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2011 Innovations Awards Application

MyDMV

ID # (assigned by CSG): 2011- _____

Please provide the following information, adding space as necessary:

State: **New York**

Assign Program Category (applicant): **Government Operations and Technology**

1. **Program Name** MyDMV
2. **Administering Agency** New York State Department of Motor Vehicles (DMV) and New York State Chief Information Officer/Office for Technology (CIO/OFT)
3. **Contact Person (Name and Title)** Adam Gigandet, Chief Information Officer, NYS Department of Motor Vehicles, and Nancy W. Perry, Ph.D., Acting Director – Enterprise Strategies and Acquisitions Office, NYS Chief Information Officer/Office for Technology
4. **Address** State Capitol, P.O. Box 2062, Albany, NY 12220-0062
5. **Telephone Number** (518) 473-0386 and (518) 486-4762
6. **FAX Number** (518) 474-1196
7. **E-mail Address** Adam.Gigandet@dmv.ny.gov and Nancy.Perry1@cio.ny.gov
8. **Web site Address** <http://my.dmv.ny.gov>
9. **Please provide a two-sentence description of the program.** MyDMV is a custom built portal allowing New York State Department of Motor Vehicles (DMV) customers secure access to personalized, online services. MyDMV leverages the Enterprise Identity Management (EIM) infrastructure of NY.GOV.
10. **How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on March 28, 2011 to be considered.** MyDMV originated at the New York State Department of Motor Vehicles in September 2008.
11. **Why was the program created? What problem[s] or issue[s] was it designed to address?** Given privacy laws and the need to secure private information, DMV was seeking a way to enable customers to perform secure real-time online transactions otherwise requiring telephone calls, visits to DMV, or paper mailings. The online services provided by MyDMV can be completed securely in real time, rather than rely on more expensive and manually processed service delivery channels. MyDMV also allows DMV to communicate directly to its customers, lessening the expense of mailing notices of renewals and other vital information to them. The costs

associated with DMV mailings are significant; currently, DMV mails over 15.5 million pieces of information annually. From these mailings, over 30 percent of DMV registrations customers opt to process their renewals online, totaling 1.5 million transactions annually. Even with the online registration option, over 2.5 million vehicle registrations continue to be processed annually at the DMV mail processing center.

In a more strategic sense, MyDMV is part of a larger movement to implement a statewide infrastructure of policies, procedures, and technology to provide and manage digital identities for users of state government online services. The Enterprise Identity Management (EIM) initiative through NY.GOV governs the identification and registration of users, and the management of identity credentials that are trusted by participating state entities. It is now possible in New York State for there to be a citizen single log-on for a multitude of programs, services, and applications across state agencies. NY.GOV is established and coordinated through CIO/OFT. MyDMV is the first application in New York State to take advantage of the high assurance identities managed by NY.GOV.

NY.GOV can:

- Protect privacy by limiting the assertion of personal information needed to access state agency e-government services;
- Reduce the likelihood of identity-based fraud;
- Relieve state agencies of the need to implement and manage their own identity infrastructure for e-government services;
- Provide identity credentials that meet the security and business needs of agency online services;
- Reduce the cost of providing online services requiring user authentication;
- Enable system interoperability and improved data quality by setting the data, technology, and process standards to attain increasing levels of identity trust; and,
- Maximize the potential for New York State identity credentials to be trusted by non-state entities by ensuring alignment with national and international identity trust standards.

12. Describe the specific activities and operations of the program in chronological order.

- September 2008: Initial MyDMV project scope developed and approved.
- Winter 2009: DMV analyzed analytical tools to provision and manage a directory of online users.
- Spring 2009: DMV met with interested parties about identity manager user licenses.
- Summer 2009: DMV analyzed potential applications to estimate the number of licenses needed.
- Spring 2010: DMV purchased licenses for an initial three year period.
- Spring 2010: Business requirements and rules were developed for MyDMV services and the initial application.
- July 2010: A Memorandum of Understanding was finalized between DMV and CIO/OFT regarding enterprise identity management.
- August 2010-November 2010: MyDMV went live with the Teen Electronic Event Notification Services (TEENS). TEENS notifies the parent of a driver under age 18 when specific events are added to the driver records of the teen. The current events include traffic tickets issued, traffic violation convictions, motor vehicle accidents, driver license suspensions, and other actions. TEENS notifications cease when the teen reaches age 18. For more information, see <http://nysdmv.com/youngerdriver/teensProgram.htm> and <http://nysdmv.com/youngerdriver/teensfaqs.htm>.
- September 2010: A MyDMV Guidance Team was established, composed of DMV executives and managers to set overall strategy and direction.
- October 2010: The “Enterprise Identity Management (EIM) Governance Authority” Policy and the “New York State Identity Trust Model” Policy were issued by CIO/OFT.
- October 2010: An User Experience Team was created, tasked with:
 - Benchmarking public and private Customer Relationship Management Solutions;
 - Refining style guidelines for MyDMV applications and services;
 - Developing “usability” guidelines for MyDMV applications and services;
 - Identifying key performance metrics, in addition to identifying areas for MyDMV improvements and/or expansion of services; and,
 - Developing and executing a coordinated marketing plan for MyDMV applications and services.

- December 2010: A new transaction, “Web Address Change,” was included on MyDMV. Customers who sign up for a MyDMV account can update online the addresses on their DMV license and registration records. When customers select the Web Address Change application, MyDMV displays their current addresses as they appear on DMV records, and allows customers to choose the records to be updated. MyDMV displays successfully updated address(es) and also sends the customer a confirmation email. Having the NYS Identity Trust Model Policy in place provided DMV the confidence to offer this transaction securely.
- February 2011: A new transaction, “Paperless Reminders for Inspections and Registration Renewals” went live on MyDMV. This service enables customers to sign-up to receive electronic registration renewal notifications in lieu of paper notifications. MyDMV will also send email reminders to customers when their annual vehicle inspections are due to expire.

13. Why is the program a new and creative approach or method? It is not uncommon for states to create and maintain online account based applications for motor vehicle services and other citizen applications. New York State’s approach is innovative because it leverages existing information to establish identities across the state enterprise to access and use multiple applications and services. At the present time, MyDMV provides the capability to manage and synchronize addressed stored on multiple DMV records and databases. In the future, there is significant potential to increase the number and extent of online services using NY.GOV across the state enterprise, particularly in areas where issues of authenticating and verifying identities have, in the past, prohibited the deployment of online services.

Although the program has not been officially announced or advertised, current metrics indicate MyDMV is already a success. Within a month of the soft launch on February 22, 2011, MyDMV had over 20,000 enrollments, including over 17,500 address changes. Over 1,500 new MyDMV accounts were created the first day! In comparison, DMV typically receives 1,200 address change cards via mail each day. Customers are discovering MyDMV through informal channels such as visiting the DMV transaction page or finding it through web search engines.

It is projected that DMV will generate 500,000 paperless renewal enrollees over the next three years. The five year potential volume is over two million enrollees.

14. What were the program’s start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.) Costs to purchase three years of user account licenses and other start-up costs totaled approximately \$740,000.

15. What are the program’s annual operational costs? Annual operational costs associated with MyDMV license maintenance are estimated at \$66,000. The potential savings of printing and postage for registration reminders alone are projected to be \$187,500.

16. How is the program funded? The program is funded through the NYS Executive Budget’s General Fund.

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number. No legislation, executive orders, or regulations were needed to implement MyDMV. Enterprise Identity Management is governed through a New York State Information Technology Policy, “Enterprise Identity Management (EIM) Governance Authority,” (NYS-P10-005), effective October 5, 2010. This Policy can be accessed at <http://www.cio.ny.gov/policy/NYS-P10-005.pdf>. In addition, the “New York State Identity Trust Model” Policy (NYS-P10-006), establishes a state government-wide framework for issuing and managing trusted digital identity credentials to allow citizens, businesses, and government employees to conduct business online with New York State. This policy can be accessed at <http://www.cio.ny.gov/policy/NYS-P10-006.pdf>.

18. What equipment, technology and software are used to operate and administer this program? MyDMV uses internet-based, web single sign-on, service oriented architecture technology and identity management technologies. NY.GOV uses a mix of commercial and homegrown standards-based identity management systems.

19. **To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address.** Yes. The innovators are the NYS Department of Motor Vehicles and the NYS Chief Information Officer/Office for Technology. The relevant contact information is included in responses 3-7.

20. **Are you aware of similar programs in other states? If YES, which ones and how does this program differ?** No, none that include innovative DMV transactions.

21. **Has the program been fully implemented? If NO, what actions remain to be taken?** The program has not been fully implemented. What has been developed is a solid foundation from which to develop new services for New York State citizens, businesses, and visitors; whether they are transacting business with DMV or another state agency. MyDMV opens up many new capabilities to further engage online customers, to enable more secure transactions, and by providing capabilities to push notifications to customers, such as vehicle inspection reminders, as alternatives to paper. In addition, given the statewide trust model, DMV can now serve as a registration authority for other entities needing to verify citizen identity to enable more secure online transactions. Currently, DMV is developing a roadmap for future functionality and customers. In addition, given the statewide trust model, DMV can now serve as a registration authority for other entities needing to verify citizen identity to enable more secure online transactions.

22. **Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.** MyDMV has yet to be formally announced and launched in New York State. Even with an informal launch, the program is already successful because it has increased the availability of online services to DMV customers. In addition, it has decreased the number of trips customers must make to a traditional brick-and-mortar DMV office, phone calls to DMV's Customer Service Representatives, and mail that must be manually processed. The online service is much faster than traditional service channels. Customers can have their services completed in real time, rather than take up to two weeks to process through the mail.

In addition, it is anticipated that compliance with State Motor Vehicle laws, rules, and regulations will increase as a result of MyDMV. For example, customers can be electronically notified when their annual vehicle inspections are due. DMV currently does not provide this information to its customers.

Another advantage of MyDMV is that it is a "home grown" application, developed through in-house experience at DMV. As changes are needed, it is relatively easy and inexpensive to draw on in-house services. The authentication needed for programs is already provided through NY.GOV.

A disadvantage of MyDMV may be the need to keep indefinitely mail services available for customers who do not possess Internet access.

23. **How has the program grown and/or changed since its inception?** MyDMV has grown since its inception by expanding the number of online services offered to its customers. It is expected new programs will continue to be added. In March 2011, DMV announced that a new service, "Request for Restoration after Revocation," where requests for approval to apply for a new NYS driver's license or having NYS driving privileges restored after a revocation, will be next online MyDMV service offered. Paper processing of the "Restoration after Revocation" transaction is currently backlogged over six weeks.

24. **What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?** Even prior to MyDMV and NY.GOV, New York State had strict requirements governing identity authentication and verification. These strict requirements were in place for many services, including those involving motor vehicles. Other states with more lax identity requirements may experience challenges when attempting to create standards for identity security. In addition, it may be difficult for states to create a meaningful and workable Enterprise Identify Management policy and governance structure across agencies, capable of satisfying a multitude of stakeholders with varying needs.



Register for MyDMV On-line Services

Client ID Number: ?

Date Of Birth: (mm/dd/yyyy) ?

ZIP Code: ?

Last 4 of Soc Sec No.: ?

New York Photo Document Number: ?
(From the lower-right corner of your NYS DMV photo document)

Create a Username: ?

Your Username can include **letters and/or numbers only.**

Email Address: ?


Confirm Email Address: ?

You must read and accept the Terms of Service and Attestation below to continue.

MyDMV Terms of Service and Account Attestation

I agree, and it is my intent, to sign this record/document and affirmation by clicking the box marked "I have read and I accept the Terms of Service and Attestation above", and by electronically submitting this record/document to the New York State Department of Motor Vehicles. I understand that

I have read and I accept the Terms of Service and the Attestation above.

Security Image: 
Type the number shown in the box.

Submit