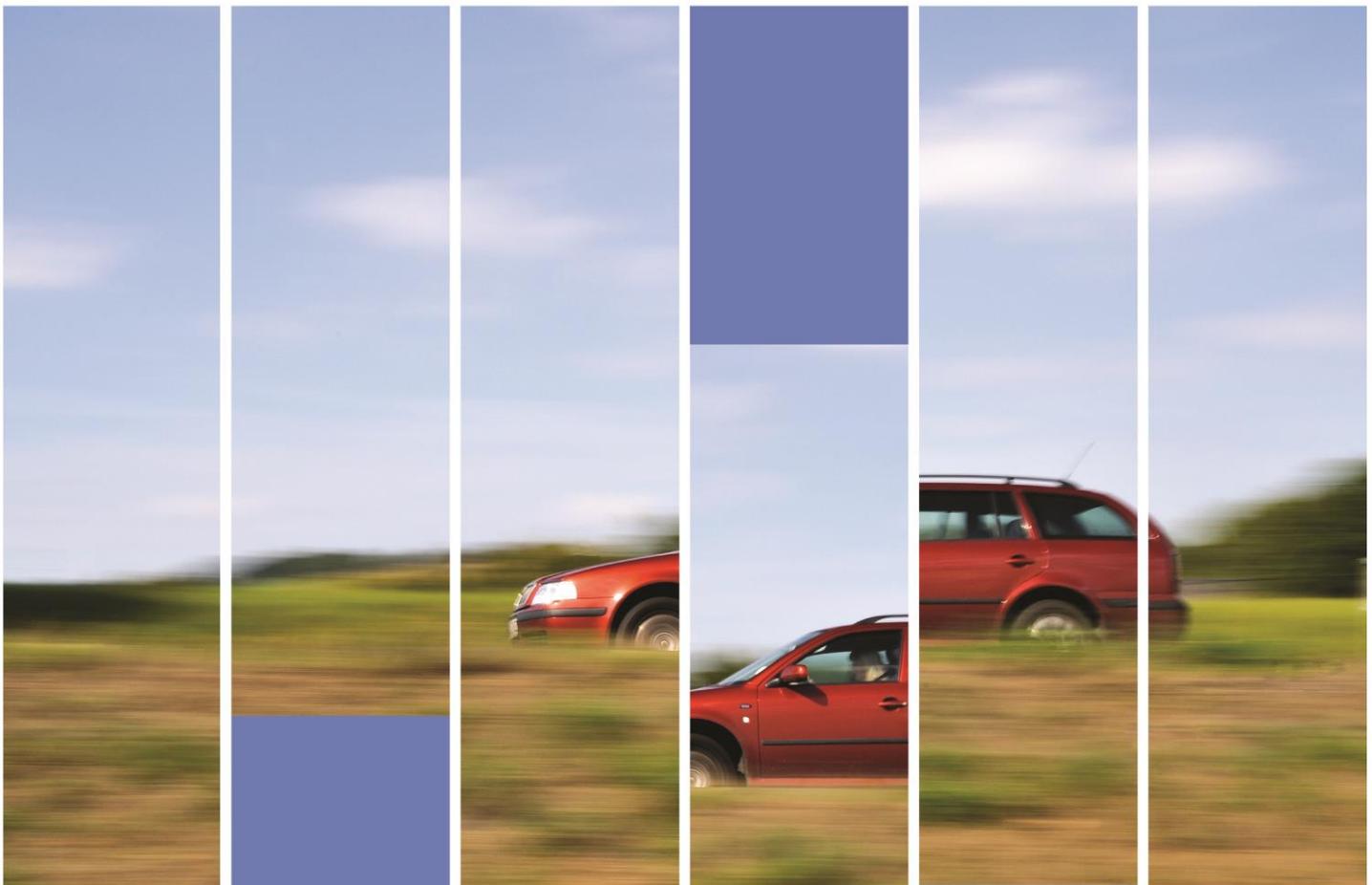


Mississippi Department of
Public Safety

SKIPPING THE DRIVE

drive.ms.gov



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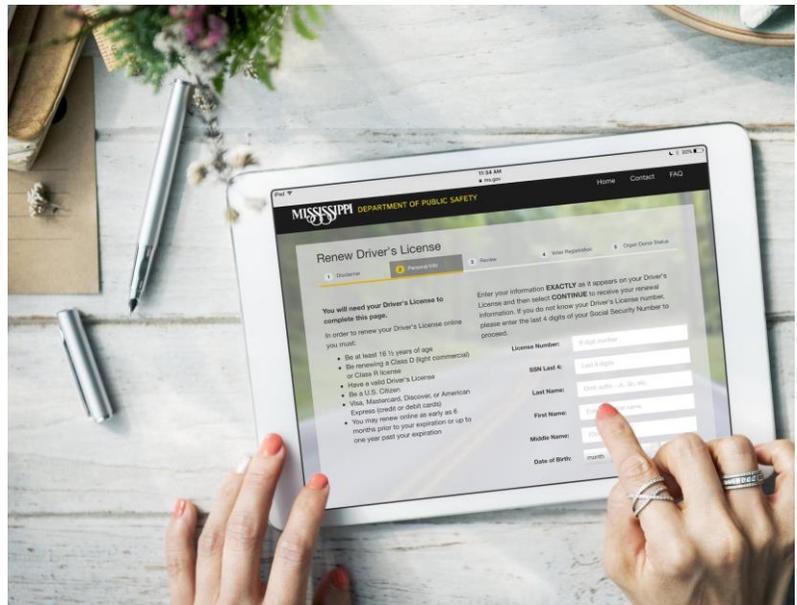
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Executive Summary

In 2014, the Mississippi Department of Public Safety (DPS) sought to modernize their outdated driver's licensing system and associated services and increase the level of involvement in which they engage citizens. Partnering with Mississippi's eGovernment provider, Mississippi Interactive (MSI), DPS launched the new Driver Self-Service Portal (www.drive.ms.gov), a secure, one-stop suite of seven mobile-optimized applications, more accessible and streamlined for handling DPS needs on the go. For the first time ever, the new online process gives Mississippi citizens the chance to skip the trip to their local DPS location by offering the most common driver transactions within one portal.

After more than 25 years of using an antiquated driver's license system, DPS set out to meet the technological advances and demands of an increasingly mobile state by completely transforming how they interact with the public. Through the reorganization and consolidation of content, users can immediately complete renewals, order replacement credentials, and pay reinstatement fees online. The improved user interface features an intuitive navigation pane providing users quick access to a multitude of DPS features including individual motor vehicle requests, commercial driver's license medical card submissions, and a driver's license kiosk locator.

Constituents interested in learning more about DPS and online transactions can access the FAQ information with just one click, allowing them to quickly identify commonly asked questions and link directly to DPS resources. The launch of the application suite replaced outdated cumbersome processes with timesaving online solutions, by decreasing the need for individuals to wait in line.



The Self-Service Portal has created significant operational efficiencies for citizens and Driver Services staff, including:

- 25% decrease in walk-in transactions at physical Driver's License Stations
- Reduction in cash/check transactions with close to \$3 million in electronic payments in the years since launch
- 52% of transactions take place from mobile devices or tablets
- Average transaction time barely surpassing two minutes per user

The self-funded suite of applications was developed, is hosted and maintained by Mississippi's eGovernment Provider, Mississippi Interactive (MSI) at no cost to DPS. The self-funded development has saved DPS over \$340,000 in development, technical, project management, and marketing resources.

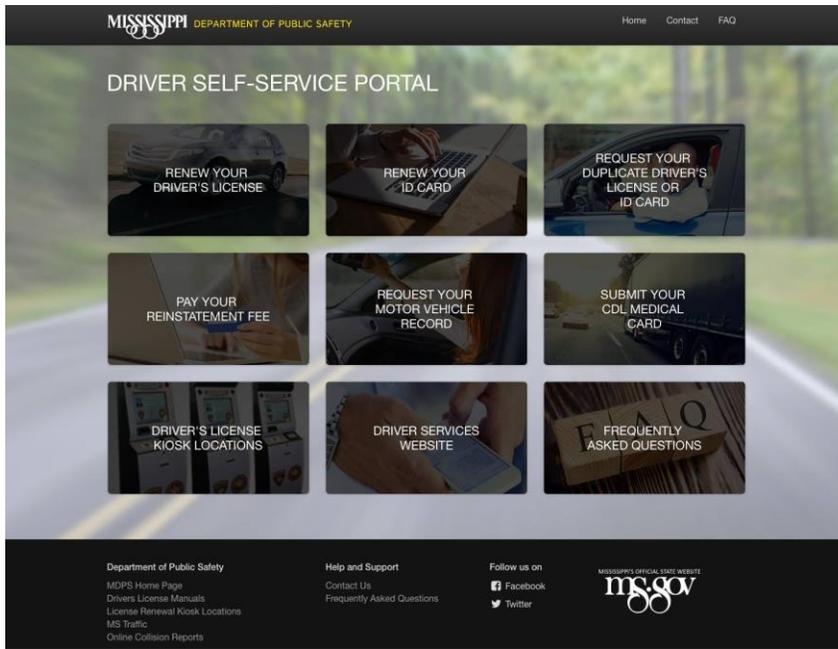
Concept

Prior to the launch of the interactive drive.ms.gov Self-Service Portal, The Mississippi Department of Public Safety (DPS) utilized a driver's licensing system that was over 25 years old. After evaluating their existing services, DPS recognized the need for a current, citizen-focused approach to making electronic interactions with the agency quick and efficient and to decrease the foot traffic in the individual Driver's License stations. The legacy system, supported under a traditional time and materials funding model, became too antiquated for DPS to maintain given the volume of customers and updates required.

DPS began discussions and requirements gathering with Mississippi Interactive (MSI), the State of Mississippi's eGovernment partner, in May 2014 with a goal of having their entire online portal live by July 2016. MSI designated resources including .net developers, creative designers, quality assurance and marketing to execute the project rewrite, while an assigned project manager lead the project's design, development, implementation and launch, along with simultaneously overseeing coordination between DPS, MSI, the portal's payment processors, and the agency's licensing back-end vendor.

The culmination of these discussions resulted in a Self-Service Portal that provides a high level of comprehensive, easily navigated functionality that guides users to information quickly and easily and allows DPS to serve their clients more efficiently through new features such as:

- License Eligibility Wizard: By entering license number, last name and date of birth, the online system communicates with DPS's licensing system to display only the online services available to the user at that time, eliminating the guesswork out of whether to renew a license.
- Pre-populated Data Fields: Personal Information is pre-populated for existing licensees.
- Online Address Change: Individuals who experience a change of residence within a renewal period can now update the address on their credential while renewing, eliminating the need to visit a physical location.
- Voter Registration: During renewal, users can register to vote, update an existing registration, or opt out of voter registration through the simple click of a box.
- Organ Donor Status: Through a partnership with the Mississippi Organ Recovery Agency (MORA), the Driver Self-Service portal offers one click Organ Donor Status selection for renewing drivers. Confirmed organ donor's information will be sent to MORA and the organ donor status will be updated on the driver's credential.
- Multi-year Renewal Option: Drivers now have the option to choose between four-year and eight-year driver's license and identification card renewals.
- Reinstatement Fees: A customer can pay all reinstatement fees online so long as all other compliance items have been satisfied.
- Mobile Optimization: To seamlessly integrate the web-based application with the mobile user population, the online application suite was responsively designed to fit any mobile or tablet device.



Through the reorganization and consolidation of content, the average transaction time barely surpasses two minutes per user. While online driver license renewals have been accessible online in Mississippi for many years DPS increased citizen convenience with first time features like options for four or eight year renewals, online address changes and mobile optimization. DPS knew it was imperative the application suite be optimized for mobile accessibility and analytics have continually supported the decision as over 52% of transactions take place from mobile devices or tablets.

Furthermore, the application suite utilizes a secure web service between the database vendor and MSI to transfer personal licensee information between DPS's back end system and the online applications. For secure transfer of sensitive payment information, an https connection is used to transfer all payment data to the State of Mississippi's official payment engine (TPE), a fully hosted, web-based, enterprise-class payment processor specifically designed for use by state government. TPE is a SAS 70 Type II-certified solution that is fully compliant with federal, state, local and industry standards—including PCI DSS and PA DSS.

By utilizing the State eGovernment program and MSI's self-funded model for the rewrite of the system, the DPS realized an initial cost avoidance of over \$340,000, decreases in ongoing maintenance costs, and was able to utilize the state's award-winning ms.gov portal and social media outreach to create awareness for the new self-service portal, and to increase adoption after the services were launched for citizen use.

Significance

The DPS Driver Self-Service Portal replaced an existing system launched over two decades ago. The updated Self-Service Portal brought seven services online into one central location while providing a modern and mobile-optimized user interface with a refreshed look where citizens can now conduct transactions with DPS online and on the go. The suite of services and subsequent business process enhancements included:

- Mobile optimization of the online application to seamlessly integrate license sales with the mobile applications and be accessible from any mobile device.
- Addition of intuitive requests for information based on user's responses

- Reconfiguration of the real-time web service connection with DPS's back end license vendor
- Development at no cost to DPS
- Integration of Organ Donor Status, Voter Registration and Change of Address functionality
- Implementation of multi-year renewal options

With approximately 2,400,000 licensed drivers in MS, the fluidity of the mobile-optimized site and application suite allows users to effortlessly access information and securely complete online transactions from any platform including tablets and mobile phones delivering the ease of use to all DPS constituents.

Impact

The foremost benefit of this project is leveraging the use of technology to impact citizens by offering an online solution that places government at the fingertips of its users, while at the same time providing a robust solution to DPS that did not require the use of state appropriated funds. The Self-Service Portal has created significant operational efficiencies for Driver Services staff through a 25% decrease in walk-in renewal transactions at a physical Driver's License Station transactions and has already processed close to \$3 million in online transactions in the year since launch, reducing the number of bounced checks and cash handling in field offices. Additionally, the refreshed application suite saw over 52% of transactions take place from mobile devices or tablets, and among the cumulative 125,000 transactions, the average transaction time barely surpassed two minutes per user.

The MSI team dedicated design resources for CSS, development team members built the application, and the Project Manager worked daily with DPS to facilitate testing and updates to the suite of applications prior to launch. MSI provided marketing through the ms.gov social media channels and promoted the service online on the award-winning ms.gov portal. The project in total resulted in 2,000+ resource hours saved by DPS. Since the launch of the services, DPS has realized a total cost avoidance of over \$340,000.

By utilizing the public-private partnership between the State of Mississippi and Mississippi Interactive (MSI), the Mississippi Department of Public Safety (DPS) was developed, tested, launched, hosted, and is maintained at no cost to DPS.