



Celebrating 75 Years of Safety and Security

2008 Annual Report

American Association of
Motor Vehicle Administrators

Message from the AAMVA President and CEO

This year, AAMVA celebrates a special milestone: our 75th anniversary. The association has evolved over the years, and so too has the expertise and professionalism of AAMVA members as they serve the citizens of their jurisdictions. According to the American Heritage Dictionary, evolution is “a gradual process in which something changes into a different and usually more complex or better form.” It is true; AAMVA has evolved into a complex and effective organization. We have successes to celebrate and challenges to tackle. This year in particular, however, has been a year marked with change and examination of our structure and priorities. The result is, and will continue to be, a “better form” to serve AAMVA members and stakeholders.

We hope you get a sense of AAMVA, our successes and activities from this Annual Report. We hope you recognize the value of AAMVA to you and the importance of your participation in the association. If you would like to become involved and be a part of influencing AAMVA's future, I encourage you to contact me or a staff member to find out more information.

We trust you see what we see; we are working to evolve AAMVA to a better form. Your thoughts or comments are always welcome.

Best regards,

A handwritten signature in black ink, appearing to read 'Neil D. Schuster'.

Neil D. Schuster

2008: A Year of Accomplishments

AAMVA has many successes and accomplishments to celebrate in 2008. AAMVA's leadership and professional staff work hard on behalf of the membership in a multitude of arenas.

AAMVA Celebrates a Milestone!

It's 1921. Seven states meet in New York City to discuss the importance of uniformity and reciprocity in motor vehicle administration. After realizing the need for a national organization, 12 years later in 1933, the first meeting of the newly formed American Association of Motor Vehicle Administrators takes place at the Belmont Hotel in Chicago. Now, 75 years later, AAMVA still acts on many of the foundations formed at that meeting—at a much faster speed and in a vastly different environment. Congratulations AAMVA, and the states, provinces and territories that comprise it, on 75 years of safety and security!

AAMVA Provided Technical Expertise on REAL ID

Through the leadership of the REAL ID Steering Group, AAMVA played an important role in REAL ID:

1. Held four regional listening sessions to give members across the United States direct access to Department of Homeland Security leaders and to understand the final rule.
2. Published an online FAQ database to help members in analyzing the ramifications of REAL ID implementation.
3. Maintained open communications channels with the membership to provide important and timely information about REAL ID.
4. Surveyed the states and collected updated information on the cost of implementing REAL ID.
5. Worked closely with the National Governors Association (NGA) to support a plan to secure and move state grants forward.

AAMVA Effectively Worked on the NDR/PDPS

AAMVA leadership and staff worked closely with NDR officials to ensure the National Driver Register/Problem Driver Pointer System (NDR/PDPS) continues as a viable tool for jurisdictions.

1. Created a committee to explore solutions to NDR slowdowns and outages.
2. Worked with states and NDR officials, resulting in drastically reduced frequency and duration of slowdowns.
3. Provided public relations support to states to clarify media reports on NDR outage accountability.
4. Collaborated with NDR officials to identify opportunities to add capacity.

CDLIS System Undergoing Modernization

AAMVA continued the necessary work to upgrade and modernize one of the true models of safety and fraud prevention, the Commercial Driver's License Information System (CDLIS). AAMVA made significant strides in 2008 toward building upon the unparalleled success of CDLIS:

1. Worked closely with the Federal Motor Carrier Safety Administration (FMCSA) on ensuring completion of the modernization project.
2. Communicated with FMCSA and the Department of Homeland Security (DHS) about how the CDLIS Modernization effort could serve as a framework for the one-driver, one-record network with REAL ID.
3. Identified vital beneficial elements of the modernization project:
 - a. Complying with federal information technology standard.
 - b. Providing for electronic exchange of all information, including convictions.
 - c. Applying self-audit features that ensure data is posted correctly and consistently.
 - d. Integrating the CDL and medical certificate.

AAMVA Shaped a New Strategic Plan

The Board of Directors approved a new strategic plan in May 2008 with a number of high-level objectives to shape the mission and vision of the organization:

- Contribute toward a significant and measurable improvement in highway safety.
- Support the ability of motor vehicle agencies to ensure the integrity of driver's license/identification (DL/ID) credentials and their issuance processes.
- Support the ability of motor vehicle agencies to ensure the security and integrity of vehicle documents and their issuance processes.
- Educate policymakers, the media and others about the importance and value of motor vehicle and law enforcement agencies to society.
- Create a sustainable business model for AAMVA to provide resources to meet member needs.

AAMVAnet™ Customers Gain Benefit from New Technology Platform

In conjunction with the CDLIS Modernization project and to better serve AAMVAnet™ network customers, the organization moved to a new platform with a new provider and began the process of migrating members and other customers. The new platform boasts several benefits:

1. Technology is more modern and efficient than the previous network.
2. Customers have a more flexible, scalable and robust environment.
3. The new network meets numerous security requirements that the current platform could not, including criteria from individual jurisdictions, the CDLIS Modernization project, the Social Security Administration (SSA), and REAL ID implementation.
4. Jurisdictions will be reimbursed for the migration costs for the standard CDLIS configuration.

What AAMVA Does:

- Issue Management and Advocacy
- Information
- Professional Development and Networking
- Products and Benefits

Valuable NMVTIS Continued to Build Momentum

Just as CDLIS is a valuable safety and fraud prevention tool in the commercial motor carrier community and for society, the National Motor Vehicle Title Information System (NMVTIS) is a key safety and fraud tool for jurisdictions and other stakeholders in vehicle titling. AAMVA made steady progress with the federal legislation:

1. The system added to its ranks: 13 states are fully integrated with NMVTIS, 12 states are providing data, and 11 states are in the development process. NMVTIS now covers 60 percent of the nation's vehicle fleet and will soon grow to nearly 80 percent.
2. The impact and viability of the system for jurisdictions has increased, with 60 percent of the U.S. vehicle population represented.
3. AAMVA is working to increase the relevance of the system by facilitating law enforcement access and consumer access in 2008, potentially creating the only online, real-time data available to protect car buyers against motor vehicle fraud.
4. AAMVA explored moving NMVTIS to a new operating platform that would reduce operating costs.

What AAMVA Does: Tracks, Reports and Provides Advocacy on Topical Issues

Through state, federal and international government relations, public affairs and program activities, AAMVA is a staunch advocate on issues such as driver's license security, highway safety, fraud prevention, uniformity and model legislative framework to benefit motor vehicle and law enforcement agencies and the public. These efforts are designed to enhance DMV operational effectiveness and to communicate that value and the overall value of DMVs to a wide audience.

Here are a few highlighted AAMVA projects, services and programs:

DL/ID Security Framework, REAL ID Steering Group, CarTalk, Get It Together Program, Grand Driver Fitness, Teen Driver Fitness, Seat Belt Usage, Distracted Driver, Unconventional Vehicles, Suspended/Revoked Drivers, Motorcycle Safety and more.

Members Received Valuable Communication Tools and Information

AAMVA published a number of valuable communication vehicles that enhance information gathering, educate about best practices and processes and recognize members in the community. These publications are a few of the many benefits enjoyed by association members:

1. AAMVA's flagship, award-winning publication, *MOVE* magazine,

served as a key information source for the community and crucial advertising medium for community vendors.

2. *The Week in Review* offered a weekly, easy-to-read e-mail newsletter that kept members "in the know" and offered effective marketing for vendors.
3. AAMVA's Web site, www.aamva.org, provided a content rich source for members searching for news items or performing in-depth research. Web-based blog and podcast technologies ensure the association keeps pace in the ever-changing social media environment
4. The AAMVA survey tool allows jurisdictional members to effectively gather information from across North America to assist in efforts in their home jurisdiction.
5. Regional newsletters, law enforcement and motor carrier specific newsletters provided tailored, niche information.
6. AAMVA launched an "Ask Neil" column on the web site to give members an additional tool in communicating with staff.

What AAMVA Does: Delivers Valuable Information

Associations are key information providers and AAMVA is no exception, providing members and interested stakeholders with a variety of information resources. AAMVA offers multiple information sources for its membership and for the motor vehicle administration sector. Those include communications sources such as a four-color magazine, weekly e-mail newsletter, international and regional conferences, training programs and a comprehensive web presence. In addition, AAMVA develops publications, best practices and owns or hosts numerous data systems of great informational value to the community.

Here are a few highlighted AAMVA projects, services and programs:

Title Information through NMVTIS, Commercial Driver through CDLIS, www.AAMVA.org, www.AAMVA-U.org, TWIR, *MOVE* Magazine, Information and Knowledge Center, Regional Conferences, Annual International Conference (AIC), Fall Workshop, Law Institute, Best Practices, Publications, Webinars and more.

AAMVA Provided Multiple Networking and Learning Opportunities

Associations provide many valuable and tangible benefits, but also provide many intangible benefits, the most prominent of which is peer-to-peer networking. From meetings to education to volunteering for AAMVA standing committees (Driver, Vehicle and Law Enforcement) to serving on one of its 10 disciplines, AAMVA provided multiple opportunities to build a valuable peer network in 2008:

1. Following a successful Annual International Conference (AIC) in Rapid City, South Dakota, which included a keynote address by then DHS Deputy Secretary Michael Jackson, the 2008 AIC in Orlando offers members a great learning and networking opportunity, particularly with a keynote address by DOT Secretary Mary Peters.

2. While the AIC is geared to administrators, supervisors and managers find relative content and peer networking and learning opportunities at the Fall Workshop, held in Tampa, Florida in October 2008.
3. Many motor vehicle administration issues are international or national in scope; however, many remain regional and local. AAMVA regional conferences in Region I, II and IV provide more intimate, local opportunities.
4. For members whose domain is legal and legislative issues, the Law Institute each August provides the content and peer networking.
5. AAMVA University hosted and will continue to host a number of free online training courses for members related to AAMVA systems, including CDLIS, NMVTIS, UNI and FEWS.

What AAMVA Does: Facilitates Professional Development and Provides Networking Opportunities

One of AAMVA's primary roles is professional development for personnel within state motor vehicle, law enforcement and related agencies. AAMVA offers a multitude of opportunities, including AAMVA University and its many diversified delivery methods, featuring both online and hands-on classroom learning. In addition, AAMVA offers more intangible benefits, such as peer-to-peer networking at meetings and resultant relationships developed among members. Also, through volunteerism opportunities, AAMVA offers key stakeholders the chance to both learn and shape AAMVA's programs, strategy and direction.

Here are a few highlighted AAMVA projects, services and programs:

Fraudulent Document Recognition (FDR) Program—including online, classroom, and instructor certification, Vehicle Document Examiner Certification (VDEC) Program—including classroom and instructor certification, Customer Service courseware, Business Fundamentals courseware, International Driver Examiner Certification (IDEC), Annual International Conference (AIC), Fall Workshop and Regional meetings, New Administrator Outreach, Peer networking/relationship-building opportunities, Service on Regional or International Boards, standing committees, ad hoc committees and discipline groups, and more.

Public Relations Efforts Earned Priceless Media for a Valuable Industry: Motor Vehicle Administration

AAMVA is a go-to source for media and other stakeholders seeking information about motor vehicle administration. While our PR professionals answer hundreds of media calls each year, the organization also attempts to be proactive in promoting the industry and profession:

1. AAMVA's partnership with Car Talk. Car Talk is a new PBS animated series, which debuted in July, featuring the famous characters Click and Clack. AAMVA and currently 11 member jurisdictions are partners in the program.
2. AAMVA coordinated the release of extensive information regarding vanity/specialty license plates, which garnered significant positive media coverage.
3. AAMVA also promoted its GrandDriver program and the Get It Together campaign.
4. Among the earned media were NBC's Today Show, the FOX News Channel, National Public Radio, USA Today, Associated Press, the *New York Times* and *U.S. News & World Report*.
5. PR staff also created and is implementing an executive visibility plan for AAMVA President and CEO Neil Schuster. This plan includes pursuing Board service opportunities, opinion leader meetings, editorial board meetings and speaking engagements.
6. Neil Schuster met the editorial boards of several major daily newspapers to provide background information on the issues facing motor vehicle agencies and recent successes in our community.

What AAMVA Does: Provides Tangible Benefits and Services

AAMVA offers a variety of products and services, either included with membership, at discounted member rates to members and different rates to nonmembers. AAMVA's offerings include communications and software solutions through AAMVAnet™, and a variety of data-driven systems and resources for the motor vehicle community. In addition, AAMVA offers solutions to members using the association's bulk purchasing power.

Here are a few highlighted AAMVA projects, services and programs:

AAMVAnet™ Network Services, NMVTIS, CDLIS, FEWS, IRP Clearinghouse, Problem Driver Pointer System (PDPS), Social Security Online Verification (SSOLV) system, Help America Vote Verification (HAVV), Secure Temp Tags, Motor Vehicle Network, Handicap Placards, Translation Services, Training Manuals, and many more.



For more information, contact AAMVA today!

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