



THE 2009 YEAR IN REVIEW

MICHIGAN DEPARTMENT OF STATE



In a year of mandatory budget cutbacks, revenue shortfalls and furlough days that challenged all of state government, Secretary of State Terri Lynn Land provided steady, fiscally prudent leadership that kept the Department of State strong as an organization and true to its mission of providing efficient, cost-effective and convenient service.

During 2009, Land continued her successful modernization strategy by converting six traditional branch offices into PLUS offices with expanded hours and additional services. The department also began offering high-tech enhanced driver's licenses as a convenient and affordable alternative to passports for residents who travel across the border. More than 100,000 applications were received within the program's first seven months.

"Without question, Land has proved that she's an efficient administrator (the Secretary of State's Office runs wonderfully, and has innovated under Land to make its tedious processes move more quickly) and something of an advocate for broader voter participation."

Detroit Free Press
editorial;
February 21, 2009

"If anything, more branches of state government should look to emulate Land and her record of cutting costs by consolidating locations."

The Jackson Citizen
Patriot editorial;
November 25, 2009

As they can be effective, less costly ways to operate, online and automated services remain an important part of Land's vision for the future of the department. A record of nearly 1.2 million customers registered their vehicle or watercraft over the Internet in fiscal year 2009. Land's team introduced online license renewals for auto mechanics and installed more Self-Service Stations and commercial driver license testing kiosks at offices across the state. The touch-screen technology not only makes things easier for customers, it saves the department time and money.

Whether working to keep Michigan's elections process on the cutting edge or finding new ways to encourage organ donation, Land is charting a path for even greater success in 2010.

QUALITY SERVICE FOR OUR CUSTOMERS

With more than 7 million registered voters and drivers in Michigan, the Secretary is focused on meeting their needs and providing the best service possible in every transaction. People deserve quality results from their government, and her department delivers.

► **More hours PLUS more convenience:** Responding to positive customer feedback on the conveniences of PLUS offices, the department created six more of the next-generation facilities in 2009 through expansions of traditional branch offices. To date, under Secretary Land's branch modernization efforts, 38 PLUS offices and 6 SUPER!Centers have opened their doors, bringing expanded hours and in-demand services like instant titles and Self-Service Stations to customers.



Michigan Department of State

The 2009 Year in Review



“New SOS office drawing raves”

Canton Observer;
November 29, 2009

“80,000 Michigan residents request enhanced driver licenses”

Crain's Detroit Business;
October 4, 2009

“Enhanced driver's licenses proving popular”

Michigan Radio;
July 8, 2009

“Record numbers of state residents are now opting for the convenience of renewing their license plate registrations online or on automated self-service stations rather than at branch office counters.”

The Macomb Daily
editorial;
June 26, 2009

► **EDLs now a reality:** Fulfilling a longtime goal of Land's, the department began offering an enhanced driver's license and personal identification card option in April to help residents meet federal ID requirements at the border and keep traffic moving between Michigan and Canada. Within months, the program was expanded to all branch offices. More than 100,000 residents have applied for the cards.

► **Skip the trip!:** The number of branch transactions recorded between fiscal year 2007 and fiscal year 2009 declined by 2 million, a drop of 13 percent. This trend reflects the public's move to convenient online and alternative services.

► **Same-day service:** To make it easier for residents to participate in the federal government's "Cash for Clunkers" vehicle trade-in program at new-car dealerships, Secretary Land announced an initiative allowing them to obtain their vehicle's registration history at any branch office. Turnaround that had taken seven to 10 business days via mail was reduced to same-day service at the branch, enabling more people to take advantage of the rebate program.

► **Responding to customer needs:** In another leap forward in service, customers were given the ability to buy a copy of their driving record at any branch office. Acquiring a driving record was available only by mail or by traveling to Lansing, until Land put the service in PLUS offices and SUPER!Centers. She extended the program to all offices to help job seekers in these tough economic times who often need a copy of their driving record for job interviews. Driving record sales increased 15 percent over last year as a result.

► **Top-notch training:** To ensure proper security procedures are followed, Systematic Alien Verification for Entitlements (SAVE) training was conducted for employees of all branch offices, instructing them on the electronic verification process for U.S. Citizenship and Immigration Services documents. Branch office staff also received training in a wide range of other areas, including Leadership, Workplace Safety, Fraud Prevention, Enhanced Driver's License Procedures and ID requirements.

► **At your service:** The "Contact SOS" Web page was redesigned in response to customer feedback because of the increasing number of people doing business online. The Web comment form was expanded for easier entry of information and a pull-down topic menu was added to speed routing of the message within the department. Additional staff received training to assist in responding to online inquiries sent to the department, which increased from a daily average of 74 e-mails to 159.



Michigan Department of State The 2009 Year in Review

“Terri Lynn Land and the Secretary of State’s staff should be congratulated on their effort to cut costs through consolidation.”

The Muskegon Chronicle
editorial;
December 6, 2009

“(Land) has been one of the best Secretaries of State Michigan has had. She has improved service in a largely non-political way.”

Jack Lessenberry,
columnist and political
analyst;
June 26, 2009

“Land has been credited for reducing her staff budget by 20 percent since taking office in 2003.”

The Daily News
(Iron Mountain);
August 21, 2009

► **SOS comes to you!:** Bringing services to special locations and events across Michigan, the Department of State’s mobile office traveled more than 5,000 miles and recorded more than 3,600 transactions in fiscal year 2009. Among its many stops was a seven-day stay at the Michigan State Fair in Detroit.

► **MIFleet ready to expand:** The first annual review and payment of registration fees was successfully completed in the department’s MIFleet pilot program with Consumers Energy, paving the way for an expansion of the fleet plate program to other organizations in 2010. MIFleet saves Consumers Energy the time and trouble of putting new registration tabs on its hundreds of vehicles each year. The vehicles instead have special license plates with the word “fleet” across the bottom.

EFFECTIVE FISCAL LEADERSHIP

A fiscal conservative, Secretary Land is committed to stretching every tax dollar, especially during tough budget times. Through innovation and careful planning, the department has balanced its budget and set a fiscal example for the rest of state government to follow.



► **Smart budgeting:** Faced with a \$14.9 million shortfall in funding in fiscal year 2009, Land managed the cuts in part by continuing the department’s hiring freeze and careful financial planning.

► **Leveraging better contracts:** The department entered into a five-year contract with a vendor to provide printers, tabs and print stock, saving \$4.3 million—approximately 40 percent—when compared to the former contract.

► **Finding ways to save:** By transferring technical support of the online Uniform Commercial Code (UCC) system to the Department of Information Technology, the department was able to eliminate an outside vendor contract, saving \$250,000. The Web-based program allows users to file, search, correct, amend or terminate UCC financing statements and conduct debtor name searches.

► **A better bidding process:** The Department of State began using Bid4Michigan, a new Web-based bid notification system in July, to provide vendors with more bid information, less paperwork and an easier method of doing business. It is estimated the new bidding process will result in approximately \$100,000 cost savings for janitorial services annually. As usage is expanded, more savings are anticipated.



Michigan Department of State The 2009 Year in Review

“The Secretary of State is making it more convenient for you to take care of business.”

WXYZ TV 7;
February 18, 2009

“Secretary of State Terri Lynn Land, long an advocate of openness in government, reaffirmed her commitment to transparency by posting online what she called ‘the most detailed expenditure report available from any state department.’”

George Weeks,
syndicated columnist;
March 28, 2009

“High-tech has taken over services at Michigan Secretary of State offices and that’s good for both government and Michigan taxpayers.”

The Macomb Daily
editorial;
June 26, 2009

“More and more state residents are using the mail and Internet to conduct our business with the agency. That’s a good thing.”

The Saginaw News
editorial;
November 26, 2009

► **ATMs give money, make money:** To bring added convenience to customers, four Michigan-based vendors were awarded five-year contracts for automated teller machine (ATM) service in 118 Secretary of State branch offices. Service fee sharing from the agreement is projected at \$130,000, which goes to the state’s general fund.

► **Solid stewardship of grant dollars:** The department qualified for millions of dollars in federal grant money in fiscal year 2009 for driver’s license security, automated commercial driver license testing stations, motorcycle safety and voting access for voters with disabilities. In a sign of how well the department manages its grants, the auditor general issued an opinion of no audit findings on all of the department’s federal grant programs for a two-year period.

► **Transparency in spending:** The department sets the pace for state government in terms of the amount of detailed financial information it posts for public inspection. Quarterly, the department publishes an updated “Transparency in Spending” report on its Web site. The easy-to-access report includes comprehensive details on payments made by the department for individual leases, contracts, employee travel, utilities and grants to local governments.

SMART USE OF TECHNOLOGY

As more customers discover the convenience of the department’s online and automated services, Land’s team continues to develop new options that save time and even a trip to a branch office. In every core area of the department, the power of technology is being harnessed to benefit the people of Michigan.

► **Renew online!:** The number of customers renewing their vehicle and watercraft registrations online reached nearly 1.2 million in fiscal year 2009, breaking last year’s record of just over 1 million. Since Land took office, the number of annual online renewals has increased by more than 325 percent. The department also introduced the option of online mechanic’s license renewals in June, making recertification easier for the state’s 33,000 licensed mechanics.

► **Surging self-service:** A total of 14 new Self-Service Stations were placed in branches around the state, bringing the total to 55, many of which are accessible 24/7. In fiscal year 2009, 178,000 transactions were conducted on the machines, up 52 percent over last year. A pilot program was launched in Ann Arbor that allows customers to pay court fines on the same machine that offers instant tab renewal.

► **CDL kiosks save time and money:** Using federal money, the department installed commercial driver license testing kiosks in an additional 40 branch offices, bringing the total locations to 80. Applicants take tests using touch-screen kiosks rather than paper. In addition to providing immediate results, the kiosks free up staff to assist other customers. More than 87,000 exams were administered on the kiosks in fiscal year 2009, up 17 percent from the prior year.



Michigan Department of State

The 2009 Year in Review

“Secretary Land is a role model for Davenport students by providing innovative business practices and outstanding service to her constituents, community and state.”

Michael Volk,
Davenport University
Interim President;
April 26, 2009

► **Online UCC even easier to use:** The online UCC system allows users to file and search documents electronically instead of by mail or fax. The application was streamlined to make its use more intuitive. Improvements include simpler screen wizards, help links on every page and the ability to save incomplete jobs for 30 days. At the Secretary’s direction, the department also sought changes in law that give the department greater ability to reject fraudulent financing statements.

► **Dealer Direct breaks record:** The Dealer Direct program, also known as the Michigan Electronic Filing System (MiEFS), continues to thrive. The program, which allows 360 auto dealerships to issue permanent license plates and tabs to car buyers before they leave the lot, set a record with 317,500 transactions in fiscal year 2009.

► **Reducing paperwork:** The Department of State discontinued the mailing of paper error reports to Michigan courts that report driving-related infractions to the department electronically. An online “SOS Courtmail” mailbox was created in which the department’s court liaisons and abstract processing staff can access documents and communicate with court staff.

► **More customers can renew online:** Two more insurance companies joined the department’s Electronic Insurance Verification (EIV) program in 2009, so more customers can renew than ever before. Through EIV, the department receives electronic verification of a customer’s insurance, enabling them to renew their registration via alternative methods like Internet, phone and Self-Service Station.

► **Faster signature verification:** The Office of the Great Seal scanned 100,000 notary public applications for easy verification of notaries’ signatures when documents need to be authenticated for use in international adoptions and other official purposes. SUPER!Centers and the Marquette County PLUS Office can access the scanned images to expedite the authentication process for customers.

“More than 1.1 million license plate registrations were done online or through other electronic methods instead of waiting in line for counter service at Michigan Secretary of State branch offices over the last year.”

Matt Helms,
Driving columnist,
Detroit Free Press;
June 23, 2009

A STRONGER ELECTIONS SYSTEM

Michigan is considered to have one of the top elections systems in the nation. To that end, the Department of State is committed to making it easier for everyone to take part in their democracy, while safeguarding the integrity of the process. This year, the department made numerous advances in technology, training and Election Day practices that have further strengthened the system.

► **Seeking best practices:** Land announced an Election Day Modernization Project to establish best practices for conducting elections in Michigan. She appointed more than 70 local clerks to focus on areas including pre-election preparation, Election Day management and post-election canvassing. The group compiled a number of innovative administrative and technological enhancements, as well as ways to conduct elections more economically, for potential implementation statewide.

“Secretary of State works to make driving, voting easier”

The Source
(Shelby Township);
July 19, 2009

“Project improves access for Fulton voters with disabilities”

The Morning Sun
(Mount Pleasant);
October 24, 2009

“Access improved to polling place”

The Muskegon Chronicle;
October 9, 2009

“The estimated 1,000 people who'll be sworn in as new U.S. citizens Thursday at Cobo Center will have the opportunity to register to vote on site, thanks to a registration table that the Michigan Secretary of State Office plans to set up there.”

Detroit Free Press;
September 15, 2009

“If Michigan voters decide to call a constitutional convention in 2010, Secretary of State Terri Lynn Land has proposed a structure to guide the conduct of that body.”

Gongwer News Service;
April 16, 2009



Michigan Department of State The 2009 Year in Review

► **e-Poll Book expansion:** Following the successful pilot of the e-Poll Book program in 2008, the department increased the number of jurisdictions using the technology to approximately 40 in 2009 and is proceeding full-speed ahead toward statewide implementation. E-Poll Book allows precinct officials to check voters in with a scan of their driver's license or ID card. Going from a paper-based to an electronic Election Day system speeds up the processing of voters, improves accuracy and helps expedite the filing of election night returns.

► **Quality elections training:** The Bureau of Elections provided a great deal of training for local election officials to help ensure an orderly Election Day. Staff held 13 clerk accreditation sessions for a total of 450 officials, conducted recount instructional meetings in six counties and held mock recounts for each of the five Michigan Association of County Clerks districts. Additionally, the Bureau continued developing Web-based training courses with Michigan Virtual University for the election community.



► **Improved access at polls:** In the fourth year of its “Improving Access for All” program, the department continued its dedication to making sure all voters who wish to vote at the polls can do so. It awarded more than \$330,000 this year in Help America Vote Act funds to local communities to upgrade the accessibility of polling places. The federal funds paid for facility entrance modifications and other improvements to accommodate voters with disabilities.

► **View ballot before you vote:** For the first time, sample ballots were available online for every local and school district election through the Michigan Voter Information Center (www.Michigan.gov/vote). Previously, sample ballots were only available for statewide elections.

► **Easier campaign finance reporting:** The Bureau updated Merts Plus, a Web-based campaign finance reporting program, to make it easier for committee treasurers to update or correct reports. This is expected to improve disclosure and provide better online guidance to users as they file their campaign finance reports.

► **Con Con preparation:** Land testified to the House Ethics and Elections Committee and spoke to the League of Women Voters of Michigan and other groups, calling for legislation based on her plan to ensure the state is prepared for a possible Constitutional Convention. Land pointed out that many procedures for electing delegates and convening a convention were repealed from law in 1967 and presented a blueprint for replacing them.





Michigan Department of State The 2009 Year in Review

“Michigan has done a magnificent job of registering people to vote.”

Mike Connell, freelance writer, The Times Herald (Port Huron);
March 8, 2009

► **Assisting new voters:** As part of Secretary Land’s quest to have full participation in elections in Michigan, staff traveled to naturalization ceremonies, college campuses and other locations, registering more than 2,600 new voters in 2009.

“Secretary Land, partners team up to help mature drivers”

White Lake Beacon;
July 6, 2009

DEDICATED SAFETY EFFORTS



Keeping Michigan residents safe is a top priority for the Department of State. Secretary Land and her team work in many ways to promote safety on Michigan’s roads, on its waterways, and elsewhere. The department also takes care to protect people from identity theft and other fraudulent activities.

“Secretary of State Terri Lynn Land today announced legislation to promote motorcycle safety and improve Michigan’s Motorcycle Safety Program for the 500,000 licensed motorcyclists in the state.”

The Bay City Times;
June 4, 2009

► **Keeping seniors safe:** The department teamed up with AAA Michigan and AARP to offer 10 CarFit traffic safety events around the state during 2009. In the free program for drivers 65 years and older, trained professionals help adjust the vehicle’s settings for controls, mirrors, seats and other components to best fit the owners height and size. They also offer community-specific resources and activities to enhance driver safety. CarFit aims to make seniors safer and more comfortable behind the wheel.

► **A watchful eye on teen drivers:** For the third year, the department partnered with the Michigan Sheriffs’ Association (MSA) on the Sheriffs Telling Our Parents and Promoting Educated Drivers (STOPPED) program. In STOPPED, if a teen driver of a vehicle registered in the program is pulled over for any reason, the teen’s parents receive a letter from the MSA documenting the incident. To promote the program, brochures were displayed in branch offices and Land presented awards to sheriffs’ offices that enrolled the most vehicles. Approximately 10,000 vehicles are part of the program in Michigan.

“Secretary of State Terri Lynn Land has a better idea. Land convened a committee to look into strengthening motorcycle training, and now lawmakers are weighing proposals to do just that.”

Matt Helms, Driving columnist, Detroit Free Press;
June 9, 2009

► **Boosting rider safety:** The department further strengthened its motorcycle safety program in 2009, using federal grants to add 104 training classes and a number of new training bikes. In all, more than 14,000 riders were trained this year. Program staff also hosted a training conference for approximately 150 motorcycle instructors from Michigan, Indiana and Ohio, and brought in a nationally renowned motorcycle safety speaker for the state’s annual Traffic Safety Summit.





Michigan Department of State The 2009 Year in Review

► **Recruiting waterway watchers:** For the fifth year, the Department of State partnered with the U.S. Coast Guard in the America’s Waterway Watch program, which enlists citizens to report suspicious activity on Michigan’s lakes and rivers. Materials with tips on how to spot such activity are available at branch offices.

“The Office of the Michigan Secretary of State is looking out for you! The SOS has kicked off its annual ‘Lifesaving Tips’ series, which offers advice for Michigan drivers and boaters.”

Tom Greenwood,
Commuting columnist,
The Detroit News;
June 5, 2009

► **Targeting underage drinking:** In a continuing partnership with the Detroit Auto Dealers Association and the Courageous Persuaders scholarship program, the department broadcasts the latest winning videos created by high school students over an in-house network. The hard-hitting ads, which feature powerful messages that warn of the dangers of underage drinking, can be viewed by thousands of teens each week who are obtaining their first driver’s license from the state. The department offers Courageous Persuaders brochures at all of its branch offices and also sends them to driver education instructors to raise awareness of the program among young drivers.



► **Spreading the message:** From the North American International Auto Show in January to the Michigan Traffic Safety Summit in March to Drive Safely to Wayne State University in September, Land and her staff attended numerous events over the course of the year to further the department’s traffic safety agenda.

“The registration spike can be largely attributed to an aggressive campaign by Secretary of State Terri Lynn Land to inform residents about the benefits and virtues of organ donation.”

The Grand Rapids Press
editorial;
May 5, 2009

► **Medical Advisory Board created:** Land appointed a nine-member Department of State Medical Advisory Board to provide consultation on medical issues. It fosters the most informed policy decisions possible and helps drivers maintain a license for as long as is safely possible. The board, which has a neurologist, an optometrist and psychiatrist among its members, is helping update department’s physical, mental and visual standards for drivers.

ACTIVE COMMUNITY INVOLVEMENT

Secretary Land believes that by working together, the people of Michigan can make the state a better place to live. Her department engages in many partnerships and initiatives at the community level, helping to further the common good.



► **A quarter million new organ donors!:** It was a record year for signing up new organ donors in Michigan. The number of enrollments on the state’s registry surged more than 250,000 in 2009, compared to 165,000 last year. One reason was Tell Us Now, a federally funded pilot program in six counties that places volunteers and visual cues in branches to remind people to enroll as donors. Land expanded the program to all 83 counties late this year, promising even greater success in 2010.



Michigan Department of State The 2009 Year in Review

“Secretary of State branches still accepting donations to feed Michigan’s families”

The Saginaw News;
May 5, 2009

► **Feeding the hungry:** The department and its customers joined together to collect more than 6,000 pounds of food and more than \$2,700 for needy families in Michigan in the annual Harvest Gathering campaign.

► **Reaching out to young people:** Secretary Land enjoys the occasions when she is able to spend time with young people. To celebrate the importance of reading, she visited elementary schools in Hamilton, Saranac and Kalkaska to read to children, as she has done each year since taking office in 2003. Land also spoke to high schoolers at the President Gerald R. Ford Essay Challenge Awards Ceremony in Grand Rapids, telling them that “patriotism begins with good citizenship.”



“Secretary of State discusses importance of reading, public service”

The Leader and
Kalkaskian;
May 27, 2009



► **Calling on new grads to serve:** Invited by Davenport University to deliver the commencement address to graduates in April, Secretary Land called on them to serve others and to consider public service. “I urge you all to give back in one way or another,” Land said. “Contribute how you can and when you can.”

“SOS helps with ‘Cash for Clunkers’”

The Cadillac News;
July 29, 2009

► **Cleaning up our streets:** More than 80,000 abandoned vehicles were cleared from Michigan’s communities and roads in the last fiscal year. Since Land worked with the Legislature to pass junk car laws in October 2005, nearly 360,000 abandoned vehicles have been removed. Department staff partnered with the Michigan State Police and Michigan Towing Association to provide abandoned vehicle training for law enforcement agencies, towing companies and other entities affected by abandoned vehicle laws. Twenty-two sessions were held across the state with a total of more than 900 attendees.

► **Helping students in the field of agriculture:** In March, Land helped announce the “License to Lead” campaign to benefit the Michigan FFA, which serves students ages 12-21 who are enrolled in agriscience or natural resource education programs. The FFA’s programs receive double the contribution they normally would through each sale or renewal of a Michigan agricultural heritage license plate, thanks to sponsors willing to match the amount. Land also recorded a public service announcement with Michigan Farm Bureau President Wayne Wood to promote the campaign.