



## We Want Your Feedback

If you have any questions or suggestions about the newsletter please contact:

Kara Lange  
[klange@nicusa.com](mailto:klange@nicusa.com)

## License Plate Renewals

Online license plate renewals have increased for Lancaster County. Red stickers were applied to the front of the renewal notice postcards for the past three months. The results have been remarkable.

Given the success within Lancaster County, it was decided to expand the program to include other counties. There are fourteen different counties that will start placing the stickers on the postcards.

By increasing the number of online renewals, it decreases the number of people that are going into the local county treasurer's office. They are able to reduce the wait time for those that must go into the office.

The results of this latest marketing effort will be given in future issues of this newsletter.

ISSUE

37

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# Nebraska.gov News

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## GM Corner

Marketing. You know it needs to happen, yet it usually slips through the cracks. When you spend so much time working to launch a new service, you want people to know about it.

Nebraska.gov is here to help you will all steps of the project. We will work with you to design a marketing plan that fits your needs and budget.

The best time to design a plan is prior to launching the new service. Things to think about include:

- Who is your target market/audience?
- Will there be any conventions/meetings to make people aware of the service?
- Are there any mailings that are sent by your agency?
- When is the time of year that people will use your service?

Look for new updates to the partner portal that will assist you. You can always contact Nebraska.gov for further assistance.

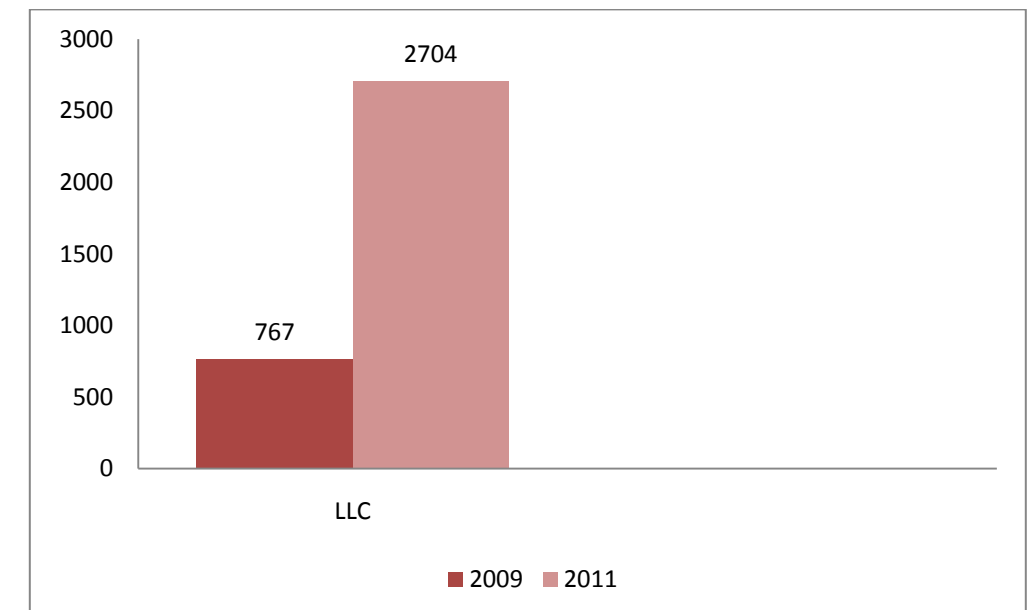
*Brent Hoffman*

## Driving Adoption – Secretary of State Corporation Filing Numbers Up From 2009

The online service for Limited Liability Companies submitting their Biennial Reports to the Business Division of the Office of Secretary of State was introduced for the first time in 2009.

January 2011 marked the re-opening of this service and the initial numbers show a marked increase in the number of filers taking advantage of the online option. In January of 2009, 767 LLC Biennial Reports were performed. Due to early email notifications from Nebraska.gov and paper mailings from the Business Division, January 2011 saw 2704 submitted online.

## History of Corporation Filings



Nebraska Network Manager: Nebraska Interactive, LLC 2011

NEBRASKA.GOV

301 S. 13<sup>th</sup> Street, Suite 301  
Lincoln, NE 68508

Nebraska.gov  
Analytics for  
January 2011

179,067 Visits

86,956 Visitors

38.31% New  
Visitors

352,152 Pages  
Viewed

Service Uptime

Number of Checks:  
14,324

Number of Outages:  
0

Uptime: 100.00%

Average Response  
Time: 0.399 seconds

## Over The Counter Payment

Demand for a secure and flexible electronic payment solution has led Nebraska.gov to develop an Over the Counter Payment System. This program gives state and local government agencies the ability to take electronic payment in person.

The City of Bellevue became the latest organization to start using the eGov Payment Counter. This service allows the City of Bellevue to accept credit card payments within the different departments of the city.

Bellevue has joined the growing list of organizations to use Nebraska.gov's system for credit card payments. More demonstrations are scheduled for additional offices.

Please contact Natalie at [nbacon@nicusa.com](mailto:nbacon@nicusa.com) if you would like to learn more about this service.

### DMV Inserts

This year, when you renew your vehicle's registration, you will be given a set of new license plates. Nebraska.gov has created an insert to market the services with the Department of Motor Vehicles that are available online, along with other services created with other agencies.

The inserts have been sent to selected counties to include in the mailing of the new license plates. Some treasurers are sending out the fliers with all mailings from their office. The inserts have also been placed at the counter, for those who walk into the office.

Nebraska.gov continues to create new marketing opportunities for online services. Future efforts will continue to be noted in this newsletter.



**Renew Online**

- License Plate Registration
- Driver Licenses
- Driver Record Search
- Order Specialty Plates

click DMV Nebraska

Access Click DMV on your smartphone!



For all online services go to [www.ClickDMV.ne.gov](http://www.ClickDMV.ne.gov)

## Nebraska's DMV Online Service Use Increases in 2010

Nebraskans may have noticed shorter lines and wait times at the Nebraska Department of Motor Vehicles (DMV) offices in 2010, due to sharp increases in the use of online DMV services last year. Online license plate renewals more than doubled from 35,830 in 2009 to 73,472 in 2010. The new online driver license renewal service experienced a 25 percent adoption rate since it launched in April.

"We have seen an impact from the online services and the benefits provided to not only the citizens, but the staff at the County offices," said Beverly Neth, Director of the Nebraska Department of Motor Vehicles. "Through marketing efforts, online awareness has increased and we will continue to provide this type of convenient service to our citizens."

The majority of Nebraska's DMV services can be accessed from a home computer at <http://www.ClickDMV.ne.gov>.

Customer comments on the online services include:

- License Plate Renewal: "Saves gas, time and is very convenient! Good Job!"
- Driver License Renewal: "It was my first time! Very refreshing to be able to do this online and not have to stand in line."
- Reinstatement: "I appreciated the fact that I could access the website at any time of the day, and did not have to take a day off to go to the courthouse. Thank you."
- Specialty Plates: "Excellent timesaving program."

The Nebraska DMV attributes the increase to marketing initiatives it put into place with partner, Nebraska.gov. One of the key marketing efforts included putting "renew online" stickers on License Plate Renewal notices mailed to citizens 30 days in advance of their renewal.

John Ewing, the Douglas County Treasurer has been working with Nebraska.gov on marketing the online license plate renewal service. "My office has seen an increase in efficiency since the start of the online license plate renewal program," said Ewing. "We will continue to work with Nebraska.gov to expand the awareness and usage of the online option."

For a listing of all the DMV services online, please visit <http://www.ClickDMV.ne.gov>.

### A Rave Review

"I am glad I was able to use this web site for filing my corporation tax, and to be able to talk with the office people, they were very helpful."



Two NIC Apps among Top 10 in  
Microsoft's Federal Apps Contest

"It's an honor to have two NIC mobile applications make the Top 10 in the Microsoft Federal App Contest," said Harry Herington, chief executive officer and chairman of the board for NIC. "Our single focus at NIC is to make government more accessible for citizens and businesses, and the mobile applications we develop in partnership with government are just one way we achieve this goal."

The Recovery.gov Windows Phone 7 application puts the functionality of the federal website in users' hands. The application connects with Recovery.gov's social media presence on Facebook, Twitter, and the Recovery Blog, and allows people to share photos of recovery initiatives and search for local projects. The original Recovery.gov website was developed to track spending and provide a resource for reporting potential fraud, waste, and abuse of the 2009 American Recovery and Reinvestment Act.

The FBI "Most Wanted" application for Windows Phone 7 was one of the first government applications developed specifically for the new mobile device. The application features the FBI's Top 10 Most Wanted, Terrorists, and Missing Children. Each list includes background information, pictures, and the availability for users to provide tips.

To date NIC has developed more than 30 mobile applications, deploying the first government application specifically for the iPad. NIC mobile phone applications are available on Apple, Android, Microsoft, and Palm platforms and can be found by searching for "nicusa."