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customer experience**

**Q&A with incoming AAMVA
Board Chair Whitney Brewster**

**West Virginia modernizes
financial management systems**

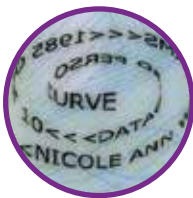
SAFETY ASSIST

**Driver examiners
and motorists alike
must understand
their vehicle's
capabilities to ensure
proper evaluation**

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SAFETY ASSIST

Driver examiners and motorists alike must understand their vehicle's capabilities to ensure proper evaluation

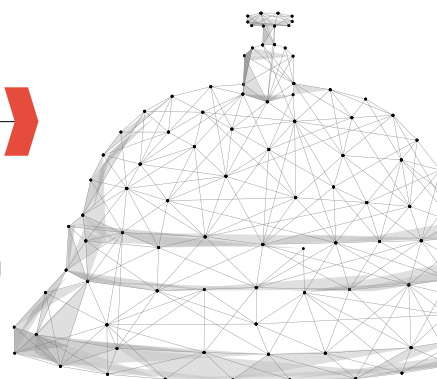
BY MYRNA TRAYLOR

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NEXT-LEVEL SERVICE

How motor vehicle agencies are adapting to meet growing customer expectations

BY ANDREW CONNER



IN THE HEADLIGHTS



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ONLINE EXCLUSIVES

Don't forget to visit **MOVEmag.org** to read the latest web exclusives.

ADDITIONAL PHOTOS

Log on to **MOVEmag.org** to see more photos of the new and efficient Omaha Metro South Service Center.



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Ready, Set, Go!

CONTINUING TO GUIDE AND SERVE

Hello from the road! It's summer, the time when AAMVA's "road show" hits its stride. It's the time when our regional conferences, planning meetings and Annual International Conference take place.

Suffice it to say, AAMVA's Meetings and Conference Team is going non-stop. It takes a lot to hold a successful meeting and I want to thank our AAMVA staff and jurisdiction member staffs who make it all possible. From the early planning stages, held jointly with the host jurisdiction, through procurement, program development, notice, registration, guest arrival, launch and travel home—there are myriad details that we attendees do not have to worry about, or even know about!

From start to finish, the customer service elements of producing a great conference, both internal and external, are demanding, rewarding

and sometimes unsung. In fact, even further behind the scenes than our conference team are the finance, HR, IT and support professionals who develop the budgets, presentation materials, schedules, audio-visual and connectivity. These folks deliver internal customer service to their peers and give others the foundation on which to carry out the public production.

That's what service to others is—demanding, personally rewarding, dynamic, unappreciated and unnoticed unless it's missing. And it takes hard work and support from the top to keep trying new ways to get it right consistently and at ever higher speeds and volume. Outstanding customer

service is vital to our success and I'm excited for you to read the article "Next-Level Service" in this issue of *MOVE*. It brings us into today's customer service challenges and the technology, innovations and people-centric approach AAMVA leaders are taking.

Technology and innovation are two words that bring automated vehicles to mind and the approach members of the AAMVA community are taking. While self-driving vehicles may be slow to arrive, Automated Driver Assist Systems (ADAS) are here and calling out for attention...and for understanding. The community of driver examiners across the U.S. and Canada are faced daily with ADAS-equipped vehicles and license applicant test-takers who do not know how to use them. What's an examiner to do?

Thanks to the shared commitment in the AAMVA community to embrace change and emerging technologies, AAMVA jurisdiction members have come together through the Automated Vehicle Working Group to develop standards for examiners to incorporate into their testing practices. In the search for uniform approaches to this challenge, guidance is on its way!

We are so fortunate to work with government and industry professionals who are committed to facing challenges, finding solutions and sharing best practices to move the ball forward until the next challenge comes along. They have a driving interest in adopting best practices to voluntarily improve uniformity and reciprocity throughout North America and they work hard to deliver all of this with outstanding customer service!

I hope I see you at an AAMVA meeting this summer—it's where you'll find the solutions you're looking for and the network of trusted colleagues in whom to confide. [m](#)

Anne Ferro
AAMVA President and CEO



jurisdiction spotlight



Dynamic workstations and partitioned customer service bays aid in providing optimal service for customers.



As the population of the Omaha metro area continued to grow, the Nebraska DMV quickly realized their services were being overwhelmed by this influx of individuals. Due to limited resources, the DMV faced a number of customer service-related challenges—particularly, long wait times.

Because the County Treasurer had been statutorily responsible for collecting payment of issued credentials until 2016, and continues to perform this function elsewhere in the state, DMV offices in the metro area were located inside five separate County Treasurer locations. These shared offices resulted in limited space, resources and operating hours. Separating the staff into five offices also decreased efficiency due to communication challenges. After a legislative change in 2016 to allow the DMV to collect fees, they started exploring a way to overcome these limitations.

ONE-STOP SERVICES, RIGHT ON TIME

The answer to the DMV's challenges was the Metro South Service Center, a new location with 16 fit-for-purpose workstations for examiners. The center combines staff from two DMV offices and has space for more equipment, allowing examiners to conduct the entire process themselves rather than sending customers to a different line to pay.

Cool Customer Service

INCREASED EFFICIENCY AND POSITIVE FEEDBACK NETS NEBRASKA DMV 2019 CUSTOMER CONVENIENCE AWARD FOR REGION 3



The efficient design of Nebraska's new Metro South Service Center has been met with praise from both customers and employees.

"We wanted to create a one-stop shop for our customers by making sure we had enough staff and the equipment they need at the right place and at the right time," says Rhonda Lahm, Director of the Nebraska DMV.

Each examiner has his or her own secure payment collection drawer and equipment for security checks and printing—no sharing between examiners required. Cameras are also mounted on the privacy dividers between workstations, so customers just need to turn to the side to have their picture taken. These changes not only created more privacy for customers, but have also had a big impact on wait times.

"The average wait time has been reduced by 74% since implementing the changes," Lahm says. "Despite staff completing the additional work of issuing temporary documents and collecting payments, the total time needed to process a customer is the same as with the old arrangement. This has been received very positively by our customers, who have registered 92% positive feedback via our customer service terminals."

A COMBINED EFFORT

In order to design and develop the Metro South Service Center, the Nebraska DMV partnered with

Changes at the Nebraska DMV reduced wait times by 74% and the DMV has received 92% positive feedback via their customer service terminals.

many other organizations, including the State Building Division and Office of the Chief Information Officer, as well as city officials and other stakeholders.

"We held on-site meetings with our contractors, local officials and other stakeholders every two weeks," says Lahm. "This gave us the chance to make sure everyone was on the same page and allowed us to coordinate our efforts."

The DMV also worked with their driver licensing vendor, Idemia, to figure out how to print temporary documents. Nebraska Interactive helped create a new payment system and trained staff on how to use it. Road signs were put up to direct customers to the new location, thanks to Sarpy County and the City of Bellevue.

"The process of designing and building the facility, from beginning to end, took a full year and involved a large number of people," Lahm

says. "It would not have been possible to complete the project without everyone pulling together. The willingness of everyone involved to work together and bring a flexible, result-focused approach to the project made the changes a success."

Beyond the positive feedback from customers, staff morale has improved, says Sara O'Rourke, Administrator of the Driver Licensing Services Division. "By having a fit-for-purpose space to do our jobs, we are able to empower our staff and give them the tools they need to be successful in their roles while serving our customers," she says.

Due to the success of Metro South, the Nebraska DMV has plans for more service centers in the Omaha metro area, along with even more improvements to the customer experience, such as an online appointment system and electronic customer-driven data forms. **m**

ELECTRIC DOCKLESS SCOOTERS WHITEPAPER TRANSPORTATION EVOLUTION

In cities across North America, the introduction of electric scooters as an alternative transportation method is occurring seemingly overnight. Due to the rapid increase in implementation, and in turn operators, in January 2019, AAMVA published a whitepaper detailing the electric scooter industry along with the challenges that may present themselves to law enforcement professionals, jurisdictional policymakers and users alike.

Modes of transportation are evolving at a rapid pace. And while jurisdictions want to support innovation, the safety of all road-users needs to be taken into account. Officials try to react quickly to keep up with the new technologies, but often regulations and legislation take time to be discussed and passed into law by cities or jurisdictions affected by these new transportation methods.

Within the scooter whitepaper, AAMVA identifies leading concerns which should be considered by law enforcement and jurisdictions,

including permitting, parking and most importantly, riding. Where are scooters allowed to be used? Is sidewalk riding allowed for the scooters or are users encouraged to use roadways? Are there specific areas in a city where scooters are exclusively allowed or locations where riding them is strictly prohibited? Pedestrian, bicycle and automobile traffic needs to be taken into account as well.

Although most regulation of scooters is being done at the local level, AAMVA members still should be aware of and educated about this emerging form of transportation. **m**

go online

TO ACCESS THE WHITEPAPER AND LEARN MORE ABOUT ELECTRIC SCOOTERS, VISIT **[AAMVA.ORG/BEST-PRACTICES-AND-MODEL-LEGISLATION](https://www.aamva.org/best-practices-and-model-legislation)**.

LAW ENFORCEMENT GUIDE FOR NON-U.S. DRIVER LICENSES INTERNATIONAL INFORMATION

Following proper protocol during a traffic stop is key to keeping all involved parties safe through completion of the stop. But what happens if a law enforcement officer is presented with a driver's license or permit that has been issued by another country?

AAMVA updated its Law Enforcement Guide for Non-U.S. Driver Licenses in March 2019. The guide details procedures officers may follow when encountering drivers with international documents.

Initially, law enforcement members approached AAMVA to express the difficulties and challenges associated with identification originating from outside of the United States, and to ascertain the proper procedure to ensure the individual was legally allowed to drive in their jurisdiction. The information was compiled and published in 2011 by a working group, with experts consulted to provide subsequent updates. The guide is meant to be an evergreen

document, constantly evolving and being amended to include any new challenges or information that may come about as laws change.

The guide consists of a process flow chart and examples of foreign driving documents one may encounter during a traffic stop, along with links to other sources for law enforcement officers to use when attempting to verify document legitimacy.

Law enforcement officers may not routinely encounter drivers possessing non-U.S. driving credentials, but having this resource available when they do is invaluable. Officers working in certain areas, such as in or around college campuses, large cities with transient populations, or in areas where diplomatic/business travel is frequent, may especially want this guide readily available. Officers need to be aware of the issues and challenges surrounding verification of non-U.S. driving documents and whether or not an individual has the privilege to drive in their jurisdiction. **m**



To access the guide and learn more, visit **[aamva.org/law-enforcement](https://www.aamva.org/law-enforcement)**.



Future Transactions

*WEST VIRGINIA DMV PARTNERS
WITH CELTIC SYSTEMS ON
INNOVATIVE CASH REGISTER SYSTEM*

The West Virginia DMV's (WVDMV) original cash register system was implemented in the mid-1980s and was starting to reach the end of its useful life. In an effort to modernize, WVDMV sought a cost-effective solution to consolidate cash management, financial reporting and inventory management all into one system. After partnering with Celtic Systems, WVDMV successfully implemented dmvFIRST.

MORE THAN A CASH DRAWER

dmvFirst provides a user-friendly interface that is able to accept, calculate and automatically distribute fees into multiple accounts. This allows WVDMV to fund its multiple programs without the need for human involvement to transfer funds between accounts, decreasing both transaction time and the chance of error. dmvFIRST is more intuitive than the previous system, and it has resulted in "quicker service times, easier transaction processing for the employees, and shortened wait times for the customer," says Linda Ellis, Deputy Commissioner, West Virginia DMV.

dmvFIRST is also used as an inventory management system. Supplies are requested at multiple satellite locations, then fulfilled by the central warehouse, and inventory is automatically reduced at the point-of-sale. This allows for more granular and accurate inventory reporting and tracking than ever before, says Ellis.

"Many of the inventory and financial reports that were previously generated manually have been converted to a completely automated process, allowing management more time to focus on the employees and the customers," she adds.

A CRITICAL PARTNERSHIP

During the discovery phase, Celtic Systems brought its entire transportation services solution to the table. They focused on business procedures—how WVDMV serves its customers, and how it wants to serve customers going forward—and offered suggestions on how to enhance business practices and improve customer service through their products.

"We knew which pieces of our solution would work after having discussions about requirements and figuring out what their biggest pain points were," says Joe McCormick, President and CEO of Celtic Systems. "That's where things really started to gel as far as the partnership goes, where the trusted relationship began."

The partnership proved successful throughout the implementation process and no major challenges or surprises took place. WVDMV attributes this to Celtic's solid implementation plan, training services, thorough testing and ongoing support. "Celtic Systems brought in a team of employees the weekend before implementation for on-site support, continuing that assistance for three weeks," says Ellis. "Since implementation, they have been quick to address any issues, make changes required by annual legislative updates and provide continued support for dmvFIRST."

On the flip side, Celtic Systems thanks WVDMV's strong management team for their support during the process, which was key to getting things accomplished. "Upper management, from the get-go, was engaged and committed," says McCormick. "All of the great help we had contributed toward moving ahead and being successful. They had the vision, and we were able to meet that vision and more." **m**

CUSTOMER SERVICE

BY AAMVA'S DATA LADY, JANICE DLUZYNSKI

Here are the most recent jurisdiction surveys related to customer service. All of these surveys have additional questions that provide more information. Full details of these surveys can be found at:

[AAMVA.ORG/SURVEY/USER/SEARCH.ASPX](https://aamva.org/survey/user/search.aspx).

KIOSK SERVICES FOR DL TRANSACTIONS [35 RESPONSES]

DO YOU USE KIOSKS TO PROVIDE SERVICES FOR YOUR CUSTOMERS?

Yes: 

No: 

CUSTOMER SERVICE TRAINING [24 RESPONSES]

DOES YOUR JURISDICTION HAVE CUSTOMER SERVICE TRAINING FOR CUSTOMER-FACING MEMBERS?

Yes: 

No: 

DOES YOUR TRAINING FOCUS ON DE-ESCALATION TECHNIQUES FOR SITUATIONS WHEN STAFF MEMBERS HAVE STRESSFUL OR ESCALATED ENCOUNTERS WHILE SERVING CUSTOMERS?

Yes: 

No: 

No response provided: 

TECHNOLOGY BEST PRACTICES – ELECTRONIC DOCUMENTS [30 RESPONSES]

DOES YOUR JURISDICTION PROVIDE ONLINE SERVICES?

Yes: 

No:

IF YOUR JURISDICTION DOES PROVIDE ONLINE SERVICES, DO YOU ALLOW CUSTOMERS TO SCAN DOCUMENTS AT HOME AND THEN SUBMIT THEM ELECTRONICALLY (E.G., MEDICAL CERTIFICATES, BIRTH/MARRIAGE CERTIFICATE, PROOF OF INSURANCE, SUSPENSION REINSTATEMENT DOCUMENTS, ETC.) WITH YOUR PROCESS?

Yes: 

No: 

No response provided: 



Visit AAMVA's website to access these conference presentations related to customer service.
2018 Annual International Conference:
[AAMVA.org/2018-AIC-Downloads-Page](https://aamva.org/2018-AIC-Downloads-Page).

- Leveraging Data to Improve Customer Service
- Optimizing the Customer Experience
- Using Strategic Communications



WHAT CUSTOMER SERVICE CHALLENGES HAS YOUR JURISDICTION FACED, AND HOW DID YOU SUCCESSFULLY ADDRESS THEM?

Walter Anger, Deputy Director & Commissioner of Revenue, Arkansas Department of Finance and Administration

One of the challenges that we face is the amount of foot traffic in our offices that can often result in longer wait times for customers. In February 2018, we launched a new website called MyDMV.Arkansas.gov and introduced a new marketing campaign called "Skip the Trip," in an effort to reduce the foot traffic in local offices throughout the state. MyDMV allows citizens to renew their vehicle registration,

pay vehicle sales tax, register and title a new vehicle, order a duplicate driver's license, change their address, request driver records and more—all from their desktop computers or mobile devices. MyDMV is allowing our state to deliver services to citizens in a more efficient manner by increasing the number of services available online, plus eliminating the need to travel to their local office.

Terry Walsh, DMV Communications Manager, Wisconsin Department of Transportation

A recent customer service challenge was balancing response time between customers who call and customers who email questions. Last year, Wisconsin DMV had a soft target goal of responding to customer emails within 48 hours. The phone customer service index was 80% of callers wait less than 2 minutes prior to speaking with an agent. Since the email goal was not measured and reported, program area staff consistently gave priority to phone service over email response time, even though email workload is typically more manageable compared to sudden call volume surges. To increase the importance of email customer service, as of July 1, 2018, Wisconsin DMV implemented a customer service index of 80% responded to within 24 hours. At the same time the phone customer service index was changed to 80% of callers wait less than 3 minutes prior to speaking with an agent. The thought process behind this change was to encourage customers to use DMV Internet site information and DMV online service applications to find their answer rather than call. To directly encourage the online options, a message is broadcast to callers regarding the various self-service online options once they have waited 1 minute 30 seconds and again at 3 minute 30 seconds. The goal of establishing a reported email service index was to improve email response times and encourage customers to send their questions/comments at their convenience. For the time period of July 1, 2018 – December 31, 2018, the division replied to 78% of all emails within 24 hours. Early data trends indicate some reduction in overall call volume as a result of this emphasis on improving email response speed.

Stephanie Whitfield, Consumer Education Coordinator, Office of Communications, Florida Department of Highway Safety and Motor Vehicles

The Florida Department of Highway Safety and Motor Vehicles (FLHSMV) touches the lives of nearly every resident and many visitors in Florida. In 2017 and 2018, Florida was struck by two major hurricanes, Hurricanes Irma and Michael, the first major storms to hit the state since 2005. Both storms brought devastation to the state and interrupted operations at driver license and motor vehicle service centers in eight counties. Florida Licensing on Wheels (FLOW) units play a vital role in providing mobile driver license and motor vehicle services statewide, including during disaster recovery. Following Hurricanes Irma and Michael, FLOWs issued more than 5,000 credentials and registrations for customers impacted by the storms. In the aftermath of Hurricane Michael this past fall, five FLOW mobiles were deployed for 50 missions supporting Bay, Liberty, Jackson, Franklin and Gulf Counties, which resulted in:

- 1,217 credentials
- 2,443 motor vehicle transactions
- 104 Florida titles

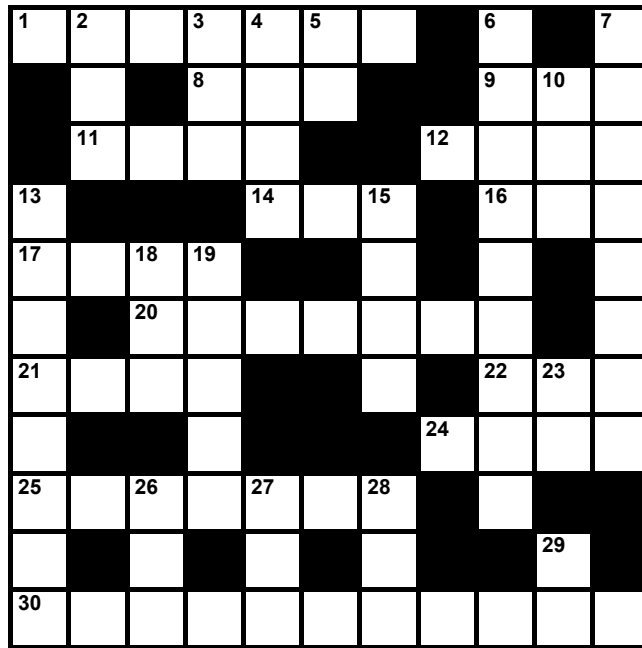
Additionally, FLOW mobile staff updated 1,214 customers' Emergency Contact Information (ECI) and assisted 2,408 additional customers. To date, FLOWs continue to provide support in severely impacted Jackson County. Meeting the needs of the motoring public in the third largest state in the U.S. presents a challenge to the department's customer service center. To assist, FLHSMV's social media channels serve as a key customer service source, amassing high volumes of daily inquiries and feedback spanning the department's many services and functions. The FLHSMV Communications Office works proactively and diligently to facilitate all communications and requests sent to these digital outlets, whether after hours, in another language or during an emergency situation.

Matthew Cole, Director, Division of Driver Licensing, Department of Vehicle Regulation, Kentucky Transportation Cabinet

Here in Kentucky's Division of Driver Licensing, we have been undergoing a change in the culture in an effort to meet present-day customer service expectations. Under-sized staffing and older technology are not excuses for providing anything less than excellent customer service. We have rolled out new tools to help assist our citizens in the services they need to stay on the road for their jobs, their families and their lives. Our MyCDL portal allows drivers to stay valid by uploading their paperwork from a PC, tablet or smartphone. Adding email capability to our driver licensing system now provides renewal reminders at 6, 2 and 1 month prior to expiration. We are now putting the finishing touches on our REAL ID compliant system that will enable the citizens of the Commonwealth to board domestic flights after the federal extensions end in 2020. We've now set our sights on updating our Kentucky Driver Licensing Information System that will be able to meet all the future customer needs as technology continues to quickly evolve.

Courtney Saxon, Deputy Director Field Services, South Carolina Department of Motor Vehicles

In Charleston, which is one of our most populated markets, we had to close down one of our DMV locations last year as our lease had expired and there was a lack of real estate options available to us. This has put quite a strain on the remaining locations in the area, often resulting in customer frustration. Imagine our surprise when a vendor called to inquire about offering services at our "new office location." When we informed the vendor that we hadn't been able to find a new location yet, they sent us an address where they had seen one being built. The details were perfect—the door displayed our exact logo and office hours, and it even had replicated an accent wall with our signature bright blue paint. Upon further investigation, we learned this "new office" was the product of a television production company that was filming a new show in the area. We had to quickly develop a communications plan, complete with contacting the governor, legislators and other stakeholders in case news of a new location became public. The last thing we wanted was for word to spread that a much-wanted new location was coming to the area when it wasn't true. Also, a fun fact: If your logo isn't copyrighted, there is nothing to stop a television production company from replicating and using it. **m**



ACROSS

- 1 Back up _____, now mandatory on all vehicles as of May 2018
- 8 Managed
- 9 Fail a polygraph
- 11 _____ cross-traffic alert, a technology sometimes over-relied on by drivers
- 12 There's now a system for trucks that monitors _____ pressure and auto-inflates them
- 14 Double curve in the road
- 16 Edward, for short
- 17 Be adjacent to
- 20 Key equipment in most automated vehicle systems

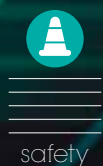
- 21 Acronym for advanced vehicle systems that assist a driver
- 22 Photo
- 24 Wash process
- 25 Instruction periods for drivers
- 30 Automated "assist" for a driver that relates to vehicle safety, two words

- 10 Emotion that can be generated by inadequate customer service
- 13 Type of parking where tests showed the automated system performed better than the driver
- 15 Road sign
- 18 50 states

DOWN

- 2 Tire filler
- 3 Important time period
- 4 Not often found
- 5 "A" before a vowel
- 6 Automated warning that drivers have to be responsive to, two words
- 7 Response from customers

- 19 Required before a license can be issued, they now include use of vehicle assisted technologies
- 23 Des Moines state
- 26 _____ Fernando or Diego
- 27 Wood used in some vehicle trims
- 28 Determine
- 29 Trendy



safety

SAFETY





ASSIST

*DRIVER EXAMINERS AND MOTORISTS
ALIKE MUST UNDERSTAND THEIR
VEHICLE'S CAPABILITIES TO ENSURE
PROPER EVALUATION*



safety



Over the past several years, automakers have incorporated more advanced driver assistance systems (ADAS) into their vehicles. These features started as luxury amenities but are now commonplace in vehicles at just about every price level.

For example, backup cameras were in about half of U.S. model year 2012 cars. Now, they are required in all new automobiles as of May 2018 under the terms of a rule announced by the National Highway Traffic Safety Administration. This was the result of Congress passing a law in 2008 requiring the Department of Transportation to construct rules and regulations mandating backup cameras. Similarly, the Standing Senate Committee on Transport and Communications in Canada released a detailed report including 16 recommendations for the Canadian government to best prepare for these new vehicle technologies.

EVOLUTION AND ACCEPTANCE

In 2015, a test conducted by the American Automobile Association (AAA) showed that 75% of drivers

were reluctant to use parallel parking assist systems, believing—as a separate AAA driver survey reported—that their own parking skills were more reliable. However, the test showed that the system performed better than unassisted drivers in key facets of the maneuver.

Another study undertaken by the AAA Foundation along with the University of Iowa a few years later showed more acceptance of ADAS tech, but

also a lack of understanding of how to best use the features. For example, only 21% of drivers with blind-spot monitoring (BSM) realized that the feature could not detect vehicles traveling at very high speeds in the approach area.

Perhaps even more worrisome is the change in attitudes and behavior that shows an over-reliance on the technology by some drivers. The study reported that a quarter of owners of cars

“All safety tech should be able to be used during testing.”

LARRY BOIVIN


Chief Driver License Examiner, Maine Bureau of Motor Vehicles and Chair of AAMVA's Test Maintenance Sub-Committee

with rear cross-traffic alert admitted to sometimes backing up without turning around to check behind them, and 30% with BSM sometimes changed lanes without checking the area first. As the study authors summed up, “Many respondents demonstrated lack of awareness of the key limitations of the technologies.”

The question for motor vehicle administrators is now: are motorists equipped to leverage the potential safety benefits of these systems?

GUIDANCE ON THE WAY

One way to answer this question is through driver examination and licensing. In response to queries from jurisdictions, an AAMVA working group developed guidance for driver licensing agencies regarding ADAS and their implications for roadway


ONE-THIRD
of car
owners with
vehicles
featuring
automatic
emergency
braking did
not realize
that the sys-
tem depends
on cameras
or sensors
that could
be blocked
by snow, ice,
dirt or other
debris.

safety. Karen Morton, AAMVA program director for driver licensing, says that a critical first step is distinguishing systems that are driver conveniences, such as automatic parallel parking or auto-cruise control, from those that are designed to enhance safety, like lane-keeping assist, obstacle detection and blind-spot monitor and warning.

“We have to adjust how we test drivers,” Morton says. “We are trying to evaluate the behavior of the driver, not that of the vehicle.” She offers the example of a driver taking a road test on a highway who gets a blind-spot warning, which might be a vibration or a visual signal. The examiner must watch to see if the driver proceeds into the lane despite the warning.

THE LIST

One of the first tasks in making drivers and examiners familiar with ADAS is to establish the “universe” of available systems. This is actually more difficult than it would seem because manufacturers use slightly different or proprietary names for similar functions, says Karen Morton, AAMVA program director for Driver Licensing. The following is a list of passive warning systems, active driver-assist systems and convenience technologies from the guidance document. It includes recommendations regarding which features should be allowed during driver testing.

VEHICLE WARNING SYSTEMS	PERMITTED FOR TESTING
Safety Critical Technologies	
Back-up warning	Yes
Blind-spot monitor and warning	Yes
Camera technologies (rear, sideview, surround view)	Yes
Curve-speed warning	Yes
Detection technologies (bicycle, pedestrian and obstacle detection)	Yes
Forward collision warning systems	Yes
High-speed alert	Yes
Lane-departure warning device	Yes
Parking sensors	Yes
Rear cross-traffic alert	Yes

ADVANCED DRIVER ASSIST SYSTEMS	PERMITTED FOR TESTING
Safety Critical Technologies	
Automatic emergency braking systems / brake assist	Yes
Automatic reverse braking	Yes
Lane-keeping assist	Yes
Left-turn crash avoidance	Yes
Convenience Technologies	
Adaptive cruise control	No
Automatic parallel parking	No

Source: “Driver Testing: Adapting to Driver Assistance Systems Technology,” AAMVA Workshop presentation by Karen Morton.



safety

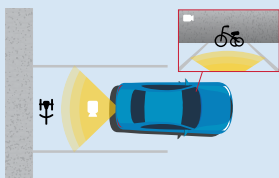
DEFINING FEATURES

Newer model cars are being equipped with ever-increasing Advanced Driver Assistance Systems (ADAS), and it can become overwhelming for consumers and driver examiners to learn and understand

exactly what these cars can do. The National Highway Traffic Safety Administration (NHTSA) helps to both illustrate and explain the basic functions of some of the more common ADAS features found in cars today.

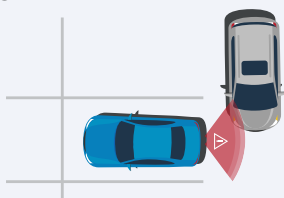
ASSISTING WITH BACKING UP AND PARKING

Backup Camera



Provides you with a clear view directly behind your vehicle.

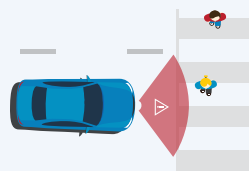
Rear Automatic Braking



Applies your vehicle's brakes for you to prevent a rear collision when backing up.

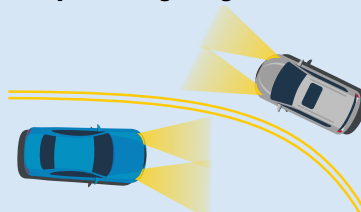
PREVENTING FORWARD COLLISIONS

Pedestrian Automatic Emergency Braking



Detects, warns and applies the brakes for you if a person is about to cross in front of your vehicle.

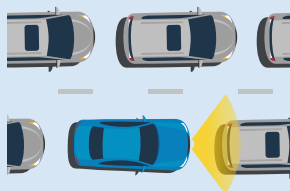
Adaptable Lighting



Automatically adjusts your headlights, lowering beams when another vehicle approaches, and raising beams after it passes.

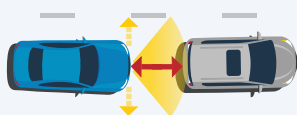
MAINTAINING SAFE DISTANCE

Traffic Jam Assist



Automatically accelerates and brakes your vehicle along with the flow of traffic, and keeps your vehicle between lane markings—even on curves.

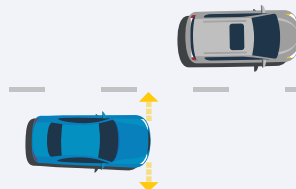
Highway Pilot



Maintains your vehicle's lane position and a determined following distance from the vehicle in front by automatically accelerating and braking as needed.

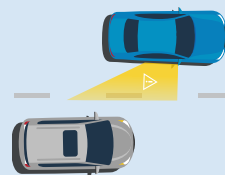
NAVIGATING LANES SAFELY

Lane Keep Assist



Automatically steers your vehicle back into its lane if you drift over lane markings.

Blind Spot Detection



Warns you of a vehicle in your blind spot.

Source: NHTSA Vehicle Shopper's Guide, Driver Assistance Technologies, April 2018.

“The driver is supposed to be making safe decisions,” Morton says. “The scoring is going to be similar to what’s been established historically on each parameter. Even if the vehicle has the technology, the driver still has to scan the environment and react accordingly.”

MEANWHILE, IN THE FIELD

In years past, before such technology was commonplace, some examiners asked test-takers to cover up or disable ADAS. That is not the practice now.

“All safety tech should be able to be used during testing,” remarks Larry Boivin, chief driver license examiner, Maine Bureau of Motor Vehicles and Chair of AAMVA’s Test Maintenance Subcommittee (TMS). His goal is to make field staff aware of what ADAS can do and to be more open-minded about them. “Just because something is beeping, [that] doesn’t necessarily mean the driver is doing anything wrong,” he says. “There have been times when the applicant actually has a chance to tell me about some feature I didn’t even know about.”

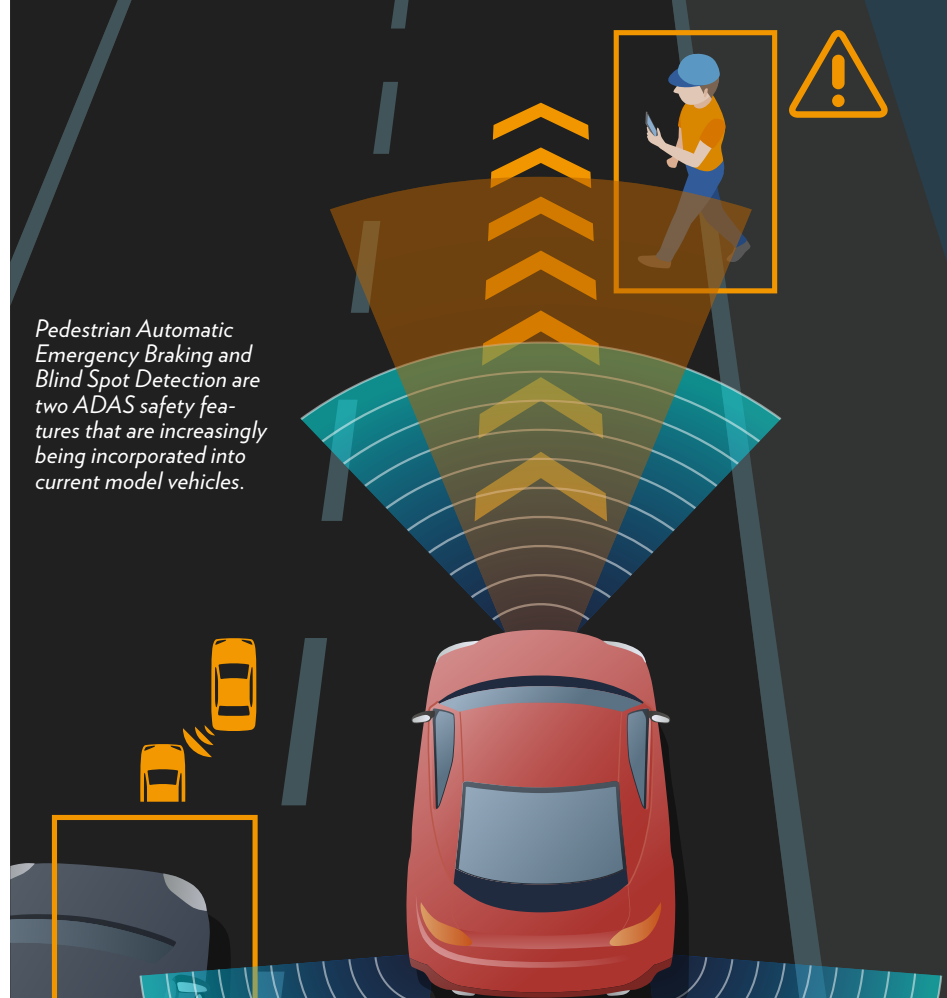
Boivin says that the driver has to be familiar with everything featured on his or her vehicle, though. “About a year and a half ago, we were testing a young man in his early 20s who had been discharged from the Marines. He was using a vehicle he was unfamiliar with, and we were going through how to apply and release the emergency brake. He was unaware that there was an electronic release,” continues Boivin. “He became so befuddled he couldn’t continue with the exam. I would have given him a clue if it had been the old-style release, but I wasn’t sure how it worked, either.”

Bob Rowland, CDL motor carrier coordinator, Massachusetts Registry of Vehicles, echoes Boivin’s requirement that drivers of trucks and

“We need to know what to train examiners on. We’ve seen new alerts on trucks that we weren’t aware of. One examiner told us about a dash signal for a system that monitors tire pressure and auto-inflates any tires that are under-pressurized. On all 18 wheels!”

KAREN MORTON

AAMVA Program Director for Driver Licensing



commercial vans know how to use the ADAS that are integrated into their vehicles. “AAA did research and found that there were 40 different names for the same technology. It becomes confusing for the general public. For us, when a driver comes in to test, if they can explain what the feature does, that’s okay.”

Rowland says that these new technologies may not be as common on trucks in Massachusetts at the moment, as compared with other parts of the country. “I haven’t seen these a lot here, but there are trucks that have transferred in from California

and Nevada that don’t have mirrors; rather, they have cameras instead. So, we see if the driver has determined that the cameras are functional and screens are clean.”

“This is a really interesting time,” Boivin says, as all drivers have to adjust to motorways that have a mix of old-style, enhanced and eventually fully autonomous vehicles. “We want to embrace the technology, but we must be careful. There are fundamental skills that every driver must possess. In the meantime, we will have a certain level of apprehension, and that’s good.” **m**

find out more

SEE MORE INFORMATION ABOUT ADAS AND AUTONOMOUS VEHICLES AT AAMVA.ORG/AUTONOMOUS-VEHICLE-INFORMATION-LIBRARY.

BECAUSE EVERY STOP COUNTS.

**DRIVERS NEED MORE INFORMATION
ABOUT THEIR TIRES' PERFORMANCE.**



The ranking of new tires does not predict the ranking of worn tires, regardless of brand.



Braking distance and safety evolve with tread wear—sometimes dramatically.



Tread depth alone is not a good indicator of wet-braking performance.



The braking distance disparity translates into speeds at which a car continues traveling beyond a point when other vehicles have stopped, based on tire performance. A Michelin calculation has the speed at 2.5 mph per foot traveled under braking. For instance, if a car stops six feet further, that vehicle is traveling at 15 mph when passing a point where another vehicle may have stopped.



Currently, no standardized test methodology exists to measure the performance of worn tires.



On wet roads, braking distances increase with tread wear.

LIFE HAPPENS ON WORN TIRES.

As soon as a vehicle hits the road on new tires, they begin to wear. When drivers make tire-selection choices, they often base decisions on mileage warranty and price. If testing is relied upon at all, that testing relates to new tire performance, not worn performance. The truth is, as tires wear, performance attributes change—sometimes dramatically. How quickly tire performance declines depends on a variety of factors such as driver behavior, road conditions, weather conditions, vehicle make and model, as well as how the tire is designed, and the materials that are used in the tire.

Today, no standardized testing criteria exist to measure worn tire safety, particularly wet-braking tire performance, so drivers cannot make informed choices about how their tires will perform down the road. The truth is, while brakes stop your wheels, it's your tires that stop your car. With roughly 1.5 stops per mile driven, either unexpected

or intentional, that equates to 90,000 stops throughout the life of a tire.

Long-lasting performance is an issue that involves safety first and foremost—a tire should provide safety throughout its tread life from the first to the most recent stop. A focus on safety throughout the tire's life means confident stopping and handling in wet driving conditions.

Tread depth alone is not always an accurate indicator of tire performance. Removing well-maintained tires early solely based on tread depth can force the average driver to buy the equivalent of one new tire every two years.

Michelin believes worn tires should be tested. We also believe tire dealers should be able to equip drivers with information about worn tire performance before they make a purchase, so they know the truth about the safety of their tires later in life.

Many drivers would be surprised to learn that some worn tires deliver better safety (i.e., wet-braking) performance than other new tires.

With a standard test methodology and resulting information available to all drivers, one goal is for tire manufacturers to begin assessing worn performance in their design process. Several renowned consumer organizations, AAA and Consumer Reports, recently conducted independent testing that demonstrated that performance in worn conditions varied among tire brands.

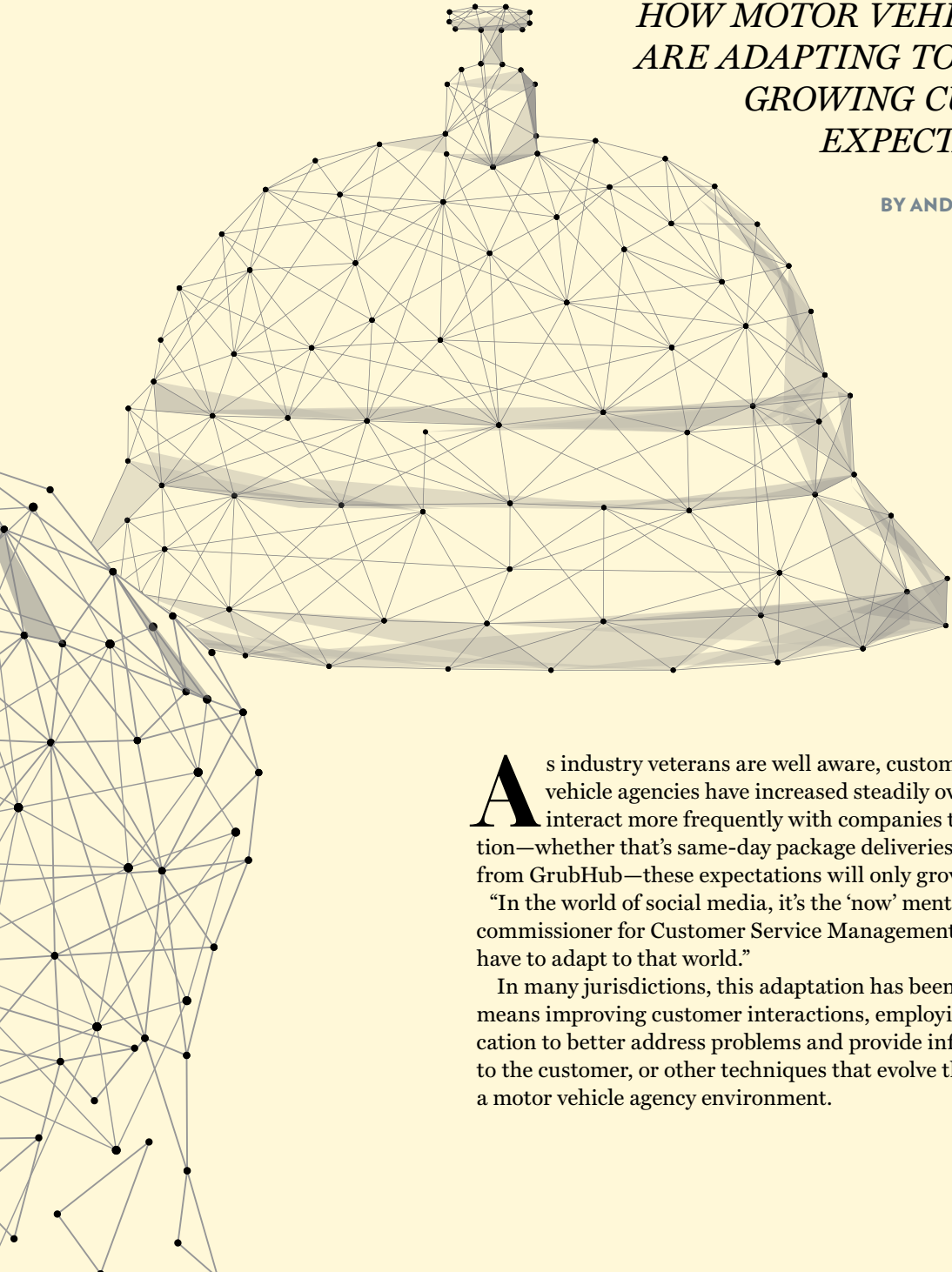
Michelin is a company that thinks long-term about consumer safety, consumer value and sustainable mobility. The long-term discussion about performance standards for worn tires is an important step forward in providing consumers with access to critical information that can improve safety on our nation's roads and highways.

VISIT
MICHELINMEDIA.COM/THE-TRUTH-ABOUT-WORN-TIRES

for more information about worn tire performance
and the call for worn tire testing.



NEXT-
LEVEL
SERVICE



HOW MOTOR VEHICLE AGENCIES ARE ADAPTING TO MEET GROWING CUSTOMER EXPECTATIONS

BY ANDREW CONNER

As industry veterans are well aware, customer service expectations for motor vehicle agencies have increased steadily over the years. And as customers interact more frequently with companies that provide near-instant gratification—whether that’s same-day package deliveries from Amazon or dinner delivered from GrubHub—these expectations will only grow.

“In the world of social media, it’s the ‘now’ mentality,” says Jason Brown, assistant commissioner for Customer Service Management at the Virginia DMV. “I think we have to adapt to that world.”

In many jurisdictions, this adaptation has been happening for years, whether that means improving customer interactions, employing online services and communication to better address problems and provide information, bringing driver services to the customer, or other techniques that evolve the concept of customer service in a motor vehicle agency environment. ▶

STRENGTHENING THE CORE

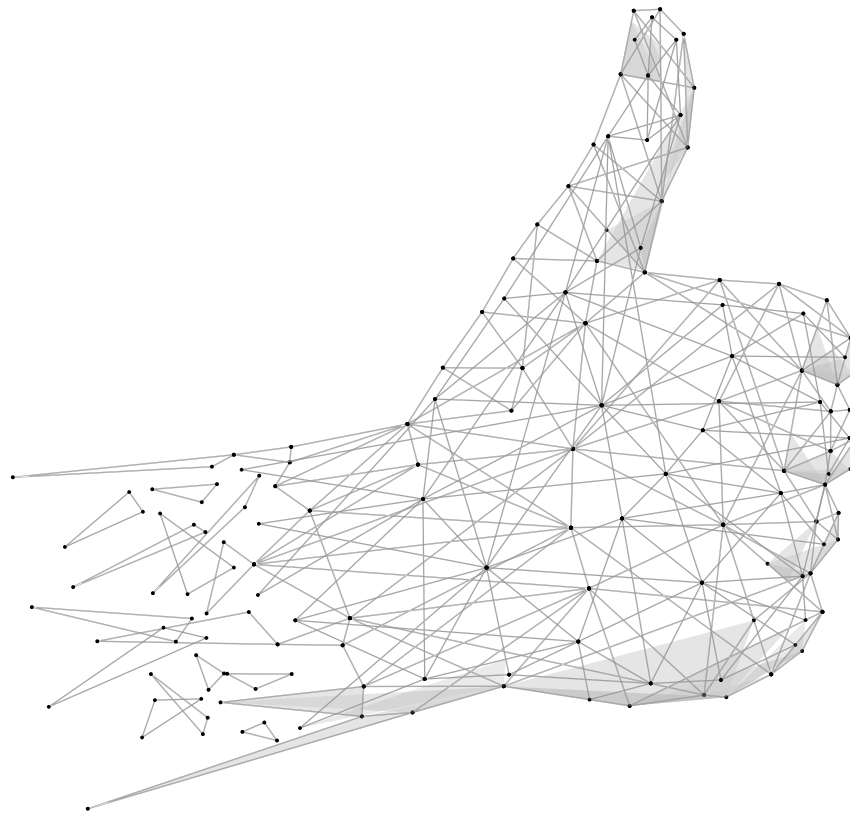
When it comes to customer service contact centers, “the dynamic has changed,” says Justin Davis, director of Contact Center Operations at the Indiana BMV. “In the past five years, we have noticed it even more. With the tech boom, the expectation of great service is out there.”

Davis came to the Indiana BMV two years ago with a background in the tech industry, and he used that perspective to analyze the way their contact center approaches customer service. He noticed that the center had a high rate of attrition and agents focused too much on a “get them in, get them out” mentality.

“Increasing that hard number [of customers served] doesn’t do any good if you’re giving them the wrong information,” says Davis. “Customers don’t mind waiting a reasonable amount of time if they get the right information and their issue is resolved. We want agents to focus on giving the right information the first time and creating a great experience for customers.”

To achieve this, Davis and his team first looked at the experience of the agents. With an attrition rate approaching 200%, it was clear something was wrong. They started by modernizing agents’ schedules and giving them more breaks. “Look at your culture and the little things you can change, and often those will give you big wins,” says Davis. “Talk to your employees and take the time to learn what would make a difference for them. One guy can’t come in and change everything; it really comes down to the team.”

Davis explains that improving the schedule and working environment at the center then allowed him and his team to work on coaching agents on how to better respond to customer issues. After making these changes, Davis’ team now regularly receives 92–93% customer satisfaction in feedback surveys.



“When we got to the point of implementing the survey, the team was nervous. I made a bet with them, saying, ‘I guarantee you that the first month we’ll be above 90%,’” says Davis. “I sat here for a year and listened to the way the dynamic changed in our phone calls from negative language like ‘I can’t help you’ or ‘I can’t do that’ to ‘I’d love to help you with that’ or ‘Let me look into that.’ And in our first month, we got a 92%.”

CONSISTENCY IS KING

Beyond the call center, Davis also notes that one of his goals for the Indiana BMV’s

customer service is to provide “the same experience across all avenues—online, at kiosks, in the office or calling in to the contact center.”

At the Virginia DMV, Brown works with his team to keep the experience consistent by “pushing heavily for our folks to document in the file when they have an interaction with a customer. In urban centers, like Richmond, we probably have five or six DMVs in or around that area. Someone can easily go to one and a week later to a different one in the same area and we can pull up their previous transactions so they’re not starting over each time.”

For Davis and Brown, training has been extremely important, both in customer satisfaction on a transaction-by-transaction basis and in keeping consistency across all channels.

“We want agents to focus on giving the right information the first time and creating a great experience for customers.”

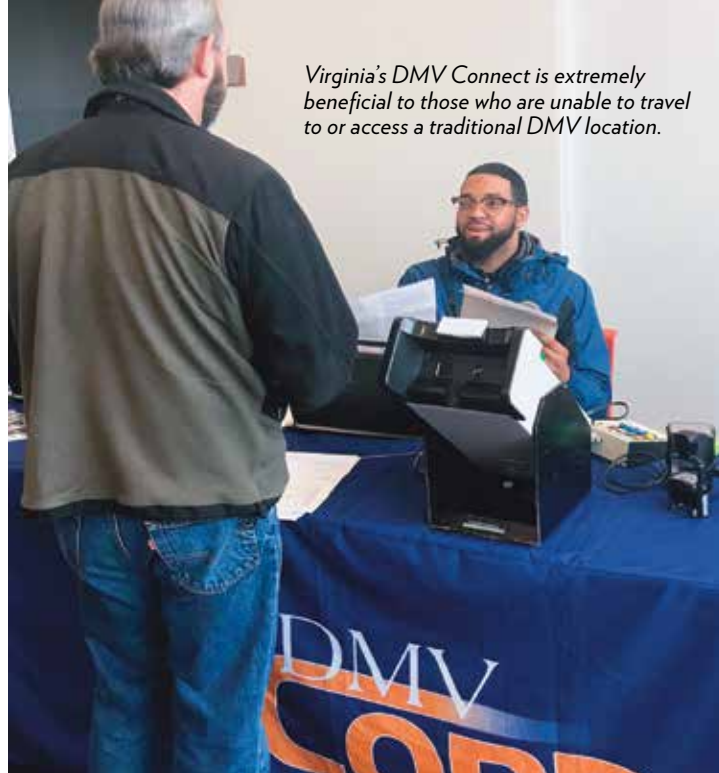
JUSTIN DAVIS

Director of Contact Center Operations at the Indiana BMV

“Teaching front-line customer service representatives is key,” says Brown. “I was in our Portsmouth office last week and as I was sitting there the counter person called the customer by name and said, ‘I see you’re here to get a Real ID,’ and the customer commented, ‘Wow, this is awesome.’ This was made possible by our queue flow system, but that kind of customer service is innate in some, and we try to train to it as well. Even if a customer has to wait longer than they anticipated, we want to make it worth the wait and give them that drop-dead awesome experience.”

INCREASING CONVENIENCE FOR CUSTOMERS

Another important way Brown and his team at the Virginia DMV are improving customer service is by bringing DMV services to customers where they already are. Since 2010, they have been working on a mobile operations system that now consists of DMV 2 Go vans and DMV Connect services, which are essentially a “DMV in a suitcase.”



Virginia's DMV Connect is extremely beneficial to those who are unable to travel to or access a traditional DMV location.

PROMOTING ONLINE PRESENCE

One of the more recent developments in motor vehicle agency customer service is the use of social media. Here are a couple ways jurisdictions are incorporating social media into their overall customer service strategy.

Maryland MVA: “The Maryland MVA has a social media coordinator who works with our branch offices’ staff and engages directly to improve the customer experience,” says Christine Nizer, administrator of Maryland MVA. To resolve an issue, the coordinator will take the customer’s feedback—often from a direct, or non-public, message—and reach out to a branch manager to find that customer’s information and determine the best course of action. “We want to resolve issues quickly,” says Nizer.

Virginia DMV: The Virginia DMV has a social media consultant that is always looking at websites like Facebook and Twitter. “They can say to customers: ‘If you direct message your phone number, we can have a customer service representative call you,’” says Jason Brown, assistant commissioner for Customer Service Management at the Virginia DMV. Brown gives an example of a customer tweeting at the DMV that they’ve been on hold for 20 minutes. Their social media consultant will directly respond and let them know they will be

taken care of shortly. “That way they feel like they’ve been heard,” says Brown. “We also have a feature at our DMVs where we can direct message customers to say they’ll be called next—the feedback from that is phenomenal.”

Indiana BMV: Indiana also has assets dedicated to social media interactions. “We have a dedicated resource within our Marketing & Communications team that manages Facebook and Twitter comments and messages as they come in,” says Justin Davis, director of Contact Center Operations at the Indiana BMV. “We are in the process of utilizing some existing

technology to create a social media channel, where the interactions would automatically route to agents like phone calls do.”

Washington DOL: In Washington state, it’s not just Twitter and Facebook being monitored. “Our customers are also using sites like Instagram, LinkedIn and YouTube to ask us questions,” says Gigi Zenk, communications director, Washington State Department of Licensing. DOL representatives are also making sure to keep sensitive customer information secure. “We can answer basic questions online, or direct them to our call center when the question involves personal information,” she says.

Jurisdictions are adapting their more traditional customer service strategies to the growing digital world, helping with issues and feedback posted by customers on social media.





standards

Virginia's DMV 2 Go van allows customers to have more convenient access to essential DMV services.



“The program started with providing offenders who were about to be released with an ID card, and there was tangible evidence to show this reduced recidivism,” says Brown. “Now we have DMV Connect and DMV 2 Go all over the state. We run a program in Dulles International Airport where we regularly provide DMV services for Delta’s 6,000 employees there. We contacted 3,000 people who were due for a renewal in the Richmond area and asked them to set up appointments to renew at a local library. We were afraid no one would reply. We filled up so quickly the first day we ended up doing three days of renewals. These are all transactions that then take some of the weight off our offices.”

Bringing DMV services to the customer has worked in many jurisdictions. Walter Craddock, administrator at the Rhode Island DMV, explains that they had a lot of success with simply relocating an office to an area that had a higher demand for services. “The branch originally had five workstations and we had to increase that to eight because of the higher volume,” he says. “And it also improved the customer experience because parking was limited at the previous location and the new location has significantly better parking.”

Craddock also pointed to a reservation system the Rhode Island DMV is working on as another way to make the DMV work better for customers with increasingly busy schedules. The reservation program went through a three-week pilot period when the DMV recently updated its computer system. The pilot was such a success that they are working to roll it out system-wide.

“It’s a hybrid system,” says Craddock. “We’ll still take walk-ins, but people with reservations will be prioritized, almost like how a restaurant operates. We’re currently rolling it out for CDL holders and, by the end of the year, we plan to have it available across the system.”

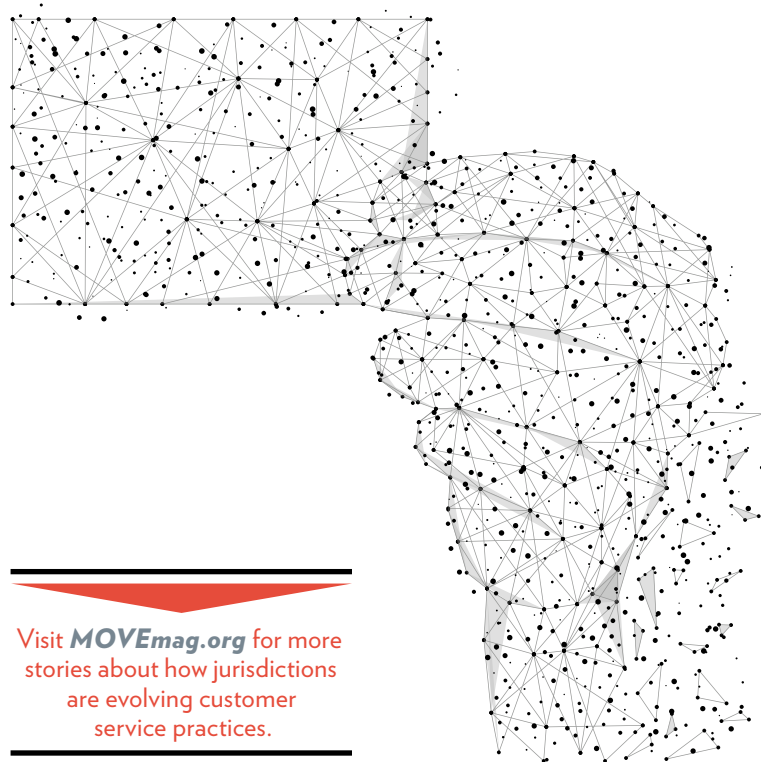
67% of U.S. respondents have used live chat, social media or texting for customer service.

OPERATING ONLINE

Craddock notes that the reservation system they are implementing at the Rhode Island DMV will likely have a big impact on wait times, which is always an important metric for DMV administrators to judge customer service. Beyond the reservation system, Craddock says getting more people to use online services is also an important factor for wait times, because

each transaction done online is one less transaction that has to be done in the office.

In Maryland, Christine Nizer, administrator of the Maryland MVA, and her team work with vendor NIC to take a holistic approach to improving customer service and experience. The strategy includes contact centers and MVA offices, of course, but it also focuses on online communications.



Visit **MOVEmag.org** for more stories about how jurisdictions are evolving customer service practices.

“We’re seeing a trend in customer expectations that they want service 24/7,” says Nancy Schmid, director of operations for NIC’s Maryland office. “Another trend is that, whether it’s through live chat or a chatbot, we’re getting fewer phone calls, and more people want to interact in real-time online. For example, I recently saw a statistic that said 65% of millennials would prefer to go online to get support rather than speak with someone.”

One of the projects NIC works on with the Maryland MVA is an online chatbot that can automatically respond to queries. To make this successful, NIC and the MVA sat down together to

“It’s amazing how that immediate follow-up can turn things around. We have 80% of customers respond to the survey and 98% rate our agents as professional, helpful and courteous.”

CHRISTINE NIZER

Administrator of the Maryland MVA

aggregate questions and answers, and then tested the chatbot, fine-tuning its responses based on user feedback.

In addition to the chatbot, the MVA developed a customer service dashboard that allows feedback to flow into one place, regardless of its source. This helps the MVA keep track of customers’ interactions and keep those interactions consistent, from online chats to phone calls to in-person service. The real-time feedback the MVA receives has greatly improved their customers’ satisfaction.

“After an interaction, we ask three questions to customers related to overall satisfaction,” says Nizer. “If all three responses are negative, a manager gets a message in real time and they’re able to engage the customer within 24 hours, if not before they leave an office. It’s amazing how that immediate follow-up can turn things around. We have 80% of customers respond to the survey and 98% rate our agents as professional, helpful and courteous.”

Regardless of where jurisdictions are interacting with customers, it’s clear there are many ways to improve the experience. While Indiana, Virginia, Rhode Island and Maryland have taken big strides in increasing customer satisfaction, these are just small steps on their customer service journey. As customer expectations increase, the most important step is taking the initiative to meet them. **m**



American Association of
Motor Vehicle Administrators



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a part of the ongoing conversation on motor
vehicle and law enforcement issues.

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I HIRE MEMBERS OF MY TEAM BASED ON THEIR SKILL SET, BUT ALSO—MORE IMPORTANTLY—THEIR VISION FOR SUCCESS IN THEIR AREAS OF EXPERTISE.



Q & A WITH

Whitney Brewster

INCOMING AAMVA CHAIR OF THE BOARD SHARES HER OBJECTIVES FOR THE FUTURE OF THE ASSOCIATION

INTERVIEW BY MEGAN KRAMER

Q YOU'VE HAD A LONG CAREER IN LEADERSHIP. WHAT IS THE SECRET TO YOUR CONTINUED SUCCESS OR YOUR LEADERSHIP PHILOSOPHY?

Adaptability is imperative in today's changing environment. It's important to have an end goal or vision, but the path to get there can't always be set in stone. Being able to deal with change, particularly through difficult times, has allowed me to be successful throughout my career.

Q WHAT ARE YOUR TOP PRIORITIES AS INCOMING CHAIR OF THE BOARD?

Finding opportunities to engage all facets of our community is a key goal. The strength of AAMVA lies in the engagement of its membership.

Data security and privacy are also at the top of the list. Customers entrust us with their data not because they want to, but because they are legally required to do so. It is imperative that we, as a community, share ideas and develop best practices around how to comprehensively protect the valuable data we are entrusted with.

Q WHAT ARE YOUR CURRENT GOALS FOR AAMVA?

With Hurricane Harvey still very fresh and as we head into another storm season, sharing information on emergency preparedness and responsiveness with colleagues is a top priority. Helping other jurisdictions develop processes to prepare themselves for a disaster—whether it be forest fires or floods—before they are in the eye of the storm is crucial.

Another primary goal is engaging our community in conversations around how we can all better leverage technology as we deal with increased demands and fewer resources to serve our customers.

Q WHAT ACCOMPLISHMENTS ARE YOU MOST PROUD OF?

Hands down, my children.

Q HOW DO YOU INSPIRE YOUR STAFF?

I believe in them. I hire members of my team based on their skill set, but also—more importantly—their vision for success in their areas of expertise. Oftentimes, the best thing I can do is help them achieve that vision for success by providing resources, removing obstacles and staying out of their way. I am extremely grateful for the dedicated and talented team at the TxDMV.

FAST FACTS

Whitney Brewster



HOMETOWN
Houston, Texas



ON THE ROAD
2015 Chevy Suburban



FAVORITE BOOK
As a Man Thinketh
by James Allen



EDUCATION

B.S. in Psychology from Brigham Young University,
Master of Public Administration from the University of Alaska

Q WHAT DO YOU ENJOY DOING IN YOUR FREE TIME? ANY HOBBIES?

I enjoy playing golf, traveling and time on the lake with family and friends.

Q ANY OTHER ADVICE OR COMMENTS FOR THE AAMVA COMMUNITY?

The strength of AAMVA lies in the engagement of its membership. I encourage industry, federal partners and jurisdictions to stay engaged.

Q WHAT TRANSPORTATION ISSUE ARE YOU MOST PASSIONATE ABOUT, AND WHY?

We as an AAMVA community have the incredible potential to help save lives. Whether it's evaluating the road-worthiness of vehicles, evaluating drivers' ability behind the wheel or credentialing motor carriers, safety must be paramount in everything we do. AAMVA's vision absolutely hits the mark: safe drivers, safe vehicles, secure identities, saving lives!

"The strength of AAMVA lies in the engagement of its membership."

WHITNEY BREWSTER

Incoming AAMVA Chair of the Board



Whitney and her husband, Stefan, with their children (L-R) ElleMarie, Ava, Brody and Madelyn.



Whitney enjoying time with TxDMV employees Mimi Williams and Brandye McGuire.

Q THE COVER STORY FOR THIS ISSUE IS ADVANCED DRIVER ASSISTANCE SYSTEMS (ADAS) AND HOW THEY ARE CHANGING THE WAY WE EVALUATE DRIVERS. HOW DO YOU SEE THESE NEW TECHNOLOGIES AFFECTING THE SAFETY OF MOTORISTS IN THE FUTURE?

As we all know, most road crashes occur due to human error. Huge technological strides have been made to reduce that human error through Advanced Driver Assistance Systems. As we see a greater increase in the number of modern vehicles with ADAS, and as ADAS technology is further advanced, we will see fewer roadway fatalities. There were 3,641 traffic deaths statewide in Texas in 2018, and the last day without a death on a Texas road was November 7, 2000. Advancements in ADAS, along with improvement in road engineering and driver responsibility, will bring us closer to realizing the ultimate goal of zero deaths on our roadways. **m**

Unsure About Assistance

*MOTOR VEHICLE EXPERTS
ARE WORKING TO NAVIGATE
THE CONSEQUENCES OF NEW
SAFETY TECHNOLOGIES*

NECESSARY ADVANCEMENTS

WADE NEWTON, SENIOR DIRECTOR OF COMMUNICATIONS, AUTO ALLIANCE (ALLIANCE OF AUTOMOBILE MANUFACTURERS)

The automobile manufacturing industry has always been extremely innovative. In turn, the safety features included in each manufacturer's vehicles are constantly evolving, building off previous technologies to improve performance. The competition among manufacturers with these Advanced Driver Assistance Systems (ADAS) is great for the consumer, as automobile manufacturers are constantly trying to outperform their rivals to make the best and safest vehicle for customers.

Despite being competitors, what automakers generally agree on is that these ADAS technologies have contributed to increased traffic safety. And the data collected on national roadways supports this. According to the National Motor Vehicle Crash Causation Survey conducted by the National Highway Traffic Safety Administration (NHTSA) from 2005–2007, approximately 94% of serious motor vehicles crashes are due, in part, to human choice or error. Last year alone, more than 37,000 fatalities were attributed to auto crashes.

A 2013 NHTSA study showed that drivers in vehicles that were 15+ years old were 50% more likely to be injured in a crash than a newer vehicle. This data can be interpreted to show that vehicles with ADAS features are, in general, safer than their predecessors. The numbers demonstrate that any technology

that increases assistance for the driver has a positive impact on auto safety.

One issue that's always debated in the auto policy world is whether to mandate. Industry takes a more nuanced approach. While certain things lend themselves to regulation, others prosper and develop more quickly when industry works independently. Such work has taken different avenues, including individual automaker work, standards work at places like SAE (Society of Automotive Engineers) or ISO (International Organization for Standardization), and, sometimes, voluntary industry commitments. All of these approaches have the benefit of being quicker and more flexible than regulatory processes—legislation often takes months or years to finalize, and the rulemaking process takes additional years.

What industry has come to understand is that consumers want to use their "safety dollars" in different ways. You could have a family that prioritizes certain safety aspects due to transporting children frequently. Or you could have a consumer who owns a smaller vehicle who doesn't care much about assisted parking technology but is heavily invested in forward collision warning systems. Consumers drive the market, and in the future, certain features may become standardized based on customer market demands.

INCREASED AWARENESS IMPROVES SAFETY

PAUL SCULLION, SENIOR MANAGER, VEHICLE SAFETY AND CONNECTED AUTOMATION, THE ASSOCIATION OF GLOBAL AUTOMAKERS

Increasing consumer awareness of Advanced Driver Assistance Systems (ADAS) is critical to improving roadway safety. As ADAS features become increasingly commonplace within the fleet of vehicles on the road, it's important that consumers have an understanding of the systems they're utilizing and the extent to which they support the driving task. The majority of the systems you see operational today are designed to support the driver rather than replace the driver. Until there are fully automated vehicles on the road, there will always be a role for the driver to monitor the roadway environment and make sure the vehicle is operating consistent with any laws or regulations.

Specific jurisdictions have an important role to play as new vehicle technologies become more widely available. For example, jurisdictions will need to understand the benefits of various safety features to decide how best to integrate ADAS as part of driver training and licensing. An Insurance Institute for Highway Safety (IIHS) survey published in April 2019 compared crash reports and claims for vehicles with and without different ADAS technologies. The results, as you could imagine, were in favor of vehicles with support features. Crash rates dropped for vehicles equipped with each of these features:

- Forward collision warning—down 27%
- Blind-spot detection—down 14%
- Rear automatic braking—down 78%
- Rearview cameras—down 17%
- Rear cross-traffic alert—down 22%

While some ADAS features are designed to provide added driver convenience, advanced safety crash avoidance systems can really make a difference. Increasing awareness and adoption of ADAS technology will not only save lives, but help reduce crashes, injuries and related costs for consumers. Automakers have already begun taking the lead on these measures. For example, there was a recent industry-wide commitment to deploy automatic emergency braking systems by 2022. This is a voluntary effort by the industry to increase road safety.

Currently, automakers are using similar safety technologies, but with different nomenclature. There are a number of efforts underway to help band together automakers to provide more standardization, giving consumers and lawmakers alike a better idea of how these ADAS features can support drivers behind the wheel.

Consumers, jurisdictions and auto manufacturers all have a role to play as we move toward more automated vehicles. Understanding the details and benefits of these features is necessary for everyone designing, regulating and driving vehicles in 2019 and into the future.

Industry wide, there is a commitment to deploy automatic emergency braking systems by 2022.

EXAMINER DIFFICULTIES

JEFFREY OBERDANK, BUREAU CHIEF, NEW HAMPSHIRE DEPARTMENT OF SAFETY, DIVISION OF MOTOR VEHICLES

We're in a very interesting time. When consumers are looking to purchase a new vehicle, they'd be hard-pressed to find any that do not have some sort of autonomous features, or Advanced Driver Assistance Systems (ADAS). Yet in total, these vehicles are significantly outnumbered on the road. Anti-lock brakes (ABS) may be the most advanced safety feature on the majority of vehicles being used by the general public. It's only been in the last three to five years that manufacturers have been getting on board with some of these technologies, most notably the addition of backup cameras.

Specifically, these backup cameras taught us safety professionals a great deal. Even using it in my own vehicle, I found myself relying on it too heavily, not incorporating the proper head checks and mirror usage. This is a trend that many examiners have discovered first-hand. We saw drivers focusing too much on these technologies and not incorporating the fundamentals it takes to be a proficient driver without the use of autonomous features. While there most certainly are some "gee-whiz" advancements being implemented today that are game changers, the technology as a whole isn't at the point where drivers can rely on it 100%. People still have to participate in being active drivers and having good, sound fundamentals.

DMVs and driver examiners have had to adjust their testing regimens in order to accommodate. I sit on the AAMVA Test Maintenance Subcommittee, and part of our job was to not only come up with new ways to administer tests, but also new testing and training materials for examiners. Admittedly, we're behind the curve on that, but we're making up ground.

The autonomous vehicle working group with AAMVA has divided these ADAS into two different categories: convenience and safety. We've mostly determined that if the feature falls into the safety category, it should be able to be utilized during the exam. However, they must be used in chorus with the basic driving fundamentals I mentioned earlier. We look at it this way: To have a safety feature like a backup camera that shows you directly what's behind you, and to NOT use it, is counterintuitive to the entire idea of driving safely. **m**



With Gratitude

OUTGOING AND INCOMING BOARD CHAIRS EXPRESS THEIR PLEASURE TO SERVE

Since beginning my year as AAMVA Chair of the Board, I have gained a renewed appreciation for the great work AAMVA undertakes on behalf of member jurisdictions. It has been a challenging, exhausting and wonderful opportunity to serve. Travel from Nebraska has not always been straightforward, but it has only solidified my preference for driving over flying.

Maintaining our focus on the customer has been an ongoing theme in my articles for *MOVE*. I drew on the Pareto principle and the lessons we can learn from Dr. Bell in using attention to detail to serve our customers in novel ways. The ability we have to reach the residents in each of our jurisdictions is enormous. In some cases, our agencies may be the only interaction they have with a government entity of any kind. This means how we treat our customers helps shape their impression of government services. Putting our focus on the customer helps create a lasting, positive impression and one that we must fight to maintain.

In my role, I have had the opportunity to witness the innovation our teams are putting in across multiple jurisdictions. I have seen firsthand the dedication and hard work of staff. AAMVA plays a crucial role in harnessing the ingenuity across our jurisdictions. It provides a platform for us to pull resources and develop creative solutions to shared problems. Often the problems we face have been solved before elsewhere.

In my first article as Chair, I quoted Jean-Baptiste Alphonse Karr: "The more things change, the more they stay the same." This rings just as true today as it did when I took over the role last year. Despite changing technology and increasing customer expectations, we continue to develop creative solutions, with AAMVA there to help along the way. I am excited to see what comes next. It has been a pleasure to serve over the past year. Thank you, and I look forward to seeing how we grow and develop over the coming years. **m**

Rhonda Lahm
2018-2019 AAMVA Chair of the Board

Each year, I look forward to reading the welcome message from the incoming AAMVA Chair of the Board and staying engaged on the issues most important to the motor vehicle and law enforcement community. This year, I find myself writing that message, and I want you to stay engaged!

AAMVA's most valuable resource is you: its members. The strength and success of the association lies in the engagement of its members. When our industry, federal partners and jurisdictions stay involved, we can focus on innovative solutions that truly make a difference to the customers we serve. Through our collective conversations and association resources, we can help each other meet the challenges of today, tomorrow and beyond.

In the early days of my DMV career, I knew relatively little about the industry. Fortunately, I received a call one day from the California DMV Director at the time, George Valverde.

He introduced me to AAMVA and encouraged me to attend a conference. I took him up on the invitation and I've been involved ever since.

Through AAMVA, I have gained critical knowledge from my jurisdictional and industry colleagues on how to do my

job better and ultimately better serve our customers.

Every time I attend an AAMVA meeting or connect with colleagues from across North America, I listen, learn and share. Don't miss out on the opportunities to do the same. Relationship building is one of the most valuable and immeasurable benefits of AAMVA membership.

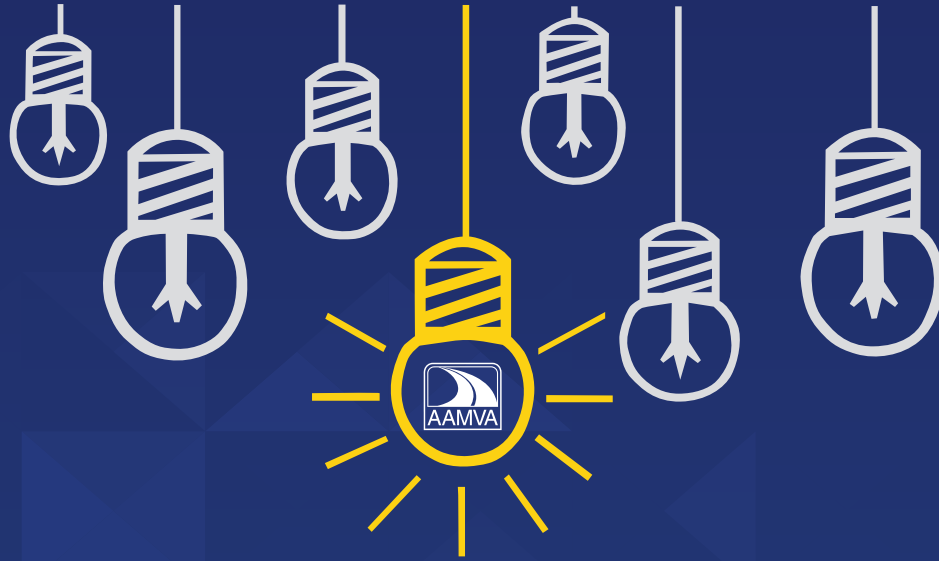
Another valuable resource is your own community. Whether you are a law enforcement agency protecting and serving the public, or an organization providing essential services such as driver licensing, vehicle registration or highway construction, it is imperative to stay engaged with those whom you serve.

Thank you very much for giving me this opportunity to serve you over the next year. I am honored, humbled and looking forward to the great things we can do together. **m**



Whitney Brewster
2019-2020 AAMVA Chair of the Board

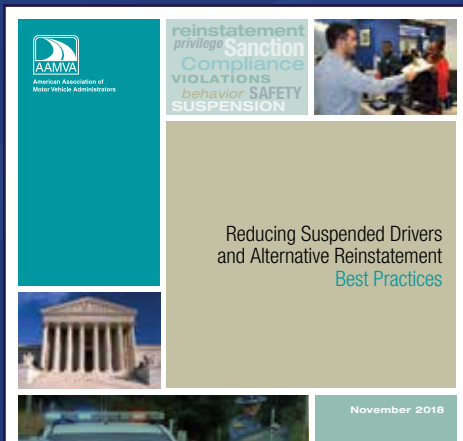




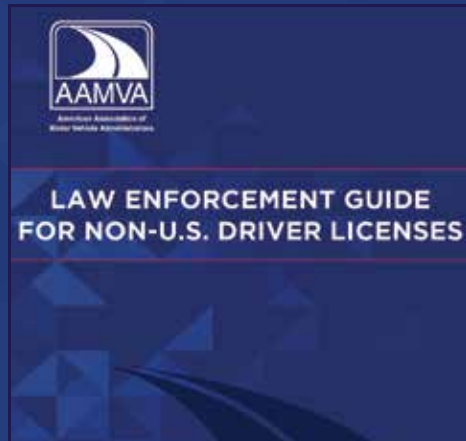
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Reducing Suspended Drivers
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Law Enforcement Guide for
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Mobile Driver License (mDL)
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