



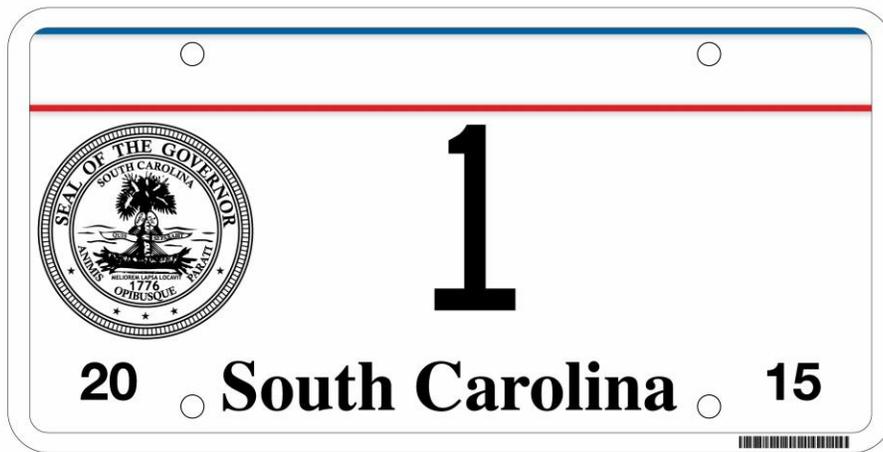
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State of South Carolina
Department of Motor Vehicles

Certified Public Manager Program 2019

SC Department of Motor Vehicle Official License Plate Process



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Introduction

The South Carolina Department of Motor Vehicles (SCDMV) is a cabinet state government agency whose headquarters are located in Blythewood SC. The Agency's mission is to administer the State's motor vehicle licensing and titling laws by maintaining strict controls to deliver secure and valid identification, licenses, property records, while accurately accounting for the receipt and timely revenue collected in order to best serve the citizens of South Carolina.

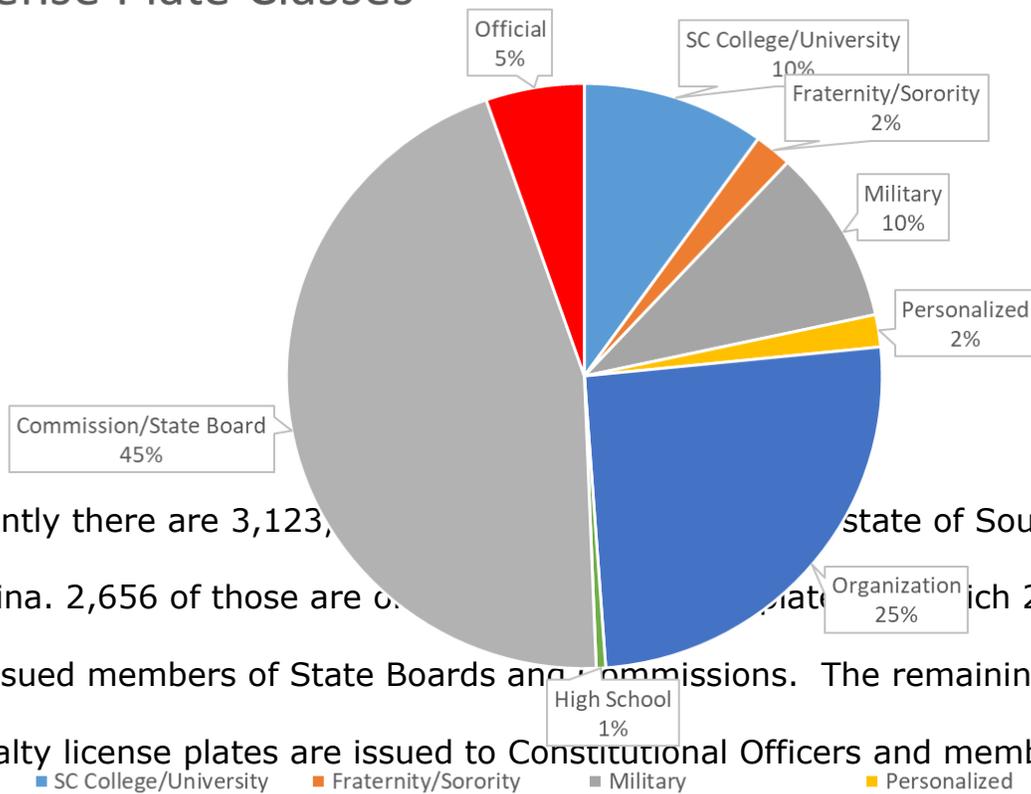
The Agency's customers compose of the following:

- General Public
- Motor Carriers
- Dealers
- Business Customers
- Law Enforcement/Judicial Entities
- 46 South Carolina Counties

SCDMV is the keeper of driver and vehicle records for the state of South Carolina. The agency is responsible for licensing drivers and registering vehicles in the state of South Carolina. It is a customer service focused agency whose vision is to deliver exceptional customer service and promote efficient business process, professional employees, innovative technology and strategic partnerships.

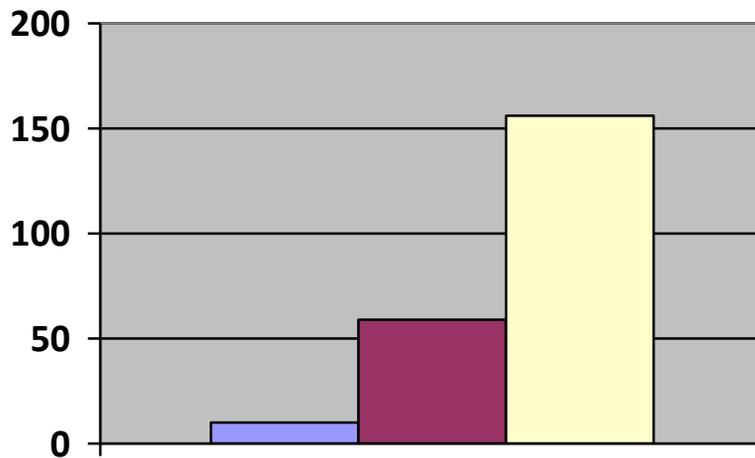
SCDMV currently issues 455 different plate classes to vehicles registered in the state. SC Law Code 56-3-2010 authorizes SCDMV to issue specialty license plates to South Carolina members of the United States Congress, members of the South Carolina General Assembly and members of licensed state or federal commissions and state boards. The majority of specialty license plates issued have been to members of the 178 State Board and Commissions in the state.

License Plate Classes



Currently there are 3,123 specialty license plates in the state of South Carolina. 2,656 of those are issued to members of State Boards and Commissions. The remaining 225 specialty license plates are issued to Constitutional Officers and members of the General Assembly.

Number of Active Official Plates



 Constitutional Officers	10
 Senators	59
 Representatives	156

Problem Statement

SCDMV currently does not have a documented official process for the issuance of Official Specialty license plates. Official license plates include Constitutional Officers, Senators, members of the House of Representatives and State Boards and Commission members. This group of plate classes are not biennial plates but are annual plates that expire January 31st of each year. Preparation for the plate renewals begin in November with the issuance of tax receipts from the county office. The tax receipt will include SCDMV fees if the plate is a renewal. The month of December is the start of

the “official season” which peaks in January and ends in late February or early March. By the end of December most legislators and Board Members will have been elected by the citizens of South Carolina or appointed by the governor. At this time SCDMV receives a listing of eligible members and their plate number assignments for the upcoming registration cycle. Mid December is when eligible members normally begin to pay property taxes and fees to the county and submit requests for specialty license plates that will be issued in the coming January. Since its inception this has been a very “hands on” manual process due to the nature of the customers served. However as the number of plates and plate classes have increased there is a need to establish a formal process for issuance of these plate classes. SCDMV does not currently have a documented business process and the goal is to establish and document a formal business process to efficiently issue and renew these plate classes.

Current Processes

Commission/State Board



Official

Data Collection and Analysis

SCDMV IT active license plates reports were reviewed to determine the number of current plate holders in each available specialty license plate

class. The report was also used to determine how many plates have been issued to each member. The average member has at least two active specialty plates. There were a few that had four specialty plates issued to various family members and in a business name.

<p>SC Regular Passenger License Plate</p> 	<p>State Board/Commission Specialty License Plate</p> 	<p>Official License Plate</p> 
1,137,806 active plates (2/1/19)	2,431 active plates (2/1/19)	225 active plates (2/1/19)
Available to All SC citizens	Restricted to members only	Restricted to members only
Biennial Registration (2 years)	Annual Registration (1 year)	Annual Registration (1 year)
Staggered expiration	Expire January 31st	Expire January 31st
Decal issued for renewals	Decal issued for renewals	New plate issued for renewals
Plate text assigned next available number by system	Specific assigned plate text assigned by Board	Specific assigned plate text assigned by political status
Registered to vehicle owner	Vehicles may be registered to family members or business	Vehicles may be registered to family members or business
Application required for first time issuance	Application required for first time issuance or renewal.	Application NOT required for first time issuance or renewal.
Duplication of plate text NOT allowed	Duplication of plate text allowed	Duplication of plate text allowed

Feedback from the following stakeholders were also incorporated into this project:

- SCDMV Legislative Liaisons
- SCDMV IT Department
- SCDMV Specialty Plate Units
- SCDMV Field Office Managers
- Authorized Agents for each State Board or Commission
- County Auditors and Treasurers

SCDMV Legislative Liaisons expressed the desire to be able to pick up and hand deliver license plates on the same day that transaction is processed.

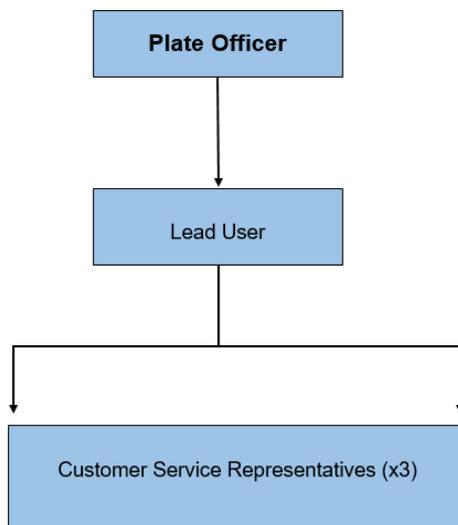
The current production method will not allow same day delivery due to the fact that plates are produced by an offsite vendor who only produces plates on Tuesdays and Thursdays in compliance with the current production contract.

SCDMV Specialty Plate Unit indicated that a formal application and defined process for the plates would reduce research time and would lower the number of registration errors. The application would provide specific vehicle information, member name and registered owner name. This has been an issue for the processing unit because plates may be issued to vehicles registered in the name of the member's family member or their business. Also this would ensure that the correct plate number is being issued to the correct vehicle.

SCDMV Field Office Managers, Authorized Agent for each State Board or Commission and SC County Auditors and Treasurers all have

requested training on the process so they that can handle inquiries from Official and State Commission/Board members that may come to them for assistance. A Quick Reference Guide and PPT would cover this training need.

Plate Administration Organizational Structure



Specialty Plate Unit Official State Board Average Daily Activity

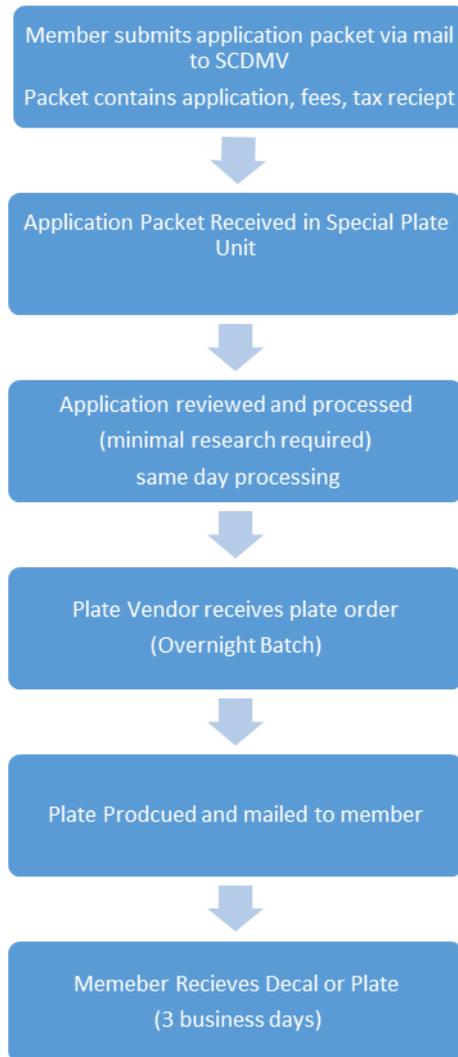
Transactions Received	100
Transactions Rejected	18
Transaction Processed	82
Phone Inquiries	35
Email Inquires	28

Implementation Plan

There would be minimal cost to the agency to address the issues raised in this project. After gathering the information for this project a sample application has been created that would capture the needed information to allow issuance of the specialty license plates with less research time and less registration errors. Training PPT modules and a Quick Reference Guide have also been created to share with those who may receive inquiries for these transactions. Information communication would be sent out prior to the start of the registration cycle to the Authorized Contact for each State Board/Commission and representatives for the Official officers. The current dedicated email box for Commissions and State Boards (scspecialtyplates@scdmv.net) can also be offered to receive inquiries regarding official specialty license plates also. Providing the application, email box and training tools would establish and allow documentation of the

plate process. Once approved these recommendations could be in place and operational in 30 days.

New Official Plate Process



Evaluation Method

If approved and implemented feedback will be solicited from stakeholders for this project and also from random plate holders. Phone calls and email volume will be monitored to see if there is a significant reduction in inquiries as a result of training and additional communications. Registration error rate would also be reviewed.

Summary and Recommendations

Official plates should follow the same process rules as the current State Board and Commission specialty plates. To expedite processing time and reduce registration errors, implement a renewal application that contains the vehicle and owner information for which the specialty plate is being requested. Expand the use of the current dedicated specialty plate email box to include Official State/Board specialty license plates. Define and document the process for issuing and renewing these plate classes. Official plates should follow the same process rules as the current State Board and Commission specialty plates.



South Carolina Department of Motor Vehicles

OFFICIAL SPECIALTY LICENSE PLATE APPLICATION

Please complete an application for each license plate requested and attach a copy of the current SC vehicle registration.

Mail Applications to:
SCDMV- Official Specialty License Plates
P O Box 1498
Blythewood, SC 29016-0038

MEMBER INFORMATION

Member type options: New Member, New Vehicle, Plate Transfer

Form with fields for Last Name, First Name, M.I., Street Address, Mailing Address, City, State, Zip Code, E-mail Address, Vehicle Identification Number, Make, Year, Current Plate Number, Name of Insurance Company, Assigned Plate Number, Telephone Number (Home, Work, Mobile)

REGISTERED OWNER INFORMATION AS LISTED ON VEHICLE REGISTRATION (Required)

Form with fields for Name, Address, City, State, Zip Code

Yes, I wish to donate \$5.00, more or less, to Donate Life S.C. Amount of donation \$

I certify all information provided in this application is true and correct.

Signature, Print Name, Date

State Board, Commission or Court Name and Number, Assigned Plate Number

Senate, House of Representatives

DMV USE ONLY: Plate Number, Clerks Initials