



NEW WEBSITE AND REBRANDING

The DMV Transformation Effort (DTE) is more than a multi-year contract and project to move Nevada DMV toward automation — all of which is huge. The bigger picture is really an entirely new way of looking at how we do business with our customers. That's why we're also rebranding as part of Transformation.

The new logo is meant to show the DMV is a forward-looking organization. The new website design is a significant improvement over the old site:

- Mobile-Friendly
- More Accessible for customers with disabilities
- Navigation and content are simplified

The DMV will use the URL **dmv.nv.gov** going forward. The **dmv.nv.com** URL was established in the early 2000s to help the Department promote its first online services. Most government agencies now have adopted .gov domains and the public expects them. The URL **dmv.nv.com** will continue to work well into the future.

DMV TRANSFORMATION EFFORT

WHAT

In October 2021, the Nevada Department of Motor Vehicles signed a contract for its DMV Transformation Effort (DTE) — a 4-year, \$114 million project designed to take Nevada DMV from primarily brick-and-mortar service delivery to a cutting-edge online storefront.

Leveraging national contracts already approved by the State Purchasing Division, Nevada DMV was able to select its primary vendors without having to go through the lengthy Request For Proposal process, shaving 6-8 months off the typical contract approval timeline.

WHY

The Nevada DMV is challenged to efficiently meet the needs of our customers and employees. The agency is operating on an outdated business model that is costly, inefficient and makes interactions difficult for all. Nevada is the 3rd fastest growing state in the nation and our customers expect access to comprehensive online services. It is no longer possible to meet growing demand with dated technology and brick and mortar facilities alone. Nevada DMV must wisely invest public dollars to modernize our operations and meet the evolving needs of all Nevadans.



The Nevada DMV is making this Transformation to be able to enhance, expand and simplify service delivery for more customers by giving them more options and making the experience more pleasant.

WHO

Nevada DMV will be using the [Salesforce.com](https://www.salesforce.com) platform, a cloud-based customer relationship management solution that will revolutionize the way we do business by placing the customer and the front-line employee at the center of everything we do.

We've also retained [Slalom LLC](#), a respected Salesforce integrator, and [Mission Critical Partners](#), a technology consultancy firm. Slalom employs several subcontractors. Part of the project involves the DMV database, which is being cleansed of outdated and duplicate records and will be moved into a cloud hosting service.

WHEN

Transformation has a project timeline for achieving milestones and goals of about four (4) years. This means it's an incremental project that will bring services online gradually as the digital platform expands and its capabilities are refined to accommodate new features.

In other words, there will be no "Big Bang" and suddenly DMV is transformed. Instead, Transformation will be a gradual and transparent process. Progress will be continuously shared for feedback and improvement.

Nevada DMV began the project's Discovery phase in the Fall of 2021.

The actual steps in the Transformation process are being mapped out now. The "roadmap" of projects is scheduled for completion by March 31, 2022.

Beginning in April, 2022, the DTE team will begin building the DMV of the future!

WHERE

The DMV Transformation effort is headquartered at the DMV office in Carson City. However, it involves every Department employee across the state and staff from our contracted firms at various locations inside and outside of Nevada.

Transformation will be visible eventually at every DMV office (on both sides of the counter), at kiosks, and globally through online service delivery.

The Nevada DMV's newly redesigned web site, dmv.nv.gov, is the first visible result of Transformation.



HOW

Nevada DMV will move most of its services online while keeping brick-and-mortar offices open to handle the business of those with complex transactions or who prefer face-to-face interaction.

The flagship of Transformation is a completely redesigned web site that includes more interactive features, broader transaction capability, and a user-friendly format resulting in more efficient and pleasant experiences for the customer.

The DMV and its partners in the Salesforce platform are using the “agile” model of IT development. Instead of one large launch of a new system, the DMV will be transformed one small step at a time. Agile development allows the project to adapt to changing conditions and make sure that each step is done correctly.

FREQUENTLY ASKED QUESTIONS

Will any DMV offices close because of Transformation and moving most services online?

No. There will still be transactions — e.g., first-time Real ID, vehicle and VIN inspections, driver exams and vision tests — that can only be completed in person. And, the fact is, some customers prefer face-to-face interaction with our field services staff.

Transformation expands customer access to DMV services by offering more online options. It doesn't replace brick-and-mortar.

Will there be a reduction in DMV field staff if most transactions are going online?

No. Field Services staff will have greater flexibility by being able to interact with customers both online and in person. Moving to a mostly online storefront will also give Nevada DMV staff the flexibility for remote work.

Will Transformation result in fewer people at DMV offices and shorter lines?

Yes! As Nevada DMV's service delivery expands and as more customers discover what they can do on the new web site, there will be less need for people to go to a DMV office. We expect, as word gets around, that more and more people will choose to do their DMV business online; freeing up space at DMV offices for those who still need to do in-person transactions.



What are some transactions that customers can only do in person now, but will be able to do online with Transformation?

Private party vehicle sales is one transaction that Nevada DMV expects to be able to offer online. Currently, customers must go in person to a DMV office to complete registration and title transfer of a vehicle purchased from a private party. At present, there are about two dozen different transactions that can be completed online. Transformation will significantly expand the number of online services.

What about the kiosks? Will those go away with Transformation, or will their role be expanded?

The DMV kiosks are staying. They are an important part of Transformation. Right now, customers can renew their vehicle registrations and even print out the license plate tags from a kiosk. Duplicate registration, driver history printouts and insurance reinstatements can also be processed from a kiosk. Nevada DMV is currently working with kiosk vendor [Intellectual Technology Inc. \(ITI\)](#) on ways to expand service delivery.



DMV TRANSFORMATION EFFORT MISSION AND VISION

To transform Nevada DMV into a 21st century organization that offers its services online by accomplishing the following goals:

- Enable both customers and staff to carry out business as efficiently as possible.
- Support a 360-degree view of all the customer's interactions with the DMV.
- Implement an entirely new cloud-based technical infrastructure to automate DMV transactions to the greatest extent possible.
- Change internal procedures to empower both customers and staff.
- Improve communication with both customers and staff.
- Design an infrastructure focused on customer experience and security.
- Enable agility in responding to new or changing requirements.
- Allow continuous improvement and innovation over time in a cost-effective way.
- Make DMV a center of excellence that attracts and retains high-performing staff by enabling their growth and providing robust support for remote work.
- Position the DMV to respond to expected population growth and any future public health emergencies.

CORE VALUES

Transformation gives Nevada DMV an enhanced perspective on customer experience, which is built around five core values that hold everything else upright:

- **Efficient.** Each customer interaction should be made as quick and simple as possible.
- **Trustworthy.** We take our customer's sensitive, private information very seriously and handle it with the utmost care to safeguard personal information and ensure its security.
- **Problem Solving.** Always improving customer outcomes by pursuing better solutions.



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- Customer Friendly. Our agency was built around serving people and we take this commitment to heart by treating all customers with courtesy, kindness and caring.
 - Transformative. Always changing to meet customer wants and needs.

Nevada DMV has structured Transformation around these values. We want customers to know and to trust that their online DMV offers a safe and positive experience. We want our customers to think of us whenever they do business online by remembering that a digital Nevada DMV is:

- Easy. Customers can find what they're looking for when they're looking for it.
- Wait-Free. Service is immediate and quick.
- Always There. Services are available whenever customers need them.
- Secure. Transactions can be completed with confidence.
- Customer Friendly. Our online experience is intuitive, convenient and simple.
- Evolving. We look for new opportunities to enhance the customer experience.

ABOUT THE DMV

Founded in 1957, the Nevada Department of Motor Vehicles (DMV) currently has more than 1,200 employees at 18 offices throughout the Silver State. The DMV processes approximately 10 million transactions and collects \$1.6 billion in revenue each year.

The DMV's primary duties are to license Nevada's 2.3 million drivers and ID card holders and register more than 2.7 million vehicles while maintaining the integrity and privacy of DMV records.