

# MOTOR VEHICLES

## O V E R V I E W



**GEORGIA STEELE, DIRECTOR**

**GEORGIA DEPARTMENT OF REVENUE - MOTOR VEHICLES DIVISION**

# AGENDA

- **DRIVES Project**
- **Electronic Title and Registration**
- **2018 Legislation**
- **Customer Service**



- **Project Update**
- **County Partnership**
- **Goes Live - 5.27.2019**
- **Go Live Readiness**

# DRIVES PROJECT

# DRIVES PROJECT UPDATE

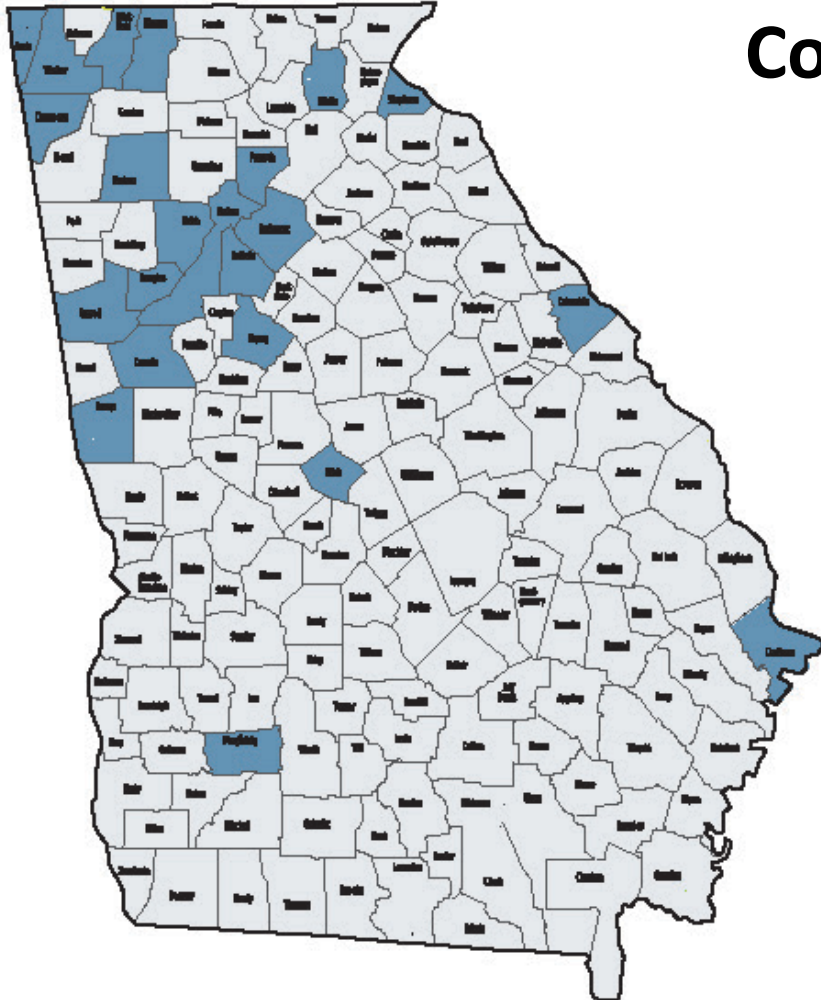
## Where We Stand

- Core product installed in test region, configurations ongoing
- Verification of converted data has begun
- Testing scheduled with external stakeholders
- More options for county participation now available
- DRIVES Roadshow to begin in June
- Early testing plan underway
- Training approach under review





# SUPPORT FROM COUNTIES



## Counties Who Sent Experts to Work Onsite

Bartow

Dade

Murray

Bibb

DeKalb

Stephens

Carroll

Dougherty

Troup

Chatham

Douglas

Walker

Chattooga

Forsyth

White

Columbia

Fulton

Whitfield

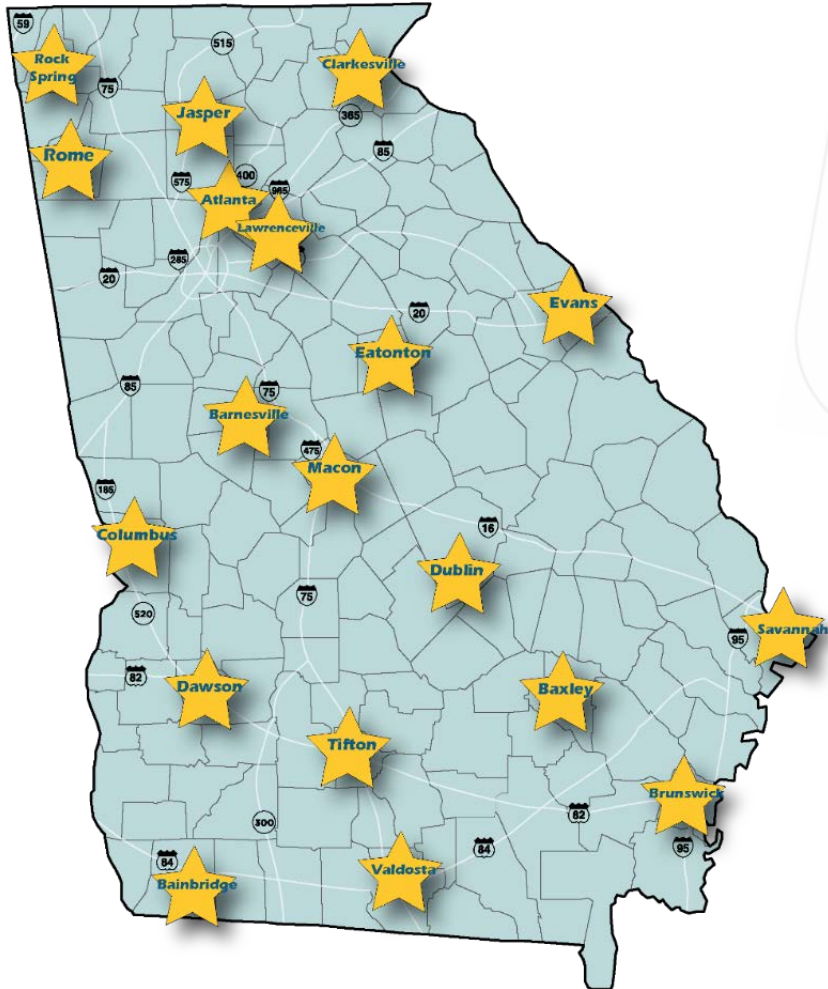
Cobb

Gwinnett

Coweta

Henry

# SUPPORT FROM COUNTIES



## Counties Hosting DRIVES Roadshow

Appling

Gwinnett

Putnam

Bibb

Habersham

Tift

Chatham

Lamar

Columbia

Laurens

Decatur

Lowndes

Floyd

Muscogee

Glynn

Pickens

# SUPPORT FROM COUNTIES

## Counties Accommodating Team Member Visits

Cherokee (1)	Gwinnett (7)
Clayton (2)	Hall (1)
Cobb (3)	Henry (2)
Dekalb (28)	Paulding (1)
Forsyth (5)	Rockdale (1)
Fulton (25)	Walton (1)

77

*DRIVES Project Team  
Members visited their  
local tag office to  
observe operations.*

**DRIVES GO LIVE...**

**3**

**8**

**4**

**DAYS UNTIL DRIVES GOES LIVE**



# REALITY OF GO LIVE...

## Even if...

- Implementation is perfect
- System does everything it is suppose to do
- Equipment is in place
- Everybody is trained
- There are no conversion issues
- There is no wait for County Help Desk



***Service will take longer initially  
because people need time to  
adjust to the change.***



**ARE YOU  
READY?**

**ARE YOU READY?**

**Increase *AWARENESS* of  
the need to change.**

# ARE YOU READY?

## What is Changing?

Your Staff	Your County IT Staff or Vendor	Your Customers
What should they expect to happen and when?	Get on their radar!	What do they need to know and when?
<ul style="list-style-type: none"><li>▪ Roadshow</li><li>▪ Newsletters</li><li>▪ Weekly Emails</li></ul>		<ul style="list-style-type: none"><li>▪ Office closure</li><li>▪ Press releases</li><li>▪ What can they do online?</li></ul>

# ARE YOU READY?

Why do we need  
the change?

What happens if  
we do not change?



**ARE YOU READY?**

**Encourage *DESIRE* to make  
the change happen.**

# ARE YOU READY?

- What's In It For Me (WIIFM)?

*Your employees on the frontline?*

*Your customers?*



- A personal choice
  - » Identify resistance

*Which employees will transition and which ones will not?*
- A decision to engage and participate
  - » Encourage participation in:
    - Design activities
    - Development of training
    - Coaching other employees in your office

**ARE YOU READY?**

**Provide *KNOWLEDGE*  
about how to change.**

# ARE YOU READY?

- Understanding how to change.

*What skills and knowledge do they need?*

- Training on new processes and tools.

*Share **DRIVES** training plans with employees.*

*New performance measures?*

*What about your customers?*

- Learning new skills.

*PC skills? New equipment?*





**ARE YOU READY?**

**Develop *ABILITY* to  
implement new skills.**



# ARE YOU READY?

- Evaluate employees' ability to implement new skills and knowledge.
- Encourage them to practice applying new skills, knowledge and tools.
- Develop coaches among your staff who have mastered skills.



# ARE YOU READY?

## Give them time...

- Away from serving customers
- To complete CBTs
- To attend training
- To practice in the sandbox

*It will save time spent waiting in line for the next available county help desk agent.*



# COMMUNICATION

Who needs to  
*COMMUNICATE* what to  
whom and how?

# COMMUNICATION

## Tax Commissioner / Deputy

### Communicate to Unit Supervisors / Team Leads

- What is DRIVES?
- Why are we doing it?
- What if we do not make the change?

### How?

- Face-to-Face is best
- Forward DRIVES Newsletter to them
- Encourage them to sign up for weekly email
- Emphasize importance of their role

# COMMUNICATION

## Unit Supervisors / Lead Workers

*Unit Supervisors and Lead Workers are the link between executive vision of the change and the people whose job are being changed.*

### Communicate to Team Members

- What is DRIVES?
- Why are we doing it?
- What if we do not make the change?

### How?

- Explain the WIIFM
- Be champions of the change
- Coach team and prepare them for change
- Meet regularly with team

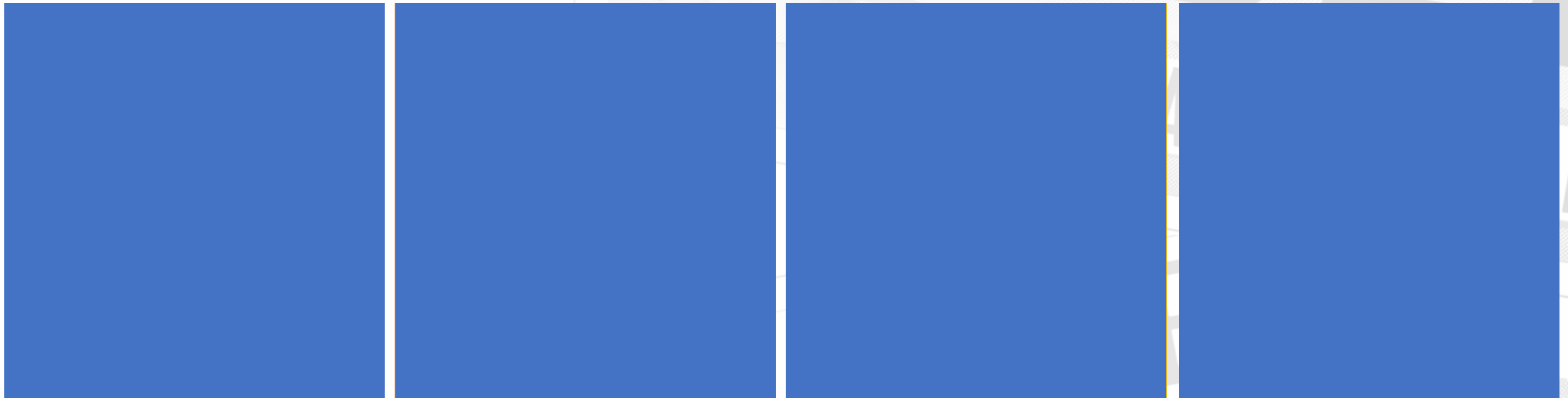


# RESISTANCE...

***RESISTANCE*** is one of the  
main reasons projects fail.

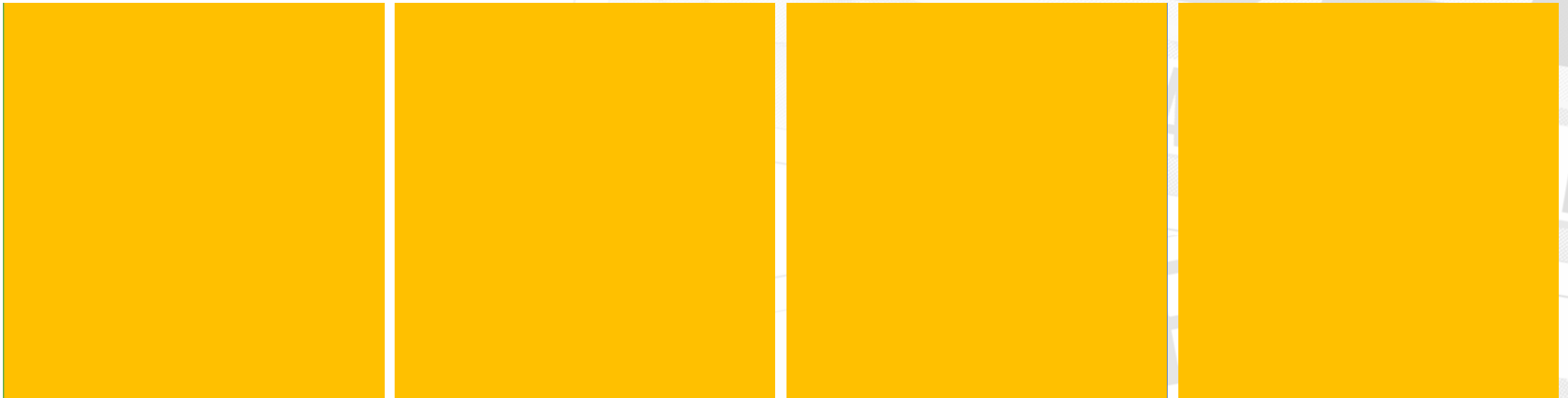
# RESISTANCE...

Why *EMPLOYEES* resist change?



# RESISTANCE...

Why *MANAGERS* resist change?





## DRIVES QUESTIONS



- **Electronic Transactions**
- **Approved Vendors**
- **Services**
- **Mandatory Exceptions**
- **Enhancements**

# **ELECTRONIC TITLE & REGISTRATION**



# ELECTRONIC TRANSACTIONS (HB 412)

***Electronic Title and Registration Program*** allows dealers to transmit information to DOR electronically at the point of sale to process applications for Georgia Title and Registrations.

- Program began December 1, 2011, became mandatory January 1, 2018.
- All Georgia dealers must sign up with certified ETR vendor.
- Title Only Option still available.
- Transactions processed:
  - » FY13 - 275,598
  - » FY14 - 568,870
  - » FY17 - 760,689

# ETR STATS

Description	Jan 2017 - Apr 2017	Jan 2018 – Apr 2018
Pending Titles without registration service	103,700	179,337
Pending Title with Tag Issuance	155,620	198,876
Pending Title with Tag Transfer	26,772	40,968
Total Pending Titles	286,092	419,181

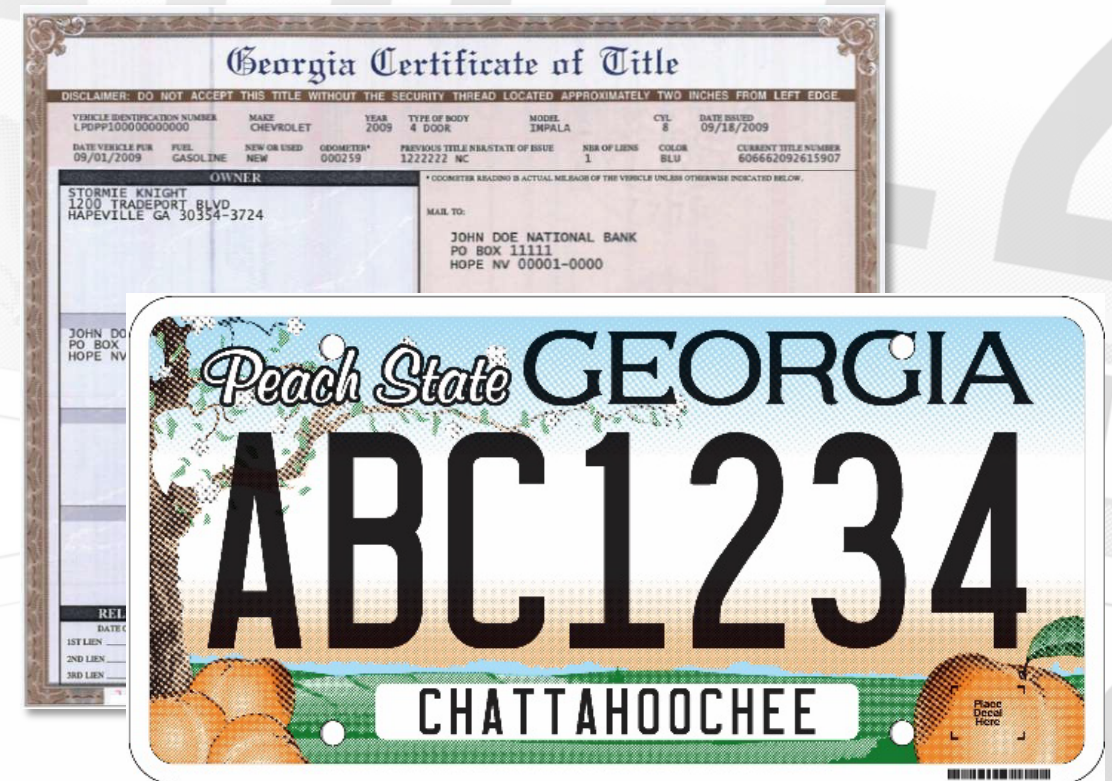
Description	Jan 2017 - Apr 2017	Jan 2018 – Apr 2018
Stand Alone TOP	168,768	51,259
Out of State Travel Permit	60,108	61,936

# ETR APPROVED VENDORS

Vendor Name	Website	Telephone Number and Email
Computerized Vehicle Registration (CVR)	<a href="http://www.cvrconnect.com">www.cvrconnect.com</a>	800-386-1746 <a href="mailto:onlinesales@cvrconnect.com">onlinesales@cvrconnect.com</a>
Dealertrack Registration and Titling Solutions	<a href="http://www.dealertrack.com/rts">www.dealertrack.com/rts</a>	888-346-3087
Decision Dynamics, Inc. (DDI)	<a href="http://www.dditechnology.com">www.dditechnology.com</a>	844-836-1621 <a href="mailto:sales@dditechnology.com">sales@dditechnology.com</a>
DLRdmv, LLC	<a href="http://www.dlrdmv.com">www.dlrdmv.com</a>	855-335-7368
AutoPoint   TitleTec	<a href="http://www.autopoint.com">www.autopoint.com</a>	877-567-4349 <a href="mailto:sales@autopoint.com">sales@autopoint.com</a>

# ETR SERVICES

- Tag and Title
  - » Plate Transfer
  - » Plate Transfer and Renewal
  - » New Plate
- Title Only
- Stand Alone TOP
- Replacement Title
- Salvage (Insurance)





# MANDATORY ETR EXCEPTIONS

- Out of state dealer sales
- Owners without a Georgia Driver License or Identification
- Non-motorized vehicles
- Applications for Rebuilt Vehicles
- Vehicles sold through an auction
- Any single transaction with 3 or more trade-in vehicles
- Vehicle status corrections (new vs. used)
- Any Title Ad Valorem Tax exempt transactions:
  - » International Registration Plan (IRP)
  - » Vehicle titled in a dealers name for resale
  - » Non Resident Service Member
  - » Qualifying military exemptions
  - » Government vehicles
  - » Loaner vehicles



# ETR ENHANCEMENTS

**Standardized  
TAVT return**

**Trade-In Vehicle  
data in ETR and  
GRATIS**

**Tag Transfers as  
ETR default**



- **Special License Plates**
- **Title Ad Valorem Tax (TAVT)**
- **Abandoned Mobile Homes**
- **Electronic Title and Registration (ETR) Changes**
- **Fleet Vehicle Titling and Registration**

# 2018 LEGISLATION

# SPECIAL LICENSE PLATES

HB

## License Plates

287

### Service Members Killed in Action Plate

- Increases from one to two free license plates allowed for eligible family members of service members killed in action. (Additional license plates may be purchased.)
- Expands who qualifies for the two free plates as an “eligible family member” – Spouse, mother, father, sibling, child, stepparent, or surviving spouse of such service member’s sibling.

# SPECIAL LICENSE PLATES

HB	License Plates
671	<p data-bbox="410 611 1116 658"><b>Beekeepers Association Plate</b></p> <ul data-bbox="481 711 2270 829" style="list-style-type: none"><li data-bbox="481 711 2270 829">▪ Establishes a revenue-sharing special license plate to benefit the Georgia Beekeepers Association.</li></ul> <p data-bbox="410 882 1225 929"><b>Authentic Historical Georgia Plate</b></p> <ul data-bbox="481 982 2237 1100" style="list-style-type: none"><li data-bbox="481 982 2237 1100">▪ Revises the definition of “authentic historical Georgia license plates” by changing the cutoff year from 1970 to 1989.</li></ul>

# SPECIAL LICENSE PLATES

HB	License Plates
695	<p data-bbox="410 611 1235 664"><b>Georgia Forestry Foundation Plate</b></p> <ul data-bbox="481 711 2270 835" style="list-style-type: none"><li data-bbox="481 711 2270 835">▪ Establishes a revenue-sharing special license plate to benefit the Georgia Forestry Foundation.</li></ul> <p data-bbox="410 882 1138 935"><b>Dog and Cat Sterilization Plate</b></p> <ul data-bbox="481 982 2224 1106" style="list-style-type: none"><li data-bbox="481 982 2224 1106">▪ Changes fee distribution of the Department of Agriculture Dog and Cat Sterilization plate.</li></ul>



# SPECIAL LICENSE PLATES

HB	License Plates
784	<p data-bbox="410 611 800 658"><b>Waterfowl Plate</b></p> <ul data-bbox="481 715 2313 829" style="list-style-type: none"><li data-bbox="481 715 2313 829">▪ Establishes a revenue-sharing special license plate to benefit waterfowl via the Wildlife Resources Division of the Department of Natural Resources.</li></ul>
815	<p data-bbox="410 978 1467 1025"><b>Georgia Masonic Charities Foundation Plate</b></p> <ul data-bbox="481 1082 2270 1196" style="list-style-type: none"><li data-bbox="481 1082 2270 1196">▪ Establishes a revenue-sharing special license plate to benefit the Georgia Masonic Charities Foundation.</li></ul>

# SPECIAL LICENSE PLATES

HB	License Plates
898	<b>Firefighter Plate</b> <ul style="list-style-type: none"><li>Modifies special license plate for firefighters by making volunteer firefighters eligible for the plate; changes procedure for returning the plates when a firefighter separates from the department for any reason other than retirement.</li></ul>

# TITLE AD VALOREM TAX (TAVT)

## House Bill 329

- Changes the way TAVT is distributed, beginning July 1, 2019:
  - » 35% goes to state (minus up to 1% admin fee retained by county tag agent)
  - » 65% to county (minus up to 1% admin fee retained by county tag agent)
- Sets TAVT rate at 7%.
- Sets TAVT rate at 3% for people moving to Georgia whose vehicles were previously registered in another state.

# TITLE AD VALOREM TAX (TAVT)

## House Bill 329 Continued...

- Allows owners of for-hire charter buses or motor coaches to pay half of TAVT due at the time of applying for title, and the other half within 12 months.
- Exempts certain title transfers from TAVT:
  - » Title transfers made as a result of business reorganizations when the owners maintain the same proportionate ownership interests.
  - » Title transfers from a company to an owner so the owner can obtain a prestige or special license plate.
  - » Title transfer from an owner of a company to the company.

# TITLE AD VALOREM TAX (TAVT)

## House Bill 329 Continued...

- Makes the following changes to the manner for determining fair market value of motor vehicles subject to TAVT:
  - » **For new vehicles:**
    - Specifies certain item that must be included.
      - › Tangible accessories
    - Specifies certain items NOT to be included.
      - › Federal retailers' excise tax
      - › Service contract



# TITLE AD VALOREM TAX (TAVT)

## House Bill 329 Continued...

- Makes the following changes to the manner for determining fair market value of motor vehicles subject to TAVT:
  - » **For leased vehicles:**
    - If vehicle used primarily in lessee's trade or business, and the lease agreement contains a particular provision for adjustment of lease price
      - › Fair market value is the agreed-upon value less trade-in, less any rebate.

# TITLE AD VALOREM TAX (TAVT)

## House Bill 329 Continued...

- Makes the following changes to the manner for determining fair market value of motor vehicles subject to TAVT:
  - » **For leased vehicles:**
    - All other leases (consumer leases)
      - › Fair market value is the total of the base payments pursuant to the lease agreement, plus any down payments.

# TITLE AD VALOREM TAX (TAVT)

## House Bill 329 Continued...

- Provides that TAVT is imposed on the purchaser who acquires the title, including a lessor, but the lessor may seek reimbursement for TAVT from the lessee.
- Provides method for determining fair market value of kit cars.
- Requires the Department to create a standardized TAVT form for dealer use.

# TITLE AD VALOREM TAX (TAVT)

## House Bill 329 Continued...

- Title transfers as a result of a divorce decree or court order.
  - » If the motor vehicle was previously subject to TAVT:
    - Transferee subject to reduced TAVT rate of 1%.
  - » If the motor vehicle was NOT previously subject to TAVT:
    - Transferee will continue to be subject to the old ad valorem tax (often called the “birthday tax”) unless he makes an affirmative written election to become subject to TAVT, in which case the standard TAVT rate applies.

# TITLE AD VALOREM TAX (TAVT)

## House Bill 329 Continued...

- Allows dealers to apply for TAVT refunds with the county on behalf of a purchaser.
  - » County tag agent must make decision within 30 days of the filing of the refund application.
- Provides for extensions of the registration period when previous lienholder has not released the title. (Department will need to create necessary form(s).)
- Provides for conditional titles for 1962 or earlier model year motor vehicles.



# ABANDONED MOBILE HOMES

## House Bill 381

- Provides local governing authorities with the authority to appoint an agent to determine the condition of mobile homes so landowners may remove or restore abandoned mobile homes left on their property.
- Provides landowners with guidance to identify and dispose of abandoned mobile homes.
- Allows landowner to file a lien on abandoned mobile homes in superior court in the amount of unpaid rent and accrued fees.

# ABANDONED MOBILE HOMES

## House Bill 381 Continued...

- Provides process for foreclosing on the lien in magistrate court.
- Process is similar to process for abandoned motor vehicles – lays out a process for a due diligence search by the landowner for any owner, lienholder, or other interested party; notice requirements; and hearings in magistrate court.

# ELECTRONIC TITLE AND REGISTRATION (ETR)

## House Bill 761

- Allow motor vehicle dealers who sell on average ten or fewer motor vehicles per month to apply with the Department for a waiver of the mandatory electronic filing requirement for title applications.
- Allows dealers who sell motor vehicles to a person who is not a resident of the county in which the dealer is located to file the title application for that vehicle with the county tag agent in the county in which the dealer is located.

# FLEET VEHICLE TITLING AND REGISTRATION

## House Bill 898

- Changes the definition of “fleet” from 1000 to 100 or more motor vehicles.
- Provides that the fleet enrollment, registration, and licensing processes no longer exclude leasing and rental companies.
- Changes the initial enrollment fee from \$200 to \$50.
- Removes the \$25,000 surety bond requirement for applicants that haven’t had an established place of business in Georgia for 10 years.
- Modifies fleet enrollment procedures.
- Replaces revalidation decal with a “FLEET” designation on the license plates.



# FLEET VEHICLE TITLING AND REGISTRATION

## House Bill 898 Continued...

- Modifies procedures for registering and licensing vehicles enrolled in a fleet.
  - » Fleet owner/operator must submit required documents electronically to the Department.
    - The Department will then notify the county tag agent when requirements are met.
    - County tag agent will then issue the license plate.
  - » Plates can be ordered online through ETR as well.





- **Contact Center**
- **County Help Desk**
- **Email Services**
- **Training**
- **Where Are We Headed?**

# **CUSTOMER SERVICE**

# CONTACT CENTER STATS 2017

	Jan	Feb	Mar	Apr	May	Jun
Call Volume	3,324	3,138	3,953	3,339	3,499	3,491
Abandoned	25%	20%	18%	19%	21%	17%
Avg Wait Time	0:12:00	0:08:45	0:06:49	0:07:14	0:08:40	0:06:28

	Jul	Aug	Sep	Oct	Nov	Dec
Call Volume	2,635	3,104	2,787	3,204	2,205	2,585
Abandoned	18%	22%	25%	29%	23%	25%
Avg Wait Time	0:07:24	0:09:25	0:11:20	0:15:57	0:12:54	0:18:02

# CONTACT CENTER STATS 2018

	Jan	Feb	Mar
Call Volume	2,522	2,555	3,519
Abandoned	35%	22%	25%
Avg Wait Time	0:31:45	0:13:42	0:15:37

## County Staffing Total:

- 6 Permanent Staff Members
- 1 Vacant Position Actively Recruiting
- 1 Staff Member Assigned to DRIVES

# COUNTY HELP DESK

## County Help Desk services include:

- Support In Entering Millage Rates
- Enter/Update Title Ad Valorem Distribution Percentages
- Assist with reports and GRATIS financial issues
- Business address changes(with proper documentation)
- Printer e-drains
- Revoked RACF ID numbers
- Update customer ID's in GRATIS

# EMAIL SERVICES

**County Help Desk Email Address: [DOR\\_MVD\\_CountyHD@dor.ga.gov](mailto:DOR_MVD_CountyHD@dor.ga.gov)**

**E-fax Number for GRATIS forms and Multiple DUI Offender forms: (678) 747-6921**

Service Type	Service Time
Printer E-drain	15- 20 min
RACF ID- Reset	15 -20 min
RACF ID- Add New User	5-7 days
RACF ID- Delete Current User	1 day
RACF ID- Access Change	1 day
RACF ID- Name Change	2 – 3 days



# INTERNAL CALL CENTER TRAINING

- Developed and implemented a 4 week Call Center new hire training program.
  - » Operations new hire employees will also participate in several components of this four week program.
- Instituted a structured new hire program by starting employees on specific dates to reduce redundancy and improve employee focus.
- Currently developing other training classes such as:
  - » Soft skills
  - » Customer Service
  - » Title 102
  - » Salvaged 102

# WHERE ARE WE HEADED?

- Improved Contact Center statistics
  - » With added training and retention, employees will be able to reduce their average talk times
  - » Reduce average talk times will eventually lead to reduced average speed of answer
  - » Focusing on other key Contact Center metrics that would lead to our goals
- Continuous customer service improvements:
  - » Continuous need for training and retraining
  - » Reviewing and improving our current processes
- Eliminate backlogs
  - » Focus on keeping ahead
  - » Using technology to avoid and eliminate backlogs

**QUESTIONS / COMMENTS**