

Department of Motor Vehicles

Preferred Services Report for January 2008

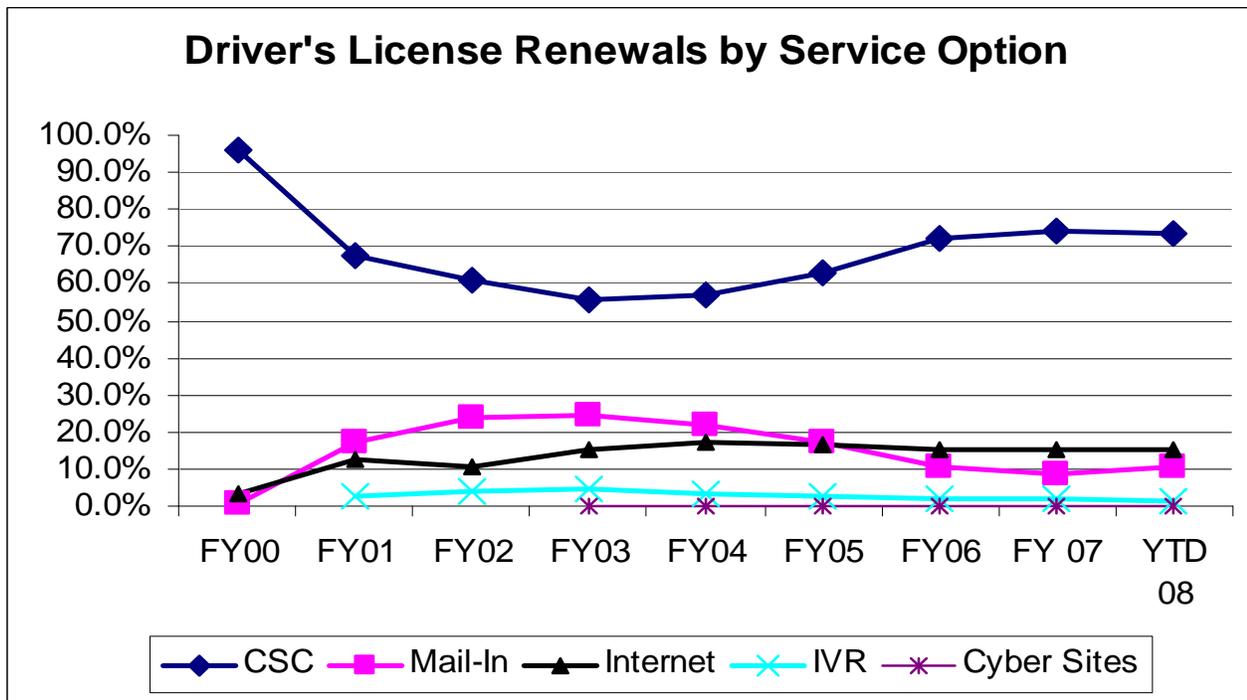
Driver's License Renewal Volumes by Service Option

Driver's License Renewals						
	This Month*		Same Month Last Year*		Variance	
	Number of Transactions	Percent of Total	Number of Transactions	Percent of Total	Number of Transactions	Percent Variance
Total	81,578	100.0%	80,273	100.0%	1,305	1.6%
<i>Eligible to Use Preferred Service</i>	39,278	48.1%	38,586	48.1%	692	1.8%
<i>Ineligible to Use Preferred Service</i>	42,300	51.9%	41,687	51.9%	613	1.5%
CSCs	59,830	73.3%	60,048	74.8%	-218	-0.4%
Preferred Services:	21,748	26.7%	20,225	25.2%	1,523	7.5%
Mail-In	7,864	9.6%	6,406	8.0%	1,458	22.8%
Internet	12,882	15.8%	12,529	15.6%	353	2.8%
IVR	966	1.2%	1,230	1.5%	-264	-21.5%
Cyber Sites	36	0.0%	60	0.1%	-24	-40.0%

*Note: Statistical Repository generated these numbers.

Between January 2007 and January 2008, the percentage of customers who renewed their driver's license by a preferred service increased by 1.5%. The use of the mail-in and Internet options increased slightly and offset the minor decline in the usage of IVR.

Trends in Renewals by Service Option



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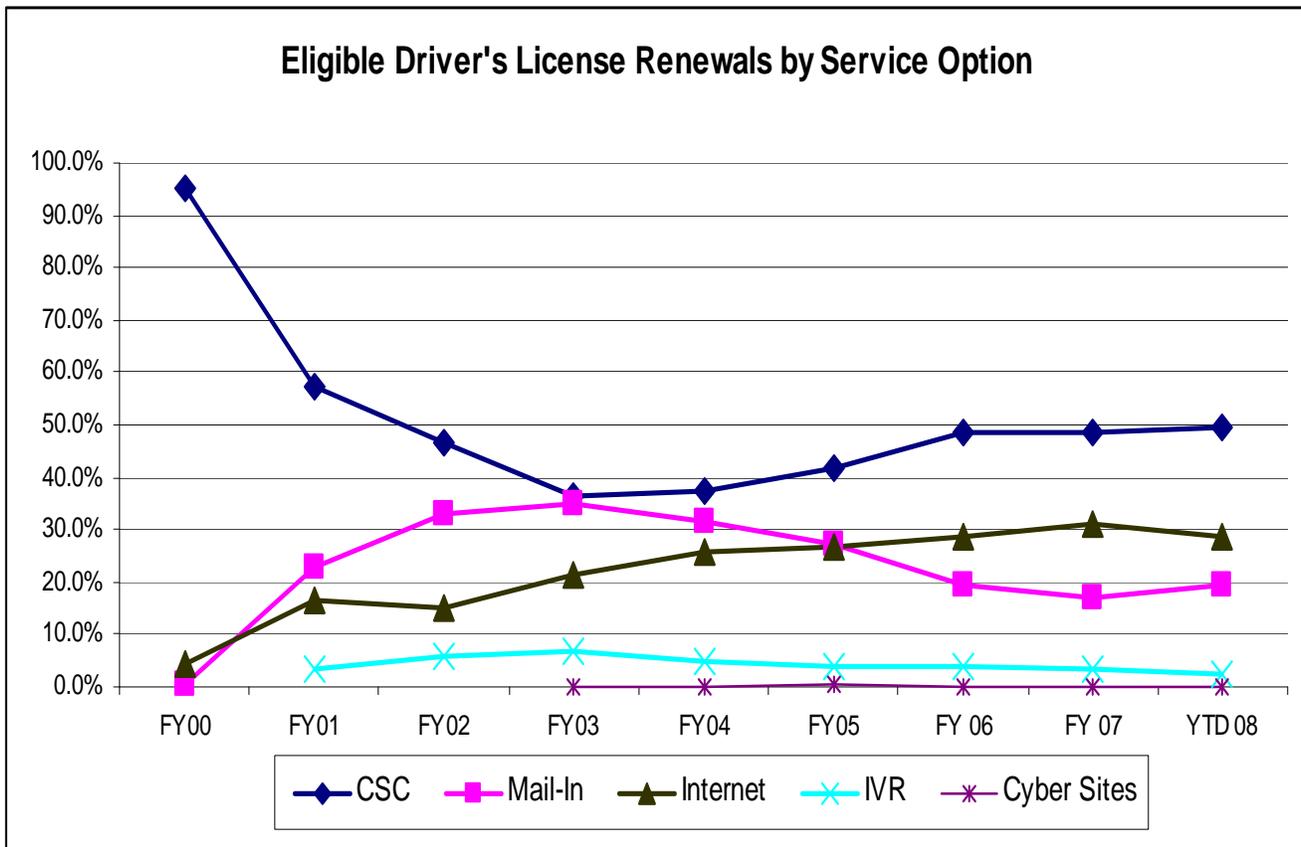
Driver's License Volumes by Service Option – for Renewals Eligible for Preferred Services

Eligible Driver's License Renewals						
	This Month*		Same Month Last Year*		Variance	
	Number of Transactions	Percent of Total	Number of Transactions	Percent of Total	Number of Transactions	Percent Variance
Total	39,278	100.0%	38,586	100.0%	692	1.8%
CSC	17,530	44.6%	18,361	47.6%	-831	-4.5%
Preferred Services:	21,748	55.4%	20,225	52.4%	1,523	7.5%
Mail-In	7,864	20.0%	6,406	16.6%	1,458	22.8%
Internet	12,882	32.8%	12,529	32.5%	353	2.8%
IVR	966	2.5%	1,230	3.2%	-264	-21.5%
Cyber Sites	36	0.1%	60	0.2%	-24	-40.0%

*Note: Statistical Repository generated these numbers.

The percentage of drivers who were eligible to use a preferred service and used one increased by 3% from 52.4% in January 2007 to 55.4% in January 2008. Compared to a year ago, the use of the Internet and mail-in options increased while the use of the IVR option declined.

Trends in Renewals by Service Option



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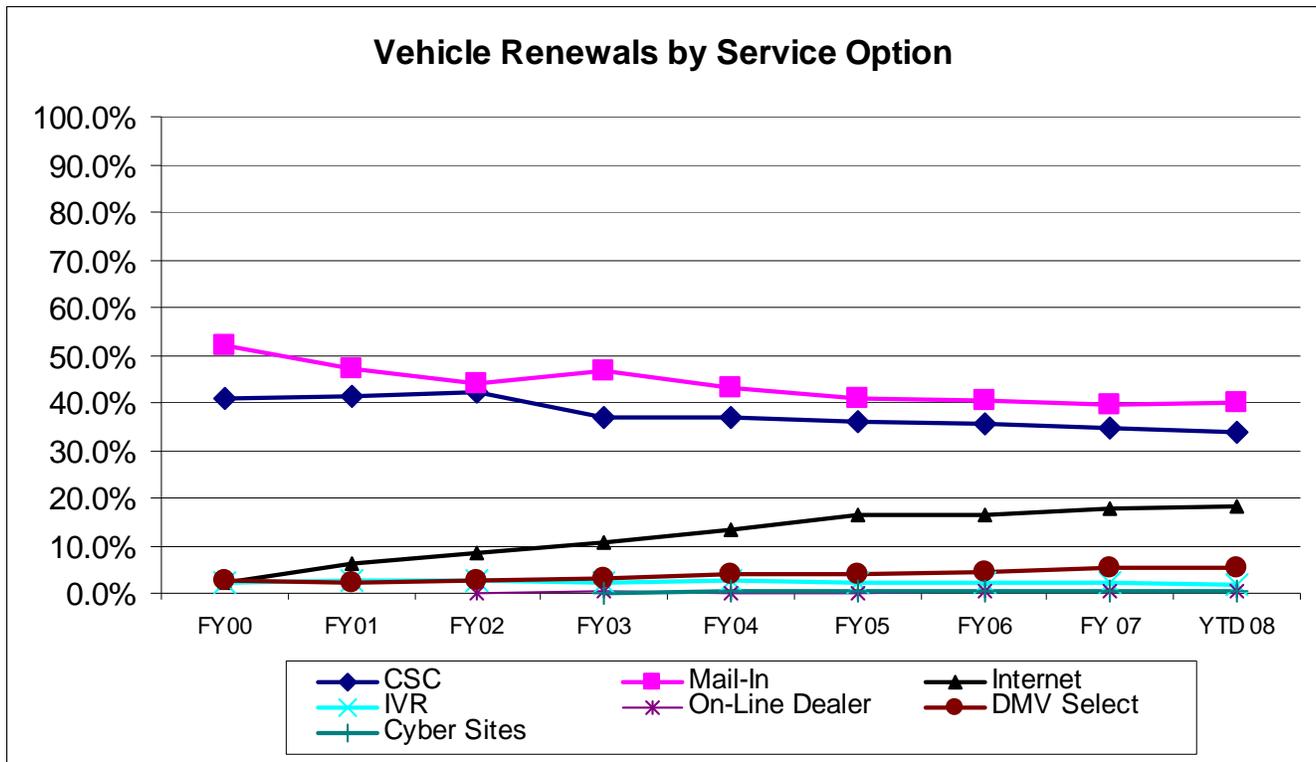
Vehicle Renewal Volumes by Service Option

Vehicle Renewals						
	This Month*		Same Month Last Year*		Variance	
	Number of Transactions	Percent of Total	Number of Transactions	Percent of Total	Number of Transactions	Percent Variance
Total	378,519	100.0%	349,709	100.0%	28,810	8.2%
CSCs	123,375	32.6%	120,837	34.6%	2,538	2.1%
Preferred Services:	255,144	67.4%	228,872	65.4%	26,272	11.5%
Mail-In	149,327	39.5%	136,600	39.1%	12,727	9.3%
Internet	73,993	19.5%	64,400	18.4%	9,593	14.9%
On-Line Dealer	1,997	0.5%	1,204	0.3%	793	65.9%
IVR	7,197	1.9%	8,090	2.3%	-893	-11.0%
DMV Select	21,500	5.7%	17,397	5.0%	4,103	23.6%
Cyber Sites	1,130	0.3%	1,181	0.3%	-51	-4.3%

*Note: Statistical Repository generated these numbers.

The percentage of customers who renewed their vehicle by a preferred service rose by 2% when comparing January 2008 with January 2007. While the IVR option declined slightly, the percentage use of the mail-in, Internet and DMV Select options increased,

Trends in Renewals by Service Option



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Internet Customers

On-Line Survey – January 2008 Responses to the Following Question: How would you rate the Virginia DMV website?		
Rating	Number of Responses	Percentage of Responses
Excellent	3,776	74.2%
Good	1,152	22.6%
Fair	65	1.3%
Poor	24	0.5%
Unanswered	70	1.4%
<i>Total Responses: 5,087 (for customers completing an on-line transaction)</i>		

Sample Knowledge Exams Taken On-Line				
Exam	This Month	Same Month Last Year	Variance	Percent Variance
Driver's License	522,096	500,545	21,551	4.3%
CDL	26,421	26,371	50	0.2%
Motorcycle	12,321	13,742	-1,421	-10.3%
Dealer/Study Guide	8,096	7,452	644	8.6%

Quotes from Customers Who Recently Completed DMV Transactions On-Line

- **Vehicle:** Very quick and easy while at home with no lines! (1/31/2008 8:56:49 PM)
- **General:** Much more efficient than standing in line at the DMV. Thanks for the service (1/20/2008 7:14:31 PM)
- **Driver:** Very happy with my experience - the internet access is very handy, especially with gas prices where they are now. The site is simple and easy to use - good job (1/16/2008 10:13:07 AM)
- **Plate:** Much easier and faster than going to the local DMV. Thanks!! (1/12/2008 11:47:16 AM)
- **Vehicle:** When I got to the page to print my temporary vehicle registration, I was surprised there was not a "print page" option. Also, on the home page, I was expecting to see "vehicle registration" closer to the top, I almost selected something else related to vehicles. Overall, I'm glad to have the on-line option. (1/12/2008 3:47:28 PM)

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Recent Activities to Promote Preferred Services

- Three website portals, tailored to mature drivers, young drivers, and military customers, have been drafted and are under review. These portals are being designed to more effectively market DMV services (content, news, forms) and products to the identified groups. Target completion date is 3/1/08.

Financial Transactions

Financial Transactions for the Month						
	This Month		Same Month Last Year		Variance	
Source	Number of Transactions	Percent of Total	Number of Transactions	Percent of Total	Number of Transactions	Percent Variance
CSCs						
Cash	256,684	45.7%	264,795	47.3%	-8,111	-3.1%
Check	135,752	24.2%	146,522	26.2%	-10,770	-7.4%
Charge	168,909	30.1%	148,460	26.5%	20,449	13.8%
Total	561,345	100.0%	559,777	100.0%	1,568	0.3%
Preferred Services						
Cash	21,118	12.6%	18,756	12.7%	2,362	12.6%
Check/E-check	45,913	27.3%	37,624	25.6%	8,289	22.0%
Charge	100,930	60.1%	90,865	61.7%	10,065	11.1%
Total	167,961	100.0%	147,245	100.0%	20,716	14.1%