV’s 76 customer service centers were categorized into regions of Virginia so that customers could easily determine which hashtag they needed to follow. On August 10, 2022, DMV began general promotion of the hashtags through social media to familiarize customers with the effort and educate them about what information could be found in these curated feeds. Organic content was posted on Facebook, Twitter, and Instagram approximately three to five times each week with an effort to highlight each hashtag regularly. In late September 2022, after about six weeks of hashtag use, reach on



Facebook and Instagram increased by 63% to 67,806 unique individuals, and Twitter impressions rose by 94% to 28,347. Internal customer service data showed that lines at DMV offices were shrinking, lobbies were no longer crowded with waiting customers. Regional hashtag use continued to rise, and the effort has been credited with the reduction in customer lines. DMV plans to continue using and expanding upon the use of its regional hashtags to help customers have the most convenient and efficient DMV visit possible. A theme within the regional messaging campaign sums it up best: “Avoid the Line. Know before you go.”

REGION 4

Idaho Transportation Department Division of Motor Vehicles | Idaho DMV Skip the Trip Campaign



Skip the Trip is the Idaho Division of Motor Vehicles (DMV) campaign to increase awareness for money-saving online DMV services. This Mountain Biking Video illustrates that you can access the DMV online from anywhere. The intended audience is busy Idahoans who don’t want a trip to the DMV to slow down their active lifestyle. The video ad ran on YouTube and Meta (Facebook and Instagram) in October 2022 when the DMV removed convenience and county administration fees for online registration renewals. On Meta, the video’s reach was 172,511, with 8,574 clicks. That video also got 402,891 impressions on YouTube as a skippable ad. The price reduction and awareness campaign led to record-breaking online registration renewals in October and November of 2022. The number of online registration renewals had averaged around the mid-30,000s but in October, there were over 52,000 online registration renewals. October’s record was promptly smashed in November, which saw over 73,000 online renewals.

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.

2022 OUTSTANDING EXAMINER OF THE YEAR

Barbara Hord

*Motor Vehicle Customer Service Representative III
Alaska Division of Motor Vehicles*



Barbara Hord has been with the Alaska Division of Motor vehicles for over 20 years. She began her career working as an administrative assistant for the Directors Office, then spent many years as a road examiner and eventually moved up to the Commercial Compliance department. Her love for CDL road examinations inspired her to be the compliance expert she is today. She has spent countless hours researching commercial federal regulations to ensure the Alaska third party testers are compliant. Barbara has conducted CDL examiner training, where she has prepared examiners for success in administering CDL skills road tests. There are times where we have needed her to drop all that she is doing to travel, and she does so with no hesitation. The care she has for ensuring commercial driver's licenses are issued correctly is exponential. In addition, she does daily audits of CDL issuance, she is in constant communication with our third-party testers and assists them with examination questions, reviewing the routes provided, and is always available to help enter test scores into CSTIMS. As our division expert, Barbara has provided trainings to help everyone understand entry level driver training (ELDT) and CSTIMS, patiently training all new employees and keeping a daily eye out for errors so she can work one on one with staff for correction. She also onboards any new third-party testers who register with the state and she conducts examiner audits overtly and covertly across the state. She identifies fraudulent testing when she sees it and follows through to ensure

appropriate action is taken so there are no lapses in integrity for Alaska's CDL program. As an example of her dedication to CDL skills testing, during and for a limited time after the Covid-19 pandemic, she was the sole examiner for the entire state of Alaska. She conducted a minimum of 70 CDL road skills tests in various communities within the state traveling to the most remote areas of the state to ensure that all Alaskans received their skills test.

2022 EXAMINERS OF THE YEAR

Alaska

Barbara Hord

Florida

Ernst Compere

Georgia

Billie Jean Dart

Indiana

Ellie Emerson

Iowa

Traci Keel

Kentucky

Jo Anne Hobgood

Minnesota

Thad Aaseth

Maine

James "JT" Foster

New Jersey

Fernando Rendeiro

North Dakota

Solena Senkle

Ontario

Tobias Thomas

South Carolina

Rebecca Flores

Tennessee

Lauren Swords

Utah

Amanda Larson

Vermont

Sean Quinn

Virginia

Debbie Harrison

West Virginia

Anthony (Tony) Baisi

Wisconsin

Melissa Schutte

Wyoming

Mikaela Smith