

Board Meeting Minutes

June 12, 2024

10:00 a.m.

Virtual Meeting

Present

David Connell, Chairman
Jeff Markey, Vice Chairman
Britt Fleck, Secretary
Rachel Little
Bob Pierce
Kat Satterfield
Tony Guisasola
Christie Moore
Frank Reynolds

Not Present

Elizabeth Crowder from the State Attorney General's Office, members of the DDS Staff, and Gail Lee, a member of the public, also attended the meeting.

Establish Quorum/Call to Order

Chairman Connell confirmed the presence of a quorum and called the meeting to order at 10:00 a.m.

Approval of Minutes

Chairman Connell called for a motion regarding the minutes from the May 15, 2024 Board meeting. Bob Pierce motioned to approve the regular meeting minutes as presented; Frank Reynolds seconded the motion with unanimous approval by the remaining Board members.

Commissioner's Report

On behalf of Commissioner Moore, the Deputy Commissioner welcomed the Board, members of the DDS staff, and others attending the meeting. He gave the Board a quick update on Postal issues. The problems with mail delivery affecting USPS customers are also affecting our customers. The agency has seen an increase in complaints about customers not receiving their cards in a timely manner. Communications sent a new press release last week advising customers about the potential delays. DDS will continue to communicate with the public.

Public Employee Recognition Week (PERW):

- The agency celebrated PERW from May 6 -11th. A good time was had by all. All divisions were involved and participated in themed casual days.
- The Deputy Commissioner thanked the HR team for coordinating the food and events. Many CSCs and divisions did additional events to recognize their team members.
- The grand finale on May 13th was the annual cookout featuring Chef Spencer R. Moore. He enjoys cooking for the team as much as the team enjoys eating. Kudos to our Commissioner.
- He also thanked the facilities team for a multitude of logistics and the executive team and managers for pitching in to make it a special day for the team members.

5 Star Customer Service Data:

- Deputy Commissioner Rich shared with the Board some customer service data sets we are getting from Epidemiologist Benal Patel and how DDS utilizes that data to enhance 5-star Customer Service initiatives.

- The Chairman asked Deputy Commissioner Rich to share with the Board how customers can provide feedback. He explained that every customer who conducts a transaction in the CSC receives a Survey Monkey survey of their experience. The Customer Satisfaction report that the Commissioner shares with the board monthly is derived from those surveys.
- To achieve 5-star Customer Service, DDS must identify any "less than 5-star" performance and trends and develop strategies to correct them. The Surveys are shared with the Deputy Commissioner each week and then compiled into a monthly report at the end of the month. In addition to the ratings, there is a section for customer comments.
- The epidemiologist breaks down the data, identifies the problem areas, and provides information that can be used as a management tool to increase overall customer satisfaction.
- She also summarizes the written remarks about poor customer service and shares this information with the district managers so they can address the identified issues within their districts.

Public Information Officer Susan Sports provided an update on public outreach:

- Susan updated the Board on statewide ad campaigns for Georgia digital driver's licenses, and IDs, and customer self-service kiosks at grocery stores.
- The Digital Driver's License campaign launched in January for radio, tv, and digital. To date, 800 ads have been run. Susan shared a video with the board from this campaign.
- There are upcoming Ad Campaigns for Kiosks at select metro-Atlanta Kroger stores and on DDS social media. Susan shared a video with the board of this TV campaign.
- Susan shared some of the outreach projects done by the Communications team.

CIO Renee Parker provided an update on fraud prevention:

- The agency has partnered with Incode to enable customers to validate their identity when changing their online address.
- Customers calling our Contact Center/Help Desks can be verified using video conferencing to assist with:
 - Address changes
 - Email account deletions/changes
 - Two-factor authentication changes
 - mDL creation issues
 - Password resets
 - Online account assistance
- Video verification can also be used to validate a customer's identity if the agent is suspicious of the person they are speaking with. More than 4K verifications were completed in 2024.
- IT is working with the Office of Investigative Services to create reports to identify any possible fraudulent activity.

Assistant General Counsel Tanis Willis provided an update on agency duties:

- Tanis shared with the board a few areas that statutorily fall under the umbrella of DDS. As far as issuance, the agency handles driver's licenses, permits, and identification cards.
- She went through a few regulated programs that DDS is responsible for, such as driver training schools, driver improvement clinics, risk reduction programs, and CDL matters.
- She ended with duties not covered by DDS. That list consisted of a few agencies that were often mistaken for things covered by DDS.
 - The Department of Revenue handles Vehicle Tags, Titles, and Registration in its Motor Vehicles division.
 - Voter Registration is handled by the Secretary of State office in the Election division.
 - The Department of Transportation handles Crash/Accident Reports.
 - Motor Carrier Compliance Division falls under the Department of Public Safety.

Deputy Commissioner Rich provided an update on the agency's performance:

Ricky, like the Commissioner, enjoys talking about performance and the great job the team is doing. In April, the numbers showed it to be the busiest month of the year. May is now the busiest month, with over 225,000 customers served, which is over 52,000 more than May of last year and over 20,000 more than last month. Even with the increase in volume, the average wait time was five minutes and thirty-five seconds, which is only three seconds more than last year. The team members keep up with the pace and serve customers promptly. Customers served in thirty minutes or less is at 99%, which is up a point from last year. The longest average wait time at any CSC was fourteen minutes and fifty-three seconds, down three minutes from last year.

The Deputy Commissioner ended with the Customer Satisfaction Surveys. The numbers were up by 2,400 responses over last year, partly due to the increase in customers. May shows the numbers increased in every category. The overall customer service ranking was up from 4.67 to 4.69 this month. Deputy Commissioner Rich thinks the team is doing a phenomenal job based on the amount of work they have and the customer volume while maintaining excellent customer satisfaction.

Rule for Initial Approval

Crandall Heard, Deputy General Counsel, reviewed the following rules:

- **375-3-3-.23** Pauper's Affidavit for Reinstatement or Restoration Fees

Christie Moore motioned to approve the initial rules for adoption; Bob Pierce seconded the motion with unanimous approval by the remaining Board members.

Rules for Final Approval

- **375-5-6-.02** Definitions
- **375-5-6-.03** Exclusions
- **375-5-6-.04** Qualifications of Program Owners
- **375-5-6-.05** Qualifications of Program Directors
- **375-5-6-.06** DUI Alcohol or Drug Use Risk Reduction Qualifications of Program Instructors (amend to Qualifications of Program Instructors)
- **375-5-6-.07** Program Owner Application, Certification, and Recertification Requirements (amend to Program Application, Certification, and Recertification Requirements)
- **375-5-6-.08** Program Director Application, Certification, and Recertification Requirements (repeal)
- **375-5-6-.09** Program Instructor Application, Certification, and Recertification Requirements

Frank Reynolds motioned to approve the final rules for adoption; Christie Moore seconded the motion with unanimous approval by the remaining Board members.

Waiver Petitions

1. Bailey Nicole Eldreth – She is seeking a Georgia ID in the name of Bailey Nicole Eldreth. She is 20 years old. She was born in South Carolina. She only has a photocopy of her birth certificate. Her father was not listed on her birth certificate. Her mother is deceased. She has never been issued an ID card, permit, or driver's license. South Carolina is very restrictive regarding what they accept for IDs and who can request someone's birth certificate. Her only option is to pay an attorney to order her birth certificate, which she cannot afford. She submitted a copy of her Birth Certificate (mother-Belinda Doreen Whatley; no father listed), immunization record (parent-Belinda Whatley), school record, death certificate of Mother (decedent - Belinda Whatley), medical report, SSNAP (mother-Belinda Doreen Whatley), and S/S Card.

Christie Moore motioned to approve the waiver; Tony Guisasola seconded the motion with unanimous approval by the remaining Board members.

2. James Earnest Moore – He is seeking a Georgia ID card in the name of James Earnest Moore. He is 67 years old. He was born at home in Illinois without a doctor or midwife. His mother and, later, the doctor did not register the birth. The State of Illinois cannot find his birth record. He submitted his School Record (father-John W.; mother-Vinola; guardian-Joan Allen), DD Form 214, Valid Michigan ID Card (not REAL ID compliant), No Birth Record Found Letter, Social Security Letter (S/S), and Veterans Affairs Envelope.

Bob Pierce motioned to approve the waiver; Christie Moore seconded the motion with unanimous approval by the remaining Board members.

3. Darlene Winchester – She is seeking a Georgia driver's license in the name of Darlene Winchester. She is 65 years old. She was born Darlene Edwards in New Jersey. The hospital she was born in is now closed. She has tried for two years to obtain her birth certificate. It is unclear why New Jersey will not give her the birth certificate. Both her parents and all her siblings are deceased. She submitted her school health record (mother-Marie; father-Frank), school records (mother-Marie Edwards; father-Frank Rainford), marriage Certificate (spouse-Barry Jackson; parents' names-Franklin Rainford and Marie Edwards), birth certificate of Child 1990, birth certificate of Child 1997, marriage certificate (spouse-Sherman Allen Sheffield; maiden name- Edwards), expired Florida Driver's License (REAL ID compliant), guardian Advocate Court Document, marriage certificate (spouse-Gene D Winchester), S/S Card, and S/S Letter (mother-Marie Edwards; father-Franklin Rainfords; prior names used-Darlene Edwards/1973, Darlene Jackson/1993, Darlene Sheffield/2005/2017, Darlene Winchester/2022).

Britt Fleck motioned to approve the waiver; Frank Reynolds seconded the motion with unanimous approval by the remaining Board members.

New or Old Business

There is no scheduled board meeting in July.

The next Board meeting will be held on August 14, 2024.

Adjournment

There was no further business to discuss; Chairman David Connell called for a motion to adjourn. A motion was made by Christie Moore and seconded by Bob Pierce with unanimous approval by the board.

READ AND APPROVED on 14 of August, 2024 by:

David Connell
David Connell, Chair

Jeff Markey
Jeff Markey, Vice-Chair

Absent
Britt Fleck, Secretary

Absent
Bob Pierce, Member

Rachel Little
Rachel Little, Member

Kat Satterfield
Kat Satterfield, Member

Tony Guisasola
Tony Guisasola, Member

Absent
Christie Moore, Member

Frank Reynolds
Frank Reynolds, Member