

DMV Strike Team Fact Sheet

On January 9, 2019, Governor Gavin Newsom announced a DMV Reinvention Strike Team (Strike Team) with Government Operations (GovOps) Agency Secretary Marybel Batjer leading the six-month effort. The DMV Strike Team was charged with launching a comprehensive modernization and reinvention of the DMV and making recommendations for new long-term leadership and reform at the DMV – with an emphasis on transparency, worker training and performance, speed of service and overall consumer satisfaction.

Accomplishments of the Strike Team:

- **Wait Times:** Overall wait times decreased by 58 minutes from August 2018 to May 2019 in the DMV's largest offices. In August 2018, 16 percent of customers had a wait time of more than two hours and in May 2019 that number was 0.005 percent of customers. In addition, customers waiting one hour or less improved from 58.5 percent in August 2018 to 87 percent in May 2019.
- **Credit Cards:** Entered into a contract to bring credit cards to DMV field offices. The project will start with the first pilot at the Davis DMV by the end of September. The pilot will be followed in October by three additional locations – Fresno, Victorville, and Roseville – before expanding to all 172 field offices.
- **DMV Office of the Future:** The Strike Team, along with DGS, secured a contract to pilot concepts for future DMV office designs. The study will use the latest thinking in retail analytics: queuing, circulation, line management, customer experience and workflow efficiency.
- **Pop-Ups:** The Strike Team and the DMV have held two “pop-up” DMVs at major California businesses to allow several hundred business travelers to get their REAL ID without going to a field office.
- **Kiosks:** The Strike Team has helped the DMV add 100 new kiosks that will be in place by mid August 2019 and another 100 by the end of the year in strategic locations.
- **Marketing Campaign:** The Strike Team helped DMV sign a contract with RSE for a large-scale public relations campaign focused on REAL ID. RSE will develop new messaging and materials in order to educate Californians about a REAL ID and the alternative, a federally non-compliant card.
- **Website Redesign:** The Strike Team helped DMV make immediate changes to its most critical web pages surrounding REAL ID. DMV entered into a contract with web design firm 10Up to start a complete overhaul of the DMV website. This will start with a REAL ID microsite that will launch in mid-August 2019.
- **Training:** The Strike Team organized “Operation Excellence: DMV Training” for July 24, 2019. On that morning, all DMV field offices will close for comprehensive training on REAL ID procedures. The goal is to restart DMV training efforts with a focus on customers and each employee's role in delivering exceptional customer service. Better, more comprehensive training also should develop a higher level of employee engagement, essential for successfully facing and addressing change.