

FOR IMMEDIATE RELEASE

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Southeastern Motor Vehicle and Law Enforcement Agencies Receive Prestigious Awards

Arlington, VA – The American Association of Motor Vehicle Administrators (AAMVA) presented the following awards at the 2019 AAMVA Region 2 Conference, June 24-26, in Houston, Texas:

Alabama Law Enforcement Agency (ALEA)

Community Service Recognition for *ALEA Homeless Connect*. Each year, the Alabama Law Enforcement Agency partners with regional nonprofit organizations and volunteers in an effort to provide official state identification cards and other valuable services to homeless or otherwise disadvantaged Alabamians. Homeless Connect began in 2008 as a short term idea to reach out and help those in need. Now in its eleventh consecutive year, Homeless Connect has become an annual event serving four key regions of the state. Thanks to donors of the program, ALEA has issued 2,925 State of Alabama Identification Cards at no cost to recipients. To date, total donor payments of \$74,569 have helped make this possible."

Arkansas Department of Finance and Administration (DFA)

Excellence in Government Partnership Award for *MyDMV*. In February 2018 the Department partnered with the Information Network of Arkansas for the launch of their new website, MyDMV. The site is changing the way Arkansans do business at the DMV. By offering online access to 18 driver and motor vehicle services, mydmv.arkansas.gov allows citizens to renew their vehicle registrations, pay vehicle sales taxes, order duplicate driver licenses, change their addresses, request driver records, and more—all from the comfort of their own homes.

Community Service Recognition for their *2017 Susan G. Komen Casual Day*. The Arkansas DFA wanted to support the awareness of breast cancer among employees by working to raise money for the Susan G. Komen Foundation. Since October is Breast Cancer Awareness Month, DFA employees wanted to support the Foundation by having a fundraiser. DFA employees who donated a minimum of \$5.00 could wear casual clothes to work on Friday, October 13, 2017. The DFA also created a signature DFA DIVA logo t-shirt which was offered for sale and a portion of the proceeds were donated to the Foundation.

Florida Department of Highway Safety and Motor Vehicles (FLHSMV)

Public Affairs and Consumer Education (PACE) Award Category 1B: Print or Electronic Media Kit for their *Teen Driver Safety Campaign Online Media Kit*. Every October, the Florida Department of Highway Safety and Motor Vehicles leads a Teen Driver Safety Week campaign to focus on educating Florida's newest drivers on how to stay safe behind the wheel. Engaging with teens on driving safety content is not easy, so the department decided to reach teens in a new way—with Snapchat. The campaign's retro branding caught their attention, and the "We Arrive Alive" tagline encouraged teens to take ownership of buckling up, reminding their friends and family to always buckle up as well. In addition, the online media kit provided tools to share the important message to "always buckle up" through Snapchat and other social media, with downloadable posters to print, and safety tips for teens and parents to talk about together. For this effort, Florida is also the **PACE**

Overall Division Winner in Division 1 – Print and Electronic Publications. They will receive that award at the 2019 AAMVA Annual International Conference, August 20-22 in Omaha, Nebraska.

PACE Award Category 5B: Video Production Externally-Produced for their *Step By Step – Never Drive Impaired* video. This video was produced in an effort to depict the true impact of driving crashes and fatalities. The video details the events that take place after a fatal crash, as a Florida Highway Patrol trooper delivers the “next of kin” notification to a family. Viewers follow the trooper as he makes his way from his patrol car to the home, with images of the events of the crash spliced between his steps. The voiceover in the background delivers additional context for the events taking place and provides the important impaired driving safety message.

PACE Award Category 6D: Story Placement in a Publication for their *New Florida Driver License Op-Ed*. Starting in August 2017, the department began issuing a new, more secure Florida driver’s license and ID card. By the end of December 2017, the new credential was available at all service centers throughout Florida and online. In January 2018, the FLHSMV Office of Communications worked with editorial boards of newspapers across the state to publish an Op-Ed by Executive Director Terry L. Rhodes, reminding customers once again of the change and the benefits it would bring. The opinion editorial, “Your Florida Driver License Just Got Safer, Smarter and Far More Valuable,” was published in four major newspapers across the state.

Innovative Use of Technology Award for their *Oracle Field Service Cloud System*. The Oracle Field Service Cloud System is an application that replaces a paper process with an electronic one by automating multiple functions that were previously performed manually. The Florida Department of Highway Safety and Motor Vehicles implemented this to support the mission of its Bureau of Dealer Services, which involves licensure and regulation of motor vehicle dealers. Bureau compliance examiners perform dealership site inspections, records inspections, rebuilt inspections, and VIN inspections. The new technology provides mobile tablets that track field tasks and capture inspection data electronically, greatly improving efficiency and customer experience. The application also incorporates scheduling and reporting functions, allowing administrators to manage staff appointments and configure customized outputs for monitoring performance data.

Georgia Department of Driver Services (DDS)

PACE Category 2D: Digital Graphics for their *DDS 2 Go Web Ad*. To promote the new agency mobile services app, DDS 2 GO, Department of Driver Services (DDS) planned a media campaign largely focused on social media and web-based advertising. Teen drivers are a major targeted market as they are required to interact with DDS two separate times after being licensed. These two license upgrades are a perfect opportunity for new drivers to conduct the transactions via the mobile services app and skip the trip to a DDS Customer Service Center. Since Facebook, Snapchat, and web display ads are the avenues through which teens receive most of their messages, DDS designed an ad that would appeal to the Centennial and Millennial market.

PACE Category 3C: Radio Commercial or PSA, Externally- or Internally-Produced for their *DDS 2 GO Radio Spot*. In addition to the previously-mentioned media campaign, DDS also purchased radio spot advertising to promote the “DDS 2 GO” mobile app. The radio spots concentrated on morning and afternoon commuting times and sponsorships of the traffic reports. “It’s like having a driver’s services center in your pocket,” was adopted as the tag line and became popular with on-air radio hosts and DDS team members alike. The spot covered several key points: it’s free for customers, there will be no more surprises because you get custom alerts about your license, there are many services that can be completed, and it will make taking care of your license business easier.

Improvement through Efficiencies Award for their *Online Road Test Reservations* system. Georgia DDS launched an online road test reservation system via the agency's website. Customers needing a vehicle or motorcycle road test can now make, update, change, or cancel the reservation online. Previously, customers were required to telephone the customer Contact Center, one of the busiest in the state, and speak with an agent to secure a road test reservation. Last year, Contact Center agents scheduled over 191,962 road test reservations. The ability to offer customers an online reservation service has the potential to divert hundreds of thousands of telephone calls from the Contact Center thus improving their ability to efficiently assist other callers.

Fraud Prevention and Detection for a Law Enforcement Individual Award for *Karen Brooks, Criminal Investigator II with the Office of Investigations*. Karen Brooks has been employed by the Department of Driver Services Office of Investigative Services as a Criminal Investigator since January 2011. She is assigned to the Professional Standards Unit responsible for the investigation of identity theft, fraud, and forgery when an employee of the agency is involved. An anonymous caller reported knowledge of two subjects, known to be undocumented immigrants, who had purchased a license from a driver license examiner more than five years ago. Based on the information provided, the subjects and the employee were identified. After extensive research of the transactions processed by the employee, additional suspicious records were located that appeared to have been issued in a manner not consistent with the procedures established by the department.

Community Service Recognition for *Georgia DDS Hosts Blood Drive*. Commissioner Spencer R. Moore is a champion of community service. At the Commissioner's direction, Department of Driver Services (DDS) regularly supports the state's Charitable Contribution Program as well as various individual philanthropic efforts. This year, Commissioner Moore asked that DDS partner with the American Red Cross to sponsor a blood drive.

Georgia Department of Revenue

Community Service Recognition for their *Maximum Impact Love Community Service Project*. Maximum Impact Love is a 501(c)(3) non-profit that is dedicated to helping others to make a difference in their lives. The organization acts as a bridge between those with time, talents, and resources to assist the underprivileged in areas of in-kind and tangible donations such as Christmas gifts, school supplies, bill paying assistance, and counseling. The Motor Vehicle Division partnered with Maximum Impact Love as part of its annual Customer Service Week. Due to overwhelming support, the effort bloomed into a month-long campaign that included a food drive and holiday toy drive, exceeding all initial expectations.

Kentucky State Police (KSP)

PACE Category 2B: Photography for their *If It Was Easy* photo. Commercial Vehicle Enforcement Investigator Travis Smith took a photograph using special lighting for the dark effect. Text was then added to promote Kentucky State Police's recruitment efforts, and the purpose of the photo was to inspire people to apply to be a Kentucky state trooper. A new cruiser and a uniformed trooper—who is also a female trooper—were included to provide the branding for the agency. The photo was placed on various social media platforms and the shares, likes, and engagement were monitored to determine the effectiveness. On Facebook alone, the photo reached 43,600 people. The photo generated interest and conversation and, in doing so, achieved the desired outcome of increasing calls into the Recruitment Branch by candidates asking how they could become a trooper.

PACE Category 4B: Non-Media Event for *KSP's Safe Trick or Treat*. For nearly 12 years, the KSP has provided a safe, fun alternative to traditional "trick or treating," while using the opportunity to

share safety messages and personal contact with police officers. This event serves as an outreach tool for the agency and is an effective example of community policing. Any opportunity for citizens, especially children, to see troopers and officers in a different role, interacting and having fun instead of writing tickets, helps to humanize the badge and develops stronger relationships with the community they serve.

Community Service Recognition for their *Trooper Teddy Project*. The Trooper Teddy Bear Project came to life in December of 1989 after Kentucky First Lady Martha Wilkinson hosted a gala fundraiser at Red Mile Racecourse earlier that summer. The concept of the program was for troopers to provide stuffed animals to children during traumatic experiences, such as a car crash or child abuse cases, and also to distribute to terminally ill children. The first allotment of bears included a personal note on each stuffed animal from First Lady Wilkinson. The program ran out of funding in early 2000, until last year, when KSP utilized asset forfeiture funds from criminal drug activity and developed a sustainment plan. This project has also won the **International Community Service Award**, and Kentucky State Police will receive that award at the 2019 AAMVA Annual International Conference, August 20-22 in Omaha, Nebraska.

North Carolina Division of Motor Vehicles (DMV)

PACE Category 4A: Media Event/Press Day for their *Tar Heels Coach Roy Williams is Leading Tobacco Road for NC REAL ID* event. The North Carolina Division of Motor Vehicles parked their mobile driver license unit outside of the Dean E. Smith Center to issue NC REAL IDs to Tar Heels' coach Roy Williams and other University of North Carolina Athletics staff. The press event began with Coach Williams obtaining his REAL ID, followed by 13 head coaches and several local public officials. The press event was intended to leverage the influence of high-profile Atlantic Coast Conference coaches and other North Carolina movers and shakers to encourage North Carolinians to convert their licenses and ID cards into REAL IDs. This event was also chosen as the **PACE Overall Division Award winner for Division 4: Special Events**. North Carolina will receive that award at the 2019 AAMVA Annual International Conference, August 20-22 in Omaha, Nebraska.

PACE Category 6A: News Release for their *NASCAR King Ready to Travel with NC REAL ID* release. The news release details the experience of NASCAR legend Richard Petty in obtaining his REAL ID. Mr. Petty shared how easy it was to obtain a REAL ID and encouraged others to get ahead of the deadline to obtain their REAL IDs as well. The intent was to use trusted voices to encourage other North Carolinians to convert their current licenses and IDs to REAL IDs.

Fraud Prevention and Detection for a Law Enforcement Agency Award for *Dealer Fraud/Criminal Activity Detection*. In July of 2018, North Carolina Division of Motor Vehicles asked Vehicle Services to run a report that captured vehicle sales by dealers that were greater than 45 days old. Under North Carolina law, dealerships are required to report and deliver all paperwork for vehicle sales to the DMV within 20 days from the date of sale. This report detailed the VIN, date of sale, date of application to the DMV, dealer name, number, and county. In the first six months of 2018 this report showed over 24,000 transactions that were in violation of state law. This number equates to possible civil penalties exceeding \$4 million dollars. For this effort, North Carolina is also the winner of the **International Fraud Prevention and Detection for a Law Enforcement Agency Award** and will receive recognition at the 2019 AAMVA Annual International Conference, August 20-22 in Omaha, Nebraska.

South Carolina Department of Motor Vehicles (SCDMV)

Community Service Recognition for their *Team SC Days*. Following the historic flooding left behind by Hurricane Florence in September 2018, the South Carolina Department of Motor Vehicles supplied volunteers for the state's Department of Administration's Team SC Days in various areas of South

Carolina. Knowing that the SCDMV is often thought of as the “face of South Carolina,” agency employees served as greeters when helping flood victims navigate the government services available to them. Thirty-two SCDMV employees assisted in four Team SC Days deployments during the month of October. These public servants left their day jobs behind and served 3,970 of their fellow South Carolinians during their time of need.

Tennessee Department of Safety & Homeland Security

Customer Convenience Award for their *Motor Voter Initiative*. In March 2018, the Tennessee Department of Safety and Homeland Security partnered with the Tennessee Secretary of State’s Office and the Tennessee Attorney General’s Office to provide a real-time voter registration interface for the department’s two most used external applications—eServices and the Self-Service Kiosk. Prior to this interface, customers were only able to submit voter registrations in person at a Driver Services Center or County Clerk affiliate. The new interface not only added a customer convenience component but also provided real-time notification to the Secretary of State’s Office for voter record updates.

Texas Department of Motor Vehicles (TxDMV)

Fraud Prevention and Detection for Motor Vehicle Agency Award for the *TxDMV FMCSA Consumer Protection Partnership*. The Texas Department of Motor Vehicles is one of several state agencies that entered into a Memorandum of Agreement with the Federal Motor Carrier Safety Administration allowing for the TxDMV to enforce federal laws and regulations governing the interstate transport of household goods. TxDMV was limited to taking such enforcement actions only against those carriers operating with intrastate credentials. Accordingly, TxDMV investigators were trained and certified to enforce federal laws and regulations, and in August 2017, the department began investigating what would eventually prove to be one of the largest fraud cases concerning an interstate mover in United States history.

Fraud Prevention and Detection for a Motor Vehicle Individual Award for Amber Ott, the lead investigator on the case described above. This case, spearheaded by Ott, eventually morphed into one of the largest fraud cases involving movers in U.S. history. Of the 180 plus cases that stemmed from complaints made to TxDMV and the Federal Motor Carrier Safety Administration, Investigator Ott successfully resolved approximately 170, resulting in consumers’ household goods being returned to them.

Virginia Department of Motor Vehicles

PACE Award Category 2A: Logo for the *Take Action Against Distraction License Plate Design Contest Logo*. The logo design for the “Take Action Against Distraction License Plate Design” contest is a dynamic graphic aimed at capturing the attention of young, teenage drivers. The design calls attention to some of the most common forms of distracted driving, including cell phone use and eating. The logo was incorporated in all contest material, including the contest webpage, posters, social media graphics, event invitations, and mastheads to create brand recognition for the contest.

PACE Award Category 6E: Speech for their *Social Media for Customer Service* speech, which was prepared and delivered by Assistant Commissioner Pam Goheen. The speech was an illustrative summary of the agency’s use of social media to provide custom and effective customer service and its powerful, positive impact on public relations. The presentation was entertaining and educational, providing easy-to-implement takeaways for transferability to other jurisdictions.

Community Service Recognition for *Bicycle Drive and Tricycle Race for Holiday Helper*. The Virginia Department of Motor Vehicles annually supports military and veteran families with its Operation Holiday Spirit toy drive campaign held near Christmas. This year, DMV got an early start on the festivities by hosting a bicycle drive in July to benefit Operation Holiday Spirit charity Holiday Helper, a nonprofit which provides Christmas gifts to children of military and veteran families. To create buzz for this inaugural bicycle drive, DMV's Veterans Events Planning Committee paired it with a tricycle race for employees.

The International Driver Examiner Certification (IDEC) 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 examination (the Examiner's Code of Ethics) and for their high level of conduct in their profession. **IDEC Examiner of the Year Awards were presented to:**

- Natasha Simmons, Florida Department of Highway Safety & Motor Vehicles
- Keyiera Ezell, Georgia Department of Driver Services
- Mark Jones, Kentucky State Police
- David Bierbaum, Oklahoma Department of Public Safety
- Jose Arevalo, Driver Examiner, South Carolina Department of Motor Vehicles
- Deborah Harrison, Virginia Department of Motor Vehicles
- Christine Winnell, West Virginia Division of Motor Vehicles

AAMVA's awards foster a tradition of excellence in the motor vehicle and law enforcement community. The awards allow AAMVA to honor individuals, teams, and organizations who have committed their time and resources to safety initiatives, outstanding customer service, and public affairs and consumer education programs throughout North America. Awards are presented in the following categories:

- Service
- Safety
- Security
- Public Affairs and Consumer Education

"AAMVA is always so proud to recognize the excellent work our members do for the communities they serve," said AAMVA President & CEO Anne Ferro. "Through their efforts, DMVs and law enforcement agencies make drivers and vehicles safer, identities secure, and ultimately, save lives."

Founded in 1933, AAMVA serves North American motor vehicle and law enforcement agencies to accomplish their missions. The Association's vision - *Safe Drivers, Safe Vehicles, Secure Identities, Saving Lives* - guides AAMVA's activities, resources, and programs in driver licensing, vehicle titling/registration, motor carrier services, identity management, and technology solutions.

For more information visit www.aamva.org.

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