



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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14-012

DMV Dash Pass comes to Las Vegas

Customers can check in from anywhere

LAS VEGAS – The Nevada Department of Motor Vehicles has launched its new Dash Pass check-in system in the Las Vegas area. The system is designed to revolutionize the DMV experience, according to agency officials.

Motorists can text, phone, or go online to place themselves in line at the DMV without being physically present. Dash Pass sends text updates or calls back with an estimated wait time. It then sends reminders and even tells the customers which window will serve them.

“It changes the whole dynamic of waiting in line at the DMV,” said DMV Director Troy Dillard. “Our customers can now check in from anywhere and use their time as they see fit.”

At the office, television monitors and a public address system announce the last four digits of the customer’s phone number and the window where they will be served. DMV staff members check in customers who didn’t join in advance.

Customers should visit the DMV website at dmv.nv.com/dashpass for texting info and other details. Dash Pass is based on text messages or phone calls. There is nothing to download.

The system has been in operation in the Reno area since March, 2014. It has drawn positive reviews and won a local award. Dash Pass was named “Best in Mobile Marketing” for 2014 by the Reno-Tahoe chapter of the American Marketing Association.

The Dash Pass system was developed by QLess of Pasadena, Calif. QLess technology is being used at DMVs in Kansas, Michigan, Missouri and Texas and in other environments such as airports, theme parks, retail, education and healthcare.

“With a mission to liberate customers from waiting in line, we are pleased to partner with Nevada DMV,” said Alex Bäcker, founder and CEO of QLess. “We are confident that this partnership will result in better customer service and overall happier residents in the state of Nevada.”

The DMV has a full promotional campaign for Dash Pass titled "Some call it revolutionary. We just call it Dash Pass." Download the [press kit](#) for details (PDF).

-##-

Graphics & Links

[Dash Pass Home Page](#)

[Press Kit \(pdf\)](#)

[Website Takeover Ad 800 x 600 \(jpg\)](#)

[Radio Commercial \(mp3\)](#)

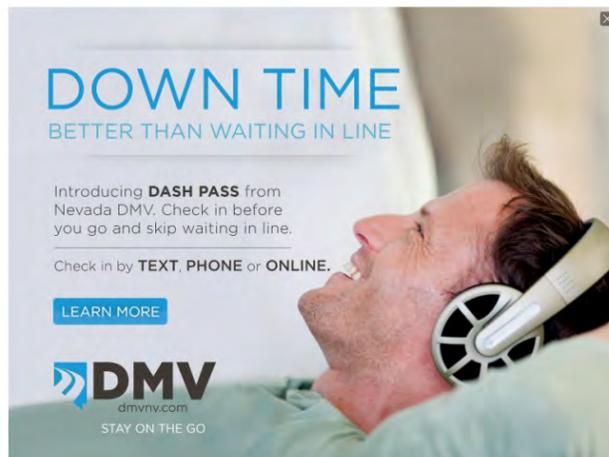
DMV Logo

The DMV revised its logo earlier in 2014.
Here are links to the revised version.

[Web 250 x 85 \(png\)](#)

[Print 500 x 158 \(png\)](#)

[Vector \(pdf\)](#)



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DMV Dash Pass Press Kit

September 5, 2014

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Fact Sheet

The Nevada DMV's Dash Pass system was tested at the Reno office in a pilot project that began February 28th, 2014.

Dash Pass was next deployed at the Carson City office, then throughout Northern Nevada. Installation at the Las Vegas offices was completed during the week of August 25, 2014.

The system is built and operated by QLess, Inc., of Pasadena, California. QLess was chosen through a competitive bidding process as the replacement for the DMV's existing system that has been in use since 1997.

The company is operating under a 4-year contract valued at \$520,348.

QLess technology is being used at DMVs in Texas, Michigan, Kansas and Missouri. The technology has been used for years in the theme park, retail, healthcare and education arenas.

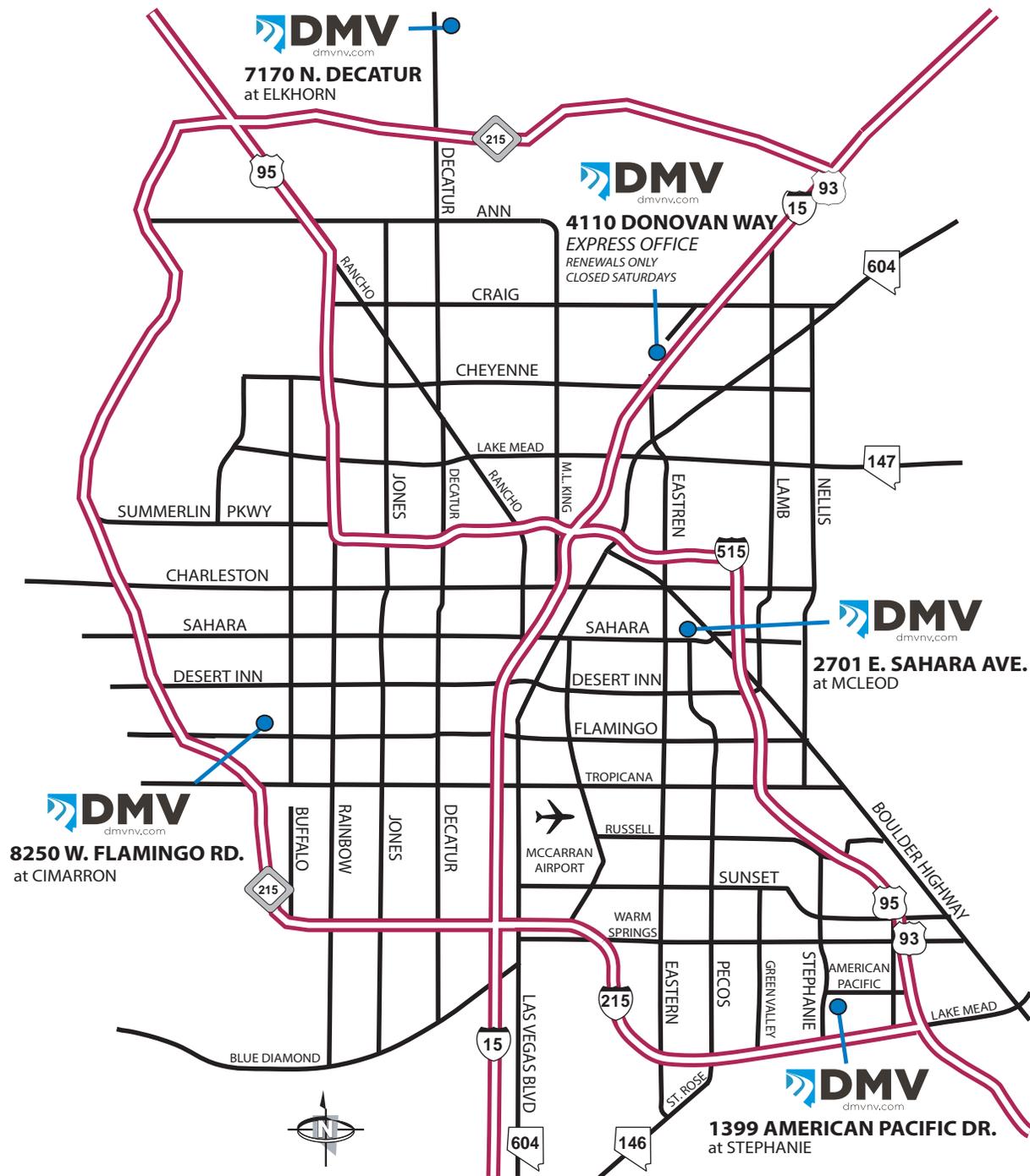
The Nevada DMV is one of the company's first deployments to manage multiple functions such as vehicle registrations, driver's licenses, identification cards and driver histories.

About QLess

QLess is the global leader in mobile wait management. The company's patented, cloud-based technology helps organizations improve customer experiences by eliminating lines and offering convenient ways to make and manage appointments. QLess clients span five continents and include government offices/DMVs across the country, universities, urgent care centers, and local and multinational retailers, including Vodafone. For more information, please visit <http://www.qlless.com>.

Nevada Department of Motor Vehicles Las Vegas Area Offices

www.dmvnv.com | (702) 486-4368 | (877) 368-7828



Check in with Dash Pass

Get in line before you leave! We'll text or call you with an estimated wait time, then keep you up to date as your turn approaches. There is no need to check in again at the office. You must be in the building prior to the posted closing time.

Check in one of three ways:

- ✓ **Text** using the information at right.
- ✓ **Call** (844) DASHPASS (844-327-4727)
- ✓ **Online** at www.dmvnv.com/dashpass

Decatur
Donovan
Flamingo
Sahara
Henderson

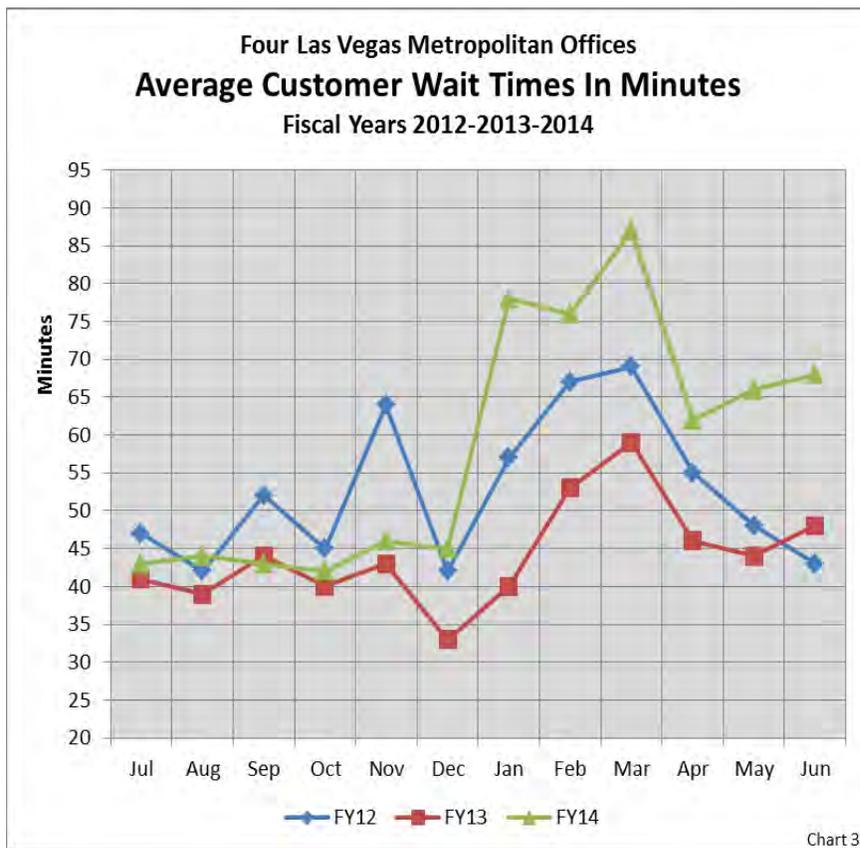
Text **dmvdecatur** to (347) 763-6103
Text **dmvdonovan** to (347) 695-3956
Text **dmvflamingo** to (347) 763-6175
Text **dmvsahara** to (347) 763-6731
Text **dmvhenderson** to (347) 763-6211

DMV Statistics

The DMV is busy. Each of the four Las Vegas DMV offices serves in excess of 1,000 customers per day. Wait times have increased in 2014 due to eight-year license renewals, the driver authorization card program and an improving economy.

In June, 2013, the DMV served an average of 1,163 customers per day with an average wait time of 47 minutes. In June 2014, the customer count increased to 1,437 with an average wait time of 68 minutes.

Average Daily Customers	June 2013	June 2014
Decatur	1,110	1,347
W. Flamingo	1,250	1,607
Henderson	1,046	1,318
Sahara	1,244	1,475
Las Vegas Average	1,163	1,437



The four Las Vegas offices completed 2.8 million transactions in Fiscal Year 2014. The DMV as a whole completed more than 8 million transactions in the same period.

Marketing Award

The Nevada DMV's Dash Pass system was tested at the Reno office in a pilot project that began March 3rd, 2014. It won an award just a few months later.

Dash Pass was named "Best in Mobile Marketing" by the Reno-Tahoe Chapter of the American Marketing Association (AMA). The AMA's Ace Awards ceremony was held June 26, 2014.

Dash Pass was chosen over competing entries from the Reno Gazette Journal and Renown Healthcare.



"Best in Mobile" AMA Award

Testimonials

Here are some customer comments on Dash Pass from Twitter and other sources:

Your new smart phone check-in process is absolutely PHENOMENAL! This needs to be publicly broadcasted and recognized as often as possible! OMG WOW, WOW, WOW...is this a government office...hats off to this awesome program!

--Michael D.

Kudos to @NevadaDMV for their cell phone system! New (to me) car registration and title transfer - 16 minutes total

@NevadaDMV great improvement with the texting system. Walk right to the counter when you text yourself in line. Well done!

So now you can check-in at the @NevadaDMV, leave, GO ON WITH YOUR LIFE, and they text you when it's time to come back????

A few weeks ago I utilized the new "call system" at the Reno office and was quite impressed. What a change to literally walk into the office and have your number called seconds later!

--Loren F.

I just want to say that I am very appreciative of your online services, kiosk services, and new appointment-with-texting-alert service. You all have made everything so simple and quick. It's become a pleasure dealing with the DMV. Thank you!

--Miriam S.

Press Clips

Dash Pass has received positive coverage in the local Nevada press since its debut in February. Here are links:

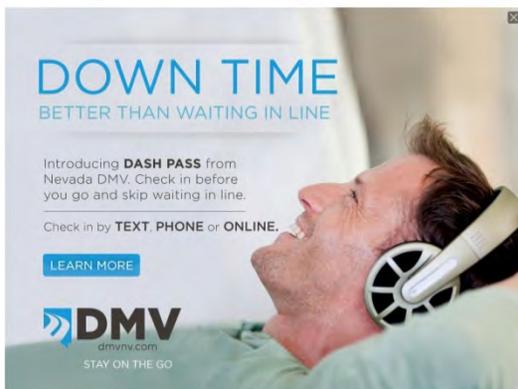
- 2/18/14 [KTVN](#) Reno DMV Office to Try New Queue-less System
- 3/3/14 [Reno Gazette Journal](#) Reno DMV to launch virtual lines on Monday
[KRNv](#) New waiting system launches at DMV in Reno
- 6/19/14 [KSNV](#) New DASH PASS eliminates waiting in line at DMV
- 6/20/14 [KTVN](#) Nevada DMV Rolls Out Dash Pass in Carson City
[KOLO](#) DMV Rolls Out Dash Pass System in Carson
[DMV News Release](#)
- 7/14/14 [KRNv](#) DMV's Dash Pass deemed success: Results in statewide expansion
- 8/18/14 [Elko Daily Free Press](#) New system at DMV changes waiting procedure

Promotion

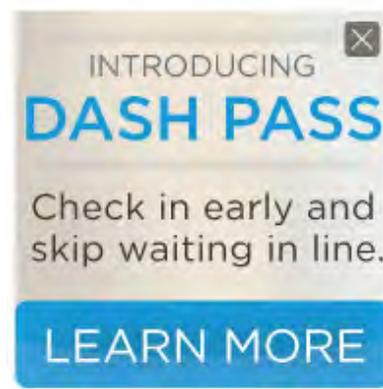
The DMV has a comprehensive plan for promoting Dash Pass. Visit www.dmvnv.com/dashpass for details on the system.

Web Takeovers

Visitors to the DMV website *dmvnv.com* are greeted with a “takeover” promotion the first time they visit the site each day. The takeovers come in large and small sizes for desktop and mobile devices. The takeover is available anytime at a [special preview page](#).



Desktop Takeover



Mobile Device Takeover

Advertising

Similar takeover ads are being placed on news websites in Las Vegas. Banner ads will run on internet advertising networks and the Pandora music service. Radio advertising is also part of the mix.

[Download the mp3.](#)

Social Media

The department will be using the following messages on promoted Facebook posts and other social media:

So, you have to go to the DMV. Plan ahead and save time—check in early at our metro location by text, phone or online and you'll be notified via text message when your turn is coming up. Skip the line! It's that simple. Check in with Dash Pass now: <http://www.dmvnv.com/dashpass.htm>

In the amount of time it takes you to read this post, you can check in by text, phone or online to reserve a spot in line at the DMV metro locations. It's that simple. Save time and be notified when it's your turn: <http://www.dmvnv.com/dashpass.htm>

LIKE if you want to avoid waiting in line at the DMV. Follow this link to learn how you can check in ahead of time at our metro locations and not have to go in until you're notified your turn is coming up: <http://www.dmvnv.com/dashpass.htm>

True or False:

You can check in early to reserve your spot in line at DMV metro locations. Then be notified when it's your turn to head over in person.

(Answer: True! If you have to head into a metro DMV location in person, check in by text, phone or online to get your spot in line. There's more—many of the things you need to do at the DMV can be done online with MyDMV (no line at all!). Learn more: www.dmvnv.com.)

The DMV's Dash Pass is designed to save you time. See how: <http://www.dmvnv.com/dashpass.htm>.

Collateral

DMV offices will feature window wraps touting Dash Pass. These have already been installed at the Reno office and will be placed at the Las Vegas offices this fall.

There will also be posters inside. A print-friendly map of the Las Vegas offices features the Dash Pass check-in information. [Download the PDF.](#)



SKIP THE WAIT

DMV DASH PASS

CHECK IN FROM YOUR PHONE RIGHT NOW!

Text **dmvreno** to (310) 494-2789
Call **(844) 327-4727** (844-DASHPASS)
Click online at **dmvnv.com**

Dash Pass will give you an estimated wait time and keep in touch by text or phone call. It's easy and the time is yours!

A window wrap for the Reno Office



Reno office front doors