

2019 Transcomm Awards

Kentucky Transportation Cabinet

9b – Website, without consultant



Situational overview

In 2017, the Kentucky General Assembly passed a law that brought major changes to the Commonwealth's driver's license and personal ID card program that meets security requirements issued by the federal government through the REAL ID Act. Almost every part of our licensing process has been affected, from application to production to issuance. Kentucky's implementation includes offering compliant and non-compliant versions, multiple lifespans (4-year or 8-year), and a gradual rollout to 120 counties in two months.

The KYTC Office of Public Affairs was tasked with the awareness campaign to communicate a complex program as simply as possible. Confident Kentucky – the branded name for our initiative – demanded a strong website to serve as a one-stop shop for all information tied to the new program.

We launched drive.ky.gov/confidentky in August 2018 as a sub-site of our existing driver services website.

Project goals

- ✓ Create an intuitive, easy-to-navigate homepage that simplifies our complex changes by driving users to key information.
- ✓ Develop a go-to online presence with resources – both web-based and downloadable – that visitors can revisit for updates as we approach milestones (like upcoming phased statewide rollout schedule) and save documents to share.
- ✓ Design a site with mobile users in mind that is responsive and attractive on mobile phones and tablets.
- ✓ Proactively answer questions before they are asked and update information based on trending questions asked on our social media platforms.
- ✓ Provide relevant information that caters to multiple populations affected by the changes, including non-U.S. citizens and those under the age of 21.
- ✓ Create a site that adheres to established KYTC web standards that is adaptable in design to allow for continuous improvements and updates based on public feedback.

The homepage

Overview of changes that affect ALL cardholders

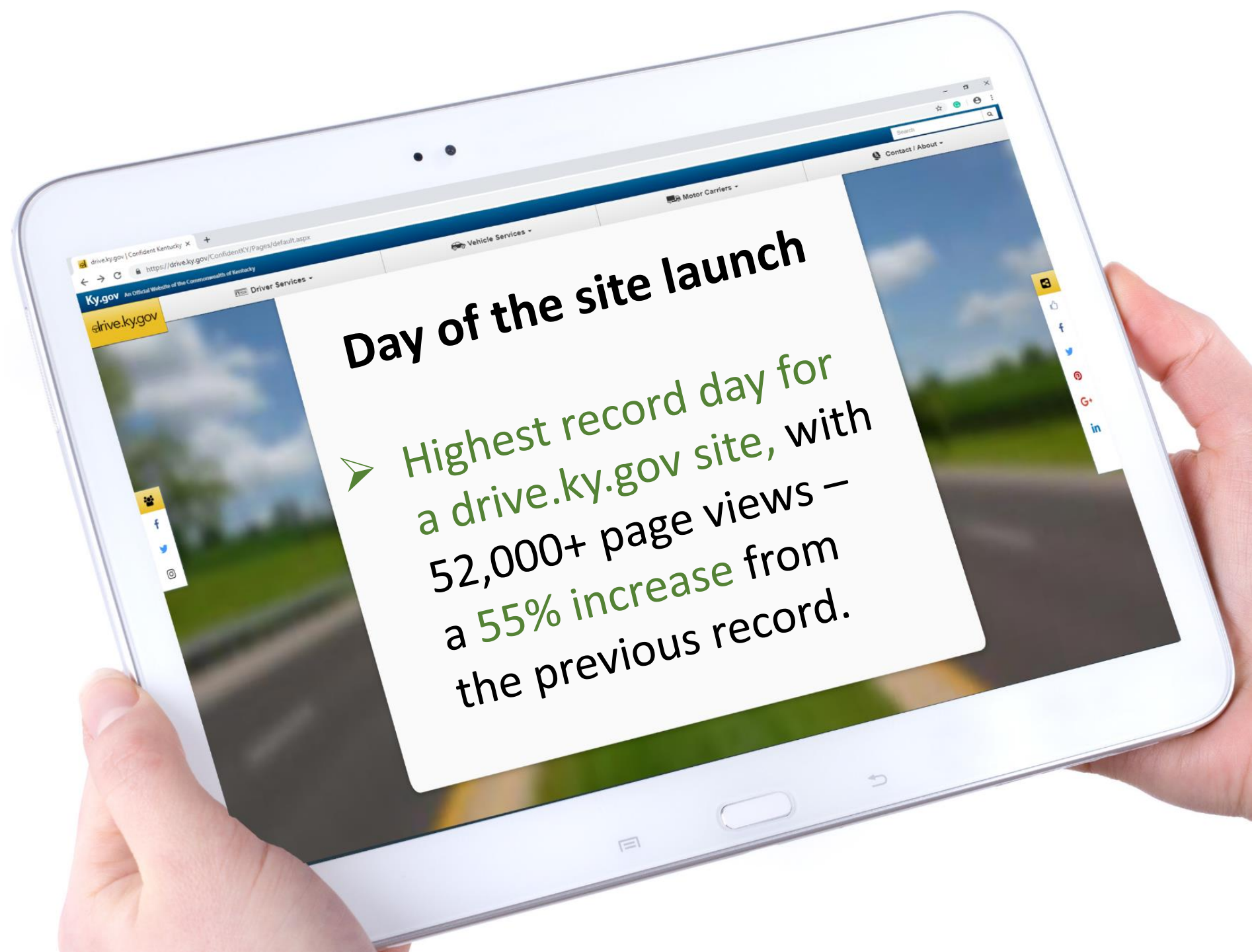
A concise, comprehensive text overview of the changes lives at the top of the page for site visitors to see first. It also ensures those with varying levels of internet connectivity – an issue in some rural parts of Kentucky – are able to get all the information they need without waiting for graphics to load.

For those who come to the site without specific information to look for, we've outlined easy steps to guide them and provided quick links to relevant pages that expand on the steps. Placing the call to action at the top of the page help all visitors know what to do to be prepared for the changes.

For those on the hunt for specific information, we've created simple tiles featuring graphics that are easy to understand visually. We address key points of clarification identified in our communications plan, and have the flexibility to change the order of the tiles or add tiles if need be.

Site visitors are visually guided to our social channels, a contact form, and a sign up box for our newsletter.



A hand holds a white tablet displaying the drive.ky.gov website. The website's header includes the 'drive.ky.gov' logo, navigation links for 'Driver Services', 'Vehicle Services', and 'Motor Carriers', and a search bar. A text overlay is centered on the screen. The background of the website is a blurred image of a road and greenery. Social media icons for Facebook, Twitter, and Instagram are visible on the left, while icons for YouTube, Facebook, Twitter, Google+, and LinkedIn are on the right.

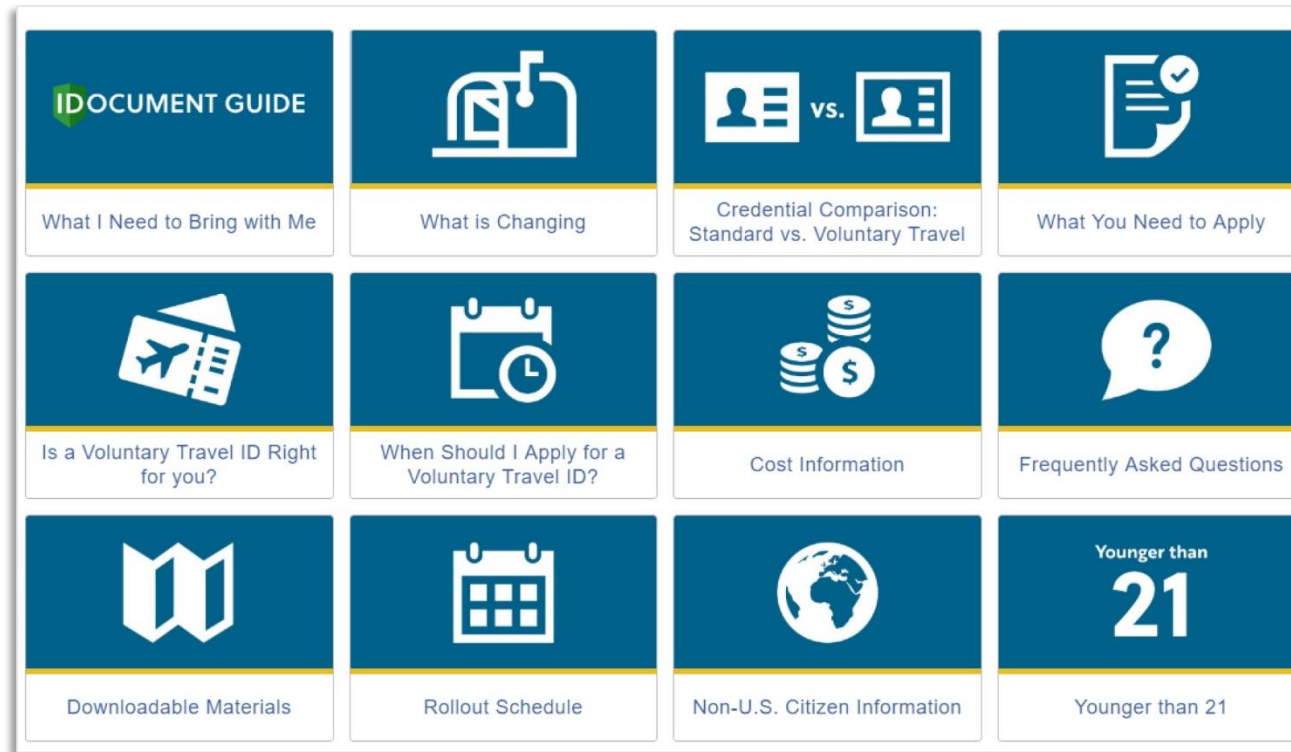
Day of the site launch

➤ Highest record day for a drive.ky.gov site, with 52,000+ page views – a 55% increase from the previous record.

Key metrics since the website launch

➤ Nearly 600,000 unique page views

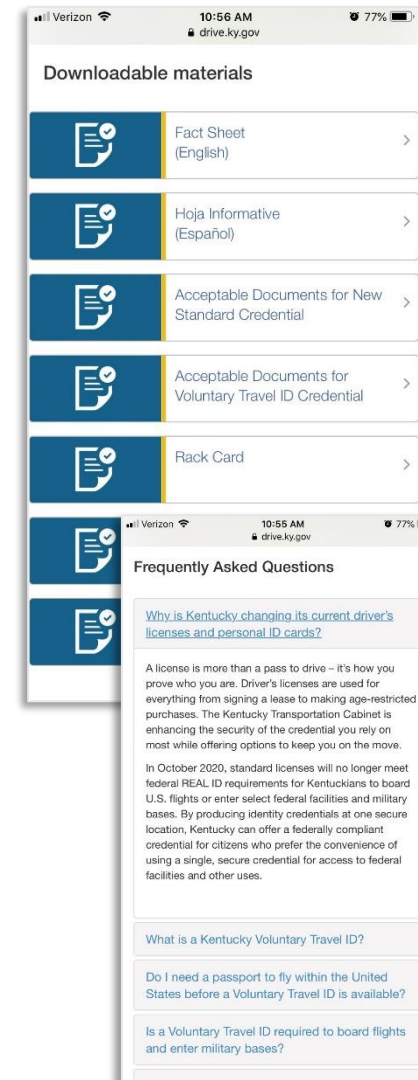
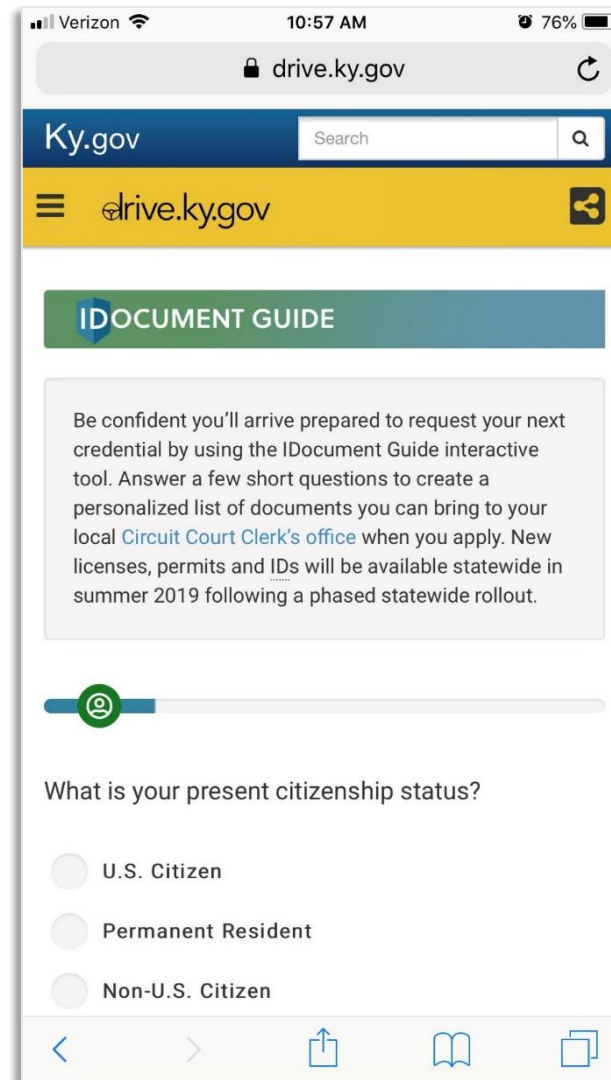
➤ Average site visit time of 2:33 (industry standard is 2-3 minutes)



➤ Our two most visited pages, the IDocument Guide and Credential Comparison page, rank first and second in both directly sourced visitors and Google search visitors, indicating multiple strong sources of consistent traffic

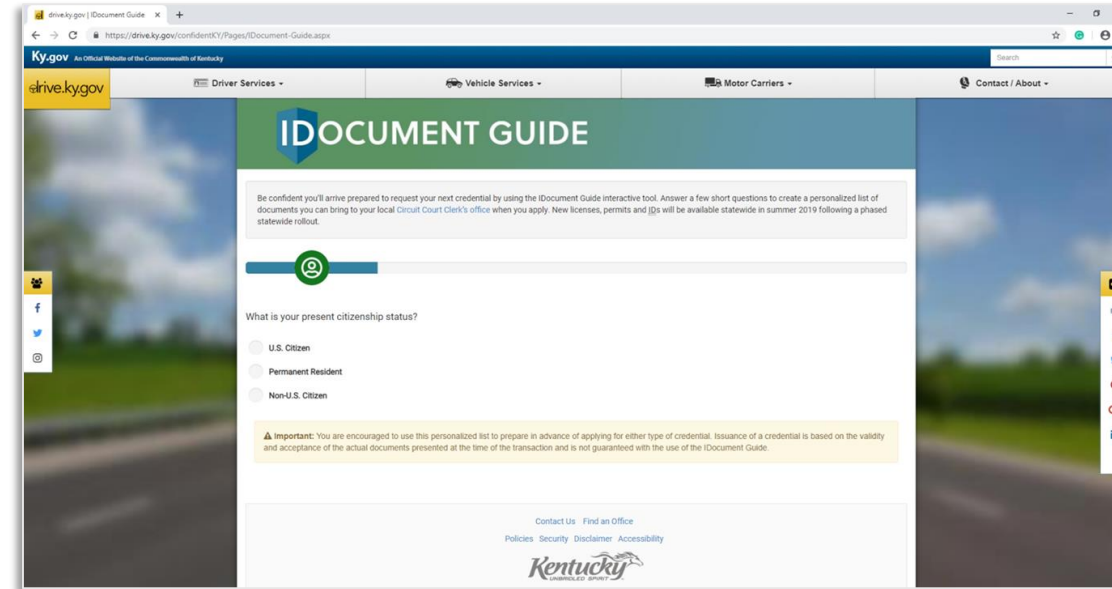
Key metrics since the website launch

- 53.01% of visitors are mobile users
- 37.53% are desktop users
- 9.46% are tablet users



The IDocument Guide

Following the introduction of the initiative and the website launch, citizens reached out in high numbers with clarifying questions about the process of bringing in documentation – a major change for those who already have a valid standard license or ID.



In response, the KYTC web team created an easy-to-use interactive quiz called the IDocument Guide, which guides users through five questions to help them identify which credential type they are eligible to request, and creates a personalized list of documents citizens should bring when applying for a new license, permit or ID that factors in specific considerations like age, marital status and military service.

The IDocument Guide has been used nearly 77,500 times, averaging only 3 minutes to complete. About 50% of the people who complete the IDocument Guide then exit the Confident Kentucky site, indicating that the tool has answered their specific questions.