

Massachusetts Department of Transportation Registry of Motor Vehicles Division

Customer Service Enhancements

Board Report
January 23, 2017

Service Enhancements Overview

Critical component of **RMV's Mission** as a service organization is to credential and deliver driver, non-driver and vehicle services in multiple channels for our customers' convenience

- **RMV Vision** is to lead the industry in providing a flexible business model for registry services that meet customers' needs

To achieve its mission and realize this vision, the RMV is making changes to its business models

- Service Center relocations and remodeling
- Expansion of AAA partnership to increase service options

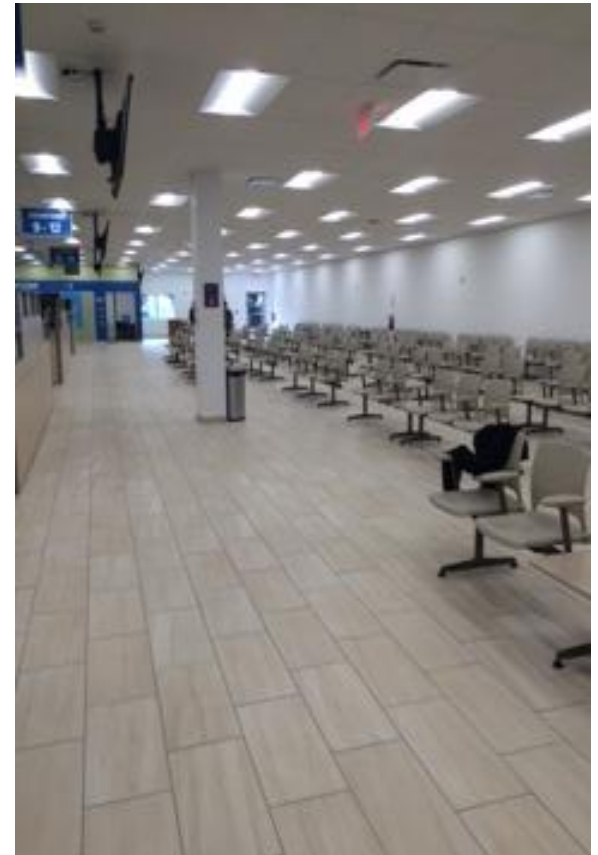
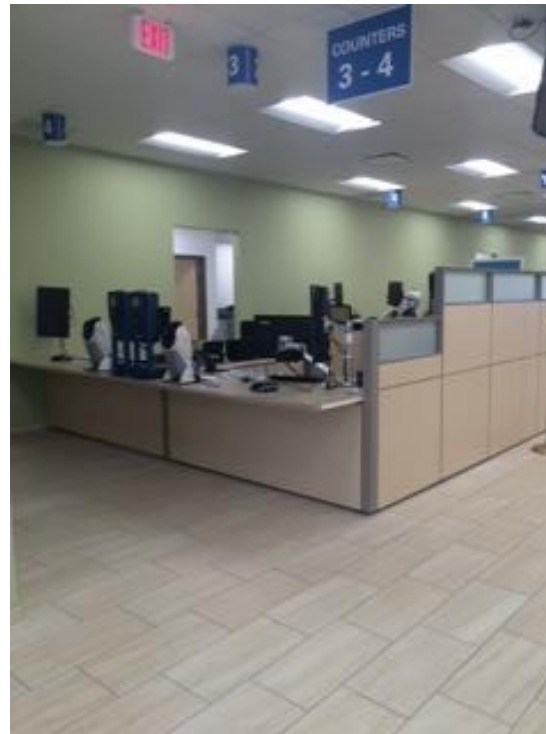
New Service Centers

Majority of RMV Service Centers are leased locations

- As leases expire, new locations feature new layouts and updated features
 - New spaces better accommodate dual-line queuing model that eliminates hidden wait times at start of day and improves customer flow
 - Includes self-service printing stations and improved seating areas

| Service Center | Current Address | New Address | Opening Date |
|----------------|--------------------|-----------------------------|-----------------------------------|
| Springfield | 165 Liberty Street | 1250 Saint James Ave | January 23, 2017 |
| New Bedford | 278 Union Street | 200 Theodore Rice Blvd | February 6, 2017 |
| Lawrence | 73 Winthrop Avenue | Same address-new storefront | February 27, 2017 |
| Brockton | 490 Forest Avenue | Same address-site expansion | Renovation complete by March 31st |

New Service Centers Springfield Opening



AAA Partnership Expansion

Expansion of AAA locations that provide RMV services to AAA members increases customer convenience

- More than half of AAA offices across the Commonwealth now offer driver’s license, ID card and registration renewal and duplicate services

| Newest AAA Locations | Address |
|----------------------|--|
| Fairhaven | 32 Fairhaven Commons Way Fairhaven, MA 02716 |
| Franklin | 260 Franklin Village Drive Franklin, MA 02038 |
| Quincy | 650 Adams Street Quincy, MA 02169 |
| Raynham | 350 New State Highway Suite 3 Raynham, MA 02767 |
| South Attleboro | 405 Washington St South Attleboro, MA 02703 |
| Springfield | 1891 Wilbraham Rd. Springfield, MA 01129 |

Upcoming AAA Partnership Expansion



Plans underway to continue expansion to the following additional AAA locations

| Newest AAA Locations | Address |
|--------------------------|--|
| Waltham-January 24th | 856 Lexington St, Waltham, MA 02452 |
| Lowell-February 9th | 585 Pawtucket Blvd, Lowell, MA 01854 |
| Auburn-February 10th | Auburn Plaza Shopping Center, 711 Southbridge St, Auburn, MA 01501 |
| Pittsfield-February 20th | 660 Merrill Rd, Pittsfield, MA 01201 |