

move

FOR THE PEOPLE



ALSO IN THIS ISSUE

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Q&As with the 2025 Lifetime Achievement Award winners

AAMVA's members are redefining what community service looks like



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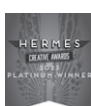
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2026

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LOUISVILLE, KY

MARCH 17-18

**REGION 2
CONFERENCE**

AUSTIN, TX

MAY 5-7

**REGION 1
CONFERENCE**

LANCASTER, PA

JUNE 9-11

**REGION 4
CONFERENCE**

COLORADO SPRINGS, CO

JULY 21-23

**INTERNATIONAL
CONFERENCE**

PROVIDENCE, RI

SEPTEMBER 29-OCTOBER 1

**REGION 3
CONFERENCE**

CHICAGO, IL

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Through stricter licensing initiatives and training programs, states are making roads safer for motorcyclists.

BY MAGGIE CALLAHAN



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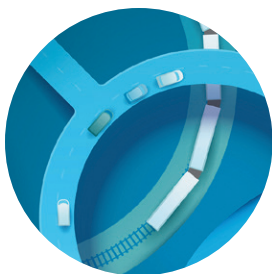
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FROM THE PRESIDENT

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ONLINE EXCLUSIVES

Visit MOVEmag.org to see the full Awards Lunch presentation from the 2025 Annual International Conference.





The Power of Community in Building Safer Roads

*FROM OFFERING TRAINING AND RESOURCES TO VOLUNTEERING,
MEMBERS ARE WORKING TO MAKE A DIFFERENCE*

As someone with the privilege of working alongside our members across the United States and Canada, I'm often reminded that road safety is not just a matter of individual responsibility—it is a shared commitment. Every time a driver merges onto a highway, a motorcyclist leans into a curve or a pedestrian crosses the street, we are relying on one another. Safety on our roads is built on trust, and trust is built on community.

At its heart, community means recognizing that our actions impact others. There may be no better example than sharing the roads. Unsafe decisions can have serious consequences, and one driver's choice can ripple outward, affecting neighbors, families and complete strangers. That's why we all work to ensure that driving safely is a personal value, as well as one the community supports. For our members, this means a mission beyond licensing drivers and registering vehicles. It means taking an active role, fostering a culture where skills, awareness and accountability come together for the common good.

This issue highlights two areas where community is making a powerful difference: motorcycle safety training and outreach initiatives by member agencies. Both are clear examples of how institutions and individuals can work together to create safer roadways.

Motorcycles offer freedom, efficiency and a strong sense of identity for many riders. We are also reminded in this *MOVE* issue that they come with elevated risk. Unlike cars or trucks, motorcycles leave riders far more exposed to injury when something goes wrong, and the crash numbers are moving in the wrong direction. This means specialized training is not just beneficial, it is life-saving.

What makes motorcycle training effective is not only the technical instruction, but the community it builds. Riders who go through safety courses are not just learning to operate a machine; they are learning to anticipate the behavior of drivers, communicate on the road and respect the vulnerabilities of others. Better still, graduates may become advocates and mentors, sharing what they've learned with peers and shaping a broader culture of responsibility.

Investments in high-quality motorcycle education yields better riders and builds community. Supporting a safer community

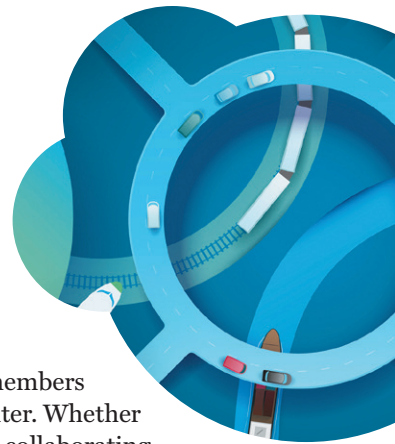
is what our members do best. In fact, they occupy a unique position as one of the few government touchpoints that nearly every person interacts with during their lifetime. That visibility comes with an opportunity and a responsibility to serve not only as regulators, but as educators and partners.

Community outreach is how our members extend their mission beyond the counter. Whether offering training and other resources, collaborating with advocacy and other safety focused organizations, or conducting outreach to underserved communities, they demonstrate that safety is not one-size-fits-all. By engaging directly with the public in these ways, our members demonstrate their overall commitment to improving their own communities.

Each year AAMVA receives nominations to highlight and recognize all the good our members do. This year, I am once again impressed by the submissions and happy to extend awards to several recipients. From work that empowers disadvantaged women to reaching out to the unhoused population to helping people recover from disasters, our members are volunteering their time and leveraging resources to help those in need. In short, they are making a real difference for their communities.

I hope readers find this edition of *MOVE* as inspiring as I did. Working with all of AAMVA's members, I see daily how much difference members are making for their jurisdictions. When we invest in people—through training, education and outreach—we invest in safer communities for all. When we treat safety as a shared value, the results extend far beyond lower crash statistics. **m**

Ian Grossman
AAMVA President and CEO



License Plate Reader Best Practices

UNDERSTANDING AAMVA's LATEST GUIDE

AAMVA released the *License Plate Reader Program Best Practices Guide Edition 2* in August. This Q&A covers the history of the technology, highlights what's new in the guide and provides tips for how to best use its information.

WHAT IS THE HISTORY OF LICENSE PLATE READERS (LPRs)?

LPRs were developed in the 1970s in the United Kingdom, primarily to combat terrorism. The technology spread, including to the United States in the 1980s, when jurisdictions first began using them for roadway safety and law enforcement.

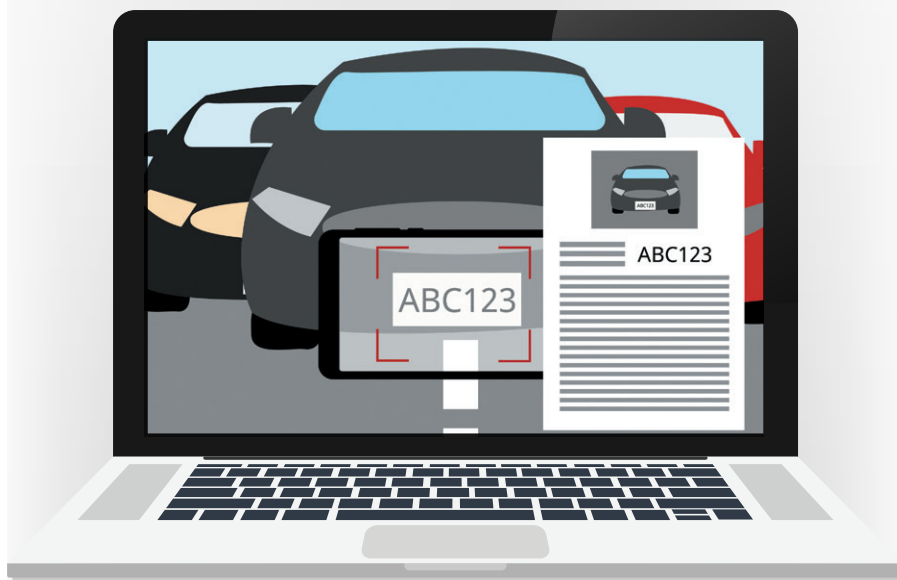
About 65% of large agencies employ LPRs today, but only about 1% of all patrol cars in the U.S. are equipped with an LPR. That 1% does not account for LPRs that are used at fixed sites, which exist in greater numbers.

WHAT ARE THE GREATEST CHALLENGES WITH LPRs?

The challenges are primarily threefold. The biggest is the cost. The equipment and network capacity are expensive to acquire, implement and maintain. LPR programs also require staffing resources.

Another challenge in using the equipment is the presence of obstructions, whether from weather, lighting conditions, plate obstructions or plates that are not aligned with the AAMVA license plate standard, often resulting in misreads.

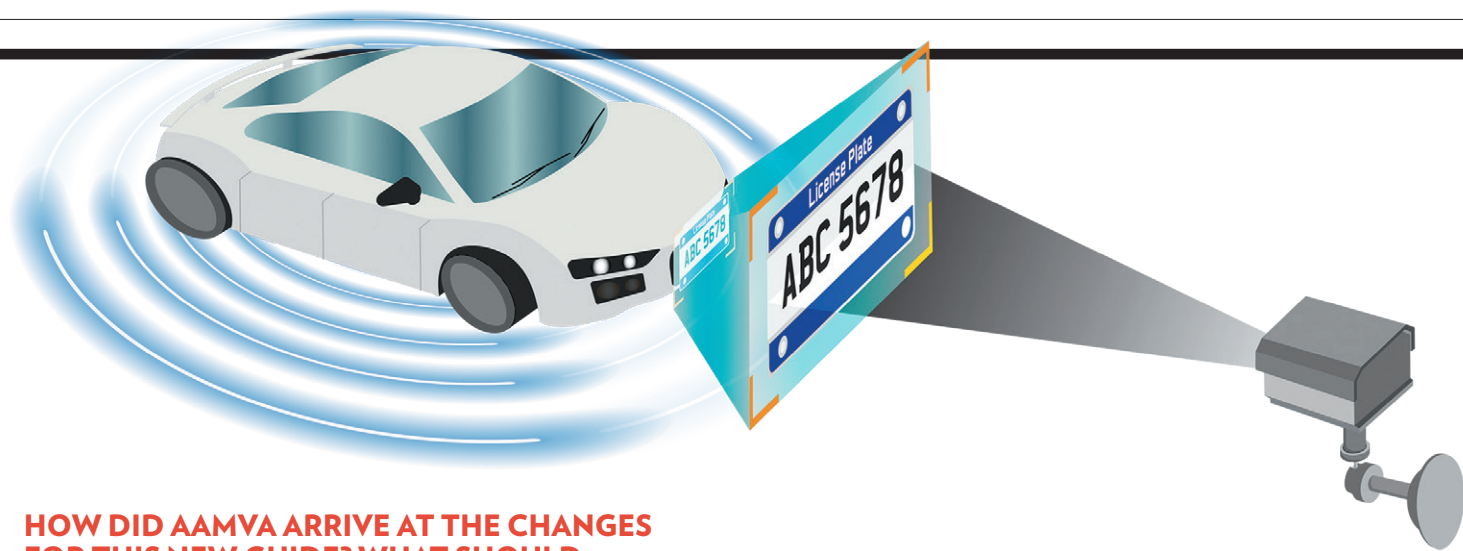
The Big Brother public perception is another major concern. The collection of vehicle data raises privacy questions and



concerns about surveillance, data storage and retention. Sound policies are needed to ensure transparency and appropriate LPR system use.

WHAT SHOULD PEOPLE KNOW ABOUT THE EFFORTS TO COMBAT THESE CONCERNS?

AAMVA's LPR Program Best Practices document, if followed, will help member law enforcement agencies address these concerns. It's a continuous balancing act of what is best for public safety versus what constitutes government overreach. Privacy concerns have to be considered.



HOW DID AAMVA ARRIVE AT THE CHANGES FOR THIS NEW GUIDE? WHAT SHOULD READERS KNOW?

Because of the rapid rate of change, particularly when it comes to technology, it is critical that agencies continuously review their policies, procedures and practices to make sure they stay in line with current best practices.

AAMVA's Law Enforcement Committee periodically reviews all of its published best practices. Even though it's only been about three years since AAMVA published the original document, so much had changed that it needed to be updated.

HOW DID THE WORKING GROUP OPERATE?

AAMVA had representatives from eight state police agencies and a group of technical advisors representing several LPR manufacturers. The entire group contributed significantly. In particular, Sergeant Jonathan Zarkauskas of the Virginia State Police chaired the working group and deserves special mention.

AAMVA conducted two in-person meetings and several virtual meetings to complete the work over a several-month period. Because of the dedicated effort of the working group members, AAMVA published several months ahead of the original target of November 2025.

Because of the rapid rate of change, particularly when it comes to technology, it is critical that agencies continuously review their policies, procedures and practices to make sure they stay in line with current best practices.

WHAT ARE THE DIFFERENCES BETWEEN THE TWO EDITIONS?

In addition to generally updating the entire document, AAMVA added two chapters that did not exist in the first edition. The first new chapter addresses LPR equipment acquisition.

The second new chapter covers the ethical use of artificial intelligence in LPR operations. In the early days of LPRs, artificial intelligence and machine learning didn't exist. Over time, AI and machine learning have crept into LPR capabilities, sometimes in conflict with individual state privacy laws. The use of AI and machine learning certainly can make LPR operations more effective, but if they are allowed at all, they must be used within the laws and policies of the jurisdiction.

HOW SHOULD PEOPLE USE THESE BEST PRACTICES?

As with other guides, AAMVA recommends that members use this best practice document in two ways. For an agency without a current LPR program, this guide serves as a blueprint for establishing a program and building it from the ground up.

For agencies with existing LPR programs, the document should be used to benchmark current practices against the recommended best practices in the AAMVA document. This exercise allows agencies to identify performance gaps and opportunities for program improvement. **m**

learn more

DIVE INTO THE DETAILS ABOUT THE UPDATED LPR BEST PRACTICES DOCUMENT IN AAMVACAST EPISODE 263: bit.ly/AAMVA_Cast263

Supporting Neurodivergent Drivers

NEW MEXICO LAUNCHED A NEW VEHICLE REGISTRY TO HELP INCREASE SAFETY

BY MEGAN KRAMER-SALVITTI

In an effort to reduce misunderstandings and increase safety during traffic stops, the New Mexico Motor Vehicle Department (MVD) introduced a new Nontraditional Communication Registry for neurodivergent individuals. The idea was championed by New Mexico State Rep. Liz Thompson of Albuquerque, who pursued the legislation to improve communication and safety during law enforcement encounters.

“Rep. Thompson recognized a need for a reliable tool to help reduce misunderstandings between officers and individuals who communicate in nontraditional ways,” says New Mexico MVD Director Htet Wint. “Working in partnership with MVD and law enforcement, she helped advance House Bill 40 in 2023, ensuring the registry would be both practical in the field and meaningful for the communities it serves.”

The registry won the 2025 AAMVA Excellence in Government Partnership Award.



HOW THE REGISTRY WORKS

To enroll, vehicle owners must complete MVD Form 10126, which includes a health disclosure section that requires a signature from a licensed medical practitioner. Eligible conditions include autism spectrum disorder, deafness, brain injury, intellectual disability, behavioral health disorders, dementia and seizure disorders. Once submitted, the registry links this information to the vehicle's registration record.

learn more

FIND ADDITIONAL INFO IN
AAMVACAST EPISODE 271:
bit.ly/AAMVA_Cast271

When a police officer conducts a traffic stop, the registry information will automatically appear as part of the vehicle record. The registry will indicate to the officer that an occupant of the vehicle, whether the driver or a passenger, has a qualifying nontraditional communication condition as disclosed by the vehicle owner on the submitted

For vehicles flagged in the system, officers are to take standard safety precautions and adjust their approach accordingly.

form. The officer is not provided specific medical details. For vehicles flagged in the system, officers are to take standard safety precautions and adjust their approach accordingly.

“We recognize that traffic stops can be stressful for anyone, and that stress can be even greater for individuals with disabilities or those who communicate in nontraditional ways,” Wint says. “The registry is designed to ease that experience by equipping officers with information that helps them better



Maxing out Modernization

A CULTURE OF INNOVATION HELPED MODERNIZE ARIZONA'S INFRASTRUCTURE, LEADING TO DRASTICALLY IMPROVED CUSTOMER EXPERIENCES

BY MICHELLE JACKSON

Arizona's Motor Vehicle Division (MVD) faced a daunting task when modernizing its 40-year-old infrastructure. The existing system was leading to long wait times and cumbersome in-person processes, with limited online functionality. Also looming over the modernization is that the MVD tried upgrading once before, but a lack of a shared vision between the state and its vendors prevented a successful project.

The MVD needed two fundamental shifts. Most importantly, they needed to create a culture of innovation. With that, they then had to build a new system that was customer-centric, efficient and resilient enough to evolve. Enter AstreaX, a long-time technology collaborator with the Arizona MVD, and Kyndryl, the MVD's electronic service partner. Together, they rebuilt the MVD's technology from the ground up, ultimately creating the MAX system, a secure, cloud-based platform that handles everything from driver and vehicle services to motor carrier operations, scheduling and queuing, and more.

Arizona's MVD system improvements are saving citizens over 2.5 million hours annually.

"Our goal, our mantra, is: out of the line and safely on the road," says Eric Jorgensen, director, Arizona MVD. "Anything we do, that's how we judge our success."

The results speak for themselves: Before MAX, average MVD wait times in metro Phoenix well exceeded an hour. In October, the average wait time was 10 minutes. Most customers are in and out of the office in under 20 minutes.

DRIVING RESULTS

After five years of development, Arizona launched MAX at the height of the pandemic in April 2020. The new system allowed the MVD to keep operating and serve customers remotely, exactly when accessibility mattered most. Customer adoption has skyrocketed since launch, with over 4.8 million Arizonans now managing their vehicle and driver services through online accounts, an adoption rate exceeding 70% in the state.

Satisfaction has been high, too. The MVD pays close attention to customer surveys, tracking how easy the experience is, and nearly 90% of customers have said it's been easy. "That people are having such a positive experience about the DMV really says something," says Jason Gladstone, director of customer success at AstreaX. "That's what we really wanted—a customer-centric product."

Altogether, according to the Arizona MVD, these system improvements save citizens over 2.5 million hours annually.

BUILDING THE NETWORK

Arizona's MVD eschewed a traditional vendor-driven or out-of-the-box software model and instead had its partners act as contractors of sorts, which helped create control, transparency and alignment. "Find ways to align incentives, and find good partners who care about good government," Jorgensen says.

"We've been able to do that with our partners, and it makes all the difference in the world."

The MVD also pursued a "shared-source" model, which allows other jurisdictions to implement MAX at no cost for the base code. Jurisdictions including Wyoming, Virginia and Alberta have signed on, allowing them to reduce costs while also sharing innovations. This collaborative approach reduces risk, builds consistency and accelerates efficiency across jurisdictions, Jorgensen says.

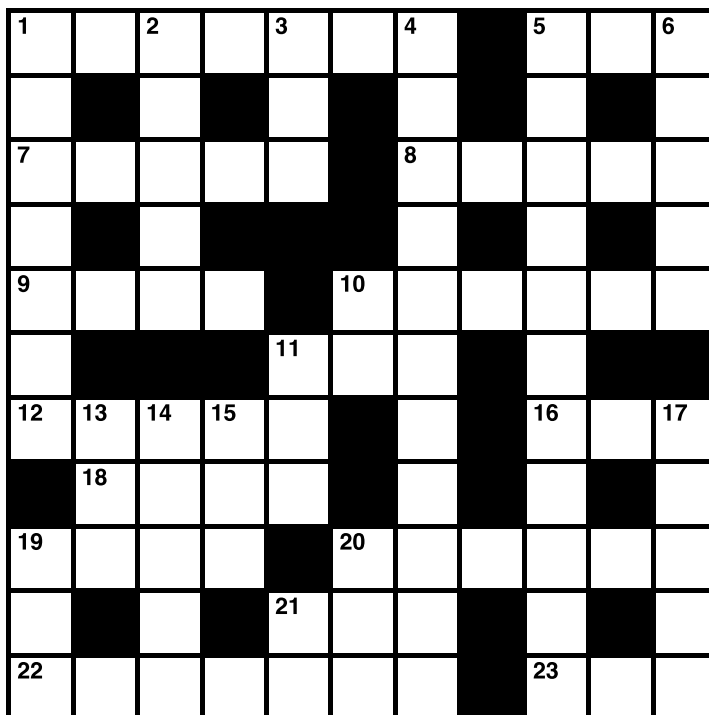
"What happened, which I didn't expect, was that a community has formed around this system," Gladstone says. "All of the participating jurisdictions get together four or five times a year to solve these problems together, which has led to some great collaborative developments."

Jorgensen says that the post-MAX era is one of "continuous improvement," with the team building on what they've already launched. For instance, they've unveiled several "TeleMVDs," self-service kiosks that function like DMVs and are equipped with scanners, printers, credit card machines and more, including the ability to remotely interact with a live customer service representative. The TeleMVDs create additional convenience for customers, including expanding access to remote and tribal communities.

AstreaX and the Arizona MVD have also expanded into digital identity. The AstreaX Digital Wallet, which will be launching for Arizonans on both Android and iOS later this year, securely stores mobile driver's licenses and IDs compliant with AAMVA and ISO standards—and will soon integrate vehicle info, student IDs, hunting licenses and more.

Reflecting on the development, Jorgensen says, "Our employees want to do good work. When you give them the opportunity to create a good and efficient government, it feels fantastic. It feels like a great legacy to leave behind." **m**

crossword



ACROSS

- 1 Giving people a helping hand—a keynote for DMV executives and staff
- 5 Manager, abbr.
- 7 Freeway off-ramps
- 8 Courses of conduct
- 9 Exam to ensure a driver can safely drive
- 10 Recognitions of the great work agencies do, AAMVA's Community Service _____
- 11 Dessert with a crust
- 12 Basic _____ Course: a licensing course for novices (one of the training courses provided by PennDOT)
- 16 Exclamation of joy
- 18 Stood up
- 19 Freeway division
- 20 Color of a line which separates traffic moving in different directions
- 21 Demographic segment
- 22 Safety equipment for kids traveling in autos, 2 words
- 23 AARP members, abbr.

DOWN

- 1 Temporary housing for the homeless
- 2 They lead to wet roads
- 3 Identification cards, abbr.
- 4 Process of increasing the confidence, rights and status of a disadvantaged group
- 5 Vehicles with 2 wheels: they account for over 15% of all traffic fatalities
- 6 Potential dangers
- 10 Additional insured, for short
- 11 _____-Drive Safety Check
- 13 Savings account, abbr.
- 14 Generous contributor to DMV outreach for those needing help
- 15 Compass point, abbr.
- 17 Shows tiredness
- 19 License, for short
- 20 Affirmative vote
- 21 The I-95 and I-295 run through this state, abbr.

A Wealth of Information

AIC's HUGE CROWD ENGAGED IN A VARIETY OF LEARNING AND FUN AND RAISED NEARLY \$15,000 FOR CHARITY



Eric Jorgensen welcomes the crowd to Phoenix.



AAMVA's 2025 Annual International Conference (AIC) held Sept. 9–11, in Phoenix, Arizona, was a huge success. AAMVA's immediate past Chair of the Board Eric Jorgensen and the Arizona Motor Vehicle Division welcomed over 1,100 attendees to beautiful Phoenix for three days of exciting sessions and events. Our enthusiastic crowd was engaged throughout our time together, and attendees were excited to see one another, learn and share information and resources. From lessons on artificial intelligence to electronic vehicle titling and mobile driver licenses, this year's AIC provided a wealth of information for attendees to take home.

Along with learning opportunities, the conference provided the chance to network and consult with peers, with events like the Peer-to-Peer Roundtables, Chair's Welcome Reception and QuickConnect. Attendees also had the unique opportunity



Former AAMVA chairs at the Traditional Past Chair's Breakfast sponsored by U-Haul



Clash of the Chairs game show



Engaging and informative sessions



Chris Caras (left) receives the Chair's Award of Excellence.



Incoming Chair of the Board Bud Craddock addresses the AIC crowd.

More from the 2025 AIC

SEE PHOTOS AND A RECAP VIDEO FROM THE EVENT ONLINE. MEMBERS CAN ALSO DOWNLOAD 2025 AIC PRESENTATIONS.

- > 2025 AIC FLICKR ALBUM: bit.ly/2025AICPhotos
- > WRAP-UP VIDEO: bit.ly/2025AICVideo
- > 2025 AIC DOWNLOADABLE PRESENTATIONS: bit.ly/2025AICPresentations



Networking in the exhibit hall

to experience immersive learning experiences at locations around Phoenix, including tours of the Axon Headquarters, South Mountain Motor Vehicle Division office, U-Haul Shoen Family Conference and Fitness Center Tour, Donate Life and Carvana HQ.

Throughout the conference, AAMVA raised \$13,223 for the Phoenix Children's Foundation. Phoenix Children's Foundation supports Phoenix Children's mission to advance hope, healing and world-class healthcare for children and their families in Arizona and beyond. They offer many ways to support patients and families, including joining a giving group, attending a Phoenix Children's event or finding an inspiring hospital program to support. They work to ensure children and families in Arizona have the best pediatric care now and in the future. Thank you for your generosity and hard work in making this fundraiser a success!

The 2025 AIC also recognized the outstanding work of our members at the Awards Luncheon, including the presentation of our Lifetime Achievement in Highway Safety Award to Trooper Barry Marcus of the Washington State Patrol and Lyne Vézina, general manager of Road Safety Research and Development at Société de l'Assurance Automobile du Québec. The conference concluded with the Arizona State Banquet and the swearing in of our new International Board of Directors, including Chair of the Board Bud Craddock, who invited everyone to Providence, Rhode Island, for the 2026 AIC.

Thank you to all conference staff, sponsors, exhibitors and attendees for making this conference a success. We look forward to seeing you at next year's AIC in Providence! **m**



Beyond the Tech: Unlocking the Full Potential of DMV Modernization with Modularity

Why the Hardest Part Isn't the Technology

Modernizing DMV systems has never been more urgent or more complex. Outdated technology and rigid processes continue to slow agencies, frustrate customers, and increase costs. Yet modernization is about far more than installing new software. It requires aligning legislation, engaging stakeholders, and managing change across entire organizations.

CHAMPgov was designed with the future of government in mind. Unlike platforms limited to one or two services or those requiring an all-or-nothing approach, CHAMPgov is a modern, curated technology foundation capable of addressing the full scope of DMV functions. It has the power to adapt to the specific needs of any state agency. Whether a jurisdiction is ready for a complete system replacement or prefers to modernize in incremental steps, CHAMPgov's technology is future-proof, flexible, and tailored to meet those needs. Modernization should not be daunting, and this article explains how a truly adaptable platform can be aligned with any jurisdiction's policies, processes, and long-term vision.

Full System Replacement: Modernize at Scale

Across the country, agencies are grappling with legacy systems that have become too expensive and inflexible to maintain. These outdated platforms often limit innovation, create risk, and make it difficult to keep pace with the expectations of constituents. For jurisdictions prepared to take decisive action, CHAMPgov can serve as a comprehensive system replacement.

Unlike older vendor solutions that lock agencies into rigid contracts and narrow designs, CHAMPgov offers a modern and flexible architecture. It is not confined to one segment of DMV operations but spans the entire

landscape. CHAMPgov encompasses core agency services such as licensing, titling, and motor carrier management; electronic agency services that support dealer and lien transactions; citizen-facing digital tools that bring DMV services online; and business operations services that streamline front-counter activity and financial management.

This breadth of capability allows CHAMPgov to replace outdated systems across the board in a single integrated platform, while still being configurable to each state's legislative framework and operational requirements. This is more than an upgrade in technology. It is an opportunity to create a new generation of DMV service, one designed to address today's challenges while preparing for the future.

Modularity: Flexible, Scalable, Incremental

Full system replacement is not the right solution for every jurisdiction, at least not immediately. Many agencies seek a pathway that balances modernization with operational continuity. This is where modularity plays a critical role.

Modularization means breaking down complex systems into smaller, standalone components that can work independently or as part of a larger platform. For DMVs, this enables modernization one function at a time, such as introducing electronic titling, digital lien management, or citizen-facing tools, without requiring a full system overhaul.

The benefits are clear. Modularity reduces risk, lowers upfront costs, accelerates time to value, and enables agencies to demonstrate meaningful progress. With CHAMPgov, jurisdictions can begin with the modules

that address their most pressing needs and later scale those into a fully integrated system when the time is right.

The Three Pillars of Successful Modernization

Technology is only one element of modernization. CHAMPgov's approach emphasizes three areas that consistently determine success.

Legislative Alignment. Even the most advanced systems are limited by outdated statutes. CHAMPgov works with agencies to identify and support the legislative changes necessary to unlock digital transformation.

Stakeholder Buy-In. Dealers, lenders, insurers, and service providers are essential partners. CHAMPgov's secure, API-driven design makes it easier for external stakeholders to integrate with DMV systems, encouraging adoption and ensuring smoother operations.

Organizational Change Management. Successful modernization requires planning for how staff will adapt to new systems and workflows. CHAMPgov provides structured training, communication, and phased rollouts so that transitions remain smooth and sustainable.

A Future-Proof Partner

Traditional vendors often define success by the delivery of a system. CHAMPgov takes a broader view.

True success is measured by long-term impact. As a Software as a Service platform, CHAMPgov is designed to deliver ongoing value, evolving with agencies rather than becoming obsolete after deployment.

This dual capability, supporting both incremental modernization and complete system replacement, is what makes CHAMPgov a trusted partner. It provides jurisdictions with the assurance that the platform they invest in today will remain adaptable and relevant well into the future.

A Technology Suite For Your Agency

Modernization does not need to be an all-or-nothing choice. With CHAMPgov, states can pursue the path that makes the most sense. They may begin with the immediate benefits of modularity or take the bold step of full system replacement. Either choice is supported by the same flexible platform, ensuring agencies modernize at their own pace without compromising their long-term vision.

For administrators, policymakers, and stakeholders, the message is clear: CHAMPgov is more than a modular tool. It is a modern foundation built to meet the full range of state needs, from incremental upgrades to complete transformation. Most importantly, it ensures DMV modernization delivers lasting results for the people it serves.



Platform for Vehicle & Driver Administrators



To learn how your agency can benefit from CHAMP's modular solutions, please contact LT Slater, Executive Vice President of CHAMPgov, at LT@champtitles.com or visit www.champtitles.com.



awards

For the People

AAMVA's
MEMBERS ARE
REDEFINING
WHAT
COMMUNITY
SERVICE
LOOKS LIKE

BY AMY BERNSTEIN





Motor vehicle and highway safety organizations do far more than issue driver's licenses and license plates—they serve people. Across North America, agency employees are stepping outside their offices and finding creative ways to meet their communities where they are. Whether empowering women, helping people find stability or keeping families safe, these public servants are redefining what community service looks like. The groups highlighted below, all winners of AAMVA's Community Service Award, show that compassion and creativity can turn routine government work into a powerful force for good.



awards

BUILDING PEOPLE UP

Sometimes, community service starts with confidence. At the California Department of Motor Vehicles, a grassroots effort called Women@DMV was created by and for women across the agency to lift one another up—and lift others in the process, according to Serenity Thompson, the DMV’s deputy director of digital services. Founded in 2023, the group brings together employees from field offices to state headquarters, offering mentorship, workshops and encouragement to women at every stage of their careers.

Their reach extends well beyond the DMV. In 2024, they partnered with Women’s Empowerment, a Sacramento nonprofit serving unhoused and economically disadvantaged women. “We asked ourselves how Women@DMV can make the greatest impact both inside the DMV and in the community. How could we help women who were

struggling to find gainful and meaningful employment?” says Erica Soulé, associate governmental program analyst and co-chair of Women@DMV. “Our group launched a drive to collect clothing and other essentials women needed for job interviews and began to host workshops to help women learn how to apply for a state job. I was humbled to see the overflow of donations the DMV delivered to the shelter.”

Behind every box of donated clothes was a belief that empowerment starts with dignity. Women@DMV volunteers sorted, delivered and inspired, turning a workplace initiative into a movement of support. “I think of Women@DMV as a community where we come together to support each other professionally and personally. I volunteered to be one of the executive co-sponsors because it is an opportunity for me to give back, just like the incredible women mentors I’ve had throughout my entire career,” says deputy director for public affairs Eva Spiegel, one of the group’s executive co-sponsors.

OPENING DOORS

For others, service means removing barriers. In Delaware, the Division of Motor Vehicles joined forces with the Wilmington Police Department in 2023 to support the city’s

Did you know?

Delaware DMV and its partners think creatively about services to offer beyond IDs: showers, laundry facilities, barbers, substance abuse counseling and on-site job interviews, to name a few.

Did you know?

The California DMV has a majority women workforce at almost 70%.



The Department of Transportation partnered with the City of Des Moines Public Library to host ID-issuance events for residents who couldn’t travel to traditional offices, lacked documents like birth certificates or couldn’t afford the documentation.

H.E.L.P. (Help Eliminate Those Living in Poverty) program. Together, they’re bringing life-changing resources—food, shelter, legal aid and, crucially, state identification cards—to people experiencing homelessness.

At the first H.E.L.P. event in August 2023, DMV staff helped 14 people obtain IDs or licenses. Since then, the process has become faster and more accessible thanks to a new voucher system that covers payment processing behind the scenes. “Offering services individuals would otherwise not have the opportunity to receive is life-changing,” says DMV Director Amy Anthony. “Obtaining an ID, finding job opportunities and getting laundering services can make the difference between being unhoused and having a place to call home.”

Did you know?

A properly installed car seat reduces the risk of fatal injury by 71% for infants, according to the U.S.

Department of Transportation.

A similar mission is unfolding in Iowa. The Department of Transportation partnered with the City of Des Moines Public Library to host ID-issuance events for residents who couldn't travel to traditional offices, lacked documents like birth certificates or couldn't afford the documentation. Using photo recognition, staff verified identities and issued new cards on-site, free of charge.

"This initiative aimed to break down barriers to obtaining an ID and offer a path to self-sufficiency," says public service field manager Kathleen Schultz. "This is such an important event to help those in need."

After all, a government-issued identification is required to get a job, secure housing, enroll in healthcare or disability benefits and sometimes even to access social services, such as shelters and food pantries. Schultz's advice to other agencies interested in starting a similar program is to be patient and learn from any hiccups. "One thing we learned was to think about our demographic when planning the times of day to hold our events," she says.

What began as a local pilot is now expanding to other efforts in the state, proving that a small change—meeting people where they are—can make an enormous difference.

MEETING NEEDS ON THE MOVE

In Florida, mobility isn't just an idea—it's a mission. Since 1988, the Florida Licensing on Wheels (FLOW) program has been crisscrossing the state in RVs equipped to provide essential motor vehicle services to residents who might otherwise go without.

FLOW brings the DMV directly to community events, remote towns, disaster recovery sites and correctional facilities, offering everything from driver's licenses to ID replacements. Between September 2023 and October 2024, the team assisted nearly 7,000 Floridians.

"The program's efforts have been particularly notable during emergencies, such as hurricanes and other crises, where FLOW units have provided critical identification and licensing services to those in need," says Sonia Colon, bureau chief of credentialing services, Division of Motorist Services. "Beyond emergency response, our FLOW team's dedication continues daily, traveling up to four hours from their homes to serve remote communities."

FLOW's work highlights the importance of simply showing up—a concept at the heart of a program in Louisiana to keep the youngest travelers safe. Every September, the Louisiana State Police and the Louisiana Passenger Safety Task Force mark National Child Passenger Safety Week with hands-on education and free car seat checks. On Seat Check Saturday, the last Saturday of the month, volunteers fan out across the state—setting up at hospitals, community centers and local businesses—to hand out free child safety seats to families in need and make sure those seats are properly installed.

Did you know?

Between September 2023 and October 2024, the FLOW program assisted more than 6,979 Floridians.

The Louisiana task force has certified more than 600 child passenger safety technicians and distributed more than 180 car seats.



Did you know?

Iowa state IDs were offered at no cost to individuals in need, thanks to the City of Des Moines and generous donations.

Many parents don't realize their seats are installed incorrectly, says Sergeant Scott Moreau of the Louisiana State Police's Public Affairs Section. Through partnerships with police officers, nurses, teachers and social workers, the task force has certified more than 600 child passenger safety technicians and distributed more than 180 car seats. "In Louisiana, we have some of the safest laws for child passenger safety, and we take passenger safety very seriously," Moreau says.

Throughout all of these different efforts, one thing is clear: Agencies see public service as personal. The work is about showing up—again and again—with empathy and purpose. "Their efforts not only provide essential services but also foster sustainable relationships and trust throughout Florida," says Colon of the outreach in the state. "Their resilience, professionalism and heart for service exemplify the very best of public service."

As Colon highlights, this work is more than just serving communities—it's about building them. **m**





DRIVING ACCESSIBILITY:

How Neumo Is Transforming the DMV Experience

Modern, inclusive, and secure — Neumo's DMV Solutions bring motor vehicle services into the digital age.

Across North America, the DMV experience is being redefined. What was once seen as a test of patience is becoming a model of efficiency and customer care. Neumo, previously ITI, is leading that transformation. With its DMV Solutions platform, Neumo helps agencies modernize testing, vehicle, and driver transactions—bringing faster, more accessible driver services to the people who rely on them every day.

Reimagining Public Access Through Technology

At Neumo, accessibility isn't an afterthought—it's the foundation. Neumo's DMV Solutions were designed to help state and local agencies deliver fast, secure, and inclusive services with flexible, modern tools. Whether through intuitive self-service kiosks or web-based testing software, the platform enables residents to conveniently complete essential DMV transactions on their own.

"The need to modernize government represents a historic opportunity," said Paul Colangelo, CEO of Neumo. "Every touchpoint with the community matters, and Neumo will continue to partner with our customers and innovate in ways that enhance those interactions, anytime, anywhere."

By extending DMV access beyond traditional office walls, Neumo helps reduce wait times, lower operational costs, and increase overall satisfaction for both agencies and constituents.

Technology That Builds Trust and Efficiency

Neumo's DMV Solutions combine the company's deep expertise in secure, data-driven infrastructure with a human-centered approach to design. The platform includes a robust retail network that places DMV kiosks in high-traffic areas, making transactions as easy as buying groceries.

With built-in geographic analysis, agencies can assess coverage across metro, suburban, and rural zones—ensuring equitable service delivery. Every interface is built to be ADA-compliant and Section 508-certified, supporting accessibility for all users.

Behind the scenes, PCI Level 1 and SOC 2 Type II certifications help ensure that every transaction meets the highest standards of data protection and reliability. The result is a system people can trust—both to work efficiently and to safeguard their information.

Modern Tools for Modern Motorists

Neumo's DMV Solutions offer a range of configurable options to meet different agency needs.

- **Self-Service Kiosks:** Extend agency reach by placing terminals in retail or community spaces, giving residents 24/7 access to renewals, registrations, and more.
- **Testing & Certification:** Web-based software with ID verification and proctoring technology that helps prevent fraud while streamlining the licensing process.
- **Fulfillment Services:** From registration renewals to license plates, Neumo's secure mail fulfillment is designed to help ensure every piece reaches the right person—faster, safer, and at a lower cost.

These tools help agencies operate more efficiently without increasing staff or infrastructure, all while creating a smoother, faster experience for the public.



Results That Move the Needle

Agencies using Neumo's DMV Solutions report transformative results:

- 95% reduction in office wait times
- 2-minute average kiosk transaction
- 24/7 call center support
- No upfront cost through a transaction-based model

By turning routine DMV interactions into efficient, digital-first experiences, Neumo is proving that modernization doesn't have to be complicated—it just has to be thoughtful.

About Neumo

Neumo is setting a new standard in government modernization, proudly serving over 4,500 customers across North America. Delivering cutting-edge, cloud-based solutions, Neumo empowers governments to modernize operations, drive efficiency, and elevate the quality of services they provide to their communities.

With a comprehensive suite of products, Neumo offers innovative solutions spanning judicial, DMV, revenue compliance, public administration, and integrated payments, seamlessly integrated on a unified cloud platform. Headquartered in Centreville, VA, Neumo is committed to transforming how governments serve and connect with their communities.





Motorcycles are more than just a mode of transportation. For many riders, they represent freedom, fun, stress relief and camaraderie. They also have practical advantages, such as lower fuel costs and easier parking.

But the stakes are exceptionally high for motorcyclists, who are disproportionately represented in traffic fatalities. While motorcycles make up only 3% of all vehicles, they account for 15.5% of all traffic fatalities and 3.4% of all injuries, according to 2023 data from the National Safety Council. In 2023 alone, a total of 6,335 motorcyclists died in crashes—the highest number ever recorded and a 26% increase since 2019.

“The increase in motorcycle crashes and fatalities highlights an opportunity to reassess and improve our approach,” says Denise Hanchulak, program manager for Driver and Medical Certification Standards at AAMVA. “By reexamining how we do things, we open the door to make meaningful changes. Progress is possible, and together we can make our roads safer for everyone.”

Across North America, AAMVA members are rolling out new efforts to protect riders and reduce fatalities, including through stricter licensing standards, expanded education, broader public awareness campaigns and collaboration with various stakeholders.

SETTING STANDARDS AND ENHANCING EDUCATION

In 2017, a U.S. federal assessment revealed troubling motorcycle crash patterns in Washington state: More than half of the fatalities between 2013 and 2017 were single-vehicle crashes, and 40% occurred on a curve. The state also had a challenge with motorcyclists riding without endorsements.

“We saw riders who would perennially ride on a permit, just renewing the permit at the start of the riding season in March or April,” says Robert Willis, motorcycle safety program manager in Washington’s Department of Licensing. “Anecdotally, we also knew that riders were coming in and failing their endorsement test because they didn’t have the necessary skills, and then riding home legally because they still had a valid permit.”

By 2020, Washington had overhauled its motorcycle endorsement system, introducing semi-graduated licensing requirements and

INSTEAD TO RIDE



*THROUGH STRICTER LICENSING INITIATIVES AND
TRAINING PROGRAMS, AAMVA MEMBERS ARE MAKING
ROADS SAFER FOR MOTORCYCLISTS*

BY MAGGIE CALLAHAN

more rigorous knowledge tests—in addition to skills tests—at both the permit and endorsement levels. “What will get you an endorsement in the 49 other states will only get a permit in Washington,” Willis says. The permit knowledge test expanded from 25 to 50 questions, and the endorsement test includes 25 scenario-based questions. In addition, new skills tests were introduced, mimicking the conditions found on Washington’s mountain roads. “Because we knew that curves were a major cause of crashes, we built a test around exactly that,” Willis explains. “During the test, our riders have to ride the smallest-radius curve, laid out in a figure eight, at the recommended speed—and then complete a quick stop at city-street speeds. You either pass or you don’t.”

The impact was almost immediate. “In 2019, only 52 riders came back for continuing education,” Willis notes. “In 2020, after the new standards rolled out, more than 2,000 did. And those numbers have held steady.” Washington also increased fines to nearly \$400 for unendorsed riders and allowed motorcycles to be impounded for these violations, making training and licensing the safer—and more affordable—option.

In Pennsylvania, accessible motorcycle education classes remove barriers to safety training. “One of our shining stars is that we provide free training to Pennsylvania residents,” says

Kara Templeton, deputy secretary for Driver and Vehicle Services at the Pennsylvania Department of Transportation (PennDOT). Four core courses are available for riders at every skill level:

- **BASIC RIDER COURSE:** A licensing course for novices. Motorcycles are provided.
- **INTERMEDIATE RIDER COURSE:** A licensing course for riders with some experience who bring their own motorcycle.
- **ADVANCED RIDER COURSE:** For riders with at least 3,000 miles of experience. Not a licensing course, but focused on refining mid-corner traction and ground clearance skills to improve safety.
- **THREE-WHEEL RIDER COURSE:** A licensing course for trikes, sidecars or Can-Am Spyders.

Along with riding skills, the courses also emphasize the importance of helmets, protective gear and visibility, which Templeton says are critical to reducing risk.

Pennsylvania also imposes age-specific requirements. Riders under 18 must hold a permit for six months, log 65 hours of road experience and complete a safety course. The Keystone state’s program is sustainably funded through licensing. “A portion of every motorcycle permit and license

renewal fee goes directly into a fund earmarked for safety training and awareness,” Templeton explains.

For states seeking support in developing their motorcycle safety program—or looking to review the effectiveness of current offerings—the National Highway Traffic Safety Administration (NHTSA), part of the U.S. Department of Transportation, offers motorcycle safety state program assessments. In the last five years, NHTSA has facilitated assessments with nine states.

“The assessments review all components of a highway safety program, note the program’s strengths and accomplishments, and highlight where improvements can be made,” says Michelle Atwell, chief, Office of Safety Programs at NHTSA. “Not only do assessments provide useful recommendations, but the dialogue and reports are also educational for states and their highway safety partners. States should adopt the post-assessment action plans and recheck progress at least every five years to stay adaptive and accountable.”

The administration also offers supportive grants, such as:

- Motorcyclist safety grants, which support statewide rider training courses, motorcyclist awareness programs and helmet law enforcement
 - Section 405F grants, funding rider education, public awareness campaigns and enforcement-related activities
 - State traffic safety information system improvement grants, which improve data collection and analysis to better identify and address motorcycle crash trends
- “Together, these initiatives promote rider training, awareness, data-driven countermeasures and strategic planning, effectively reducing motorcycle crashes and fatalities nationwide,” says LaCheryl Jones, highway safety

specialist, Office of Safety Programs, NHTSA. “States’ highway safety offices and/or governor’s representatives for highway safety can help states apply for these grants.”

SPREADING AWARENESS

Freedom, enjoyment and practicality remain at the heart of motorcycling, but states are reminding both riders and drivers that safety is also part of the culture. To generate awareness, Pennsylvania runs two major campaigns:

- “Live Free, Ride Alive,” targeted to riders, humanizes motorcycle riding and stresses responsibility
- “Share the Road,” directed at motorists, urges them to look for motorcycles and respect their right to the road

“We try to highlight the human component of motorcycle riding,” Templeton says. The PennDOT team brings this message to rallies and events, meeting riders where they are and reminding them of free training opportunities.

Hanchulak says this is an important approach to reach motorists. “We need to change the mindset that motorcyclists are just thrill-seekers. They’re part of our communities, and they deserve the same commitment to safety as every other road user.”

Pennsylvania also uses a data-driven outreach approach on social media. “We look at where the most crashes are occurring, target campaigns in those areas and review analytics monthly,” says Colleen Anderson, the state’s motorcycle safety program manager. Messaging is tailored by channel, with Facebook resonating with older riders and ads on Spotify or other music streaming services connecting with younger audiences. Partnerships with motorcycle dealerships extend the reach, placing training information directly in showrooms. “We’ve seen new engagement through dealerships that we didn’t have before we did this,” Anderson notes.

find out more

LEARN MORE IN AAMVACAST
EPISODE 284: bit.ly/AAMVA_Cast284

MOVING THE NEEDLE

Agencies looking to strengthen motorcycle safety programs can learn from Pennsylvania and Washington:

BE DATA-DRIVEN. Use crash data to shape licensing standards and inform campaign targeting.

HUMANIZE SAFETY. Share stories that make riders visible, highlighting that every rider is someone’s family member or friend.

EXPLORE SUSTAINABLE FUNDING MODELS. Like Pennsylvania, find ways to make your programs sustainably funded.

PARTNER WIDELY. From dealerships to law enforcement to motorcycle clubs, creative outreach pulls in a broader audience and has a greater impact.

REACH ALL AGE GROUPS. “People have the perception that these fatalities are young people speeding on street bikes, but our statistics from 2023 showed us that 55% of riders who died in crashes were over the age of 35 and 45% were over age 45,” says Robert Willis, motorcycle safety program manager in Washington’s Department of Licensing. This highlights the need to connect with riders of all ages and ability levels.

Washington has reached out to connect its large number of unendorsed riders. In 2024, the state mailed training vouchers directly to motorcycle owners without endorsements, in tandem with a multimedia campaign featuring influencers and direct ads. Working with their research and analysis office, they pulled all of the motorcycle registrations in the state and compared those ownership records with their list of endorsed riders. They then sent postcards to the unendorsed riders, making them aware of the issue and offering a \$100 training voucher to the first 200 enrollees. “We mailed 48,800 postcards and within two weeks, all 200 vouchers were claimed,” Willis says. “In the end, 4% of recipients sought out an endorsement, and 3% took training. We saw a 10% increase in advanced course enrollment plus a 20% reduction in motorcycle fatalities.”

For Willis, the messaging was crucial. “The campaign wasn’t about telling them they were terrible riders,” he says. “It was about making them better. Our catchphrase was, ‘Enhance your skills, enhance your ride.’”

A COLLABORATIVE APPROACH

For any state to effect real change, various stakeholders must collaborate. “It takes everyone—agencies, law enforcement, rider groups and safety partners—to move the needle,” says Hanchulak. “The most effective programs are the ones where all those voices are at the table.”

Behind the scenes, Pennsylvania convenes a motorcycle interest group twice a year, uniting partners from DOT, law enforcement, the Department of Education and other agencies to review data, identify concerns and propose changes. “We have open communication at a grassroots level,” Templeton says. “Our motorcycle interest group meetings are often the starting point for new

ideas and program direction. Bringing together stakeholders twice a year helps us develop, refine and implement changes to improve motorcycle safety across the commonwealth.”

Pennsylvania’s state police—many of whom are riders themselves—also partner with PennDOT on events, demonstrations and targeted messaging. They bring credibility and firsthand understanding of the causes behind crashes.

Motorcycle clubs are also an important voice in spreading motorcycle safety messaging. With thousands of motorcycle clubs in the U.S., ranging from local groups to enormous international organizations, they hold a unique influence and stake in the game. Willis says Washington has even built relationships with clubs that are traditionally resistant to government regulations and messaging—known as “1% clubs.” “I’ve had conversations I never expected to have,” he explains. “Many clubs are now requiring their riders to wear full-face helmets or maintain endorsements. Whatever the motive, safety comes along with it.”

He stresses that the state’s approach emphasizes communication and education rather than enforcement. “The best way to build trust is not to come in with, ‘We’re the government, and you have to listen’ attitude,” Willis says. “It’s to ask, ‘How can we help our riders be safer?’ That opens the door to collaboration.”

That culture of partnership runs through the most effective programs. When riders, state agencies and communities share responsibility, the result is clear: fewer crashes, more lives saved and safer roads for everyone. With stricter standards, smarter awareness campaigns and collaborative strategies, states can ensure that riders can have the freedom of an enjoyable—and safe—journey. **m**



motorcycle



While motorcycles make up only 3% of all vehicles, they account for 15.5% of all traffic fatalities.

Q & A WITH**Barry Marcus**

TROOPER, WASHINGTON STATE PATROL; 2025 WINNER OF THE AAMVA LIFETIME ACHIEVEMENT AWARD

Q HOW DID YOUR CAREER GET ITS START?

In 1991, I went on a ride-along with a family friend who was a 20-plus-year trooper. I was impressed with how he handled himself throughout the night while trying to locate a drunk driver. Eventually, we stopped a guy who had been drinking. I watched as field sobriety tests were administered, and he was arrested for DUI. Afterward, I told my wife that I felt being a trooper was the career I was interested in pursuing.

Q WHAT ARE YOUR PROUDEST CAREER ACCOMPLISHMENTS?

In the Spokane region, I've worked with many hard-working, talented people. I have been fortunate enough to be selected from that group as Trooper of the Year on multiple occasions. I consider that an honor because of the quality of the people

I work with. Working with District 4 command staff to start the DUI Squad was one of the highlights of my career.

Q WHAT HAS YOUR AAMVA INVOLVEMENT MEANT TO YOU?

AAMVA's hard work and policies that impact drunk and drugged driving go hand in hand with the work I do nightly. Their continued effort to make the roads safe and hold drivers accountable on the road is commendable.

**Q WHAT DOES RECEIVING THE LIFETIME ACHIEVEMENT AWARD MEAN TO YOU?**

It validates the work I have done over the last 34 years. The majority of my time has been spent in DUI enforcement. I've tried my best to treat people with the respect they deserve while enforcing the law. It's a great honor to receive this award for doing a job that I truly believe in.

Q WHAT DO YOU ENJOY DOING IN YOUR FREE TIME?

I am an avid hunter and fisher. I've enjoyed training my own German shorthaired pointers to bird hunt. I love to travel and cruise with my wife of 41 years; Caribbean cruises are our favorite. And I enjoy summer fun in our pool with our four grandsons and extended family.

find out more

HEAR FROM TROOPER BARRY MARCUS IN AAMVACAST EPISODE 278: bit.ly/AAMVA_Cast278



Q & A WITH

Lyne Vézina

GENERAL MANAGER OF ROAD SAFETY RESEARCH AND DEVELOPMENT AT SOCIÉTÉ DE L'ASSURANCE AUTOMOBILE DU QUÉBEC; 2025 WINNER OF THE AAMVA LIFETIME ACHIEVEMENT AWARD

Q HOW DID YOUR CAREER GET ITS START?

I joined the ranks of the Société de l'Assurance Automobile du Québec in 1987 as a statistician. My first mandates involved the implementation of roadside surveys to observe the behavior of road users and the production and analysis of road safety statistical data. That quickly led me to develop and propose strategies to improve road safety. The team I now lead is responsible for the development of road safety knowledge, legislative and regulatory guidelines, and road safety strategies and partnerships.

Q WHAT ARE YOUR PROUDEST CAREER ACCOMPLISHMENTS?

The work I have done in identifying high-risk drivers by scouring scientific literature has allowed me to expand my knowledge and propose effective strategies based on best practices to engender better behaviors on the roads. This allowed me to influence my authorities and decision-makers by presenting

legislative and regulatory measures based on scientific knowledge.

Q WHAT SAFETY INITIATIVES HAVE BEEN MOST MEMORABLE?

Over the years, our approach to impaired driving prevention and follow-up of offenders has evolved significantly to identify early offenders with the potential to reoffend and to subject those with a blood alcohol concentration well above the legal limit to more severe penalties. We believe that these measures have contributed to reducing the recidivism rate, which fell from 32% to 18% between 2003 and 2021.

Q WHAT DOES RECEIVING THE LIFETIME ACHIEVEMENT AWARD MEAN TO YOU?

If I have contributed through my work to improve the road safety record and ensure that fewer people suffer injuries or die from them, that is a reward in itself. But being recognized by my peers is the icing on the cake. However, it is important for me to remember that all of this has been possible thanks to the work of the people who have gone before me and the people who have accompanied me throughout my career.

Q WHAT DO YOU ENJOY DOING IN YOUR FREE TIME?

I like to garden, go for walks and ride my bicycle. I take every opportunity to escape into nature and enjoy the wide-open spaces that surround us, whether it's hiking, fishing or snowshoeing in the winter. **m**



find out more _____

LEARN MORE IN AAMVACAST EPISODE 279: bit.ly/AAMVA_Cast279

The Road to Fewer Motorcycle Fatalities

*A COMPREHENSIVE
APPROACH IS NEEDED
TO IMPROVE OUTCOMES*

PEOPLE FIRST

**ERIC TEOH, DIRECTOR OF STATISTICAL SERVICES, INSURANCE
INSTITUTE FOR HIGHWAY SAFETY**

Motorcyclist fatalities are at a record high for the fourth year in a row; we're clearly going in the wrong direction. These aren't just trends and numbers, either. They're people—our friends and neighbors and fellow humans.

Ultimately, there's no perfect way to reduce fatalities. Unlike passenger vehicles, you can't just constantly put in more airbags and things like that to make motorcycles safer in crashes. Reducing these fatalities requires a lot of steps that apply to motorcycles and to comprehensive roadway safety.

And I do wish that the motorcycle safety community would broaden itself a little bit to exploring more solutions. A lot of times, the community focuses on rider training, but there are so many other steps it can support that would benefit riders.

For starters, helmet laws that cover all riders are a very important countermeasure. I conducted a study this past year

showing that if every state had universal helmet laws, we'd have about 10% fewer rider fatalities. Is it perfect? No, but let's take those gains.

And we need to do other things, including improving motorcycle technology. We know anti-lock braking systems (ABS) are effective, but we failed to mandate them, despite two petitions from our organization. Technology on other vehicles also plays a role. Our organization is running tests to make sure that automatic emergency braking on cars detects motorcycles.

There are a lot of efforts that apply to all road users, too, including measures as simple as reducing speed limits. States have been raising their maximum speed limits since the mid-1990s, and an additional 45,000 people have died simply due to those increases. Speed limits and enforcement, red light safety cameras, more alcohol enforcement, prioritized infrastructure

improvements—all these things can help reduce rider fatalities without specifically targeting motorcycles. It's important to prioritize effectiveness: Look at efforts that research has proven to work.

I presented these ideas recently at the State Motorcycle Safety Association's conference, and I put up one slide that had pictures of 10 people who were lost in crashes. I made the point at the conference that, if you've made slides like this—arranged and aligned people's pictures, read their stories—once you go through these exercises, fatality stats and graphs suddenly look much bigger. Let's never forget that we're talking about people, even when it comes to a subject like universal helmet laws.

My company has introduced an initiative called "30x30" to reduce traffic fatalities 30% by 2030 (iihs.org/30x30). We want to create a sense of urgency that leads to prioritizing actions that can have a broad impact quickly. I would like to see more people sharing that vision overall and applying that thinking directly to motorcycle safety.

COLLABORATING TO FIX BEHAVIORS

SUNSHINE BEER, DIRECTOR, IDAHO STAR MOTORCYCLE SAFETY PROGRAM

To make a significant impact on motorcycle safety, we must focus on changing attitudes and behaviors. We can teach people motor skills and control in rider training. We can legislate helmets, speed limits—all sorts of countermeasures. But until people start actually changing their behaviors and making smarter choices, we're really not going to see much of a decline in motorcyclist fatalities. It's not happy kittens and rainbows, but that, to me, is the reality right now.

Many programs and state administrators are seeing commonalities with fatalities, typically involving untrained riders. Historically, in our state, it's been men older than 40 on cruisers who are overrepresented in our crash statistics. That has continued to trend for the last two decades. However, what I'm starting to see is more young people involved in fatal crashes.

We're beginning to look at other target audiences that we need to capture, hopefully influencing behaviors at a younger age. If you try to reach someone after they've been riding for 40 years, they might have a mindset of, "You're not going to teach me anything." So I think the best chance we have at influencing behaviors is capturing entry-level riders as they come into the sport.

We're fortunate in Idaho because we have a lot of interagency cooperation, which is not always the case in every state. But I still see a lot of room for growth in making sure motorcycle riders, whether they're administrators or just the general riding public, are represented on different task forces and groups. There needs to be a voice that asks, "Have you considered the motorcyclist?" Whether you're designing a roadway structure or doing road safety audits, you should be getting input from motorcycle riders.

In Idaho, we collaborate and try to put all of our ideas on the table and set aside those things that we're not going to agree on. The state motorcyclists' rights organizations don't want legislation for helmets. The safety people would like to see helmets legislated. But those two are never going to agree. We've got to set

those things aside and start working on initiatives and countermeasures that we can agree on. That's one of my biggest takeaways from the last several years.

Another tool that I'd recommend, at a minimum, is to do a state program self-assessment using the National Highway Traffic Safety Administration's Highway Safety Program Guideline No. 3, building and maintaining a comprehensive motorcycle safety program covering 11 different focus areas. Has your state and your team taken a close look to identify your gaps? Where can you make improvements in incorporating motorcycle safety into all 11 focus areas?

I'm also really looking forward to the reinstatement of the Motorcyclist Advisory Council to the U.S. Department of Transportation. This is going to be a great thing for motorcycle safety. It's going to feature some of the smartest people in the industry, and getting them all together, collaborating and seeing what recommendations they have is critical over the next couple of years. **m**

Historically, in our state, it's been men older than 40 on cruisers who are overrepresented in our crash statistics.



Driving Collaboration

WORKING WITH PARTNER ORGANIZATIONS TO IMPROVE DATA SECURITY

As I write this letter, I have just completed my first official AAMVA trip as board chair. Joined by Immediate Past Chair Eric Jorgenson, we represented AAMVA at the International Registration Plan (IRP) board meeting in Jacksonville, Florida.

While I have met IRP CEO Tim Adams and IRP Chair Jim Walker before, this was a great opportunity to meet their other board members and incoming chair and to learn a little more about IRP. It was an important reminder about the integrated work we do with key partners like IRP.

One partner I have spent a lot of time with over the last few years is Nlets (National Law Enforcement Telecommunication Systems). Having the opportunity to serve as the board representative to Nlets, I joined Tom Foster, AAMVA law enforcement program manager, at Nlets' annual business meetings to explore member concerns around access to the personally identifiable information (PII) we are responsible for and how that data was being used. Conversations between AAMVA and Nlets leadership led Nlets to form an Attributes Requirements Task Force (ARTF) in 2020.

The ARTF was charged with identifying the requirements or attributes that state agencies believed were necessary to make informed decisions about whether to release PII to a requesting party. Nine states participated in the ARTF and identified attributes they thought were essential for making informed responses to driver and motor vehicle queries.

The resulting draft document, "Nlets Standard Attributes for Authorization," which lists those attributes, was presented to the AAMVA board during their meeting in Phoenix. Board discussion recognized that each state is unique, and not all attributes may be relevant to every state due to differences in law. The board also acknowledged that, because of those



legislative differences, some states may need additional information before answering a query through Nlets.

With that said, the board recommended that the Nlets attributes draft be shared with all states for review and comment. By now, all state driver and motor vehicle agencies should have received the draft document from AAMVA President and CEO Ian Grossman. Please take the time to review the draft attributes and provide feedback. Your input is essential to guiding the board's work with Nlets to standardize PII request processes.

I've also asked Electra Bustle, senior director of the Colorado Division of Motor Vehicles, to represent the AAMVA board as the Nlets liaison, and she has graciously accepted.

On a separate note, I am excited to announce that, at the 2025 AIC in Phoenix, the board chose system modernization as the topic for the 2026 Pop-up Classroom. Whether your agency has successfully transitioned to a new platform or is still migrating from an old mainframe, it's critical to understand the latest and greatest technologies that will shape our operational future. As with all Pop-ups, this is sure to be an important and informative session, bringing together jurisdictions and our industry partners to learn, share and connect. The 2026 Pop-up is targeted for April, so stay tuned for exact dates, location and agenda. [m](#)

Bud Craddock
2025-2026 AAMVA Chair of the Board

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