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## NASCIO 2018 State IT Recognition Awards

# North Carolina Department of Transportation MyDMV Portal

Category: Digital Government – Government to Citizen

State: North Carolina

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## Executive Summary

In 2014, the NC Department of Transportation (NCDOT) Information Technology section and the NC Division of Motor Vehicles (NCDMV) began an extensive program to modernize their outdated web presence and to improve information availability and citizen engagement.

Establishing key objectives through an extensive Voice-of-the-Customer citizen survey, NCDMV delivered the MyDMV Portal (<https://edmv.ncdot.gov/MyDMV>), a secure, online portal that lets NC citizens:

- View and manage details about their driver license and vehicles
- Sign-up and manage electronic communications from NCDMV including vehicle registration renewal notices
- View yearly vehicle property tax payment information
- Conveniently complete NCDMV services anytime and anywhere

...all without ever having to wait in a line.

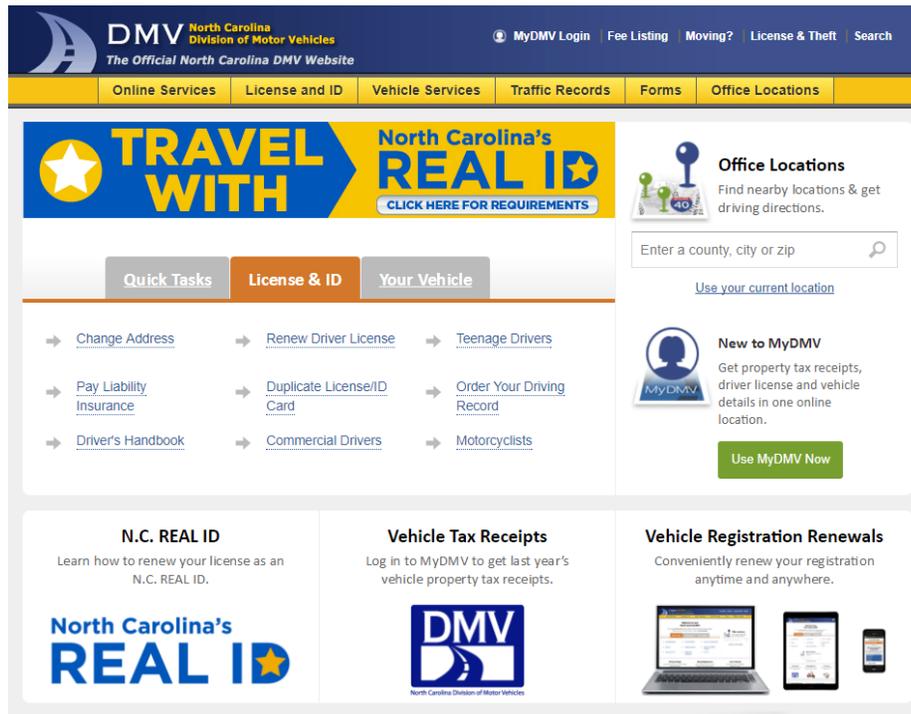
The MyDMV portal project modernized the presentation of the NCDMV internet applications making all functionality available regardless of user platform. Since it was launched, the portal has garnered an average of 117,808 unique visitors per month, and it is anticipated that monthly unique visitors will significantly increase as the agency implements a marketing plan to more actively promote the offering.



Through the MyDMV portal, the NCDMV has:

- Integrated disparate vehicle and driver information to provide a holistic customer view.
- Created a single platform for the distribution and management of NCDMV to customer information.
- Provided self-service elements that had previously only been available through call center or in person contact.

## Project Narrative



## CONCEPT

DOT-IT and NCDMV's modernization program has incrementally delivered value to the organization and to NC citizens over a period of years through a series of enabling and complimentary projects to modernize NCDMV's web presence and technology. The key business drivers for the NCDMV Modernization program are to:

- Improve customer relationship management and provide seamless service to all NCDMV customers.
- Provide an integrated and adaptable system framework with the expectation and ability to deal with policy or legislative changes quickly and efficiently.
- Maintain a focus on the authentication and security of NCDMV identity and vehicle credentials to enhance overall security and prevent fraud and misuse.
- Enhance the ability and ease of data sharing across NCDMV and with approved, external partners to facilitate strategic planning and data-driven decision-making.
- Integrate disparate applications and information and automate business processes to eliminate or minimize redundant data entry and manual, paper and time-intensive processing.

Establishing the MyDMV portal was a critical step aimed at modernizing the presentation of the DMV internet applications so that all functionality was available regardless of user

platform (mobile phones, tablets, PCs). At the concept of the MyDMV project, the NCDMV web presence suffered from the following issues:

- Lack of consistent, user-friendly, modern look and feel.
- Lack of adequate functionality on current user devices, primarily mobile and tablet.
- No ability to identify a customer and provide a list of services for which that the customer is eligible.
- No integration among the various current online service offerings (e.g. single point of entry to online services being offered).
- No ability for a customer to view their current vehicle and driver status online.
- No customer relationship management capabilities offered online.

## SIGNIFICANCE

The MyDMV Portal provides NC citizens with a holistic view of their relationship with the NCDMV, integrating their driver license and vehicle information in a single, online location. This information was not previously aggregated in an accessible way for citizens. The Portal (<https://edmv.ncdot.gov/MyDMV>) integrates information from disparate, mainframe systems in a modern, accessible way. It also provides convenient access to all NCDMV services online in one central location while providing a modern and mobile-optimized user interface with a refreshed look where citizens can easily conduct transactions with NCDMV online rather than having to visit an office location.

The services and business process enhancements provided through the MyDMV Portal include:

- Mobile optimization of the online presence to allow accessibility from any device.
- Integration of Organ Donor Status, Voter Registration and Change of Address functionality.
- Implementation of electronic notification for vehicle registration and property tax notices.
- Convenient access to vehicle property tax information to allow for simpler tax preparation.

NC has over 7.4 million licensed drivers and nearly 10 million licensed vehicles, with such a large customer constituency, the adaptability and convenience of the mobile-optimized portal and online applications 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 of NCDMV's citizen customers.



## IMPACT

Since its launch in 2016, the MyDMV Portal (<https://edmv.ncdot.gov/MyDMV>) has provided a convenient window into a citizen's relationship with the NCDMV, provided extensive information that was previously only available through purchase. The refreshed application suite has seen over 6.3 million visitors with 32% of visits taking place from mobile devices or tablets.

In the first 5 months of availability, close to 20,000 citizens have enrolled in electronic notifications for their vehicle registration and property tax notices, utilizing a modern, convenient channel for interacting with the NCDMV.

The DOT-IT team dedicated architects and design resources for the optimized use of technology and to ensure a robust user experience; development team members built the application; and the project manager worked daily with the NCDMV business subject matter experts to facilitate testing and updates to the portal application prior to its launch.

The overall benefit of this project is leveraging the use of modern technology to positively impact citizens by offering an online portal that places NCDMV services and information at the fingertips of its users, when and where they need it most.