



# MyDMV

Digital Government - Government to Citizen

## Arkansas

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Launched February 2018

## Executive Summary

MyDMV.arkansas.gov is a curated, responsive website that is changing the way Arkansans do business at the DMV by helping them skip the trip altogether. Through delivering online access to twenty-four driver and motor vehicle services provided by the Arkansas Department of Finance and Administration (DFA), MyDMV allows citizens to renew their vehicle registration, pay vehicle sales tax, order a duplicate driver's license, change their address, and more—all from their desktop computer or mobile device.

MyDMV.arkansas.gov was developed as part of the ongoing digital government transformation efforts in Arkansas State Government to improve efficiency and facilitate greater use of online services. The goal of the MyDMV site and accompanying "Skip the Trip" marketing campaign is to reduce foot traffic to revenue offices throughout the state and deliver services to citizens in a more efficient manner by increasing the number of services available online - as well as increasing the utilization of these services.

DFA partnered with the Information Network of Arkansas (INA) to build this citizen-focused MyDMV landing page that sits in front of DFA's Arkansas Integrated Revenue System (AIRS), linking users to specific places within the system and other places online.

Since mydmv.arkansas.gov launched in February 2018, over 382,000 users have gone online to complete more than 1.37 million driver and motor vehicle services rather than visiting an office in person.

## Concept

The concept of providing online access to driver and motor vehicle services was developed by the Arkansas Department of Finance and Administration to address the need to digitize manual, paper-intensive processes and reduce foot traffic to revenue offices throughout the state.

With over 600K citizens visiting the Arkansas State Revenue Offices in person each year, MyDMV was developed to address this need, as well as encompass the ongoing digital government transformation efforts in Arkansas State Government supported by Arkansas Governor Asa Hutchinson.

In 2017, The Arkansas Department of Finance and Administration began building a new suite of online services with hopes of improving efficiency and facilitating greater use of driver and motor vehicle services online. Coined internally as the DFA Customer Portal, this suite of services enabled Arkansas drivers to do online just about everything they've historically had to complete in-person at a revenue office. While the Customer Portal efficiently addressed the need to digitize paper-intensive processes, it lacked the ability to present these new services in a way that clearly communicated with the citizens.

Ken Williams, DFA CIO at the time, approached INA to develop and market a curated website that would essentially gather all of the online services provided by the DFA Customer Portal in one place, and present them in a way that makes sense to the citizen.

Over the next year, DFA and INA worked together via a waterfall methodology to design this citizen-focused MyDMV landing page that integrates with DFA's Arkansas Integrated Revenue System (AIRS) through direct link access URLs, linking users to specific places within the system and other places online.

The initial launch of mydmv.arkansas.gov in February 2018 included online access to nine driver and motor vehicle services. Continued enhancements to the website included user experience enhancements and the addition of fifteen more services. As of May 2019, twenty-four driver and motor vehicle services are available on mydmv.arkansas.gov.

To ensure citizen accessibility, Mydmv.arkansas.gov was designed so that any citizen can quickly and easily locate and perform any of the twenty-four driver and motor vehicle services available online - all from the convenience of their desktop computer or mobile device. The website includes responsive design elements that are visually appealing to the user, easy to identify, and consistent with the site aesthetic. In addition, the website is routinely scanned to ensure compatibility with W3C standards.

Mydmv.arkansas.gov also contains the "Skip the Trip" branding and messaging to connect the site to campaign ads driving people there. Most importantly, the website uses images and text to communicate that Arkansans can "Skip the Trip" to the revenue office by taking care of tasks online.

Citizens processing payments on MyDMV for driver and motor vehicle services can also rest assured that their information is secure, as all payment processing by INA meets PCI standards.

In order to provide continuous assessment of the citizen experience of MyDMV, Google Tag Manager event tracking was placed on the site to provide metrics on the most used services. A review of these metrics in March 2018 allowed the website designers to redesign the placement of services on the page, and bring to the front those that were most widely used by citizens.

As new services are added, these metrics allow for a continual review of MyDMV's user experience and the overall performance.

To promote the new website, DFA and INA launched the "Skip the Trip" public awareness campaign that leveraged social media, MVN ads, print communications, homepage callouts, trade show displays, and media relations to drive home the message that Arkansans can, in most cases, avoid traveling to a revenue office by visiting mydmv.arkansas.gov. A key component of the public awareness campaign included a steady stream of fun, organic "Skip the Trip" posts on the Arkansas.gov social media channels. By targeting Arkansas.gov's 48K+ social media followers, these posts helped raise awareness and contributed to driving visitors to the website. In addition to raising awareness, the social media campaign garnered responses from citizens via the Arkansas.gov social media channels. Citizen engagement with posts and tweets on the Arkansas.gov social media channels was measured via the inherent metrics on the platforms, which include: audience reach, likes, shares, link clicks, re-tweets, comments, and direct messages. These provided valuable feedback about the citizen experience with MyDMV while drawing attention to the new website. The campaign included a 45-second commercial produced by INA to run on the Motor Vehicle Network's high-definition flat screen TVs that are placed in revenue office waiting rooms across the state. Customers waiting at the revenue office are targeted with a relevant and timely message that lets them know they don't have to sit there and wait but can visit mydmv.arkansas.gov to perform their task online instead. DFA worked with INA to add MyDMV promotional messaging to all existing print communications going out to citizens including vehicle tag renewal reminders, drivers license, and state ID

renewal notices, driver control notices, medical certificate expiration notices, and traffic violation reports, among others. Additionally, a MyDMV callout was added to the DFA homepage on [dfa.arkansas.gov](http://dfa.arkansas.gov) directing people to use the online service. Representatives from DFA attended three county fairs, along with the Arkansas State Fair, to promote MyDMV to fairgoers. DFA worked with INA to produce clever marketing swag, business cards, flyers, and pop-ups to catch the attention of people passing by. Email addresses were also collected from the nearly 1,500 fairgoers who stopped by to sign-up for the giveaway prize, a Fire HD8. In addition, a series of press releases were distributed nationwide through Business Wire. Arkansas Governor Asa Hutchinson also spoke at a press conference in which he announced the launch and encouraged Arkansans to “Skip the Trip” to the DMV. The press conference was live-streamed on the [Arkansas.gov](https://www.facebook.com/Arkansasgov) Facebook page, marking the first live stream video on any [Arkansas.gov](https://www.arkansas.gov) social media channel. The effectiveness of this integrated campaign can be measured by the number of people who have used the MyDMV services online.

Through their unique self-funded model, INA was able to develop and support the creation of [mydmv.arkansas.gov](http://mydmv.arkansas.gov) at no cost to the state. Convenience fees paid by users who choose to use the services that require a payment are what support the development and ongoing operation of the service. INA also absorbed the cost of the “Skip The Trip” marketing campaign in an effort to drive adoption and increase awareness of the website. Additionally, oversight of the initiative from the perspective of INA is managed by the twelve member INA Board. Under Arkansas Code §25-27-101, the Board provides oversight for state and local digital government services. The INA Board is made up of representatives from user groups (accountants, insurance agents, chambers of commerce, attorneys and bankers) and state agencies. Governor Hutchinson appoints each member to serve a two-year term.

New services are continually added to the website. By the end of 2019, new services on MyDMV will include: citizen access to view and pay their motor vehicle account balances online, 24/7 online purchasing of an Arkansas trip permit for carriers, updating customer contact information online, requesting driver history, scheduling of DWI/DUI hearings, email notifications of hazmat expiration date, email notifications of medical certificate expiration date, age waiver requests for parents applying for a child’s hardship license, and ability to enter form SR121 online for citizens requesting proof of insurance for other parties involved in a vehicle accident.

## Significance

For the first time, Arkansans can visit one website and be directed to exactly the information they need to complete many of their driver and motor vehicle tasks online. The idea behind this innovation is to change citizen behavior, getting them to think of, and use, [mydmv.arkansas.gov](http://mydmv.arkansas.gov) instead of driving to a revenue office.

With over 600K citizens visiting the Arkansas State Revenue Offices in person each year, [mydmv.arkansas.gov](http://mydmv.arkansas.gov) is changing the way Arkansans do business at the DMV by providing online access to twenty-four services which previously required an in-person visit. MyDMV not only increases convenience for citizens by eliminating the need to travel to a state revenue office but also reduces foot traffic, which allows clerks to better serve those who need to take care of tasks in-person. Additionally, several services that still require an in-person visit can be started online to reduce wait time.

Over two million adults in Arkansas can benefit from the online services offered by MyDMV. While the website is geared toward those specifically seeking driver and motor vehicle services, people can visit [MyDmv.arkansas.gov](http://MyDmv.arkansas.gov) to find links for information on other important local and state government tasks, including registering to vote, ordering a birth, death, or marriage certificate, and replacing a social security card.

Additionally, [MyDMV.arkansas.gov](http://MyDMV.arkansas.gov) is the first DFA website to launch with analytics and event tracking through Google Tag Manager. During website development, INA placed Google Analytics and Google Tag Manager on [mydmv.arkansas.gov](http://mydmv.arkansas.gov) to track site traffic and service engagement, and to measure the success of MyDMV and the accompanying “Skip the Trip” marketing campaign. Since February 2018, over 382K users have visited the website to complete more than 1.37 million government interactions.

[MyDMV.arkansas.gov](http://MyDMV.arkansas.gov) was developed as part of the ongoing digital government transformation efforts in Arkansas State Government to improve efficiency and facilitate greater use of online services. The goal of the MyDMV site and accompanying “Skip the Trip” marketing campaign is to reduce foot traffic to revenue offices throughout the state and deliver services to citizens in a more efficient manner by increasing the number of services available online - as well as increasing the utilization of these services.

## Impact

Each year, over 600K Arkansans visit the State Revenue Offices in-person for driver and motor vehicle services. Since the website’s launch in February 2018, over 382K users have gone online to complete more than 1.37 million government interactions, instead of visiting a revenue office in person.

Google Analytics and Google Tag Manager were placed on [mydmv.arkansas.gov](http://mydmv.arkansas.gov) to track site traffic and service engagement. According to these metrics, the average number of MyDMV users per month is 25,500. Event tracking provided by Google Tag Manager, as well as DFA’s internal e-service reporting metrics reveals user engagement on the most used services. Since MyDMV’s launch, over 746K vehicle tag renewals have been completed online, as well as over 572K address updates.

This reduction in foot traffic, coupled with the added convenience of offering online services, has resulted in improved customer experience. By offering a modern, streamlined, and responsive user experience, MyDMV is transforming the customer experience by improving the usability and reliability of government services. By leveraging technology to break down barriers, MyDMV improves government-to-citizen communication while increasing citizen satisfaction.

While MyDMV helps to reduce workload and streamline administrative tasks for DFA employees, DFA is not the only agency who benefits from these shared quality services. As a prerequisite to renewing a vehicle registration online, a citizen must have assessed their personal property for the year and paid property taxes. The AIRS system utilized by MyDMV checks against the County Assessors and Collectors databases to ensure that both of those tasks have been completed before the registration and decal are sent in the mail. By working with these offices to integrate these services, DFA has streamlined online renewals for vehicle registration, while expanding dialog between DFA and County Assessors and Collectors.

A study conducted by the University of Utah assessed the financial benefits of providing a service online versus the costs for providing the same service offline. The study focused on cost avoidance, which is the cumulative

difference between the two costs. The results of this study concluded that it costs an agency an average of \$13.20 less to provide an online service than it does to provide the same service offline. Since MyDMV's launch, more than 1.37 million driver and motor vehicle services have been completed online. Using these two figures, it can be estimated that DFA has experienced a cost avoidance of over \$18 million.

MyDMV increases convenience for citizens by eliminating the need to travel to a state revenue office to perform one of the services now available online. Citizens typically spend about 30 minutes renewing their tags in person at the revenue office, and citizens who live in rural areas of Arkansas could spend more than an hour round trip traveling to the closest revenue office. By going online to [mydmv.arkansas.gov](http://mydmv.arkansas.gov) instead, citizens can save upwards of an hour and a half, plus the cost of fuel. If a citizen must travel to the revenue office, several services that still require an in-person visit can be started online to reduce wait time.

MyDMV also provides accessibility for those not able to travel to the revenue office to perform the tasks necessary to function in society. By offering online access via a mobile-friendly, responsive website, MyDMV allows these citizens to maintain compliance with state and local laws while improving the efficiency of the services offered.

Overall, MyDMV is modernizing IT in Arkansas State Government by changing the way citizens do business at the DMV. By delivering online access to twenty-four driver and motor vehicle services, MyDMV increases efficiency while enhancing citizen engagement and satisfaction with DFA services.