

# Department of Motor Vehicles

## Preferred Services Report for October 2010

### Individual Customers

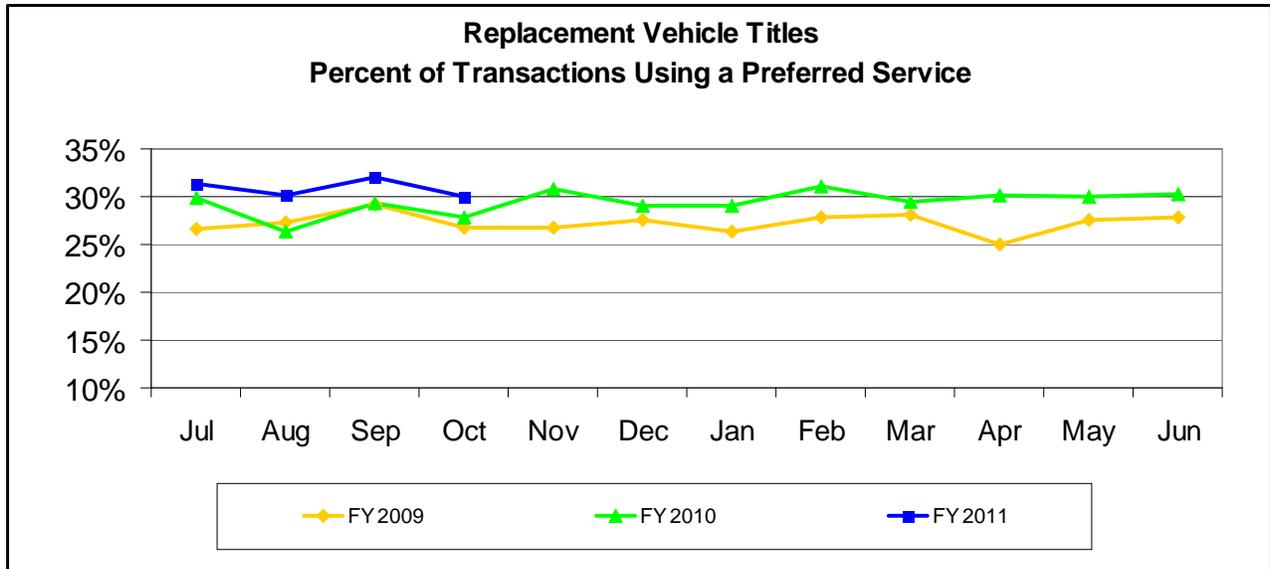
#### Replacement Vehicle Title Volumes by Service Option

	This Month		Same Month Last Year		Percent Change	
	Number of Transactions	Percent of Total	Number of Transactions	Percent of Total	Adjusted Month to Date	Adjusted Year to Date
Total	10,267		9,738			
<b>CSCs</b>	7,182	70.0%	7,031	72.2%	-3.0%	-5.3%
<b>Preferred Services:</b>	3,085	30.0%	2,707	27.8%	7.9%	5.3%
Mail-In	459	4.5%	509	5.2%	-13.5%	-0.9%
Internet*	889	8.7%	514	5.3%	64.2%	5.5%
DMV Select	1,737	16.9%	1,684	17.3%	-2.3%	0.7%

Source: Statistical Repository

\* GATARS transactions are included in the Internet numbers.

Preferred service usage, as shown in the column "Adjusted Month to Date," increased by 7.9% from October, 2009 to October, 2010. The largest increase in the percent of total transactions was for the internet option which increased from 5.3% in October, 2009 to 8.7% in October, 2010. As indicated in the chart below, the percentage of Preferred Services transactions for October, 2010 was slightly lower than for September, 2010 but higher than October, 2009.



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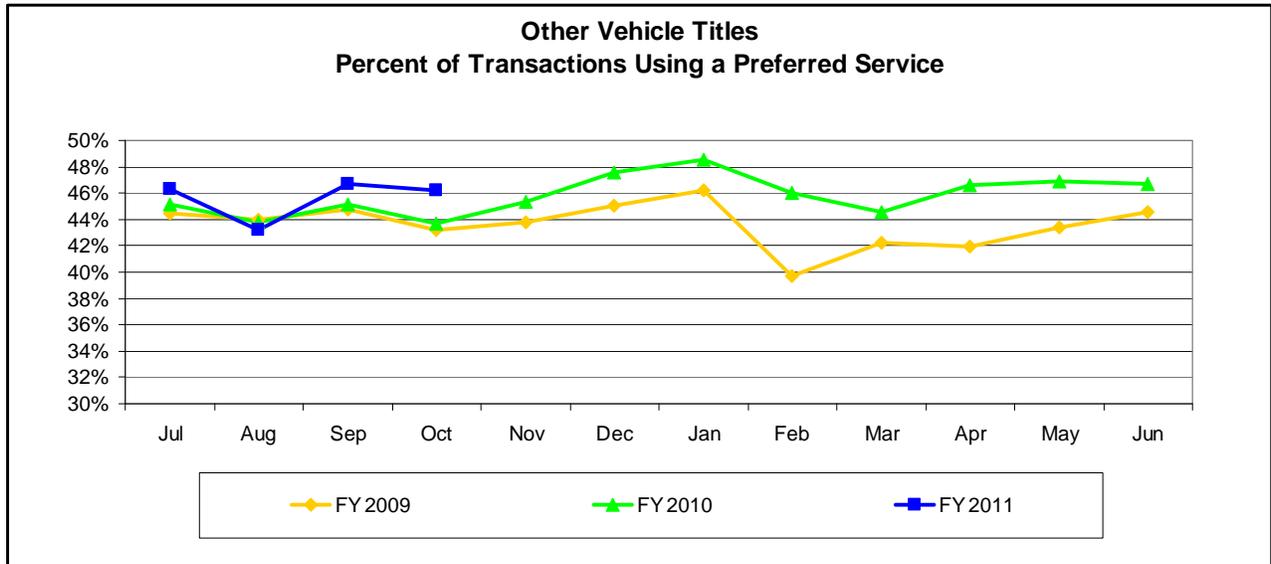
### Other Vehicle Title Volumes by Service Option\*

	This Month		Same Month Last Year		Percent Change	
	Number of Transactions	Percent of Total	Number of Transactions	Percent of Total	Adjusted Month to Date	Adjusted Year to Date
Total	169,912		169,057			
<b>CSCs</b>	91,424	53.8%	92,744	54.9%	-2.0%	-1.1%
<b>Preferred Services:</b>	78,488	46.2%	76,313	45.1%	2.4%	1.1%
Mail-In	7,363	4.3%	7,184	4.2%	2.4%	0.1%
GATARS	9	0.0%	50	0.0%	0.0%	0.0%
On-Line Dealer	46,118	27.1%	41,063	24.3%	11.5%	2.9%
DMV Select	24,998	14.7%	28,009	16.6%	-11.4%	-1.9%

Source: Statistical Repository

\* Consists of original, transfer, supplemental, substitute, repossessed, and salvage titles.

Preferred service usage (Adjusted Month to Date) increased by 2.4% when comparing October, 2009 to October, 2010. All preferred services options increased except for DMV Select, which declined by 11.4% from last year (Adjusted Month to Date). The chart below shows that preferred services usage was down slightly in October, 2010 from September, 2010, but higher than in October, 2009.



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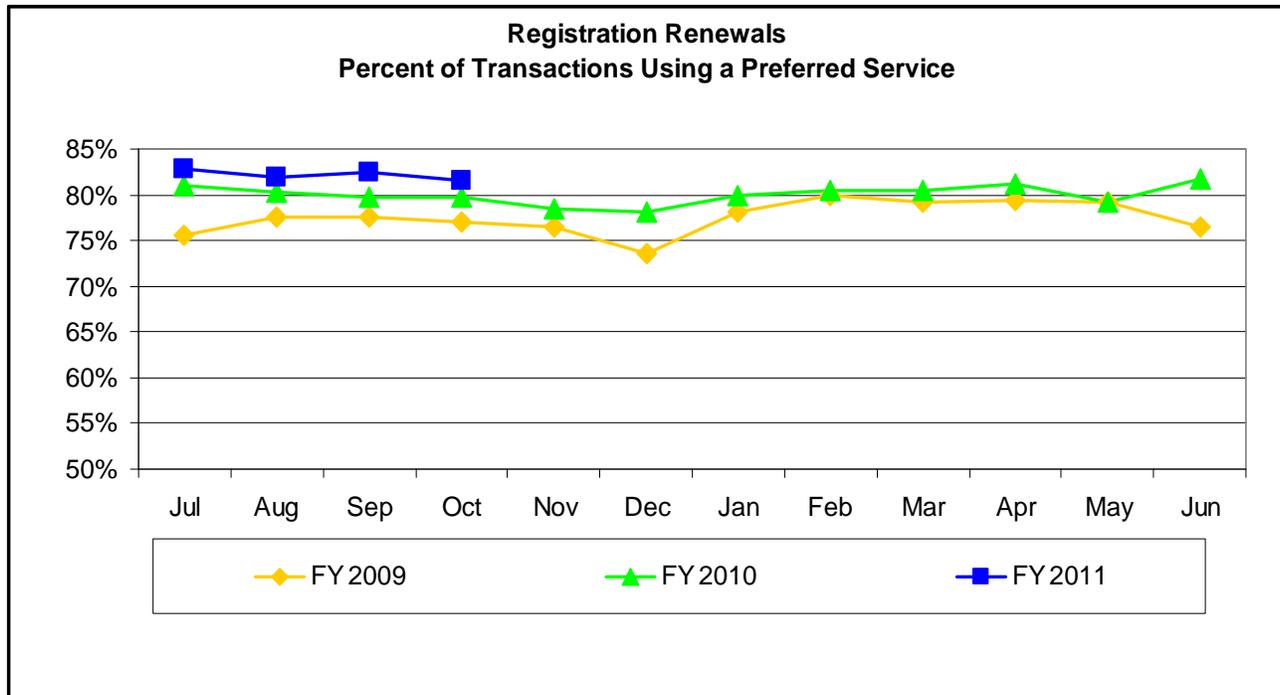
## Preferred Services Report for October 2010

### Registration Renewal Volumes by Service Option

	This Month		Same Month Last Year		Percent Change	
	Number of Transactions	Percent of Total	Number of Transactions	Percent of Total	Adjusted Month to Date	Adjusted Year to Date
Total	374,259		397,653			
<b>CSCs</b>	69,157	18.5%	80,732	20.3%	-8.9%	-1.8%
<b>Preferred Services:</b>	305,102	81.5%	316,921	79.7%	2.3%	1.8%
Mail-In	144,028	38.5%	151,590	38.1%	1.0%	0.4%
Internet	119,455	31.9%	124,907	31.4%	1.6%	0.5%
Online Dealer	1,816	0.5%	2,686	0.7%	-28.6%	-0.2%
DMV Direct	8,078	2.2%	9,136	2.3%	-4.3%	-0.1%
DMV Select	31,725	8.5%	28,602	7.2%	18.1%	1.3%

Source: Statistical Repository

Preferred service usage (Adjusted Month to Date) increased by 2.3% when comparing October, 2009 to October, 2010. Mail-in, internet, and DMV Select showed increased usage this year compared to last while online dealer and DMV Direct showed drops in preferred services usage. Similarly to titles (previous two pages), preferred services usage was down slightly this month compared to last, but higher than October, 2009.



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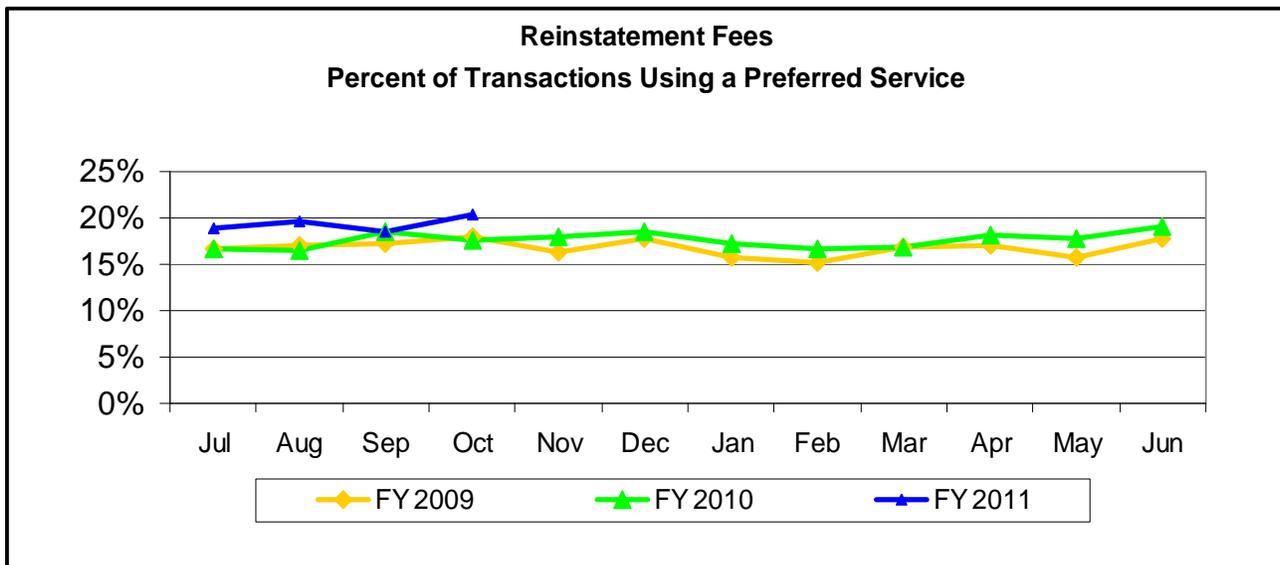
## Preferred Services Report for October 2010

### Reinstatement Fee Volumes by Service Option

	This Month		Same Month Last Year		Percent Change	
	Number of Transactions	Percent of Total	Number of Transactions	Percent of Total	Adjusted Month to Date	Adjusted Year to Date
Total	16,934		18,451			
<b>CSCs</b>	13,489	79.7%	15,210	82.4%	-3.3%	-2.8%
<b>Preferred Services:</b>	3,445	20.3%	3,241	17.6%	15.3%	2.8%
DMV Direct	2,490	14.7%	2,640	14.3%	2.8%	0.4%
Internet	689	4.1%	298	1.6%	156.3%	2.5%
Mail In	259	1.5%	284	1.5%	0.0%	0.0%
Weigh Station	7	0.0%	19	0.1%	-100.0%	-0.1%

Source: Statistical Repository

Preferred service usage (Adjusted Month to Date) increased by 15.3% from October, 2009 to October, 2010. The largest increase in the percent of total transactions was for the internet option which increased from 1.6% in October, 2009 to 4.1% in October, 2010, an Adjusted Month to Date increase of 156.3%. Unlike the other preferred services transactions tracked in this report, reinstatement fee transactions by preferred services increased over last month as well as compared to October, 2009, which is illustrated in the graph below.



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## Preferred Services Report for October 2010

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### DMV's Promotion of Preferred Services

#### Quotes from Customers Who Recently Completed DMV Transactions Online

##### Complements

- ❖ **Replacement:** I was very skeptical to use the system, however, it was so easy and so convenient I was glad I did! I loved it! After updating my info, my husband updated his! Kudos DMV for a site that people actually can use without a Ph.D in Computer Sciences! (10/30/2010 4:50:33 PM)
- ❖ **Vehicle:** Great job! Ive lived in CA, FL and your website beats em ALL for accessibility and user friendliness. Keep up the good work. Whoever is doing your web stuff is a winning team! Im proud to be a Virginian and have a DMV on the cutting edge. (10/30/2010 4:36:42 PM)
- ❖ **Address:** Made it quick and easy to change my adress and vehicles without spending hours in the DMV (10/30/2010 8:49:11 AM)
- ❖ **Insurance:** Thanks for the ability to print and save also. NICE (10/28/2010 8:16:27 AM)
- ❖ **Reg Repl:** You rock! This is how every site should be. Thanks for making life easier! (10/27/2010 2:25:09 PM)
- ❖ **Replacement:** The online drivers license renewal/replacement service is so much more convenient than having to go to a DMV office. I was extremely satisfied with my online transaction. Thanks Virginia DMV! (10/11/2010 9:06:58 AM)

##### Recommendations

- ❖ **General:** Should not need to print for my records. Waste of paper, you should send an email to the email address provided and maintain record electronically. (10/31/2010 8:15:00 PM)
- ❖ **Plate:** Please put a print button on the license plate purchase receipt that will bring up a printable page without all of the extra stuff. (10/31/2010 7:29:59 PM)