



2024 - 2027 DMV Strategic Plan

MISSION

We promote public safety, trust, and confidence for all Coloradans by delivering customer-centric driver license and motor vehicle services.

VISION

Improve the quality of life for all Coloradans through exemplary DMV services.

Strategic Priorities > Objectives > Success Measures

STRATEGIC PRIORITY 1: CUSTOMER-CENTRIC SOLUTIONS

Deliver a seamless, integrated, and exemplary customer experience.

- 1.1** Create omnichannel and accessible experiences for customers.
- 1.2** Increase customer outreach and awareness.
- 1.3** Capture and act on voices of customer insights.
- 1.4** Prevent fraud and protect customer privacy consistent with industry standards.
- 1.5** Create a single source of truth for DMV information.

Success Measures

- Increase satisfaction survey submission to 7% of all customers served.
- Maintain 3.5 or better satisfaction rating.
- Increase self-service platform usage from 42 to 45% with a stretch goal of 50%.

STRATEGIC PRIORITY 2: A LIVING CULTURE OF SUCCESS

Create a positive work environment and culture that promotes employee retention, satisfaction, and innovation.

- 2.1** Improve employee engagement and well-being.
- 2.2** Increase recruitment success and retention rates at the DMV.
- 2.3** Implement an organizational structure that is aligned with providing exemplary customer service and culture of success.
- 2.4** Enhance employee development opportunities.

Success Measures

- Increase Employee Engagement Score from 72.6% to 75%.



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STRATEGIC PRIORITY 3: STRONGER STRATEGIC PARTNERSHIPS

Enhance partnership relationships to improve service delivery

- 3.1** Increase road safety and consumer protection education.
- 3.2** Create desirable motor vehicle training programs for partners.
- 3.3** Increase electronic data sharing opportunities.
- 3.4** Improve alignment and standardization of information with DMV partners.

Success Measures

- Determine strategic partnership metric based on a partner survey and establish metric after Year 1.

STRATEGIC PRIORITY 4: OPTIMIZED TECHNOLOGY

Integrate planning, operations, design and use of technology

- 4.1** Modernization of DMV systems.
- 4.2** Leverage data to create meaningful performance measures.

Success Measures

- Strive for 100% of projects executed on time and are able to be successfully utilized by the identified customers.

