

The Connector



September 2015

Message from WisDOT Secretary Mark Gottlieb

Our Division of Motor Vehicles has started issuing new driver licenses and identification (ID) cards at some customer service centers, with a full roll-out around the state continuing through October. As the article below details, these products will be among the most secure in the U.S. and will help curb fraud and identify theft. DMV has been working with various stakeholders such as law enforcement, taverns, retailers and others to make them aware of the new look. It's one more way DMV is using new technology to enhance their products and the customer service they provide.

Wisconsin DMV debuts new driver license/ID cards this fall Black & white images, enhanced security featured

The Wisconsin Department of Transportation's Division of Motor Vehicles (DMV) will begin issuing new driver licenses (DL) and identification (ID) cards this fall. These new cards will be the most secure in the United States. An innovative polycarbonate card and laser-engraved photo are the most prominent features designed to curb fraud and identity theft.

"Advances in technology have enabled WisDOT to offer a new card for identification that makes it the most secure in North America," said Ann Perry, director of Bureau of Driver Services.



A brief [video](#) introduces these new cards. Customers will also notice these added security features:

- The card feels slightly stiffer and makes a unique sound when dropped on a hard surface.
- A raised signature, date of birth (DOB), expiration date, DL/ID number, U21 until date can easily be felt and hard to copy.
- UV ink highlights intricate Wisconsin artwork on front.
- U21 is prominently displayed in red ink and printed in a vertical format.
- Endorsements for commercial driving, including hazmat certification, are clearly noted.

Online ID renewal is another of the many online services at wisconsin.dmv.gov. There is no need for customers to visit a DMV before their card expires. Ordering a replacement or duplicate driver licenses and changing the address on your record can also be done online.

Two other versions of Wisconsin driver licenses and ID cards are currently in circulation and valid until it's time to renew. Some cards from the previous vendor are set to expire in 2020 and those issued between March 2012 and October 2015 are set to expire in 2023.



Implementation of the new cards will begin in late September with complete integration throughout Wisconsin expected to be completed by November 1, 2015. The process for customers is the same. When their DL or ID expires, customers can visit a [DMV Service Center](#) and present necessary [documents](#). Customers will then receive a receipt which includes an image of the actual card and it is

valid until they receive their new card in the mail. This receipt is valid until 45 days after issuance. Customers can also [track the status](#) of their card online.

Stakeholders play key role in outreach.

As plans got underway, a DMV team worked with organizations and groups who rely on Wisconsin's DL and ID cards in their daily business. Law enforcement, banks, tavern and restaurant owners regularly check these forms of identification to validate individual's birthdays and identity.

Their feedback on how they use the cards helped DMV create [reference tools](#) that would help their members and employees. They now can share these tools on their own websites.

#MoveOver campaign this week

The Wisconsin Department of Transportation launched a social media campaign this week in an effort to increase compliance with the state's Move Over Law. The law requires drivers to move over or slow down when encountering law enforcement officers, highway maintenance crews, tow truck operators and others who work on the side of roads within a few feet of fast-moving traffic. Check out and "Like" the daily posts at www.facebook.com/WisDOT to support this effort.



Facebook Feature videos posting during the week during the week will feature three individuals who experienced first-hand the devastating effects involving Move Over Law violations - Wisconsin State Patrol Trooper Jim Reese, Winnebago County Highway Commissioner Ernest Winters and Katie Walsh, whose husband, Nate, was struck and killed while working as a tow truck operator.

Who's who at WisDOT

Col. Brian Rahn was appointed deputy superintendent of the Wisconsin State Patrol in May 2015. He succeeded Col. Ben Mendez who retired.

Colonel Rahn joined the State Patrol in 1990 and served as trooper before his promotion to sergeant in 1998. He took a leave of absence from the State Patrol to serve as sheriff of Washington County from June 2003 to December 2006. He returned to the State Patrol and was promoted to lieutenant with an assignment to the State Traffic Operations Center in Milwaukee. He was promoted to captain in 2010 and served as the commander of the Northeast Region. He was promoted to major in 2011 and served as the director of the Bureau of Public Security and Communications based at Hill Farms. He subsequently served as the director of the Bureau of Field Operations and was promoted to lieutenant colonel in 2014.



The Wisconsin Department of Transportation's MAPSS Performance Improvement Program reviews performance measures for five key goal areas that guide us in achieving our mission - mobility, accountability, preservation, safety and service. To check out the latest online reports, simply click on the MAPSS logo.

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