

# move



## Goin' Mobile

**As the driver's license evolves toward a mobile platform, what will it mean for DMVs and consumers?**

**ALSO IN THIS ISSUE**

### **Going Beyond the Initial Stop**

**How a tinted license plate cover led one Iowa State Trooper to solve a human trafficking case**

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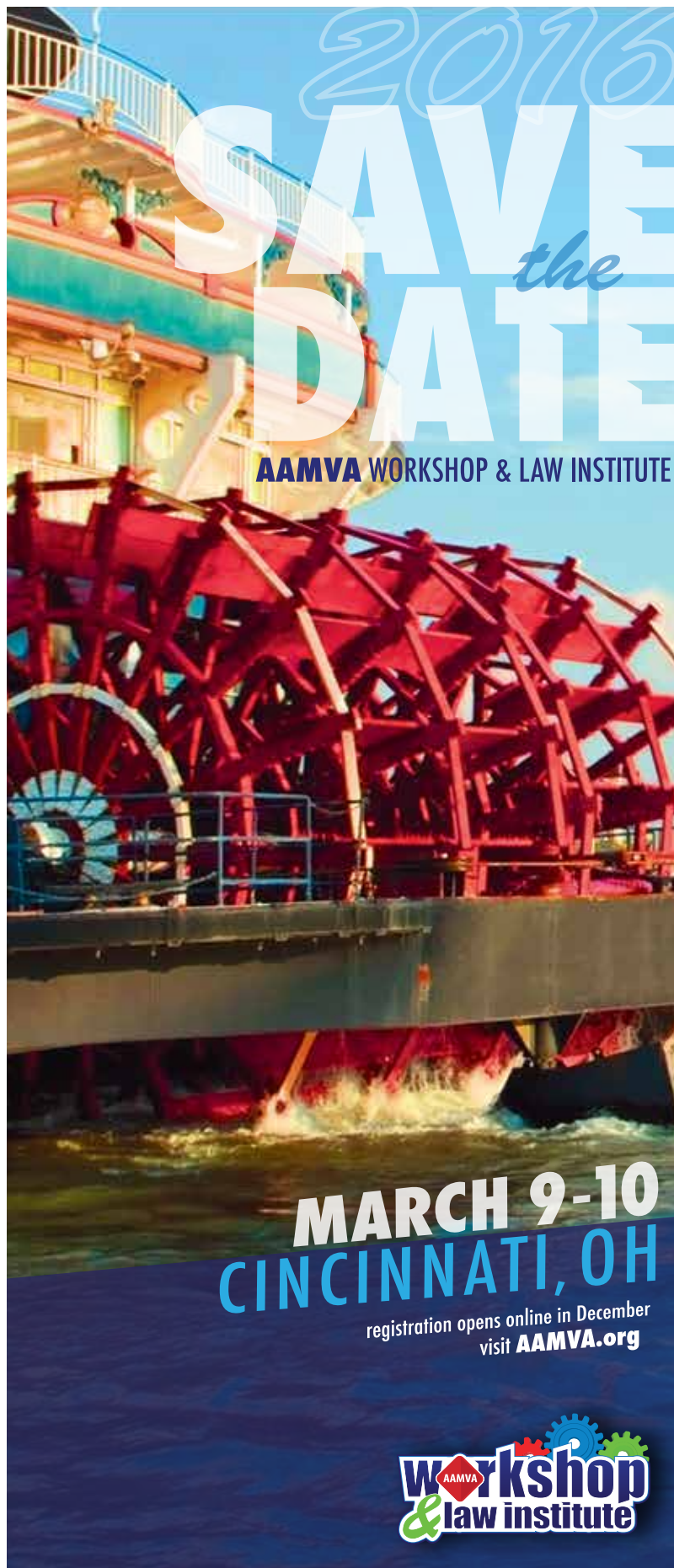


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# Providing state and provincial governments with the most secure DL and ID solutions and the highest caliber of service

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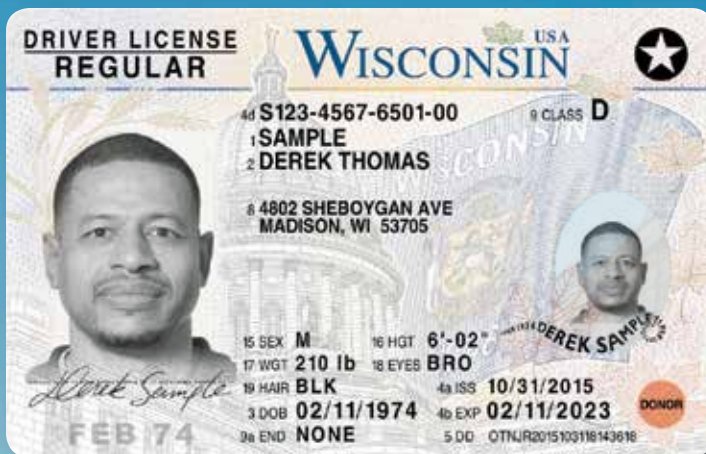
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# SETTING THE PACE FOR CHANGE



Over the past several months I've had the good fortune of listening to AAMVA jurisdiction members, associate members and stakeholders talk about innovations that are changing the way drivers interact with their vehicles and what they expect of their licenses. Those changes are testing the DMV and enforcement communities today, and will continue to do so in the future.

The changes range from virtual safety inspections and electronic credential checks for trucks and their drivers, to technology solutions that turn a mobile phone into a virtual key that can unlock the license/ID holder's personal information and license status only to the extent the holder wants it released.

Automated and connected vehicles and platoons of connected trucks are making their presence known with real-life operations on public roads. And transportation network companies are swooping in on driverless cars, viewing them as a whole new way to serve their rapidly growing user base.

These innovations are mind-boggling and fast moving. We see that they hold out hope for preventing vehicle crashes, giving mobility to otherwise restricted drivers, improving our highway capacity and saving lives. Did our predecessors imagine these possibilities 100 years ago, when DMVs and highway patrols were being formed across North America to improve traffic safety in carriages and cars?

At AAMVA, we want to be sure you have an abundance of useful information and networking opportunities to help your team rise to meet the challenges these changes present. We want you to be able to exchange the newest ideas with your colleagues, to envision the future of safe transportation and embrace it. We want you to see what leading-edge ideas agencies have implemented, learn what has and has not worked, and test new solutions.

This issue of *MOVE* gives us a view into the progress. In it, you will see how AAMVA's members are facilitating the integration of new ideas and groundbreaking products into their operating rules. Laws and systems designed to achieve safe vehicles, safe drivers and secure identities are discussed,

along with rules that some industry "disrupters" view as onerous or burdensome to their innovations instead of lifesaving.

Whether you are a public official or an associate member who serves public agencies, by engaging in these exchanges, you position yourself and empower your team to bring a "disrupter-like" view to the rules and processes you use, allowing your employees to challenge the status quo. Let unconventional ideas lead the discussion board, and recognize risk takers who propose to test new concepts or system changes that instill a nimble regulatory approach that supports new technologies within your mandates.

The recent meeting of AAMVA's standing committees, whose members formulate policies, best practices and initiatives to help our members, illustrates that you are the change you envision. Our committees are made up of DMV and enforcement practitioners from agencies across the United States and Canada, and across disciplines. Sharing their views on today's challenges and tomorrow's visions, our committee members give witness to the innovation and collaboration that has been the hallmark of the AAMVA membership.

This truly is a community that embraces change while keeping our North Star—saving lives—always in view. **m**

Anne Ferro  
AAMVA President & CEO



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# SPREADING GOOD CHEER

NORTH CAROLINA AGENCY  
RECOGNIZED FOR GIVING  
BACK TO THE COMMUNITY

BY BRITTANY MAGEE

Community outreach matters to the North Carolina Division of Motor Vehicles' License and Theft Bureau. In 2015, it won AAMVA's Region II Community Service Award for sponsoring children in the Wake County Guardian Ad Litem (GAL) program during the 2014 holiday season.

"The License and Theft Bureau's District III office wanted to give back to the community, and in lieu of exchanging gifts for Christmas wanted to help children in need," says Inspector Brittany Ausley, a North Carolina state law enforcement agent with the License and Theft Bureau in Raleigh. "What began as a small project quickly turned into something much larger."

The GAL program is a group of volunteers who serve as court-appointed advocates for the hundreds of abused and neglected children in the Wake County protective services system. Guardians give the children a voice in court proceedings and see that their best interests are served in finding safe and permanent homes.

In particular, the License and Theft Bureau's District III office wanted to give three siblings who had been placed in different foster homes a special Christmas. "Once the Raleigh district heard about these children in need and their stories, each and every officer and staff member went above and beyond to help in any way possible," Ausley says.

The sponsorship was a success and the bureau ended up collecting so many gifts that the GAL representative had to make two trips to deliver all of them. And when two more



children in the GAL program were in need of a sponsor, one of the bureau's processing agents and her husband volunteered to give them a memorable Christmas as well.

In addition to its commitment to the GAL program during the holidays, the bureau also participates in other community outreach programs year-round. For example, members of the bureau coach inner-city softball, assist with the state Special Olympics through its

*Inspector Troy Wheless of the North Carolina License and Theft Bureau poses with a special Christmas gift for a child in need.*



## WINNING ENTRY

Every year, AAMVA honors individuals, teams and organizations in the motor vehicle and law enforcement community at the regional and international levels through its Community Service Awards. Judges select winners based on their exemplary commitment to safety, service, security, public affairs and consumer education. In particular, the Community Service Awards recognize agency 'give back' programs like food drives and gifts for children.

In 2015, the North Carolina Division of Motor Vehicles' License and Theft Bureau won for sponsoring children in the Wake County Guardian Ad Litem (GAL) program. This sponsorship is similar to the nationwide Shop with a Cop program, where police agencies present underprivileged children in their communities with a fun holiday event of shopping, food, games and quality time with officers.

*North Carolina License and Theft Bureau employees pictured with gifts for five children in the GAL program.*



annual Torch Run, and operate a Fish with a Cop program. An agent in the bureau's Greenville district (District I) set up Fish with a Cop, which is similar to a Big Brothers Big Sisters program, Ausley says. The officer takes children to the lake or ocean and teaches them how to bait and catch a fish while spending quality time with them.

Ausley notes just how meaningful outreach programs like these are to the bureau. "It is important for the community to trust the local law enforcement, and this is one way our agency likes to get involved and give back to those in need. With the success from our Guardian Ad Litem [GAL] program last year in our Raleigh District, and other programs like Fish with a Cop, we can only hope the outreach programs at our agency will continue to grow within all seven of our districts statewide." **m**

**i**  
Does your jurisdiction have a community service program that deserves recognition? Submit an application for a 2016 AAMVA Community Service Award by visiting the awards website at [aamva.org/aamva-awards](http://aamva.org/aamva-awards).

## MUSINGS

### Q: WHAT ARE THE POTENTIAL CHALLENGES AND/OR SUCCESSSES WITH IMPLEMENTING MOBILE DRIVER'S LICENSE (mDL) TECHNOLOGY?

**GLENN JACKSON, Director, Driver's License Division, North Dakota Department of Transportation**

North Dakota will definitely be adopting mDL technology. We are currently waiting and observing Iowa to gain lessons learned in the implementation. Our primary concern is privacy and how this technology can be utilized effectively without causing an identity problem for the individual. We look forward to hearing what Iowa learns before we move forward within the next two years.

**PAT KOHLER, Director, Washington State Department of Licensing**

Washington State is watching this new technology emerge and is following it as it develops. There are clearly opportunities with mobile driver's licenses, and we are now in an early stage of looking at both opportunities and concerns with a wide variety of stakeholders. One challenge we face is the implication for our state's enhanced driver's licenses and enhanced ID cards, which would likely not be eligible to move to a mobile platform. Ultimately, our focus is on continuing to ensure the integrity of our documents and our issuance system, no matter what form it takes.

**“ULTIMATELY, OUR FOCUS IS ON CONTINUING TO ENSURE THE INTEGRITY OF OUR DOCUMENTS AND OUR ISSUANCE SYSTEM, NO MATTER WHAT FORM IT TAKES.”**

—Pat Kohler, Director, Washington State Department of Licensing

**ANN PERRY, Director, Bureau of Driver Services, Wisconsin Division of Motor Vehicles**

As the public becomes increasingly accustomed to using smartphones to facilitate everyday transactions, including banking, Wisconsin DMV is remaining attentive to the research and discussion on mobile identification. In order for this technology to be most effective, the solution needs to be reliable, trustworthy,

require minimal additional reading equipment and be interoperable across jurisdictions on various vendor platforms. In addition to general convenience to the consumer, mobile identification allows for transaction-based information sharing (only sharing what is required) and a means to hold a credential with real-time updates on driving privilege, address, etc.—all of which are benefits over the traditional physical card version. **m**

# TIME FOR TRANSITION

BY JANICE DLUZYNSKI, AAMVA'S DATA LADY

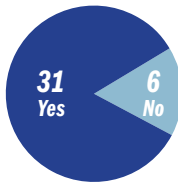
There have been several surveys related to the issuance of driver's licenses and identification cards. Here are a few of the most recent examples. The full details of each survey can be viewed in the AAMVA online survey tool at [aamva.org/Survey/User/Search.aspx](http://aamva.org/Survey/User/Search.aspx).

## SURVEY TOPIC

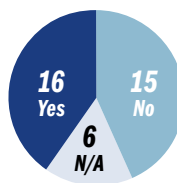
### DRIVER'S LICENSE OR ID CARD INTERIM DOCUMENTS

37 RESPONDENTS

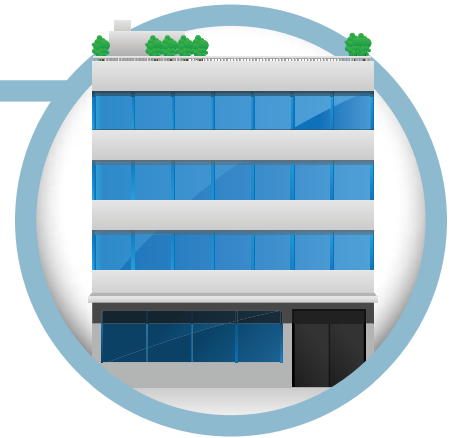
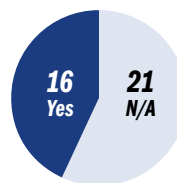
Does your jurisdiction use a central issue facility to issue driver's licenses and identification cards?



If your jurisdiction uses a central issue facility, does your jurisdiction issue a secure interim (temporary) paper document?



Does TSA accept your interim (temporary) paper document to board commercial aircraft?



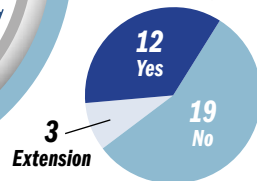
## SURVEY TOPIC

### REAL ID AND PHOTO FIRST

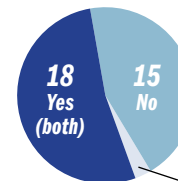
34 RESPONDENTS



Is your jurisdiction REAL ID compliant?



Do you have a photo-first process in place for DL/ID card applications? If yes, do you keep the photo on file even if a document is not issued?



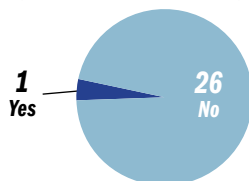
**1**  
Yes to photo-first, but we do not retain the photo if a DL/ID is not issued.

## SURVEY TOPIC

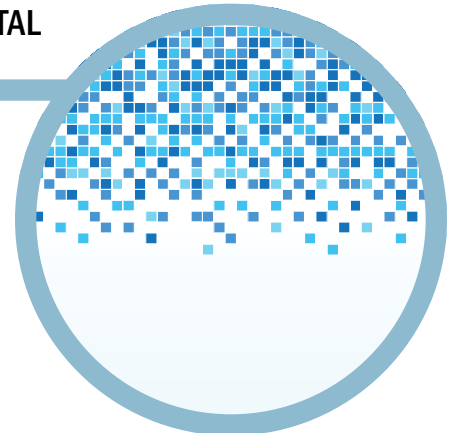
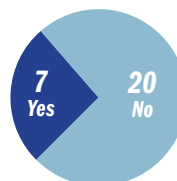
### DL/ID: SUPPRESSING DATA, IMPLEMENTING DIGITAL

27 RESPONDENTS

Is your jurisdiction discussing the concept of suppressing any data on your driver's licenses/ID cards (i.e. address information)?



Is your jurisdiction actively planning for a mobile driver's license/ID option for implementation within the next five years?



Visit [aamva.org/Driver-Licensing-Identification](http://aamva.org/Driver-Licensing-Identification) to access all resources related to driver licensing and identification, including standards, best practices, committee work and much more.



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Traffic stops  
accounted for around

**44%**

of people who  
experienced face-to-  
face contact with  
police in 2008.



# GOING BEYOND THE INITIAL STOP

13

## HOW A TINTED LICENSE PLATE COVER LED ONE IOWA STATE TROOPER TO SOLVE A HUMAN TRAFFICKING CASE BY JAMIE FRIEDLANDER

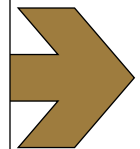
On Saturday, Sept. 13, 2014, at approximately 8 a.m., Iowa State Trooper Blair Paulsen, 34, noticed a white Chevrolet cargo van traveling down the highway. A tinted license plate cover obscured his view of the plate. He also observed tinted side windows on the van, “props” (including a tool belt) set up in the back window of the van and a spare tire resting on top of the vehicle, all of which struck him as odd.

Because of the tinted license plate cover and the tinted windows, both violations of the law in Iowa, Paulsen pulled the van over. Little did he know he was about to uncover a human trafficking case involving a dozen people.

Had Paulsen not noticed the tinted license plate cover or tinted windows, he most likely would not have stopped the van in question. Paulsen’s case and a plethora of others highlight the important role the license plate can play in solving serious crimes. In fact, around 70 percent of all crimes that occur involve a motor vehicle in some facet.

### USING HIS “COP SENSES”

When Paulsen pulled the vehicle over, he observed two men wearing orange mesh work vests sitting in the front seat. Between them, a woman without a seatbelt on sat perched





Iowa State Trooper Blair Paulsen was the recipient of the 2015 Looking Beyond the License Plate Award, which is awarded to an officer who stopped a vehicle because of a license plate violation that led the officer to discover a more heinous crime.



Anoop Gupta, global portfolio manager, 3M; Amber Steinert, marketing analyst, 3M; Trooper Blair Paulsen, Iowa State Patrol; and Commissioner Joseph Farrow, California Highway Patrol; at the IACP annual meeting in Chicago on Oct. 24, 2015.

atop a cooler. She did not speak any English and completely avoided eye contact with Paulsen. Once Paulsen began questioning the men, he noticed several inconsistencies in their stories, such as where they

were coming from, how they knew each other, what type of work they were doing and how long they had been on the road.

"[The driver] was extremely nervous, to the point where he couldn't sit still," says Paulsen. "His breathing was very rapid."

The van's doors were in the child safety lock position, so they could only be opened from the outside. Paulsen asked the passenger to open the van. Upon doing so, the trooper saw 12 people lying single file in the back, including a young boy who appeared to be about 6 years old.

"I think he was scared because when he saw me, he had that huge smile—it was literally ear-to-ear," says Paulsen. Just as the young boy got up and began walking toward Paulsen, a man in the

back of the van said something in Spanish and the young boy sat down.

"I'll never forget when that door popped open and he was there and he saw me," says Paulsen, who has children of his own. "Kids love law enforcement, generally speaking, and he came right toward me."

Several other law enforcement officials arrived on the scene. Using a translator over the phone, Trooper John Hitchcock determined that the young boy's name was Carlos and that he was not related to anyone in the van. The drivers told Carlos he was being taken to his mother in Las Vegas. Investigators later found

## “THE BIGGEST LESSON FOR ME WAS THAT DURING KNOW WHAT YOU MAY RUN INTO OR HOW YOU MAY

Paulsen peered into the back of the vehicle, which appeared to be empty with a dark colored blanket on the ground. Upon closer look, he noticed a brown work boot peeking out from underneath the blanket. "Just one shoe—that was all I could see," he says. "So I knew right away that something wasn't right."

At that point, Paulsen called for backup because he believed more people were in the back of the van. He asked the driver if there were only three people in the car, to which the driver responded: "As far as I know." Paulsen then asked the passenger how many people were in the van, and he said seven more.

out his mother, who they never did locate, had paid the drivers to take her son somewhere safe. In reality, many of the officers involved in the case reported having had the feeling that Carlos was not being taken somewhere safe, but rather into child labor or the sex industry.

"It may not have been something horrible, or it could have been," says Paulsen. "We don't know what the future would have held for the poor kid. We truly don't."

Soon afterward, the state troopers got in touch with the FBI's Human Trafficking Task Force, which conducted interviews in Spanish with the van's 15 occupants. The task force determined that all of the van's inhabitants





*By stopping a van for having a tinted license plate cover and tinted windows, Iowa State Trooper Blair Paulsen uncovered a human trafficking case.*

were in the country illegally and being trafficked to various locations. Seven of the occupants had deportation documents on file.

Eventually, officials connected Carlos with his extended family in the United States.

#### THE LICENSE PLATE FACTOR

Investigation of many serious crimes begins with a license plate violation stop. This could include anything from missing front plates or expired plates to obscured plates, missing validation stickers and tinted license plate covers.

“The bottom line is that very significant criminal activity is oftentimes uncovered and solved—and significant convictions are made—as a result of what some people would deem a simple license plate stop,” says Brian Ursino, director of law enforcement at AAMVA.

According to the Bureau of Justice Statistics, traffic stops accounted for around 44 percent of people who experienced face-to-face contact with police in 2008. In addition, approximately 85 percent of drivers who were pulled over by police in 2008 felt they had been stopped for a legitimate reason.

Without Paulsen’s knowledge, his lieutenant nominated him for an award for his police work—the Looking Beyond the License Plate

Founded in 1998, the Looking Beyond the License Plate Award has seen entries for police work that solved homicides, serial burglaries, drug trafficking, human trafficking, a missing person case and more.

“Any kind of crime that has been committed can be discovered through a traffic stop, and a lot of traffic stops do start with a license plate violation,” Ursino says.

Amber Steinert, a marketing analyst with 3M who has worked with the award program for two years, says she thinks one of the award’s biggest benefits is that it makes people realize just how big an impact such a small item can have.

“License plates seem so miniscule in the grand scheme of things,” she says. “You tend to overlook them—you don’t really think of the value they can have until you hear these stories.”

While administrators encourage their

#### SNEAK PEEK

## THE AAMVA LICENSE PLATE STANDARD

The soon-to-be-released AAMVA License Plate Standard lays out guidelines in three specific categories:

- Administrative
- Design
- Manufacturing

The standard aims to improve the integrity of registration data, assist in streamlining the license plate retrieval process at DMVs, support highway safety and increase revenue collection that is dependent on accurate license plate identification, such as tolls.

In addition, adoption of these standards will hopefully minimize the number of license plate misreads that happen by both the human eye and automated license plate readers.

The standard applies to all full-size license plates issued by jurisdictions. AAMVA recommends that jurisdictions develop, adopt and implement a plan that adheres to the guidelines laid out in this standard.

LEARN MORE ABOUT THE NEW AAMVA LICENSE PLATE STANDARD IN THE NEXT ISSUE OF MOVE.

## EVERY STOP YOU MAKE OUT HERE, YOU NEVER AFFECT SOMEBODY’S LIFE.” —Blair Paulsen, Iowa State Trooper

Award sponsored by the International Association of Chiefs of Police (IACP) Highway Safety Committee and 3M’s Traffic Safety and Security Division. The award is given to an officer who stopped a vehicle because of a license plate violation that led the officer to discover a more heinous crime.

Ursino, who also is a Looking Beyond the License Plate judge, says the award encourages officers to look beyond the initial traffic violation stop. But perhaps more importantly, it documents the value of the license plate and shows the myriad ways crimes can be solved when a stop for a license plate violation is made.

officers to look beyond the initial stop and use their “cop senses,” some have a propensity to get tunnel vision around the reason why they stopped the car in the first place. Good police officers look beyond that initial stop to be aware of everything happening at the scene.

For Paulsen, the whole encounter reminds him of an adage he has heard many times in the past: expect the unexpected. He says that in working on an interstate system, you never know who you’ll run into.

“The biggest [lesson] for me was that during every stop you make out here, you never know what you may run into or how you may affect somebody’s life,” he says. **m**



Visit **MOVEmag.org** to watch a video about the importance of Looking Beyond the License Plate.

# Motor Vehicle Administration Modernization

MVAs provide primary services to citizens: driver's licenses, vehicle registration and titling, and motor carrier credentialing. They also support all local government agencies with information for law enforcement, courts and tax assessors, and provide information to automobile dealerships and insurance agents. But MVAs do more than that for their state. They support transportation safety through programs to increase seat belt use and decrease alcohol-related injuries and death.

Modernization is not just about replacing old servers and out-of-date code. It is about providing better service to customers, and improving services across the board and truly innovating.

This means decreasing wait times in line for a driver's license. It means using new technology like document imaging or new websites that support mobile devices. It means providing alternate ways to deliver services such as innovative apps for renewals or new processes for titling a new car at the dealership. It is about using security as an enabler when you have to open up and share data, yet keep it secured and protected. It is about preventing poor application performance or response—

before it even occurs. It is about building a modern day center of excellence for all things related to monitoring, managing, and delivering great service to citizens and constituents. Modernization is about bringing MVAs into the 21st century.

While modernizing their MVA, most states will rely on system integrators, but there are four areas of innovative technology that we believe will help MVAs be successful in their modernization efforts.

**1 State MVAs are massive consumers and providers of data.** They supply data to law enforcement, tax assessors and other agencies, while they provide licensing and titling information for auto dealerships and insurance agents. But today much of this data exchange is batch driven, and relies on secure FTP. Secure and managed APIs provide a new means to change the way MVA exchange information, more securely while improving customer service.

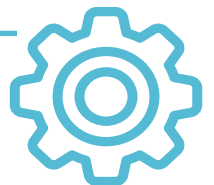
**2 Protecting citizen data is the top priority.** When states put production data into a test environment they put their entire project at risk. New test data management tools like automatic profiling and synthetic data generation protect personally identifiable data (PII) and keep states out of risk.

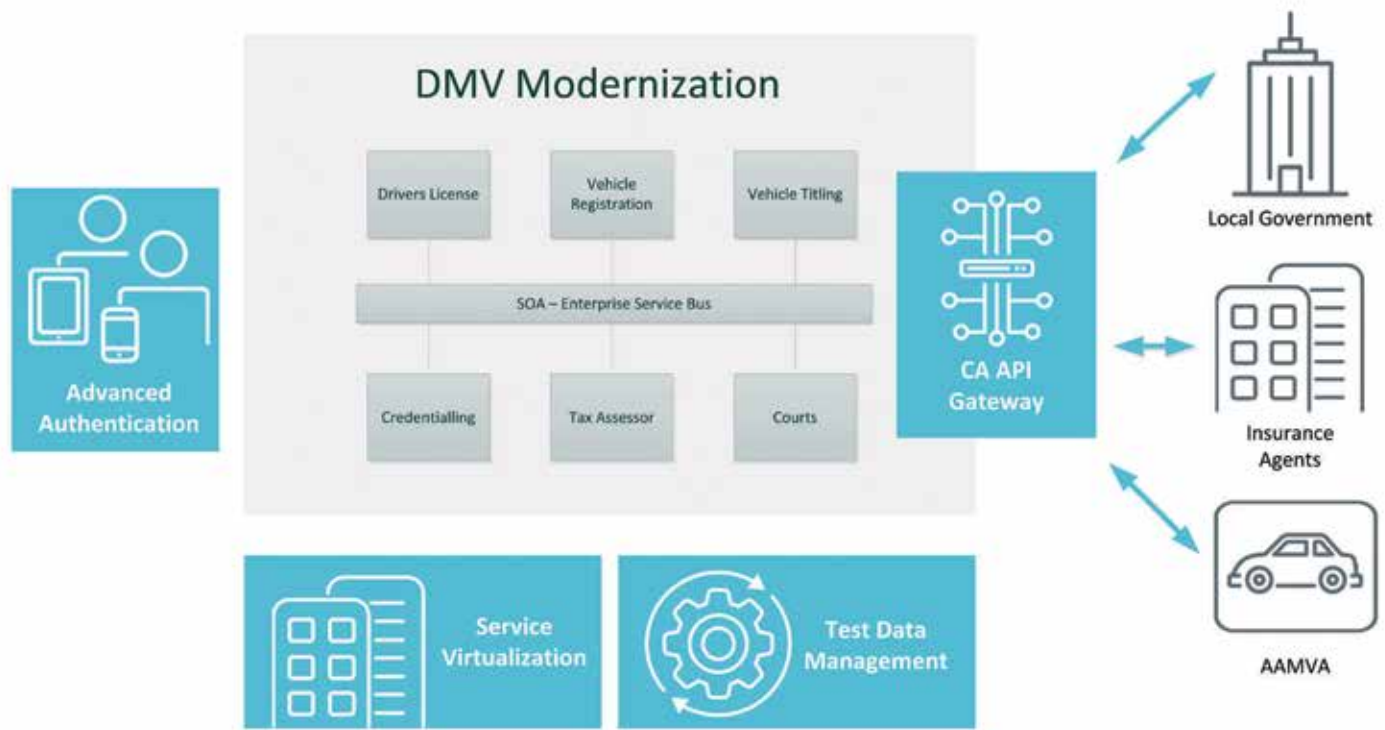
**3 Access to legacy production systems for testing can cause project delays and high costs.** Service virtualization is a unique technology that virtualizes the services developers need to build their new systems.

**4 States are looking for alternative ways to provide services to their citizens.** When citizens want to do business on their smart phones, tablets, and kiosks, they need multi-factor authentication and risk based authentication to ensure their on-line business is secure.

Motor Vehicle Administrations need interoperability because they are both consumers and providers of information.

They have to interoperate with organizations like the American Association of Motor Vehicle Administrators (AAMVA) and consume information from DHS, the State Department, and other agencies. But MVA also provide information to private organizations like car dealerships, insurance companies, and a host of local government agencies, including tax assessors and law enforcement agencies. Today much of that information exchange is done in an outdated manner, using batch processes and secure FTP.





Secures Critical Citizen Data ▪ Saves Big on Dev & Test Costs ▪ Avoids Costly Fines

## Innovative Solutions for Modernization

### CA API Management

CA API Management provides a secure management solution that deals with all aspects from the development of APIs to the protection of data to and from web or mobile devices in real-time. CA API Management makes it easy for MVAs to move into the 21st century, changing the way they exchange information.

### CA Test Data Management

For MVAs, protecting citizen data is the top priority. But in development, managing test data is one of the most problematic areas of development for state agencies. Developers either get dumped with a big load of production data, laden with privileged identifiable information, or resort to manually making up their own data sets. CA Test Data Management is a solution that revolutionizes the way test data is managed. Developers and testers get self-service access to a test data mart consisting of synthetically generated test data that is free of PII and PHI, and is complete with the necessary data to test use cases that are part of the new application functionality.

### CA Service Virtualization

Modernizing legacy systems is always a challenge. Developers need access to systems that are typically only in production. When developers can't access these systems, they become constraints. CA Service Virtualization makes copies of services, creating a life-like virtual environment so that developers have access anytime they want. Virtual services allow developers to work at their own pace, without constraints, which eliminates bottlenecks and helps prevent project overruns.

### CA Advanced Authentication

Motor Vehicle Administrations are looking at ways to improve customer service. While many operations will still require in-person transactions, MVAs are looking to online services and kiosks to provide anytime anywhere access to citizens on their mobile phones and devices. Security must be an enabler to the business but not compromise security. CA Advanced Authentication provides a wide variety of multi-factor and risk based authentication, techniques that are all successfully employed in the financial services and banking industries.

To learn more, visit [ca.com/publicsector](http://ca.com/publicsector)



# Going





# Mobile

AS THE  
DRIVER'S LICENSE  
EVOLVES TOWARD A MOBILE  
PLATFORM, WHAT WILL IT  
MEAN FOR DMVs  
AND CONSUMERS?

BY ELIZABETH MILLARD



Stepping up to the rental car counter, you realize your wallet is nestled safely in a drawer at home. Time to groan at your forgetfulness and check the bus schedules? Not when mobile driver's licenses become mainstream.

With these licenses, all you need is a smartphone, which can be held up to the desk agent for proof of identity or license restrictions. You may also employ a digital payment app, such as Apple Pay, giving you the ability to toggle from your mobile license to your credit card, completing the entire transaction with your mobile device. That wallet can stay where it is, perhaps permanently.

Although the scenario might sound futuristic right now, this shift is likely to come long before flying cars and apartment buildings on Mars. With mobile driver's licenses—also called mDLs—the future is coming up fast.

*A pilot program to test the functionality of a mobile driver's license (mDL) is underway in Iowa. A feature of the license pictured below is that the head moves back and forth. Additionally, mDL users, currently just Iowa DOT employees, can simply swipe to move seamlessly from the "front" to the "back" of the license.*

## MOBILE POSSIBILITIES

Mobile driver's licenses won't simply be scanned copies of existing licenses, with those images placed on smartphone apps. Designed by many of AAMVA's technology vendors, the mDLs will have multiple security layers and features that allow for less fraud and more authentication.

Although they initially will resemble printed driver's licenses, the ability to update them remotely and provide links to DMV services will set the mDLs apart. Right now, the technology is in an initial stage, but it's sparking plenty of conversation about connecting licenses to other applications like law enforcement functions or Health and Human Services features.

Most likely, the possibilities will keep growing as the technology progresses, says Geoff Slagle, director of identity management at AAMVA. "The potential for this technology is huge," he says. "This wouldn't be like a printed driver's license; it would have functionality that benefits numerous agencies, as well as the commercial sector like banks and retailers. This really is the evolution of the driver's license."

## PILOT PHASE

Currently, there's only one pilot program in progress, in Iowa, with its Department of Transportation employees as the first participants. Delaware is planning a pilot. These tests will be hugely helpful for determining how the mDLs work, even if they're not being utilized in real-world scenarios, such as during traffic stops or at convenience stores, just yet.

Still, these first steps are crucial for pushing the technology forward, believes Mark Lowe, director of the Motor Vehicle Division for the Iowa Department of Transportation.

"We're baby-stepping into it right now," he says. "We know that we'll have to figure things out along the way and that we have a very clear long-term goal, but to start, we're just getting the basics down."

Iowa decided to launch the pilot after conversations about enhancing customer experiences. Lowe, who uses digital wallet apps to pay for everything from major purchases to daily coffee, and appreciates mobile boarding passes, felt that the transition to mDLs was part of a cultural shift toward mobile usage. After speaking with the



Images courtesy of the Iowa Department of Transportation



governor's office and getting an enthusiastic approval, the department started a 90-day pilot in late August with 100 employees.

"We felt a sense of urgency about wanting to make a commitment to this based on what we see happening with mobile devices in general," Lowe says.

Those in the pilot have been testing the functions, such as changing an address through the app. The department plans to collect the data and user experiences to determine the next step.

The results of that pilot can very likely drive tests in other states as well, says Jenny Openshaw, vice president of state and local sales at MorphoTrust. As each state works to refine its mDL, she believes there will be a tipping point where momentum will occur for both consumers and DMVs.

"No one knows how fast this will go, but we have indicators that it could grow exponentially," she says, adding that the evolution of digital wallet apps has already allowed people to feel comfortable with using a smartphone in lieu of debit and credit cards and boarding passes. "As people depend more and more on their mobile apps, we have the opportunity to keep pace with mDLs that are loaded with functionality."


#### MAJOR BENEFITS

As part of the pilot projects, vendors and DMVs are determining the best uses for mDLs, and it seems that the possibilities are limitless.

Because the camera or fingerprint reader on a smartphone could be used for biometric controls, a user can prove his or her identity to the DMV instantly, which means no office visits for changing an address, updating donor or veteran status, or even renewing a license.

The DMV would also be able to push out updates and notifications to users, and make changes when needed. For example, Openshaw points out that teenagers who have graduated licenses need to stop into an office annually to get a new license with fewer restrictions. But with an mDL, the agency can simply change the license automatically on the driver's birthday.

Another option might be to have a different layout or color for licenses held by those under 21 years old. When someone hits that age at midnight, the



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—Jenny Openshaw, MorphoTrust

# FOCUS ON TRAINING

Part of the challenge with mobile driver's licenses (mDLs) will likely be training—not just for DMV employees, but also for anyone who accepts licenses as a form of identification such as bank tellers,

convenience store cashiers, bartenders, bouncers and others.

What may need to happen to make training easier is a more unified look and functionality to licenses. Unlike other types of apps,

such as Apple Pay or boarding passes, mDLs are likely to vary state to state. That type of jurisdiction-specific appearance may be an issue as mDLs start rolling out, believes Geoff Slagle, director of identity management at AAMVA. "We're plagued by the fact that

there are so many variations on driver's licenses in circulation. That already makes training a difficult issue," he says. "In order for training to be most effective, there will need to be some capability that's universal across all the mDLs as a type of verification."

“PEOPLE CAN TAKE THEIR TIME AND GET AN UNDERSTANDING OF THIS SO THAT WHEN IT'S READY TO GO MAINSTREAM THEY CAN FEEL CONFIDENT ABOUT WHAT mDLs INVOLVE.”

—Steve Purdy, Gemalto

change would appear instantly, making it easier for proof-of-age situations. Similarly, licenses can be revoked or suspended remotely. That would eliminate the need for those with violations to come into an office to surrender a license.

Another advantage is that DMVs can roll out the technology in a way that's similar to Iowa's efforts—with small, targeted pilots that let administrators and employees explore the technology and functionality before sharing it with the public, notes Steve Purdy, business development director of government affairs at Gemalto.

"Absolutely, people can take their time and get an understanding of this so that when it's ready to go mainstream they can feel confident about what mDLs involve," he says. "Think of this as a new way to communicate with citizens. You'll be adapting to the way that people want services, and that provides so many benefits. But you don't need to roll it out to everyone in a state at once."

## CHALLENGES TO OVERCOME

Like any fresh technology, there are several hurdles that need to be addressed before we're all whipping out our smartphones and clicking through to our mDLs.

One of the biggest challenges at this point appears to be a perception of security risk. Read the online user comments after any article about mDLs and you'll discover a range of viewpoints about security protections, from those who believe mDLs are a method of government tracking to others who anticipate waves of hackers seeing the licenses as bait.

"People are more at risk now with physical documents than they would be with mDLs," says Slagle. "So making sure that we provide adequate information about the many security and privacy controls in place would be a major part of rolling out these licenses."

Another stumbling block may be resistance to change on the part of consumers, but no one is suggesting a wholesale changeover to mDLs. Instead, using the mobile versions will be optional, and DMVs will accommodate those who either don't have smartphones or prefer printed cards to mobile versions.

"For example, my wife refuses to carry a smartphone; she just doesn't like them," says Lowe. "I doubt that an mDL would convince her otherwise. So we need to make this change a choice, not a mandate."

Lowering that resistance would likely take mainstream usage, as well as a high degree of functionality, he says. For instance, if someone with an mDL can skip going to an office to change an address, while another user is just about to take the afternoon off work for the same task, it may be enticing to that non-mobile user to make the switch.

Lowe adds that what Iowa is finding already is an issue with managing multiple platforms, and he's curious about what would happen when technology providers like Microsoft, Google and Apple perform system upgrades and security patches. Being able to have a flexible system that can update along with those major revamps will need to be part of the process if mDLs are going to be used widely.

Finally, another challenge for DMVs is getting to the pilot phase. Delaware is eager to launch its pilot program, but Director Scott Vien says that competing priorities are creating a minor delay. Still, the agency is speaking with vendors and watching AAMVA's involvement as it sets the parameters for its own pilot. Even though it may be years before a rollout to customers, Vien says it's inevitable—and very exciting.

"We're absolutely enthusiastic about the possibilities with this," he says. "There is still a lot of work to do to get mDLs to the point where they are available to the public, but I think that's a future we can all embrace." **m**



Visit [MOVEmag.org](http://MOVEmag.org) to check out a video about mobile driver's licenses.



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## INDUSTRY INSIGHT

Birth Certificate  
Verification



Social Security  
Number  
Verification



Immigration  
Status  
Verification



U.S. Passport  
Verification



State-to-State  
Driver's License  
Verification



# ALL SYSTEMS GO

## MISSISSIPPI, CLERUS SOLUTIONS AND AAMVA PARTNER TO SUCCESSFULLY COMPLETE DIVS

BY MEGAN KRAMER

After receiving a grant from the Department of Homeland Security in 2008, Mississippi became the lead state on the DL/ID Verification Systems (DIVS) program, which comprises state-led governance and evaluation of five verification projects: birth certificate verification, Social Security number verification, immigration status verification, U.S. passport verification and State-to-State (S2S) driver's license verification. A powerful, three-way partnership between Mississippi, Clerus Solutions and AAMVA led to a smooth and timely completion of all five projects.

"There is a tremendous wealth of knowledge on a national basis from each of the organizations," says Clay Johnston, management information systems director for the Mississippi Department of Public Safety. "It would have been very difficult to accomplish the program without the organizations involved."

Under contract with Mississippi, AAMVA provided system development and operational services for DIVS, while Clerus Solutions provided program management. Tom Osterbind, senior vice president and chief technology officer at Clerus, says this helped lessen the stress and workload for AAMVA.

"In the DIVS program, AAMVA's role is focused on providing [information technology] services under contract to Mississippi. Clerus and the pilot states using the services are tasked with governing, defining and evaluating the services," Osterbind explains. "This work specialization allowed each participant to provide relevant expertise and freed AAMVA to focus on the delivery and operation of quality IT services."

The S2S verification service was by far the largest part of the project, and is considered the most notable improvement to highway safety since the Commercial Driver's License Information System was first developed in the 1980s. S2S supports the concept of "one driver, one license" by making it easy for states to determine if an applicant already holds a driver's

license or ID card in another state so it can then enforce its own laws and regulations regarding issuance.

"We wanted to improve driver safety and ID security," says Phillippe Guiot, chief information officer at AAMVA. "We achieved that for our members, so the project is a great success from that point of view."

While the other four verification projects within DIVS had existing systems on which to expand, S2S had no such system and was brand new. The ease of development was largely due to the great working relationship between Mississippi, Clerus Solutions and AAMVA, and a number of other states involved in the pilot program.

"We worked with a large number of states without a lot of costly on-site meetings," says Osterbind. "We heavily utilized virtual meetings and production of minutes so that travel was minimized. But we still had a substantial travel and meeting budget because face-to-face is essential to building partnerships."

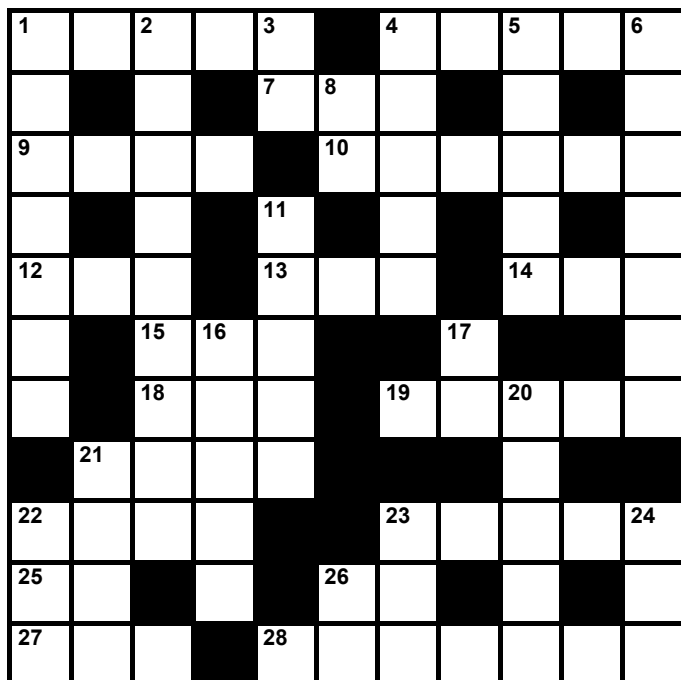
Wisconsin was the first state to implement S2S, and the process went without any issues. Because S2S and DIVS are state-led projects and completely voluntary, AAMVA, Clerus and Mississippi wanted to make implementation as efficient as possible.

"One of our goals was to minimize the level of effort that states are required to put in to become part of the project," says Johnston. "There is no active federal oversight of the S2S system, so it is truly by the states for the states."

State-led governance also means that it is important for every state to participate, Johnston adds. So far, 14 states have signed on for S2S implementation during the pilot period, which ends in March 2017. Another 23 states have expressed interest in implementation after the pilot period is complete.

"Now that the service went live, we see more interest from states," says Guiot. "It's more 'when' they will be able to get on board than 'if.'" **m**

## CROSSWORD



### Across

- 1 The P in LPRs
- 4 Records through the use of a camera
- 7 Check for quality
- 9 Bring \_\_\_\_ play
- 10 Some states are enabling the use of a \_\_\_\_ app as an official driver's license
- 12 Target
- 13 Braking system, for short
- 14 Polite address to a customer
- 15 Furthermore
- 18 Slang word for a plate
- 19 Subject discussed at the AAMVA International Conference in Iowa
- 21 Room in the schedule
- 22 Awards given at the AAMVA International Conference relating to consumer education
- 23 Taken on board
- 25 Nashville locale
- 26 British Lady
- 27 Rap sheet letters
- 28 Car used in a heist, say

### Down

- 1 Issue that has come up about database storage of license plates
- 2 Mechanically controlled, like some LPRs
- 3 Electric car, for short
- 4 Pulls over a driver
- 5 Assumed name
- 6 Maneuvered a car
- 8 Texas hold' \_\_\_\_
- 11 Mark of courage for law enforcement personnel
- 16 The basis for IDs
- 17 Mena's state
- 20 Traffic direction symbol
- 21 Gas storage area
- 22 School/parent group for students' welfare
- 23 Connection, using an LPR, for example
- 24 Type of work shift
- 26 Dover's state



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*Left: AAMVA's immediate past Chair of the Board Mark Lowe prepares for the corn-on-the-cob eating contest. Above: Opening ceremonies of the 82<sup>nd</sup> Annual International Conference begin.*

# CONFERENCE REARVIEW

## HIGHLIGHTS FROM THE 2015 ANNUAL INTERNATIONAL CONFERENCE

Glancing in the conference rearview mirror, let's take a quick look back at AAMVA's 82<sup>nd</sup> Annual International Conference (AIC). Held in the beautiful state capital city of Des Moines, Iowa, Midwestern charm and perfect weather surrounded the Iowa Events Center this past August 25–27.

Hosted by AAMVA's immediate past Chair of the Board Mark Lowe and the Iowa Department of Transportation, the AIC provided attendees with a combination of hot-button sessions and fun events. From timely issues such as mobile driver's licenses and facial recognition technology, to new topics like fighting human trafficking and staff recruitment and retention,

conference goers took advantage of a wide variety of informative sessions. Among this year's presenters was National Highway Traffic Safety Administration Administrator Mark Rosekind, who discussed the U.S. Department of Transportation's safety agenda and the importance of AAMVA members' efforts in reducing highway fatalities.

Along with educational meetings and concurrent sessions, conference attendees also experienced some wholesome, Iowa-themed entertainment. During the "Night at the State Fair," attendees took to the dunk tanks to see their favorite AAMVA members take a splash. The night was capped off with a corn-on-the-cob eating contest, where willing participants attempted to eat 12 ears of corn within eight minutes. Viewers of the event watched in awe and were overheard asking, "Is this a typical meal in Iowa?" All in good fun and in the name of charity, the event raised over \$10,000 for Special Olympics Iowa.

Conference festivities wrapped up with a sock-hop themed closing banquet. Attendees donned their best '50s style poodle skirts, white tees and leather jackets, while a massive hand-jive contest overtook the dance floor. [m](#)



NHTSA Administrator Mark Rosekind takes questions from conference attendees.



Brad Simpson accepts the Chair's Award of Excellence from Mark Lowe.



## KUDOS CORNER

### CHAIR'S AWARD OF EXCELLENCE

Presented this year to Utah's Brad Simpson, the Chair's Award of Excellence is a special honor given to an individual or organization whose contributions and service have left a lasting impression on the AAMVA community.

Right: Corn-on-the-cob eating contest champion Tim Benz celebrates his well-deserved victory. Far right: Ladies of the Iowa DOT take time to show off their sock-hop poodle skirts.

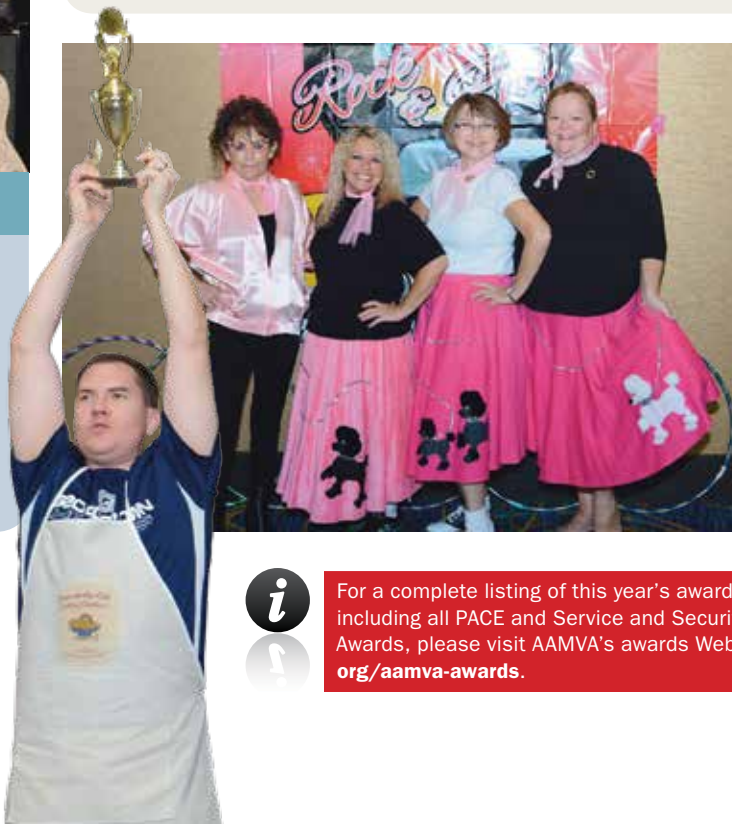


Martha Irwin Award winners Kim Snook and retired Lt. Col. Jack Miniard accept their awards alongside AAMVA President and CEO Anne Ferro and immediate past Chair of the Board Mark Lowe.

## LIFETIME ACHIEVEMENT

Retired Lt. Col. Jack Miniard of the Kentucky State Police and Kim Snook of the Iowa Department of Transportation were both recognized and honored with the Martha Irwin Award for Lifetime Achievement in Highway Safety at the 2015 AAMVA Annual International Conference. Miniard was the recipient of the award in the law enforcement category, and Snook was the winner in the motor vehicle administration category.

The prestigious Martha Irwin Award recognizes their commitment to and accomplishments in highway safety over the course of their careers.



VISIT  
**MOVEMAG.ORG**  
TO  
WATCH THE  
2015 AIC  
RECAP VIDEO.

For a complete listing of this year's award recipients, including all PACE and Service and Security International Awards, please visit AAMVA's awards Web page at [aamva.org/aamva-awards](http://aamva.org/aamva-awards).

# Q&A WITH **MARK ROSEKIND**



**MARK ROSEKIND, Ph.D., HAS BEEN THE ADMINISTRATOR OF THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA) FOR LESS THAN A YEAR, BUT ALREADY HE HAS MADE MAJOR PROGRESS FOR VEHICLE SAFETY AND HAS PLANS TO DO MORE. MOVE SPOKE WITH ROSEKIND, AN INTERNATIONALLY-RENOWNED HUMAN FATIGUE EXPERT, ABOUT JOINING THE USDOT AFTER WORKING FOR NASA, NHTSA'S DROWSY DRIVING INITIATIVE AND PERFORMING MAGIC IN SPACE.**

## **WHAT WAS THE BIGGEST HIGHLIGHT OF YOUR CAREER PRIOR TO JOINING THE USDOT?**

While at NASA Ames Research Center, we completed a study on the benefits of planned naps for cockpit crews in flight. The study was a rewarding combination of pure science, practical application and safety. The findings: a 26-minute nap improved performance by 34 percent and alertness by 54 percent.

## **WHAT EVENTUALLY LED YOU TO THE DOT?**

My entire career has been focused on safety. Prior to joining the DOT, I served as a member of the National Transportation Safety Board (NTSB). My time there was a tremendously rewarding opportunity to learn about and contribute to the important process of investigating safety incidents, and using those investigative findings to

make safety recommendations. My position as NHTSA's administrator is my first with the DOT. At NHTSA, we have the opportunity to investigate safety issues, take concrete steps to counter risks to safety, and creatively use all of the tools available to us to increase safety for the traveling public.

## **WHAT WERE YOUR TOP PRIORITIES COMING INTO THE NHTSA ADMINISTRATOR POSITION?**

When I came to NHTSA I identified three priorities. First, we needed to make improvements in our processes for investigating and addressing vehicle safety defects and recalling defective vehicles. Second was encouraging technology innovations to improve safety such as automated vehicle technology, vehicle-to-vehicle (V2V) communications and the Driver Alcohol Detection System for Safety (DADSS). That means improving the

agency's internal technology capabilities as well. And third, strengthening our core safety programs. NHTSA's behavioral efforts such as the fight against impaired driving, encouraging seat belt use and combatting emerging challenges such as child heat stroke are at the core of the agency's lifesaving mission.

## **YOU HAVE SERVED AS THE ADMINISTRATOR FOR LESS THAN A YEAR. WHAT IS YOUR PROUDEST ACCOMPLISHMENT SO FAR?**

That's easy—supporting the talented and passionate people with whom I work every day. When I came to NHTSA I already knew that there were smart, dedicated people here, but I cannot say enough about how they have performed over the past year. We've been busy with high-profile vehicle issues like the Takata recalls and the nation's first-ever

# A

cybersecurity recall, and new behavioral-safety efforts like the agency's seat belt campaign aimed at "tweens" and our new drowsy driving initiative. We've worked to improve coordination with our state-level partners, encourage lifesaving vehicle automation technologies, and establish groundbreaking fuel economy and emissions standards for heavy-duty vehicles with the EPA. We celebrated the DADSS program. We're also making internal improvements on information technology and redesigning the NHTSA home page. It's an incredible list, and the common thread that runs through all of it is NHTSA people doing amazing work. There's so much more to come.

## COULD YOU TALK ABOUT NHTSA'S PLANS WITH ITS DROWSY DRIVING INITIATIVE?

Because sleep and fatigue are my area of scientific expertise, at first I was hesitant to focus on drowsy driving during my time at NHTSA. But very early on, Jeff Michael, Ed.D., our associate administrator for research and program development, made the case that this is a growing safety issue and that my knowledge and connections in the field could help NHTSA address it. So we're moving on a number of fronts.

Drowsiness is hard to measure and there is widespread agreement that current estimates understate the problem, so we're sharpening our data-gathering tools to better inform policy-making. NHTSA is assessing

better ways to alert the public to the problem and how to counteract it. Just as we've done with seat belts, motorcycle helmets and more, we're developing policy guidance to help states make smart decisions for safety. We're also conducting research into technologies that could detect or counter drowsy driving. And we're working with partners at the Federal Highway Administration and at the state level on infrastructure countermeasures—something as simple and inexpensive as a rumble strip could save lives.

**“JUST AS WE’VE DONE WITH SEAT BELTS, MOTORCYCLE HELMETS AND MORE, WE’RE DEVELOPING POLICY GUIDANCE TO HELP STATES MAKE SMART DECISIONS FOR SAFETY. WE’RE ALSO CONDUCTING RESEARCH INTO TECHNOLOGIES THAT COULD DETECT OR COUNTER DROWSY DRIVING.”**

## WHAT ARE SOME OF YOUR OTHER TOP CONCERNS REGARDING VEHICLE SAFETY?

Vehicles are safer than ever, and consumers know that. But after a drumbeat of unfortunate episodes—Toyota's unintended acceleration, GM's ignition switch, Takata's air bags, Fiat Chrysler's recall problems, Volkswagen's emissions scandal—public confidence is at risk. My message to the



*NHTSA Administrator Mark Rosekind addresses attendees at the 2015 AAMVA Annual International Conference in Des Moines, Iowa.*

auto industry has been that we need a proactive approach to vehicle safety, one that takes the notion that driving our cars is the most dangerous activity most

## HOW ARE YOU COLLABORATING WITH AAMVA AND ITS MEMBERS IN REGARD TO THESE CONCERNS?

AAMVA and NHTSA share many lifesaving objectives focused on enhancing roadway safety. We're in close collaboration with AAMVA and the states on many issues, such as emerging technologies like vehicle automation. The strong collaboration between our organizations brings real value to the traveling public.

## ANY HOBBIES?

I've been a magician since the fifth grade. Over my magic career, I've levitated my wife and separated her into three parts on stage. I also helped my friend, astronaut Jim Bagian, M.D., perform the first magic trick in space. **m**



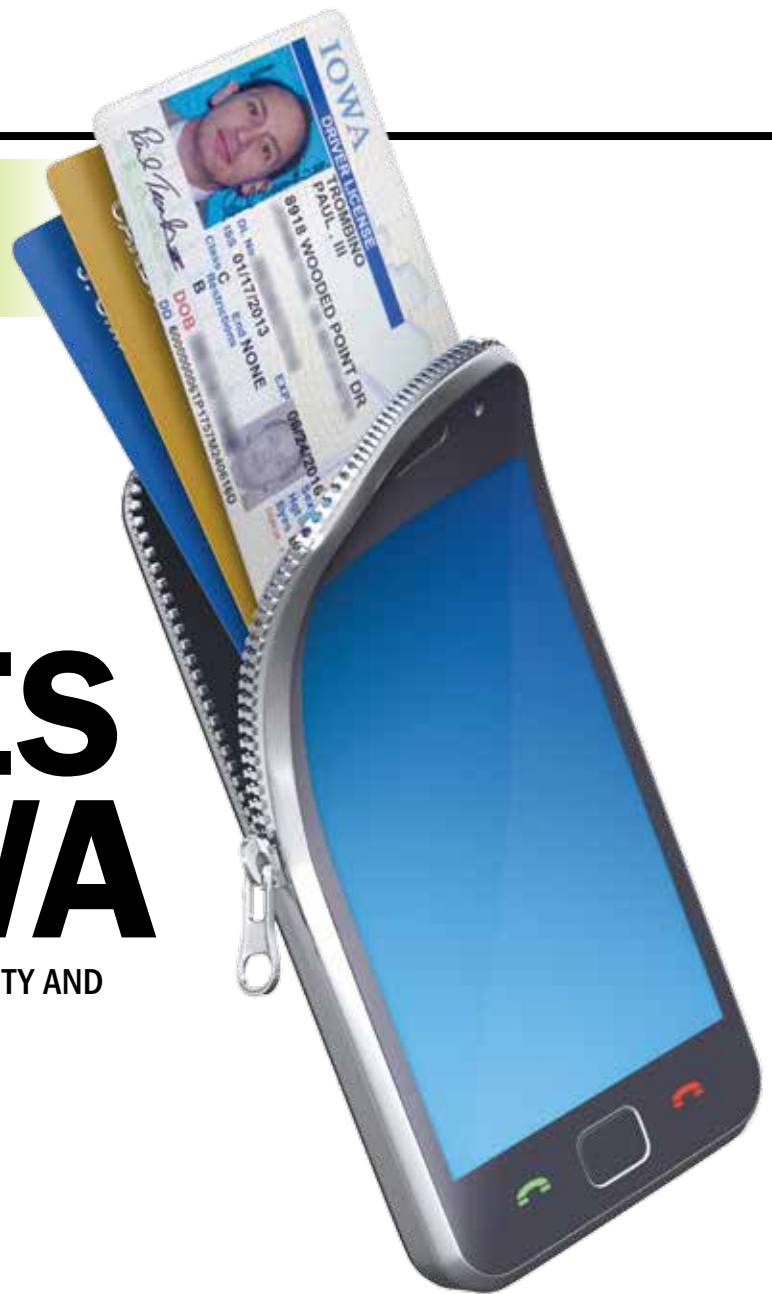


WE HEAR FROM MIKE MCCASKILL, COMMANDER  
ELIZABETH GONZALEZ AND JESSICA ROSS.

# ALL EYES ON IOWA

THREE PERSPECTIVES ON ELECTRONIC IDENTITY AND  
MOBILE DRIVER'S LICENSES

30



## Working to Validate Online Presence

**MIKE MCCASKILL**

BUSINESS RESOURCES CONSULTANT, FLORIDA DEPARTMENT OF HIGHWAY  
SAFETY & MOTOR VEHICLES

An electronic ID (eID) is something that has been needed for a while, and although we're just in the beginning stages of the process, I think this is going to be a huge win for the public.

Any time you have to identify yourself, the first thing you're asked for is your driver's license. Taking that a step further, there needs to be a similar product to identify yourself online. To do that, we need to do what we do in a DMV office and tokenize it so you can have an online identity that matches your physical identity.

The AAMVA Card Design Standards and eID Working Groups are coming together to discuss the mobile driver's license (mDL) and decide how it needs to mature and become a

national standard. We will be monitoring the Iowa DOT mDL pilot program—in fact, a member of the Working Group is from Iowa—to look at the lessons learned in order to incorporate that information into our direction moving forward. We are hoping to create standards that states can use, we believe, as the best path to go down to have an mDL or eID.

Initially, states are picking up mDLs quicker than eIDs because they're more similar to insurance companies providing an insurance card on a mobile device. It's the next logical step for a customer. Florida is looking at the mDL and eID as something to pursue in the future. I'm not sure how we will go about that yet, but we're closely monitoring the Iowa program to see the results and how well the public embraces it.

By being able to validate that you are who you say you are through online documentation and credentialing by the state, your online presence becomes just as valid as your offline presence. Eventually, you should be able to use one authentication method issued by a state authority for every website. It will make the lives of our citizens a little easier.

## Impact on Police Operations

COMMANDER ELIZABETH GONZALEZ

CALIFORNIA DMV INVESTIGATIONS DIVISION

It is exciting to see that Iowa has taken the first steps to implement mobile driver's licenses (mDLs) and is leading the way for the nation in providing a service many citizens want. However, we must recognize that mDL technology is in its infancy stage.

Iowa's pilot program has identified immediate challenges that need to be addressed. The software system must address security concerns to ensure the data is not breached or compromised. The technology itself depends on Wi-Fi and must stand alone, offline, and contain current, "real-time" information. Additionally, when cellphone providers send updates to the system, the mDL software must be compatible to accept the upgrades without interfering with the system. The biggest challenge, however, will be educating and transitioning the public and businesses to support mDLs as legitimate government-issued IDs.

Successful implementation of mDLs also depends on software vendors and what they can develop and provide to law enforcement, which wants to use the technology in its daily operations. The mDL could streamline law enforcement's current processes, making them more reliable and effective, because it would allow officers to quickly process information directly from the source (the DMV, court system, etc.). The benefits it could afford to law enforcement are limitless and would have a definite impact on police operations.

Software vendors of mDLs are aware of the public's possible unwillingness or reluctance to hand over their cellphones to officers due to privacy issues. Security and privacy is paramount for the California DMV, and it will work closely with the contracted vendor to ensure privacy concerns are mitigated and the highest security standards are implemented. Vendors are working on options that provide layered security technology to protect digital information. Furthermore, the U.S. Supreme Court ruled that cellphones are protected from warrantless searches.

In my opinion, the implementation of the digital driver's license will be legislated, litigated and finally accepted. However, there are several components that I already mentioned that are required before California can implement mDLs. First and foremost, legislation must be enacted to give the DMV the authority to conduct a study and/or pilot program. On Oct. 9, 2015, Gov. Jerry Brown vetoed a bill that would have allowed the DMV to develop an application for an mDL, saying, "I don't believe this bill is advisable," given the many new responsibilities the DMV is undertaking. With technology constantly evolving, I speculate it won't be long until a new bill is proposed that allows California to pilot a program similar to Iowa's.

**“WE'RE ALL LEARNING FROM IOWA'S PILOT mDL PROGRAM. IT'S REALLY GOING TO HELP INFLUENCE FUTURE LEGISLATION AND STATES' DECISIONS TO IMPLEMENT IT.”**

—Jessica Ross, Driver Solutions Manager,  
Kansas Department of Revenue

## The Secret Weapon

JESSICA ROSS

DRIVER SOLUTIONS MANAGER, KANSAS DEPARTMENT OF REVENUE

Everything is becoming digital. And when talking about electronic identity (eID), you can't have that discussion without including mobile driver's licenses (mDLs).

It's clear the needs of our customers are changing, and we are actively trying to be ahead of that. I think people across the nation are excited about mDLs because they're an opportunity to provide information in a more efficient, "real-time" environment. DMVs are the secret weapon in the mDL and eID world because we're the record holders and the entities that verify you are who you say you are.

We're all learning from Iowa's pilot mDL program. It's really going to help influence future legislation and states' decisions to implement it. The fact that Iowa's so involved with AAMVA and provides feedback and results from testing is great. Communication among groups is extremely important as we work toward a standard credential that's recognized by every jurisdiction, because it's only useful if it's accepted.

Should legislation come in Kansas, I think we'd be prepared to respond. If we go down that path, we would want to partner with our law enforcement agencies to make sure we are meeting their needs as well. As we watch to see how Iowa's pilot works out, there are definitely things that need to be in place. The joint eID and Card Design Standards Working Group is discussing possible implications of an mDL, such as privacy and liability. As we move forward with this discussion, input from AAMVA's Driver and Law Enforcement Standing Committees will be critical in determining standards and best practices.

When you think about this world of electronic identity and being able to have an electronic credential at your fingertips, you think about the huge area of opportunity. There will be a time in near the future when you will be using an mDL and a verified source of electronic identity. I am very excited to be a part of the conversation, and I look forward to the future of this technology. **m**

# STEP UP TO THE MIC



What do you want to get out of your AAMVA membership this year? CEO Anne Ferro and I want to hear from you. While we get together to share best practices during the Workshop, committee meetings, conferences and Information Exchange, we want to keep the dialogue going all year long.

I am committed to reaching out via phone to jurisdiction agency heads to get their thoughts on the association's effectiveness in meeting member needs. In addition, Anne and I plan to conduct quarterly conference calls with chief administrators to provide updates on AAMVA activities and field questions.

In September, I had a wonderful time visiting with staff at AAMVA headquarters in Arlington, Virginia. All are enthusiastic about the new strategic framework and have a keen interest in ensuring the AAMVA community has the tools and resources needed to be successful. I offered staff the opportunity to experience a day in the life of a motor vehicle agency by visiting a Virginia DMV customer service center. Many AAMVA employees have only visited their home jurisdiction motor vehicle agencies as customers and are not fully aware of the complexity of DMV or MVA operations. We received a terrific response from employees to see firsthand the IT, enforcement and other behind-the-scenes processes. We will be reaching out to other jurisdictions hoping to provide employees exposure to more agencies.

Much of the great work being done by all of you is possible thanks to the expertise of our associate members. Anne and I

have been communicating monthly with Industry Advisory Board Chair Betty Serian to discuss innovative ways to further engage our vendor community.

I am looking forward to attending the CCMTA winter board meeting in Ottawa, Ontario. During that event, I hope to solicit input from our Canadian jurisdictions on how we can further strengthen our partnership. Ensuring Canadian representation

on the AAMVA international board is the goal of a bylaws amendment, recently approved by the board, and before the membership for electronic vote Oct. 1–Nov. 30.

My core focus as your chair is to make sure that every AAMVA member gets the most value out of his or her membership. It's going to be a busy year with the Workshop and Law Institute slated for March in Cincinnati, the May Region IV Conference in Portland, Oregon, the June Region II Conference in Louisville, Kentucky, and the Annual International Conference in

Williamsburg, Virginia. I invite you all to participate in all of these meetings and join us in Williamsburg Aug. 16–18, 2016, as we celebrate what I'm hoping will be a historic year.

Safe travels,

Rick Holcomb  
AAMVA Chair of the Board

**MY CORE FOCUS AS YOUR CHAIR IS TO MAKE SURE THAT EVERY AAMVA MEMBER GETS THE MOST VALUE OUT OF HIS OR HER MEMBERSHIP.**





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