

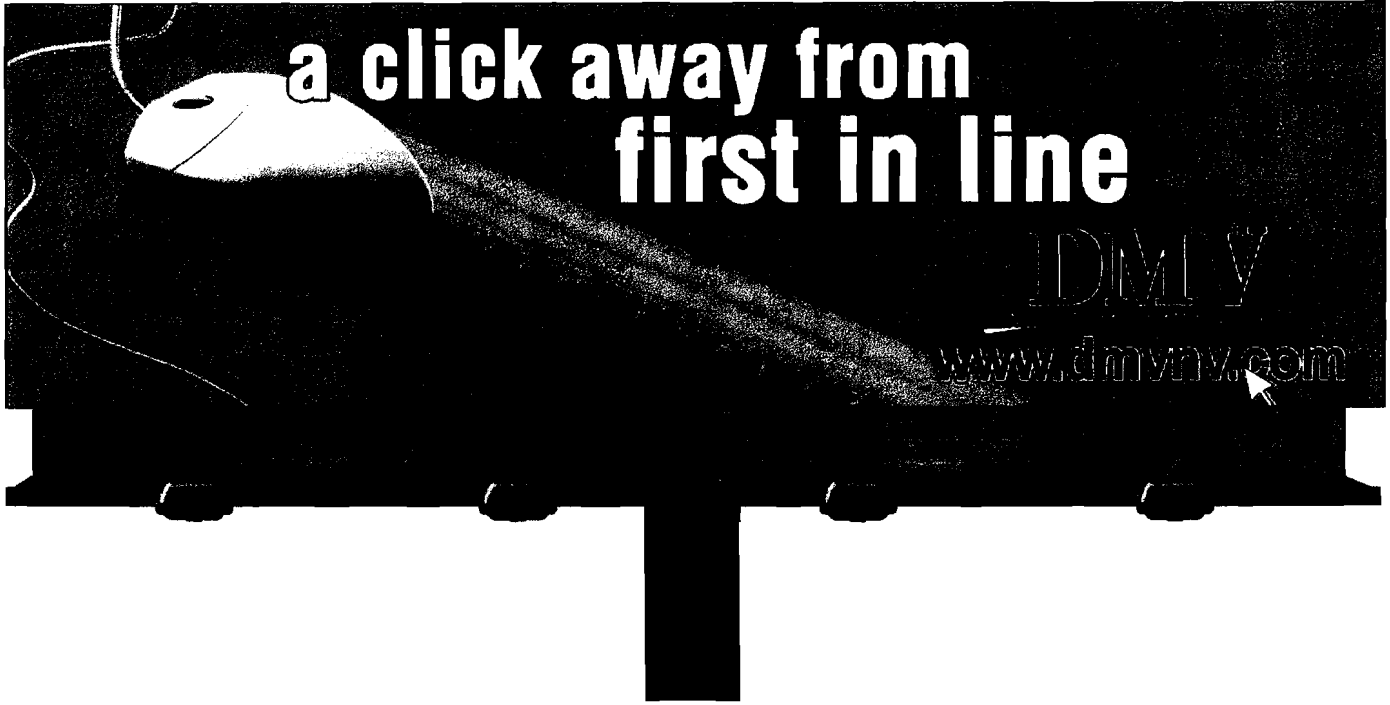
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Assembly
Committee on Transportation

SENATE BILL 33

April 19, 2005

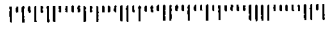
Tom Jacobs
Lead Public Information Officer
Nevada Department of Motor Vehicles

ASSEMBLY TRANSPORTATION
DATE: 4/19 EXHIBIT B PAGE 1 OF 5
SUBMITTED BY: Tom Jacobs

BULLET POINTS

- Senate Bill 33 is a Nevada Department of Motor Vehicles bill.
- The Department has been aggressive and creative in reducing wait times by developing ways for motorists to do business with the DMV other than visiting an office.
- The Department's Website is the most versatile alternative service and holds the most potential.
- For the first two years, efforts to convince Nevada motorists to use the Website were spotty.
- It was realized that a constant and sustained education campaign was needed to create "top of the mind awareness."
- The Interim Finance Committee funded a sustained campaign for the last three quarters of fiscal year 2003.
- By the end of fiscal year 2003, over 190,000 transactions had occurred on the Web.
- For the fiscal years 2004/2005 Biennium, we received a budget to conduct a sustained public education campaign.
- As of the end of January this year, usage on the Web is nearly equal to fiscal year 2004 yet just over halfway through the year.
- These numbers reflect not just the success of the campaign but the growth of the state.
- Nevada has been the fastest growing state for nearly two decades.
- As the state grows, so does the audience for the DMV's message, "You're just a click away from being first in line at dmvnv.com."
- As the audience grows, so does the cost of reaching them.

- As the state grows, so do the number of new residents unfamiliar with the DMV's alternative services.
- The Department's ability to accept advertising will allow its public education efforts to keep pace with the growth of the state.
- Other states like California, Florida, New York, Massachusetts and Minnesota allow advertising.
- It is not the Department's intention to barrage the Nevada motorist with ads.
- Nevada Magazine has set precedence with subscription cards in the DMV's renewal mailings since 2000.
- Nevada Magazine earns about 2,000 subscriptions annually from the mailings.
- Regulations will be drafted clearly outlining what advertisements are acceptable.
- The Department Director will have final say as to what advertising is accepted.
- The Nevada DMV has been successful in reaching the Nevada motorist with its message.
- Each transaction using alternative services is a transaction that *does not* occur in a DMV office.
- Alternative services are a critical part of the Department's long-term plan.
- As the state grows, so does the cost of communicating that message.
- With the passage of Senate Bill 33, the Nevada DMV will have the ability to use systems already in place to augment its public education budget without further burdening the Nevada taxpayer.



MOUNT MORRIS IL 61054-7651
PO BOX 726

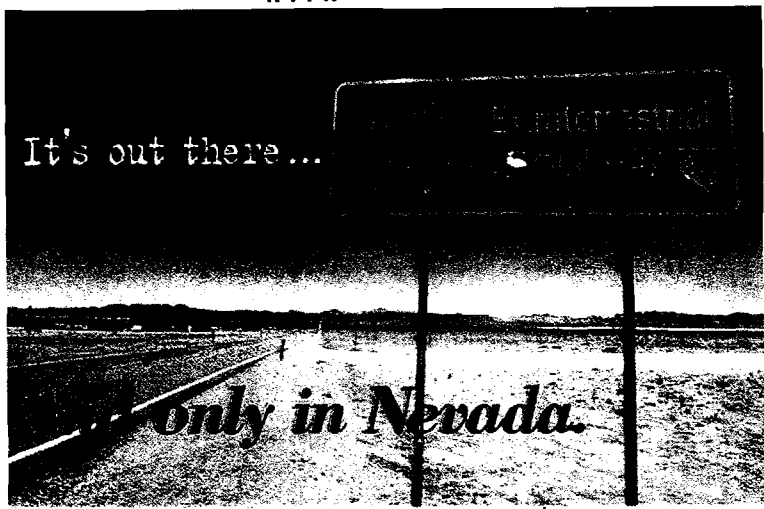
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State of Nevada Department of Motor Vehicles

Ginny Lewis, Director



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Contact Us

Nevada Department of Motor Vehicles
555 Wright Way Carson City, NV 89711

E-mail: info@dmv.state.nv.us

Please include your license plate number or other information needed to research your request. We do not accept address changes by e-mail.

Telephone

Las Vegas Area	486-4DMV (702) 486-4368
Reno/Sparks/Carson City	684-4DMV (775) 684-4368
Rural Nevada	1-877-368-7828 Toll Free
Central Services Fax	(775) 684-4992
TDD (Hearing Impaired <i>Only</i>)	(775) 684-4904

You're
Just a
click away
from
being first
in line.

Renew Early!

DMV online services are unavailable from midnight to 4 a.m. weekdays. Availability varies on weekends.

What's New

Now Hiring!!!

DMV is seeking friendly Customer Services Technicians in Northern Nevada. See [Employment Opportunities](#).

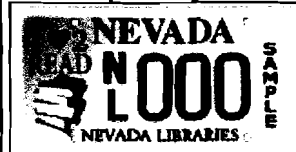
Donovan Office Theft Information Information

Hotline (702) 486-8637

Hazardous Materials

New requirements for commercial drivers hauling hazardous materials go into effect this year. See [Hazardous Materials Endorsements](#).

New Specialty Plates

The Nevada Library Association license plate is now available. See [Charitable and Collegiate License Plates](#).

Personalized Plates

Build your personalized license plate online! [Check available numbers and plate styles](#), then order by mail or fax.

Tax Lookup

Need to know how much you paid in vehicle Governmental Services or Sales Taxes? Use our new [Online Tax Lookup](#).