

NORTH CAROLINA

Department of Transportation

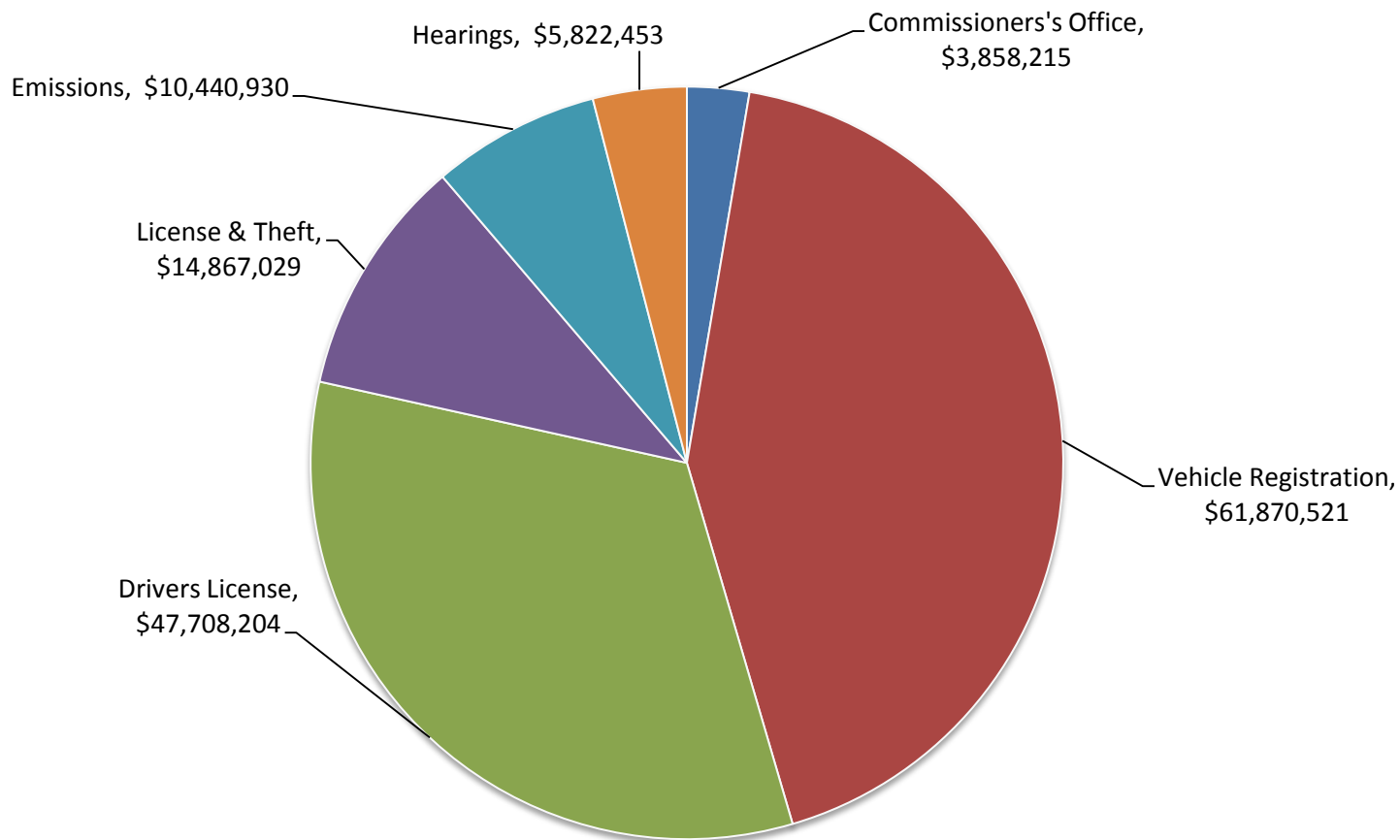


Division of Motor Vehicles

Eric Boyette, Acting Commissioner

March 2017

FY15-16 DMV Expenditures \$144 Million



***DMV Expenditures Include:** Personnel/Salary/Temp Hires, Initial & Advanced Training, Travel, Operations, Compensation, Facilities/Leases

DMV Five Point Reform Plan



Strategic Goals

Customer Service

- Become a customer-centric organization

Workforce Development

- Develop a more capable & engaged workforce

Business Improvement

- Modernize business practices

Modernization

- Modernize systems & processes

Capital Improvement

- Develop a more resilient infrastructure

Customer Service

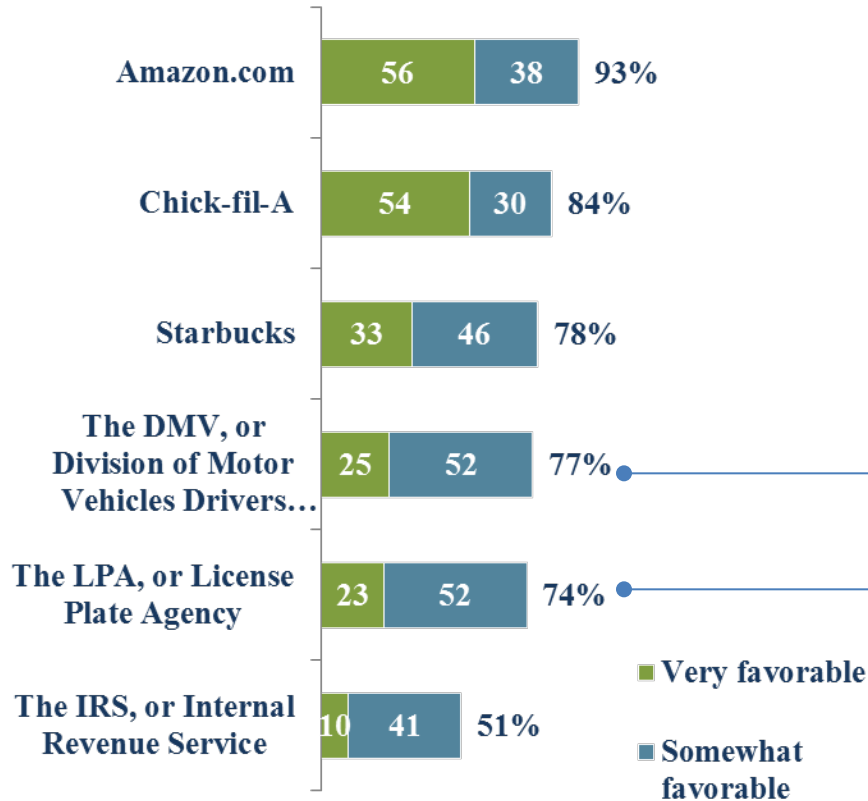
- Voice of the Customer Survey **Part 1**
 - Completed 2013
- Voice of the Customer Recommendations
 - 16 out of 18 items implemented
- Voice of the Customer Survey **Part 2**
 - Results provided February 2017
- Wait Times
 - Average 22 minutes
- Online Services
 - Driver License Renewals
 - Vehicle Registration Renewals
 - Vehicle Property Tax
- Extended Operating Hours in 20 Driver License Offices

Development of DMV “Driving Change”

“Voice of the Customer”

Customer Service Survey Results Jan. 2014

Where DMV was (Jan. 2014)



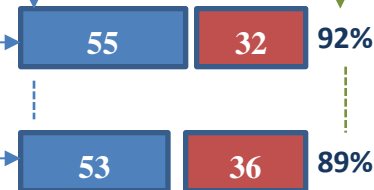
DMV's Short-Term Goal (Jan. 2017)

Goal 1:

Increase Very Favorable Customer Satisfaction rating by 30%

Goal 2:

Increase Overall Customer Satisfaction by 15%



Customer Survey Recommendations

#	Finished or In-Process	DMV of the Future
1	✓	Ability to pay with credit cards at all DMV branch locations – Jan. 2016
2	✓	Ability to conduct online transactions (DL Renewal 2015/ ID Renewal 2016)
3	IP	“Virtual” DMV offering same services as in-person branch
4	✓	Ability to schedule a set appointment time
5	✓	Retraining of employees to emphasize better customer service (1 st ever division-wide training)
6	IP	DMV-related reminders sent via email or social media
7	✓	Longer hours of operation (85% of NC citizens within 30-mile radius of extended hour office)
8	✓	Expanded consolidated services
9	✓	Re-designed, more user-friendly website
10	✓	More proficient/helpful call centers
11	Researching	Live online help via the DMV website
12	Researching	Biometric identity verification (e.g. fingerprint/ optics)
13	IP	DMV kiosks in libraries, banks, malls, etc.
14	✓	Customer satisfaction surveys
15	✓	More DMV mobile units – 2017
16	Researching	DMV electronic ID (Smartphone)
17	✓	Remodeled DMV branch offices
18	✓	DMV app for Smartphones (Web page-myDMVPortal)

Customer Service Survey 2016-*Results*

Preliminary Results from the 2016 Customer Service Survey (*Part 2*)

- Ease of Customer Payment 71% (+9%)
- Helpfulness of Employees 52% (+2%)
- Timeliness of Transactions 41% (+5%)
- Available Employees 24% (+3%)
- Ease of Website Search 35% (+3%)

Improvements Experienced by Those Surveyed:

- Online Transactions 61%
- Paid with Credit Card 56%
- Re-Designed Website 54%

Workforce Development

- Driver License Examiner Basic School Curriculum
 - Improved examiner curriculum
- Continuous Driver License Examiner Training
- Manuals Developed:
 - Driver License Examiner Manual
 - Vehicle Registration Guide (print and electronic copy)

Business Improvement

- Improved Mobile Unit Program
- Extended Hours for Driver License Offices
- Placed 77 Part-time Driver License Examiners to augment driver license issuance staff
- Placed 35 Customer Service Representatives

DMV Mobile Unit Program

- [Mobile Unit Program](#)
 - Currently Deployed in 5 of 7 Districts
 - Deployed in District 2
 - Ft. Bragg returned Sept. 2016
 - 25 Permanent Mobile Stops 25 sites
 - More sites with deployment across the state 2 sites
 - Visiting 2 assisted living facilities in District 7

 - DPS Re-Integration Program Pilot 7 sites
 - Began Sept. 2016
 - 137 inmates served to date

 - Federal Bureau of Prisons Re-Integration 1 site
 - MOU under development with Butner Federal Correctional
 - Deployment in early 2017

 - Community Outreach 3 events
 - Azalea Festival: April 7-9, Wilmington
 - Apple Festival: September 1-4, Hendersonville
 - NC State Fair: October 12-22, Raleigh
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- 38 Mobile Stops

Modernization/IT Projects

- NCDMV Office Optimization [pictures](#)
 - 50 offices complete
- Ignition Interlock Management System
- eCrash Replacement
- myDMV Portal
- Motor Vehicle Inspection and Law Enforcement System (MILES)
- Kiosk (35)
- DMV Queuing
- REAL ID Compliance



Capital Improvement

- Morehead City office expansion
 - Driver License, License & Theft, Hearings, and SHP
 - Completed February 2017
- DMV HQ Replacement
 - Lease option, RFP ongoing
- Future Capital Initiatives:
 - Greenville District HQ
 - Charlotte Driver License Office

DMV Public Information/Marketing

DMV Marketing Budget-\$561K

DMV Marketing Plan

- Campaigns

Targeted Mecklenburg, Durham and Wake Counties

- *Avoid the Line, Do it Online:* March - December
- *Save Time. DMV Online:* August – December

- Strategy

- 11 traditional & digital billboards
- Front page print ads in major newspapers
- 9 mobile billboard trucks
- Advertisements at 50 gas stations
- Pandora (online streaming radio platform)
- Digital displays & keyword search
- Radio ads

- DMV Office Signage

- A-frame sign-holders
- 2'x3' poster frames

