DMVNow Kiosk Program: Introducing 24/7 Government ATM

Category: Information Communications Technology (ICT) Innovations

State of West Virginia

Division of Motor Vehicles:

DMVNow Kiosk Program

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Executive Summary

The West Virginia Division of Motor Vehicles (DMV) is currently responsible for 1.8 million vehicles and 1.3 million drivers in our state. West Virginia citizens are required to renew their vehicle registration annually and driver's license every 5 years. In most cases, these transactions occur within one of 25 regional offices. Combined, vehicle and driver license renewals represent over 40% of the transactions that occurred at a regional office in 2016. Vehicle renewals within DMV offices take approximately five minutes to process and driver license renewals without changes take approximately 15 minutes. The challenge is the wait for these services could be up to 90 minutes in peak time periods. To help remedy this situation, the DMV targeted a goal of reducing the number of vehicle and driver license renewals that occur within the regional offices. This would be accomplished by introducing multiple methods to allow citizens to access the DMV on their own time and schedules.

Initially, the DMV introduced online transactions for these services. While online vehicle renewal transactions have increased significantly over the last four years, the number of in-person renewals has remained steady. Through customer interactions and other metrics, the DMV found that instant satisfaction and/or procrastination were significant factors bringing customers into offices. The DMV needed a way to meet the needs of the customers through providing instant satisfaction and 24/7 access. Utilizing the idea and simplicity of the ATM machine, the DMV initiated the DMVNow self-service kiosk program.

The DMVNow kiosk program is self-funded by a small per-transaction service fee, eliminating the need for a substantial hardware purchase and the associated risk. The kiosks are placed near high traffic regional offices around West Virginia in 24/7 like businesses such as gas stations and grocery stores. The machines provide the ability for citizens to renew their vehicle registration and receive a new registration card with decal printed instantly by the machine. The DMVNow program has since been expanded to allow for driver license renewals and other DMV services. Since the program's creation, the DMV has reached out to offer other state agencies the ability to provide services on these machines. This has so far resulted in a partnership with the Division of Natural Resources for hunting and fishing licenses. The DMV continues to communicate to other agencies about the initiative in order to add additional non- DMV services to the kiosks in the future.

Overall, the goal of the DMVNow kiosk program is to reduce in-person transactions for vehicle and driver license renewals by 10% or roughly 80,000 transactions a year. This equates to roughly 1,000 transactions per machine per month. Through this reduction in in-person traffic, the DMV would eliminate almost 15,000 hours of in-person transactions resulting in faster service within regional offices. Through multiple educational and marketing efforts, the DMV continues to see progress toward this goal with transactions at the kiosks increasing by 300% in the last three months.

Concept

Evolution

Starting in 2014, the West Virginia DMV introduced convenient citizen-focused online services and new services are added each year. Additionally, the adoption and usage of online services has grown about 250% on average per year. Even with this large amount of growth, the impact within the regional offices hasn't been nearly as significant as expected. By reviewing customer traffic and patterns, the DMV found that citizens were looking for either the instant satisfaction of completing their renewal or procrastinating to the last possible moment. For these citizens, the online services were not fully meeting their perceived need. So, the DMV needed a way to help these customers while reducing foot traffic and thus wait times in the regional offices. After reviewing practices from other states and various services available, the DMV initiated the DMVNow kiosk project. Through the use of kiosks, the DMV could extend existing online services and add additional convenient features, such as instant printing of registration cards and decals.

DMVNow kiosks were placed in businesses open 24/7, such as gas stations and grocery stores, throughout the state. These machines provide an ATM-like experience with bar code readers, the ability to print multiple types of documents, and easy to use functionality.

To date, the kiosks provide the following services:

- Vehicle Renewals
- Driver License Renewals
- State ID Renewals
- Driver Record History
- Hunting and Fishing Licensing *(In Development)*

Costs

The DMVNow kiosk project was implemented as a self-funded project in cooperation with West Virginia Interactive and Intellectual Technology, Inc. Transactions fees are being passed on to the customer for each service made available. In most cases, these fees are $3 per transaction. The project took approximately six months from inception, with some functionally available within 2 months of project start.

Accessibility

In order to ensure the kiosks were accessible, the machines are ADA compliant and deployed in a manner to provide accessibility on the sides and front of the machine. Additionally, the machines include voice instructions narrated to walk the user through each transaction. Finally, the machines support both English and Spanish interactions.

Security

The DMVNow kiosks are PCI compliant along with multiple security features built into the machine which include:

- Remote Monitoring
- VPN tunneling to centralized data center
- Built-in security camera
- Device hardening
- Tamper alarms

State Steering Committee

Currently, the DMVNow project is managed by a state organized oversight committee consisting of at least one member of each participating agency along with a representatives from the State Treasurer's Office, West Virginia Interactive, and Intellectual Technology, Inc. To create a solid foundation, the DMV has included additional members for each of the major service groups within the department. The oversight committee currently includes the DMV and the Department of Natural Resources as the participating agencies. This committee is responsible for steering the direction of the kiosks, where they will be placed, and what services are to be developed on the machines.

Communications

The DMVNow program is being promoted on multiple fronts. In regional offices where a machine is nearby, citizens are greeted with signage upon arrival with information about the nearest machine and its capabilities. At businesses where a machine is in place, signage is placed at the entrances along with additional signage at point of checkout to direct customers toward using the machines. The DMV has also been utilizing billboards to increase awareness. Additionally, the DMVNow program is heavily promoted via a Facebook page: http://www.facebook.com/wvdmvnow. Through the DMVNow Facebook page, citizens can easily find the closest machine, ask questions, and learn more about the machine's capabilities. The DMVNow page is used as a landing spot for Facebook advertising to further promote the DMVNow kiosks.

Significance

Enabling 24/7 Government Interactions

The current scope of the DMVNow program has been focused on the DMV services and recently expanded to include the Department of Natural Resources. From these two agencies, the state has developed a framework for expanding services to multiple agencies. Initially, the DMVNow program consisted of seven machines spread throughout the state. These machines have been placed in 24/7 businesses such as grocery stores and gas stations. The program will not only reduce regional office foot traffic, but may help grow these businesses by bringing additional foot traffic.

Measuring for Success

The goal of the DMVNow program has been to reduce the number of vehicle and driver license renewals performed in regional offices. As such, this number is the key measurement of the success of the program. Currently, transactions at DMVNow kiosks are relatively low, but that is changing. Over the last three months, growth has been at 300%. As this growth continues, additional machines and locations will be added to the DMVNow program. Over time, the goal of the project is to reduce in-office processing of vehicle renewals and driver license renewals to under 30% of the transactions performed in a regional office.

Reducing State Costs

As in other states, it is a major initiative of the State of West Virginia to reduce costs and provide for a balanced budget. The DMVNow program through its self-funded model is a proven way to help reduce state costs in the long term. As this program grows and new services are introduced, costs to the state to perform these transactions will continue to decrease.

Impact

Improving State Government

Prior to the implementation of DMVNow kiosks, citizens required internet access and a computer or mobile device to utilize the online services provided by the DMV in a 24/7 manner. While still very convenient, citizens are required to wait to receive their new license plate decal in the mail. With the implementation of the DMVNow program, citizens can interact 24/7 at their convenience when performing everyday tasks such as shopping for groceries or fuel and print their decal instantly. The kiosks have helped improve the image of the DMV through both reducing foot traffic in regional offices and by providing innovative, convenient services to citizens.

Long Term Impact

If 10% of the vehicle and driver license renewal transactions that occur today would be shifted to the DMVNow kiosk program, the DMV would realize a reduction of almost 15,000 hours of in-person transactions which equates to about 80,000 transactions per year. This, in turn, would help reduce the wait times in the regional offices to allow for faster service of more complex transaction types. When the program achieves the vision that has been set forth, citizens will enjoy shorter wait times at regional offices in addition to convenient options for government interactions. The DMV will benefit from greater customer satisfaction and reduced operating costs.