



# THE 2006 YEAR IN REVIEW

## MICHIGAN DEPARTMENT OF STATE



Since taking office in January 2003, Secretary of State Terri Lynn Land has focused the department squarely on the mission of providing efficient and convenient service to our valued customers: the people of Michigan.

Over the past year, the department implemented many ideas through technology and hard work to raise customer service to an unprecedented level. More services than ever before are now offered through convenient methods such as the Internet or ATM-style Self-Service Stations. But Land isn't stopping there. In August 2006, she introduced a set of innovative proposals to ensure that meeting the needs of today's customers remains Job One. Those creative ideas will save customers time, heighten safety and put technology to work for Michigan residents.

*"Land has proven to be a progressive Secretary of State. She has doggedly worked to put the customer first, and it shows..."*

*Huron Daily Tribune  
editorial;  
Nov. 3, 2006*

*"Land has proven to be an effective leader. She has revamped the Secretary of State offices, added more staff and made the services more efficient."*

*Michigan Chronicle  
editorial;  
Oct. 25, 2006*

*"Ms. Land has been responsive to residents' concerns, improving customer service on multiple fronts..."*

*The Grand Rapids Press  
editorial;  
Oct. 30, 2006*

The department's accomplishments extend from the voting booth to our roads and neighborhoods. Tens of thousands of abandoned vehicles have been removed from Michigan's streets through a faster disposal process. At the polls, accessible voting equipment is now in place that allows members of the disability community to vote with privacy and independence. To keep that positive momentum, Land has laid out a sound strategy for further progress. For example, her reform plans to enhance Michigan's election process and campaign finance laws will serve as blueprints for needed change in these areas.

Believing that customer service can always be improved, Land is committed to raising the bar as high as it will go to ensure that doing business with the Department of State is as easy as possible. Land and her team have many exciting ideas for future advancements, which promise to benefit the state for years to come.

### PROVIDING QUALITY CUSTOMER SERVICE

When your organization regularly receives letters with comments like, "Your staff was very knowledgeable and displayed excellent customer service skills," you know you're doing things right. As a result of improvements and innovations, the department has made it easier and faster for customers to do their business with the state. Our success inspires us to find ways to make service even better.

- ▶ **Feedback during branch visits shapes service:** Land knows the branch office network inside and out! She visited every one of the 153 branch offices in the state during 2006 – her second such tour since taking office. From her discussions with customers and employees, she's learned what is working well and what can be improved. This valuable input served as the basis for many of the branch improvements found today. Land also met with local election officials from every county during her first term. These trips to gain feedback at the local level have totaled more than 45,000 miles so far – nearly enough to drive around the world twice!



# Michigan Department of State

## The 2006 Year in Review

*"In her first term in office, Land has improved customer service, expanding the use of the Internet and kiosks to take the pain out of registering a vehicle or renewing a license. She has also increased the hours her offices are open, while decreasing the cost of operating them. That's good government."*

*The Detroit News editorial;  
Oct. 19, 2006*

*"In a job where service and efficiency are everything, Land has gotten things done."*

*Traverse City Record-Eagle  
editorial;  
Oct. 29, 2006*

*"Anyone who has had to visit the Secretary of State's office in recent years knows that lines move more quickly and business is handled more professionally and politely. Even better, with online and kiosk services, there is considerably less need to stand in line at all."*

*Observer & Eccentric  
Newspapers editorial;  
Oct. 5, 2006*

- ▶ **More services closer to home:** Continuing her plan to distribute services regionally, Land completed her branch modernization plan with the introduction of three new PLUS offices in 2006, bringing the statewide total to 23. Along with five SUPER!Centers, these facilities offer customers enhanced services such as expanded hours, a Discover Card payment option, the ability to purchase a driving record and instant titles.
- ▶ **Convenient service options:** The ATM-style Self-Service Stations make license plate renewals a snap! Land has made 11 more available so more people can enjoy the convenience of Scan, Pay & Go! Over 82,000 transactions have been processed on the 29 Self-Service Stations since the program began, with 17 locations offering services 24 hours/7 days a week. Land has placed some of the new stations in government centers to offer greater access to the fast and easy tab renewal service.
- ▶ **Saturday transactions up nearly 250%:** It's clear that people love the Saturday hours found at SUPER!Centers and the convenience of doing business on the weekend. There were 98,516 Saturday transactions in fiscal year 2006, up from 28,442 in 2005, almost a 250 percent increase.
- ▶ **One-stop shopping!** To make plating your new vehicle easier, Land pursued legislative changes so customers have the option of purchasing their plates and tabs when buying a new vehicle. More than 50 dealerships are participating, with more than 100 additional dealerships on the way. Since September, more than 5,500 car buyers took advantage of this convenient option.
- ▶ **No need to dash for cash:** Michigan residents now have the added convenience of being able to use a money teller machine at 30 branch offices across the state. After its pilot phase, the project is expected to be expanded to additional branch offices.
- ▶ **Third document certification option:** To reduce the need to mail or travel to Lansing or Detroit for document certification, Land has expanded the service to the Grand Rapids Area SUPER!Center. Residents can now choose from the Office of the Great Seal in Lansing, the Detroit SUPER!Center or the Grand Rapids location. The department certifies about 50,000 documents a year, 80 percent of which are related to foreign adoptions.
- ▶ **Celebrate Michigan!** To promote our great state, Land unveiled a new "Spectacular Peninsulas" commemorative license plate that captures Michigan's urban vitality and natural beauty. The blue, green and white plate replaces the Great Lakes Splendor plate and is the exciting result of a design contest that prompted ideas from more than 1,500 residents.
- ▶ **Dealer Training Program:** The department provided training to more than 500 auto dealership staff members during 2006, resulting in a noticeable reduction in calls for assistance from dealers to the Department of State Information Center.





# Michigan Department of State

## The 2006 Year in Review

*“Land has been an innovator as the state’s chief motor vehicle administrator.”*

*The Kalamazoo Gazette editorial;  
Oct. 25, 2006*

*“These and other Land ideas should keep the Secretary of State operation on the cutting edge ...”*

*The Flint Journal editorial;  
Oct. 18, 2006*

*“The Michigan Secretary of State’s Office is reporting a surge in users of, and revenue from, self-service machines to renew auto licenses.”*

*Lansing State Journal editorial;  
April 8, 2006*

*“During her tenure, Secretary Land has been productive, advancing her office technologically and making it more user-friendly.”*

*The Jackson Citizen Patriot editorial;  
Oct. 25, 2006*

### PUTTING TECHNOLOGY TO WORK

Secretary Land is committed to finding ways to use technology to help meet the needs of customers. She believes that moving services online offers the do-it-from-home convenience that many people are seeking while reducing traffic and speeding service at branch offices.

- ▶ **Online renewals up 210%:** A growing number of customers are taking advantage of the ability to renew their registrations over the Internet. Since 2003, the number of online renewals has skyrocketed 210 percent. In fiscal year 2006, there were 856,356 registrations renewed online, up from 725,109 in 2005.
- ▶ **Find a branch office fast!** Finding a Secretary of State branch office is now a snap thanks to the department’s online Branch Office Locator. The Web site allows customers to pinpoint the location, hours and services of the nearest branch office among 153 statewide by entering their ZIP code, city or county. The Locator Web site received nearly 650,000 hits in fiscal year 2006.
- ▶ **Government Technology’s Top 25:** Recognizing her for refining and advancing technology’s role in government and society, Government Technology magazine named Land as one of its Top 25 Doers, Dreamers and Drivers. The publication praised Land for “taking a leadership role” in the implementation of the Real ID Act passed by Congress in 2005.
- ▶ **Business Application Modernization (BAM) Project:** Land’s plan to modernize the department’s business procedures and supporting technical infrastructure is right on track. The project promises to give employees and customers better access to information. It also will give customers the ability to conduct business around the clock through additional self-service options.
- ▶ **Commercial driver license (CDL) testing kiosks:** To promote safer roadways, the department secured U.S. Department of Transportation funds to expand its pilot program and install automated testing kiosks in 28 branch offices. The machines will reduce the risk for CDL testing fraud by improving the tracking of test information.
- ▶ **UCC Online:** For our customers’ convenience, all Uniform Commercial Code (UCC) transactions now can be processed over the Internet. In fiscal year 2006, 65 percent of all UCC transactions with the state were processed through the Web application. Program users include banks, law firms and federal farm service agencies.
- ▶ **Driver education Web site:** The Driver Education Program Web site was created to provide more relevant information than ever before online. The site provides students and parents with information on what to expect during driver education and gives current and future providers and instructors explanations of what is needed to administer and teach driver education.





# Michigan Department of State The 2006 Year in Review

*“The state has bought new voting equipment that allows people who are visually impaired or who have other disabilities to vote without assistance.”*

Lansing State Journal;  
July 22, 2006

- ▶ **Moving to a paperless system:** By upgrading its document management and imaging system, the Bureau of Driver and Vehicle Records is now able to scan, index and store documents electronically. Using this same technology, the department dramatically reduced its backlog from 109 days to a record-breaking 23 days, greatly enhancing customer service by correcting vehicle titles and registration errors within 30 days.

## ENSURING A STRONG ELECTIONS SYSTEM

*“Machine helps disabled cast votes”*

The Daily Press  
(Escanaba);  
July 28, 2006

Government receives its power from the people. That is something Secretary Land never forgets. She knows the best way to keep our government and our democracy strong is to have a strong elections system, grounded in integrity and openness, and easily accessible to every citizen. By successfully implementing technological improvements, Land is ensuring that Michigan’s election system will remain a model for the nation.

*“...Land is looking pretty smart these days. (She) made a crucial decision when she chose optical scanning as the system for use in Michigan’s elections.”*

Ann Arbor News;  
Dec. 14, 2006

- ▶ **Statewide implementation of optical scan:** For the first time ever, every polling place in the state used optical scan ballots, technology that is a major upgrade for our voting process and an important achievement for our state. With optical scan, voters mark their ballot and then feed it into an electronic tabulator. The system notifies voters if they have voted for more than the allowable number of candidates or issues on the ballot, allowing them the opportunity to recast it. Another important feature of the new system is that it provides a paper audit trail in the event of a recount.

*“Land, who is known for her embrace of computer technology, is proposing much-needed ‘real-time’ campaign finance reporting.”*

Kalamazoo Gazette  
editorial;  
April 26, 2006

- ▶ **Privacy, independence for voters with disabilities:** Voters with disabilities now have the option of using special equipment to mark their ballot in privacy and without assistance—in many cases, for the first time. The device, called AutoMARK, was available in every polling place for the 2006 primary and general elections. Land worked closely with disability groups to select the equipment and then rolled out 4,361 AutoMARKs to locations statewide in less than two months.



*“See your ballot online before you vote”*

WXYZ TV-7;  
Oct. 30, 2006

- ▶ **Record off-year election turnout:** Efforts to move voters to the polls were successful as Michigan citizens turned out in record numbers for an off-year general election in 2006. The final numbers showed that 3.8 million people cast ballots, up from the previous high mark of 3.2 million set in 2002.
- ▶ **E-Lobby:** Land unveiled an electronic filing system for lobbyists in Michigan to bring greater efficiency, convenience and openness to the reporting process. The new system, called E-Lobby, allows users to submit their information with the click of a mouse, instead of having to mail or hand-deliver forms. It reduces the paper processed by the department, saving staff time and decreasing errors.



# Michigan Department of State

## The 2006 Year in Review

*“...Secretary of State Terri Lynn Land wants motorists to read the fine print before casually popping over-the-counter medications.”*

*The Grand Rapids Press;  
Feb. 9, 2006*

*“Secretary of State wants motorcyclists to get more training”*

*Detroit Free Press;  
Aug. 24, 2006*

*“Today, Michigan Secretary of State Terri Lynn Land proposed changes to the state’s driver education program to help make drivers safer.”*

*WWMT TV-13;  
April 27, 2006*

*“Land calls for stricter driver education rules”*

*Detroit Free Press;  
April 28, 2006*

*“Secretary’s documentation idea a good one”*

*The Mining Journal  
(Marquette)  
editorial;  
Sept. 24, 2006*

- ▶ **Immediate campaign filings:** Late contribution reports and certain other campaign finance disclosure documents requiring immediate filing can now be submitted electronically. The e-IDR (immediate disclosure report) application provides filers with the ability to submit the reports at any time. The department is equipped to receive and post the filing instantaneously, providing better and faster public disclosure.
- ▶ **Upgrading local QVF equipment:** With the help of federal funding, the department replaced all computer equipment used by local units of government to manage voter registration in the Qualified Voter File, a statewide database. The new equipment is more robust and will allow local election officials to access digitized signatures from the driver's license system, improving voter verification.
- ▶ **QVF Lite:** In response to requests for additional options to access the Qualified Voter File database, department staff created a “Lite” version of the QVF software to allow clerks in smaller jurisdictions to view and update QVF records via a secure Internet connection.
- ▶ **Cleaning up voter lists:** State and local efforts to clean up Michigan’s voter lists continued to improve the accuracy of the state’s nationally renowned Qualified Voter File. In one program, the department has reimbursed local clerks \$707,237 for the costs of registered voter verification, including nearly \$116,000 to Detroit. To date, approximately 229,000 out-of-date files have been marked for potential deletion under the program.

### IMPROVING SAFETY FOR ALL

Secretary Land recognizes that many of the decisions she makes can have a positive impact on the safety of Michigan’s families. Whether dealing with issues involving motor vehicles, identity theft and fraud or border identification and security, Land is working to protect the people of Michigan.

- ▶ **Strengthening driver education:** To make sure young drivers are prepared to handle the challenges of driving, Land pushed for changes that strengthen the driver education curriculum. As a result, the Driver Education Provider and Instructor Act became law on Oct. 1, 2006. The new law brings consistency to the administration of driver education in public and private driving schools and improves driver and instructor training.
- ▶ **Promoting a dual-purpose ID:** Land continued to lobby federal officials for approval of a pilot project to create a dual-purpose driver’s license, which would harmonize the security requirements of the Western Hemisphere Travel Initiative and the Real ID Act. Land spoke to the Canada-U.S. Business Association promoting her idea, which would help protect citizens without impeding trade between Michigan and Canada.
- ▶ **Improving motorcycle safety:** During 2006, the approximately 11,000 students trained under the Motorcycle Safety Program marked a record high. The department also used \$245,000 in appropriated funding for the purchase of 95 new training motorcycles, which were distributed to 14 public-sponsored training agencies.



# Michigan Department of State

## The 2006 Year in Review

*“State reminds us to keep eye out for pedestrians”*

The Oakland Press;  
June 15, 2006

*“Over-the-counter drugs, driving can be dangerous, Land warns”*

The Grand Rapids Press;  
Feb. 9, 2006

*“This is the second year voters are operating under Michigan’s consolidated election law, pushed for by Ms. Land. This has proven more efficient and cost-effective.”*

The Grand Rapids Press  
editorial;  
Oct. 30, 2006

*“(Land) has been able to do this despite tighter budget restrictions and the need to consolidate resources.”*

Battle Creek Enquirer  
editorial;  
Oct. 29, 2006

*“(Land has) found ways to significantly cut costs—without sacrificing services.”*

Huron Daily Tribune  
editorial;  
Nov. 3, 2006

- ▶ **Be Safe, Be Seen:** Land joined with the Michigan Association of Broadcasters and disability advocates on a campaign to reduce accidents involving motorists, pedestrians and bicyclists, which cause 5,000 fatalities a year in the U.S. Branch offices offered safety tips and reflective stickers as part of the effort to raise public awareness.



- ▶ **Use Caution, Drive Safely:** Land teamed with the Michigan Pharmacists Association on a public-awareness campaign that cautions against the dangers of driving while using over-the-counter and prescription medications. By warning motorists of possible side effects of drugs, the campaign is aimed at reducing the 16,000 accidents in the U.S. each year attributed to impairment from medications.

- ▶ **Waterway Watch:** The department enlisted the help of boaters and other marine community residents in protecting Michigan’s waterways by reporting suspicious activity as part of the America’s Waterway Watch campaign.

- ▶ **Replacing "Old Blue":** The law was recently changed to replace the "Old Blue" standard license plate used by more than 5 million motorists to a plate with higher reflectivity. Land put plans in place to move to a new standard plate that will be easier to see at night, helping law enforcement keep our streets safer.

### MAKING SMART FINANCIAL DECISIONS

Tax dollars should never be wasted. Secretary Land is keenly aware that those who govern owe it to taxpayers to be efficient in spending their money. Land makes the smart and often tough decisions that allow the Department of State to provide the most and best services for the least cost. On matters under its oversight, the department also seeks to recover monies for the state and its customers when they have been wronged.

- ▶ **Office consolidation saves \$125,000:** To save tax dollars and maximize efficiency, staff from leased space in Southfield was consolidated to the Cadillac Place Building in Detroit and leased space adjacent to the Livonia Super!Center office. This change saves the state \$125,000 in annual costs.

- ▶ **Settlement nets Michigan \$1.5 million:** Michigan received \$1.5 million as part of a national settlement for a trucking registration dispute involving the state of Oklahoma, which is to be added to the state’s Transportation Fund. Department staff followed the case through the legal process and made sure the state received its fair share of trucking fees that had wrongfully been withheld.



# Michigan Department of State

## The 2006 Year in Review

*“... Secretary of State Terri Lynn Land, governmental representatives, donors, recipients and hospital personnel attended the ceremony to remember the importance of organ donation.”*

*The Alpena News;  
July 22, 2006*

*“The law, which went into effect in October 2005, has removed 184,000 tons of vehicles from the state’s roadways, according to Secretary Land, who championed the law.”*

*The Detroit News;  
Tom Greenwood column;  
Oct. 17, 2006*

*“Secretary of State Terri Lynn Land personifies the core values of public service and is indeed a champion of persons with disabilities.”*

*Letter of support;  
Duncan Wyeth,  
executive director,  
Michigan Commission on  
Disability Concerns;  
Sept. 26, 2006*

### WORKING WITH COMMUNITIES

The Michigan Department of State does not exist solely to oversee elections and motor vehicles. Secretary Land believes the department can also be a partner to local communities and charitable organizations, and can help achieve great things that make life better for people.

- ▶ **Organ donor registry – 1 million names!** Land continued her strong commitment to promoting organ donation, and reached the lofty goal she set of achieving 1 million names on the state’s donor registry. This year, the department expanded Buddy Day into Buddy Week to give this good cause the greater focus it deserves. Nearly 300 Buddies at 140 branch offices relayed personal stories of the miracle of organ donation.
- ▶ **100,000 abandoned vehicles removed!** The number of vehicles cleared from roads and communities under the Abandoned Vehicle Law, which took effect Oct. 1, 2005, surpassed 100,000 in 2006. Land championed the legislative changes, believing they would improve the system, and they have. The streamlined removal process for abandoned vehicles is reducing blight and taking the burden of processing the vehicles off law enforcement, allowing officers to focus on more serious crimes. Department of State staff, rather than police, now notify owners their vehicle is being processed.
- ▶ **Supporting the disability community:** Land was given the MRC 2006 Excellence Award by the Michigan Rehabilitation Conference in recognition of her efforts on behalf of the disability community. She was honored for involving those with disabilities in the implementation of federal voting reforms, working to improve their safety and security and participating in several disability forums.
- ▶ **Harvest Gathering:** Land led the Department of State as it joined with the rest of state government in raising food and funds to help hungry families in all of Michigan’s 83 counties. The department collected 34,508 pounds of food for those in need, about 10,000 pounds more than the record it set last year.
- ▶ **Dedication to Richard H. Austin:** At a ceremony renaming the Treasury Building in Lansing for former Secretary of State Richard H. Austin, Mr. Austin’s widow, Ida Austin, thanked Secretary Land for initiating the movement to dedicate the office building to her husband. Land had worked with legislators to pass a measure bestowing the honor on Austin, who had many notable achievements in a 24-year career as Secretary of State.
- ▶ **Promoting Angels' Night:** Branch offices in Detroit, Hamtramck and Highland Park helped promote the need for volunteers for Angels' Night during the week of Halloween. Once recruited, volunteers patrolled Detroit streets, turned on porch lights, and kept an eye on neighborhoods to protect the city.