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Award winning ClickDMV site shows off new redesign

Lincoln, NE – December 19, 2012 – The Nebraska Department of Motor Vehicles (DMV) has announced a relaunch of its popular online services web portal: [ClickDMV](#). This website hosts the full suite of DMV online services including driver license renewals, vehicle registration renewals, specialty license plate ordering and several others. The new redesigned ClickDMV is focused on organizing the 20+ online service showcased on the site in the most user friendly way; allowing visitors to quickly and easily find what they are looking for, as well as locating other online services that they may not have known were available.

The ClickDMV website and accompanying branding campaign by the agency was awarded a Digital Government Achievement award in 2011 in the Government-to-citizen government category. Citizens are directed to [clickdmv.ne.gov](#) through the state's portal, [Nebraska.gov](#) and mailings such as driver license renewal and vehicle registration notifications. Since the beginning of 2012, there have been nearly 450,000 visitors to the clickDMV website.

The DMV has launched on average two new online services a year for the general public since 2008. In 2012, close to 64,000 citizens have renewed their driver license or obtained a duplicate online, resulting in 32% of all renewals for the year done online instead of waiting in line at a DMV office. The percentage is expected to grow as the application is expanded to allow student drivers to apply for school or provisional operators permits online beginning in January of 2013.

Another popular service, serving approximately 125,000 users this year, is online vehicle registration renewals. This service has had an average of a 50% year-over-year growth rate since its launch in 2008.

As adoption of these time saving applications continue to grow, the DMV continues to look for ways to make the user-experience better, quicker, and even more efficient. "We know that the businesses and citizens of Nebraska want their government services online. " said Beverly Neth, Director of the Department of Motor Vehicles. "We will continue to work to identify how we can make interacting with our agency more convenient and increase the suite of services available through ClickDMV."

Ordering specialty license plates has been an online service that is popular with Nebraska citizens. User survey comments such as "Your site was very easy to use! Thank you for for the online option." and "You did a great job, simple and fast!" are common. In 2012, almost 6,000 specialty plates were ordered online and to make that online experience even better it was recently redesigned to be mobile friendly.