



# THE 2005 YEAR IN REVIEW

## MICHIGAN DEPARTMENT OF STATE



A single word can define an entire organization. Under Secretary of State Terri Lynn Land's leadership, there's no doubt that "service" is what the Michigan Department of State is all about.

Putting the customer's convenience ahead of the department's. Looking for ways to improve rather than accepting the status quo. Understanding that government is here to serve the people – not vice versa. That mindset distinguishes today's Michigan Department of State. It's a foundation laid by Land upon taking office in 2003.

Since then, it has become a structure that shapes the entire department. It also tells the story of 2005. Technology innovations, ensuring the rights of all voters, modernizing branch offices, reaching out to communities and a continuing commitment to be frugal with tax dollars all combine to make 2005 "The Year of the Customer."

### MODERN SERVICES FOR TODAY'S CUSTOMER

*"The Michigan Secretary of State Office is yet again making things a bit easier for Metro area motorists ..."*

The Detroit News;  
October 19, 2005

*"Land's got a pretty strong following, thanks in part to her commitment to making driver's license renewals easier and quicker."*

Grand Rapids Press;  
April 3, 2005

Times change and so must the way in which government delivers services. Land knows that today's customer has higher expectations when it comes to service. Time is too valuable to spend waiting in line. That's why 2005 is highlighted by new department initiatives that help you take care of business with the swipe of a credit card and the stroke of a computer key. Whether it's making services more accessible or easier to use, 2005 was a banner year. As Land says, "It's all about the customer."

- **Scan, Pay & Go!** Why wait in line? Renew your license plate tabs in seconds! In March 2005, Secretary Land rolled out Self-Service Stations that let customers renew tabs without waiting for service at the counter. The ATM-style machines let you scan your renewal notice, follow a series of simple computer-screen prompts, and pay by swiping a credit card. You leave the office with your tabs in hand! The Self-Service Stations are in nearly 30 PLUS offices and SUPER!Centers. Many of the machines are available 24/7!

- **Modernizing branch offices:** Building on Land's 2004 initiative, the department continued modernizing its branch offices by opening three additional SUPER!Centers and numerous PLUS offices to provide customers with enhanced services like Saturday hours, expanded Wednesday hours, the ability to pay at the counter with a Discover credit card and the option of buying a copy of your personal driving record.



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### MODERN SERVICES FOR TODAY'S CUSTOMER *(cont.)*

*"... Land isn't a Michigan secretary of state content to mainly sell driver's licenses. She thinks up ways to better serve the public."*

The Oakland Press;  
October 31, 2005

*"(Michigan Paralyzed Veterans of America) and Michigan's disabled drivers have a great new friend ..."*

Rollin' Times;  
Michigan Paralyzed Veterans of America newsletter; September/October 2005

*"Land deserves praise for streamlining the secretary of state's office."*

Macomb Daily  
editorial; July 16, 2005

- **Why drive to Lansing?** In November 2005, the department began offering document certification service at the Detroit New Center SUPER!Center. The service, previously available only at the Office of the Great Seal in Lansing, certifies documents intended for use in foreign countries. The documents are used primarily by foreign exchange students and residents who are arranging overseas marriages or adoptions.



- **Making life easier for drivers with disabilities:** The department wants to do its part to help ensure a smooth drive for motorists with disabilities. That's why Land was pleased to form a partnership with the Michigan Paralyzed Veterans of America to provide "The Pump Guide." The guide directs people to an online directory of gas stations that serve drivers with disabilities. The department is mailing The Pump Guide with every disability placard and handicap license plate.
- **There must be an easier way!** When the federal government began mandating the fingerprinting of commercial drivers, there was only one location in the entire state where they could go to satisfy these requirements. That was unacceptable to Land. Working with local, state and federal partners, Land ushered through a successful proposal that resulted in six additional sites for the convenience of customers.
- **Responding in times of need:** When Hurricane Katrina evacuees began relocating to Michigan, the department stepped up by coordinating procedures for obtaining driver's licenses and identification cards with other states and jurisdictions. A team of department employees visited an evacuee location center to help victims navigate the ID requirement process.
- **Training opportunities:** Employees from more than 400 auto dealerships took advantage of the department's training opportunities in 2005. Participants learned about specific aspects of state law and had the chance to meet directly with department staff. The department also implemented a training program for auto mechanics and repair facilities in 2005. Twenty-five sessions were offered and more than 650 professionals were trained.
- **Bye, bye backlog!** The department made tremendous strides in reducing its backlog of record lookup requests. In fact, the last half of the fiscal year saw a 43 percent decrease in waiting time for customers.



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## TARGETING TECHNOLOGY

*“New Super!Centers add hours, technology to accommodate people’s busy lives.”*

The Detroit News;  
May 3, 2005

*“Secretary of State Terri Lynn Land has taken another step toward ending the need to stand in line...”*

Delta-Waverly  
Community News;  
April 3, 2005

*“Why wait? Avoid lines with self-serve license tab. Machine can speed trip to Secretary of State’s office.”*

Grand Rapids Press;  
March 29, 2005

*“Well done, Terri Lynn Land.”*

Macomb Daily  
editorial;  
May 14, 2005

Technology is the name of the game in this day and age. It allows the department to deliver service that is contemporary, efficient and cost-effective. You can bet that Land is making great use of it.

From posting more information on the department Web site to saving time and money through teleconferencing, it’s no wonder the department is considered a leader in providing better service through technology.



- **Speeding up branch offices:** Data lines were upgraded in more than 70 branch offices this year. Faster data transmissions mean faster service for you!
- **Convenient registrations:** Customers who don’t have their tab renewal forms handy can still use the Self-Service Station. The department now uses bar code technology on vehicle registration notices to give customers another option. In addition, the bar code saves time and cuts down on keying errors when employees process transactions.
- **UCC Online gains in popularity:** Enhancements to the UCC Online program let clients submit multiple transactions without having to “back out” each time, expediting the process for anyone who has more than one filing. By the end of September 2005, the Web application processed more than half of all Uniform Commercial Code transactions.
- **Save time, Renew online!** Giving customers online renewal options is important to Land. Thanks to her modernization of the Web-based renewal program, the department saw a 44 percent increase in transactions from fiscal year 2004.
- **Benefits of video conferencing:** Doing business as efficiently as possible is a way of life at the Department of State. Six more branch offices have become video conferencing sites, allowing the department to handle business more economically. For example, video conferencing allows Driver Assessment and Appeals staff to conduct more hearings instead of spending their time driving to different hearing locations.
- **Electronic verification:** Thanks to Land’s efforts to beef up the Electronic Insurance Verification program, registration renewals receiving personal identification numbers, or PINs, climbed from 69 percent in 2004 to 76 percent this year. Having a PIN lets customers renew online and through the Self-Service Stations.



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### TARGETING TECHNOLOGY *(cont.)*

*“Secretary of State Land is making elections easier for districts and voters.”*

Macomb Daily;  
July 16, 2005

*“... we believe Land has conducted elections in a fair, even-handed manner.”*

Kalamazoo Gazette  
editorial;  
August 11, 2005

*“State elections officials have gotten properly stern with campaign finance violations, and it’s good to see them referring some of the most egregious allegations to the attorney general.”*

Detroit Free Press  
editorial;  
March 4, 2005

*“... Secretary of State Terri Lynn Land should be commended for finally going after election scofflaws in Michigan ...”*

Detroit News  
editorial;  
March 6, 2005

- **One-stop shopping!** Land is enhancing an earlier pilot program that will let car buyers leave the dealer lot with their plate and registration. More than 15 Michigan dealers are currently using the software program to better serve their customers. While still in the pilot stage, the program may be offered to all interested dealers in 2006!
- **Internal communication:** Internal communication within the department helps us to better help you. That was the goal of the department’s migration of information to a new Intranet site. For example, many key procedure manuals and training materials are now online for easy staff access.

### ENSURING INCLUSIVE ELECTIONS

One person, one vote. That’s the underlying principle of our democracy. Land is working overtime to ensure that every eligible person who wants to vote can exercise that right. Working with communities to upgrade their voting systems. Making polling places more accessible to voters with disabilities. Ensuring voters have access to important information at their fingertips. When it comes to protecting your right to vote, Land has you covered.

- **Online information:** Voters need access to comprehensive, accurate and timely information. That’s why the department is improving the online Michigan Voter Information Center. With additional features designed to give the public even more information, the enhanced site is sure to be a hit! Visit it at [www.Michigan.gov/vote](http://www.Michigan.gov/vote).
- **Access for all:** Physical disabilities should not be barriers to voting. Land launched an “Improving Access for All” program to help communities improve access to polling precincts. By allocating more than \$980,000 in federal funds to qualifying communities, improvements are being made and voters’ rights are being safeguarded. More than 100 communities in over 40 counties are benefiting from the initiative.
- **Uniform equipment:** The department has completed all equipment purchases as it shifts the entire state to a uniform optical scan voting system. Replacing outdated voting systems across Michigan means greater efficiency and ease for voters and local election officials. More than \$28 million was spent on new voting equipment in 2005 alone. The money comes from the federal Help America Vote Act (HAVA).
- **Working with communities:** The department is always ready to lend a hand to ensure smooth, efficient elections. It continues to work with the city of Detroit and Wayne County to address remaining issues from the November 2005 city election.
- **Consolidated elections:** Thanks in large part to the training and guidance by the department’s Bureau of Elections, Michigan’s first year under the Consolidated Elections law went smoothly. The law limits the number of elections, providing a more efficient and inclusive process. The first consolidated elections were in February 2005.



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### SAFE ROADS, SAFE FAMILIES

You want your loved ones safe when they're in a vehicle. Land appreciates that and is doing her part to make sure that everyone understands the rules of the road. From seasoned commercial haulers to teen drivers just learning the ropes, everyone needs to act responsibly behind the wheel. The department has taken steps to help all drivers master the skills to promote traffic safety.

*"Land's mission is further proof that she is upholding her pledge to protect the public."*

Macomb Daily  
editorial;  
May 14, 2005

- **Safety first:** Safe driving is a shared responsibility. From educators to students, everyone plays a role. The department is doing its part by energizing the driver's education program. This is the first full year that the department has administered all aspects of the program. The result is greater continuity among program areas and an updated curriculum. Land tapped the reservoir of valuable expertise that exists across Michigan by creating a limited-term Driver Education Advisory Committee. The group, comprised of experts from the driver education community, reviewed the department's program and is offering recommendations to Land for possible improvements. The department also is making more educational materials available by putting bulletins on the Web that are geared for public and private driver education schools and instructors.
- **Keeping kids safe:** The federal Motor Carrier Safety Improvement Act will keep children safe by requiring additional testing for school bus drivers, which is why Land moved swiftly to ensure its implementation. Land devoted additional department resources, such as the Mobile Branch Office, to help drivers get their endorsements. The program startup was successful with more than 19,000 school bus driver endorsements issued by the end of September 2005.
- **Motorcycle safety awareness:** Michigan has nearly 500,000 registered motorcycle riders. That means all motorists must use caution and be aware of the different types of vehicles on the road. To help give the issue visibility, Land kicked off Motorcycle Safety Awareness Month with a Capitol news conference in April 2005.

*"In another small-group session, Secretary of State Terri Lynn Land shared efforts to streamline motor vehicle registration, voting and driver's licenses."*

Grand Rapids Press;  
February 25, 2005

### ALWAYS ON GUARD

*"In a move hailed by the U.S. Coast Guard, Secretary of State Terri Lynn Land seeks to enlist Michigan boaters for the federal 'America's Waterway Watch' in the war on terrorism."*

Detroit News;  
February 27, 2005

Identity theft. Homeland security. These are issues that most Americans didn't have to worry about until recently. The Michigan Department of State is on the front lines of the fight. Whether it's protecting customer information or working with the federal government to combat terrorism, Land is making security a top priority.

- **America's Waterway Watch:** Land joined forces with the U.S. Coast Guard to help America's homeland security effort. By joining the "America's Waterway Watch" program, the Department of State encourages local boaters and fishermen to vigilantly watch for suspicious activity on or near waterways. The department also included a program brochure in the nearly 300,000 watercraft renewal notices that were mailed in 2005.



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### ALWAYS ON GUARD (*cont.*)

*"We like Land's proposal because it seeks to balance competing interests in national security and economic prosperity."*

Jackson Citizen  
Patriot editorial;  
September 15, 2005

*"Terri Lynn Land has a good idea here about doing your license, Real ID and passport all at once, well in keeping with her drive for more efficiency and even better service for the taxpayers' dollar."*

Detroit Free Press;  
Ron Dzwonkowski  
column;  
September 25, 2005

- **Restricting access:** The department considers the handling and collection of customer information to be a sacred trust. As part of its ongoing review of internal procedures, the department removed unnecessary program access from nearly 25 percent of its employee user accounts. The department also added an information security specialist to focus on security-related controls.
- **Ensuring safe borders:** New federal regulations, primarily the Real ID Act and the Western Hemisphere Travel Initiative, are being enacted to secure America's borders and deter terrorism. The Michigan Department of State is taking a leadership role in making sure that the laws are implemented in an effective, common-sense manner.

Due to the significant impact on department customers, as well as on the economies of Michigan and Canada, Land went to work on behalf of Michigan. She originated a "dual driver's license/passport" concept that has garnered international attention. Her plan would simplify the federal requirements for foreign travel by combining state driver's license and federal passport requirements into a single document. Land's goal is to protect customers from being needlessly burdened by the federal requirements and to avoid any interruptions to the multibillion-dollar trade between Michigan and Canada.

Land took her case to Washington, D.C., and also has met with Canadian officials, Congress and leading stakeholder groups. Thanks in large part to her initiative, the federal government will look for ways to simplify its original plan without sacrificing national security. Land's concept also was included in formal comments provided by the department to the U.S. Department of State and the U.S. Department of Homeland Security regarding the proposed federal document requirements for travel.

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*"New federal rules requiring U.S. citizens to have a passport to re-enter the country from Canada will devastate commerce between the two nations ... Michigan's Secretary of State Terri Lynn Land is determined that they don't."*

Detroit News editorial; October 3, 2005

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### MAKING EVERY DOLLAR COUNT

Land always works to give taxpayers value for their hard-earned dollars. Treating every dime as if it were her own. Applying her personal business experience to department decisions so that no penny is wasted. You expect nothing less from a steward of the public trust. And Land is right there with you.

*“Secretary of State Terri Lynn Land takes her job seriously, that has been an added bonus for the public she serves.”*

Macomb Daily  
editorial; May 14,  
2005

*“The Michigan Secretary of State’s Office has rolled out a consumer-friendly Web site that’s part of a big state effort to get rid of the tens of thousands of abandoned vehicles plaguing roadsides and private property statewide.”*

Detroit Free Press;  
October 18, 2005

*“Ms. Land’s office goes out of its way to work with those whose sometimes unsophisticated organizations need help.”*

Grand Rapids Press  
editorial; March 16,  
2005

- **Why buy?** The department realized a savings of nearly \$40,000 by reusing office furniture.
- **Redirecting savings:** The department’s branch office modernization project brought new conveniences to customers. But it was a smart financial move as well. The project redirected approximately \$200,000 from former lease agreements to providing additional services for Michigan residents.
- **Sharing space:** The department wrapped up its space consolidation project in 2005, relocating about 125 people from leased space to state-owned space this year alone. The effort reduced the number of Lansing office sites for the department from seven to three. It also let the department redirect about \$600,000 to enhance customer services.

### FROM LANSING TO YOUR COMMUNITY

The Department of State is a statewide network of men and women delivering quality services to the people of Michigan. From Marquette to Monroe, department representatives are working with one goal in mind – to meet your needs in a professional, courteous manner. And why not? After all, we’re part of your community!

- **Cleaning up neighborhoods:** Nothing destroys a community faster than blight. Land pledged to attack the junk car problem in Michigan and the results are impressive. A new law eases the burden on law enforcement while giving communities better tools to get rid of abandoned vehicles. In addition, the department developed and maintains the Michigan Auto Lost & Found Web site, a database of abandoned vehicles that people can search by entering the vehicle identification or license plate number. With Land, a promise made is a promise kept!
- **Taking it to the streets:** The Mobile Branch Office logged over 10,000 miles in 2005, visiting 35 locations and registering more than 530 people to vote.
- **Supporting Southeast Michigan:** The department participated in the 2005 “Angels’ Night” campaign by displaying posters and providing information for prospective volunteers in its branch offices. The program protects Detroit-area communities against arsonists and vandals during the Halloween weekend.



## Michigan Department of State's The 2005 Year in Review

*“And Land is working hard to raise public awareness of aquatic nuisance species that threaten Michigan’s lakes, rivers, waterways; our very quality of life.”*

Birmingham  
Eccentric;  
February 20, 2005

*“Secretary of State offices highlight organ donation.”*

Saginaw News;  
April 9, 2005

· **Protecting our environment:** Because we’re all caretakers of Michigan’s natural resources, the department was proud to administer a program that raised money for the study of Michigan’s aquatic nuisance species problem through the sale of decals that could be purchased online.

· **The gift of life:** Michigan has a genuine need for organ donors. Roughly 2,800 residents are currently waiting for lifesaving transplants. Land continues to lend her support to this cause.



This year she created a Shining Star award to recognize people who have furthered the cause. Also, the department had its most successful Buddy Day observance, which saw nearly 300 donors, recipients and family members visit 130 branch offices. In addition, the department worked with lawmakers to pass legislation that allows donors to have a “heart” logo on their driver’s license as an indicator to physicians and emergency responders.

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