

MINNESOTA DEPARTMENT OF PUBLIC SAFETY DRIVER AND VEHICLE SERVICES

Communications Toolkit: Driver's License for All and DVS Language Project Resources

Two important Minnesota Department of Public Safety Driver and Vehicle Services (DVS) division initiatives are making customer interactions with DVS easier and expanding access to services for many Minnesotans.

Driver's License for All and the **DVS Language Project** are exciting new DVS programs that your employees, students, neighbors, clients, customers, visitors, patients and guests may find helpful and, in some cases, life changing. **We are hopeful you'll help us spread the word about these initiatives.** This communications toolkit has been created with tactics you can use in your organization's various communication channels to share information broadly.

To enhance your posts, articles or emails, [you can access graphics and other assets in multiple languages on our website.](#)

More about the initiatives

Driver's License for All: Starting Oct. 1, 2023, Minnesotans can apply for a standard Minnesota driver's license, permit or identification card regardless of immigration status. Ensuring drivers are licensed and carry insurance makes the roads safer for all Minnesotans.

PLEASE NOTE: Appointments for starting the license process are essential to minimize wait times at service centers (visit drive.mn.gov and click on "Schedule an Appointment").

DVS Language Project: A multilingual virtual assistant (VA) leverages Google artificial intelligence and makes interacting with DVS better for all DVS customers when they visit the DVS website. Online visitors can use the VA to ask questions, gather information and research topics in English, Hmong, Somali and Spanish. The VA provides answers to the most common questions DVS receives on any given day. Users can also update their insurance and obtain individualized records — like their driver's license status and status of their plates and title.

How to use the toolkit

The information in this toolkit is a starting point. You can customize these templates and add graphics or images to boost visibility and engagement. Use the messages and information to develop content for emails, newsletters, social media posts, meetings or in conversations. Here's what's included:

- Email to send to your staff: employees, volunteers and consultants.
- Newsletter articles — short and to the point — that can be included in electronic or print versions.
- Social media posts that benefit your organization's followers.
- A letter to the editor of your local newspaper.



An online repository of graphics, videos and more is available at [this link](#). You'll find:

- Graphics to enhance your articles or posts.
- Videos to use in presentations or to link from your articles and posts.
- A way to request speakers who can come to meetings or events and provide information.
- A PowerPoint presentation for sharing to groups or in meetings.

EMAIL or LETTER FROM YOUR ORGANIZATION'S LEADER

I want to make you aware of two important programs that our state recently initiated in the Minnesota Department of Public Safety Driver and Vehicle Services (DVS) division. These programs can benefit our employees, customers and others we consider an integral part of our organization. ***In fact, they can be lifechanging.*** Here's what you need to know.

Driver's License for All: Do you know someone who is at least 16 years old and doesn't have a driver's license? Starting Oct. 1, 2023, Minnesotans can apply for a standard Minnesota driver's license, permit or identification card regardless of immigration status. Ensuring drivers are licensed and carry insurance makes the roads safer for all Minnesotans.

DVS Language Project: I know friends and colleagues who sometimes must translate information for their non-English speaking relatives. Children are often the ones with this task. But **a virtual assistant (VA) in multiple languages is available now on the DVS website.** This amazing technology innovation will make interacting with DVS better for customers who speak Hmong, Somali, Spanish and English. Online visitors can use the virtual assistant to ask questions, gather information and research topics in those four languages. The VA provides answers to the most common questions DVS receives on any given day. Users can also update their insurance and obtain individualized records — like their driver's license status and status of their plates and title. No more waiting in line (or using PTO time) for answers to basic license or driving questions.

There are numerous benefits for our organization and our state with these programs, such as knowing that our roads will be safer: Licensed drivers are familiar with Minnesota driving laws, have demonstrated the skills to safely operate a motor vehicle and must be insured.

I would encourage you to check out the virtual assistant on the [DVS website](#). It's for everyone. Click on Help in the bottom right corner. You can also learn more about Driver's License for All (including what documents you'll need) on this special DVS [website](#) page.

Thank you!

<insert name>



NEWSLETTER or EMAIL BLURBS: Multilingual virtual assistant

Did you know the Minnesota Department of Public Safety Driver and Vehicle Services (DVS) division has new tools for making interactions like renewing your vehicle's tabs or getting a driver's license easier for everyone? DVS now has a multilingual virtual assistant available in Hmong, Somali, Spanish and yes, English, on its [website](#). On the bottom right, just click on Help. Visitors can ask questions and research topics in a chosen language. No more standing in line just to get a question answered or check the status of an item.

Employees who take PTO to help family members with limited English ability seek care, buy food or access other services know how difficult that can be. The good news? Minnesota Department of Public Safety Driver and Vehicle Services (DVS) division has a new multilingual virtual assistant available on its [website](#). Click Help in the bottom right corner to ask questions like "What is the status of my car's title?" Selecting the language first — English, Hmong, Somali or Spanish — allows the interaction to be in the language a user understands best.

Quando vence mi licencia de conducir? (When does my driver's license expire?) Thousands of Spanish speakers have tried the new multilingual virtual assistant from Minnesota Department of Public Safety Driver and Vehicle Services (DVS) division. The assistant provides answers to common questions that DVS receives from customers and makes interacting with DVS better and easier for English, Hmong, Somali and Spanish speakers. No more waiting in line for answers to quick questions. Click Help in the bottom right of the DVS [website](#).

A new tool is now available that will make interacting with the Minnesota Department of Public Safety Driver and Vehicle Services (DVS) division better for customers who speak English, Hmong, Somali and Spanish. The new multilingual virtual assistant uses Google artificial intelligence — which means it gets smarter and better the more it is used. Ask questions, gather information and research topics in whatever language the user knows best. Click Help on the bottom right of the DVS [website](#).

Researchers say that slightly more than 8 percent of the U.S. population does not speak English very well. They are more comfortable or better at speaking other languages, like Spanish, Somali or Hmong. Imagine going to a grocery store or other business. English words would be a blur of nonsense. At the Minnesota Department of Public Safety Driver and Vehicle Services (DVS) division, a new innovation for making interactions easier starts with a multilingual virtual assistant. Web visitors can find what they need in a language they understand: Spanish, Somali, Hmong or English. To try it, go to drive.mn.gov and click Help at the bottom right.

"I just want to know the status of my driver's license."

"I wish I could quickly learn the status of my car title."

Click Help on the bottom right corner of the Minnesota Department of Public Safety Driver and Vehicle Services (DVS) division [website](#). The department's new multilingual virtual assistant might be just what you need. Launched recently, the virtual assistant provides help for common questions in English, Spanish, Somali and Hmong. It's part of the department's ongoing commitment to improve services for all Minnesotans. By solving the problems for users who struggle the most with accessing our services due to language barriers, DVS is better for everyone. And the virtual assistant will direct customers to the appropriate DVS contact information source if it cannot answer a question.



NEWSLETTER or EMAIL BLURBS: Driver's License for All

Did you know that all Minnesota residents can apply for a license under the new Driver's License for All Law beginning Oct. 1, 2023? The law allows immigrants lacking permanent legal status to obtain or begin the process of obtaining a standard Minnesota driver's license or identification card. The program removes barriers to legally obtain a standard driver's license, permit or state-issued ID card by eliminating the requirement that the applicant provide proof of legal presence in the United States. Information on how to prepare for the start date is available on the [website](#).

Why would Minnesota create a program like Driver's License for All? The program, which many other states also have initiated, ensures drivers are licensed and carry insurance. Simply by providing individuals without proof of legal residence access to legal driving and valid identification, our roads are safer for all Minnesotans. Approximately 81,000 residents are eligible. More information is available on the DVS [website](#).

Current Minnesota state statutes require applicants for driver's licenses, permits and identification cards to demonstrate proof of lawful presence in the United States. But that is changing on Oct. 1, 2023. Immigrants lacking permanent legal status can begin the process to obtain a standard Minnesota driver's license or identification card — and use their new driving skills to find work. Learn more here.

Five things to know about Minnesota's Driver's License for All Law:

1. The law allows immigrants lacking permanent legal status to obtain a standard Minnesota driver's license or identification card.
2. This expands access to resources and services within the community, including work and education opportunities. Roadway safety is improved since licensed drivers go through behind the wheel training, carry insurance, are familiar with Minnesota driving laws and have demonstrated the skills.
3. Approximately 81,000 individuals living in Minnesota are eligible.
4. The law takes effect Oct. 1, 2023.
5. [More information is available here](#).

All Minnesota residents can start the process to apply for a driver's license under the new Driver's License for All Law beginning Oct. 1, 2023. The law allows immigrants lacking permanent legal status to obtain a standard Minnesota driver's license or identification card. The documents required for Driver's License for All are listed at [drive.mn.gov](#). Click on "DL FOR ALL" in the upper left corner. After studying the driver's manual, those interested can make an appointment on Sept. 2 to start the process. Online scheduling is available for Driver and Vehicle Services (DVS) locations at [drive.mn.gov](#) under the "Appointments" section. [Learn more here](#).



DVS
Driver &
Vehicle Services

SOCIAL MEDIA POSTS: Driver's License for All

Getting a driver's license is a major milestone to becoming an adult. And having a driver's license has many benefits — including being able to get to work or education classes. We're excited that starting Oct. 1, 2023, all Minnesotans, regardless of immigration status can begin the process to obtain a standard Minnesota driver's license or identification card. Learn more here: <https://dps.mn.gov/divisions/dvs/forms-documents/Documents/DLForAll-FAQs-Long.pdf>

A driver's license is proof that someone has taken the time to learn what is involved in using a vehicle on a road. This is essential to legally drive in Minnesota. Very soon anyone, regardless of immigration status, can learn about driving, take a driving test and obtain a standard Minnesota driver's license or identification card. Here's how you can prepare: <https://dps.mn.gov/divisions/dvs/forms-documents/Documents/DL%20For%20All%20Primary%20Secondary%20Documents%20Fact%20Sheet.pdf>

An important benefit of having a driver's license is the ability to identify yourself. It's especially handy when you're on the road or away from home. At **<insert organization name>**, we want everyone to know that, regardless of your immigration status, you can begin the process to obtain a Minnesota driver's license on Oct. 1, 2023. The documents required for Driver's License for All on Oct. 1 are available on the DL for All webpage at drive.mn.gov.

Finding work can be challenging. Having a driver's license can enhance work opportunities that just aren't available without one. That's why **<insert organization name>** supports Driver's License for All. Starting Oct. 1, 2023, Minnesotans, regardless of immigration status, can begin the process to obtain a standard Minnesota driver's license or identification card — and use their new driving skills to find work. Learn more here: <https://dps.mn.gov/divisions/dvs/forms-documents/Documents/DLForAll-FAQs-Long.pdf>.

At **<insert name of organization>**, we know a driver's license can help authorities notify your family if you are injured in an accident — just one of many benefits of having the little piece of plastic we call a driver's license. Any Minnesotan, regardless of immigration status, can learn about driving now and soon take driving tests and obtain a standard Minnesota driver's license or identification card. Here's how you can prepare: <https://dps.mn.gov/divisions/dvs/forms-documents/Documents/DL%20For%20All%20Primary%20Secondary%20Documents%20Fact%20Sheet.pdf>

SOCIAL MEDIA POSTS: Multilingual virtual assistant (VA)

How do you say “I want to renew my driver's license” in Somali? Or in Spanish or Hmong? You don't have to be a linguistics expert or know multiple languages to get help from the Minnesota Department of Public Safety's Driver and Vehicle Services (DVS) division. **<Insert name of organization>** is pleased that the new DVS multilingual virtual assistant is ready to assist Minnesotans in Somali, Spanish, Hmong and English. To try it, go to drive.mn.gov and click Help at the bottom right.



Languages and cultures are closely intertwined and are key components of identity and heritage. Our customers appreciate the new online multilingual virtual assistant that helps them find the service they need in a language they understand: Somali, Hmong, Spanish and English. Try it out at drive.mn.gov and click Help at the bottom right.

Hablas español? If yes (or si), you are one of more than 400 million Spanish speakers worldwide. Spanish is the second largest language in the U.S. with more than 33 million Spanish speakers. We're excited that Spanish-speaking customers of the Minnesota Department of Public Safety's Driver and Vehicle Services (DVS) division have the new online multilingual virtual assistant to help them find what they need in a language they understand. To try it, go to drive.mn.gov and click Help at the bottom right. Help is available in Spanish, Somali, Hmong or English.

Information is an essential component of our everyday lives. When information is in one language and you speak a different language, the information can be impossible to understand. That's why we support the Minnesota Department of Public Safety's Driver and Vehicle Services (DVS) virtual assistant, a tool that uses Google artificial intelligence to make interactions with DVS better for English-, Hmong-, Somali- and Spanish-speaking customers. Try it out at drive.mn.gov and click Help on the bottom right.

How do you create a way for better interactions and information sharing? By listening to customers and their experiences. That is one of the reasons the Minnesota Department of Public Safety Driver and Vehicle Services (DVS) division launched the virtual assistant, a tool that uses Google artificial intelligence to make interactions with DVS better for customers who speak English, Hmong, Somali and Spanish. An advisory group directed DVS on the direction of this project. At **<insert organization name>**, we urge everyone try it out at drive.mn.gov and click Help at the bottom right.

LETTER TO THE EDITOR

To the editor:

It happens more frequently than most people know: A perfect job candidate for a tough-to-fill position can't accept a job because he or she lacks a driver's license and transportation. In an economy with too many jobs and too few applicants, the new Driver's License for All law removes the barriers to legally obtain a standard driver's license, permit or state-issued ID card by eliminating the requirement that the applicant provide proof of legal presence in the United States. At **<Insert name of organization>**, we applaud our state for this law that provides equity and compassion.

The state estimates that 81,000 individuals can now receive a standard license to drive. And they'll receive driver's training, making the roads safer for everyone. For Hmong, Somali and Spanish speakers with limited English skills, the Minnesota Driver and Vehicle Services division now has an online language tool to make interactions easier and better. Looking forward to the economic and societal impact of these important initiatives!

<insert name, title, organization>



Online resources: Driver's License for All and DVS Language Project

To enhance your posts, articles or emails, [you can access graphics and videos and other assets here](#).

- **GRAPHICS:** For use in posts, articles, emails or any messages to your audiences.
 - **VIDEOS:** To add to social media posts and for group presentations.
 - **PRESENTATION:** To be used for group meetings or events.
-

About the Driver and Vehicle Services Division

The Minnesota Department of Public Safety Driver and Vehicle Services (DVS) division is responsible for driver testing, driver licensing and maintenance of driver records; driver evaluation and compliance; motor vehicle title and registration; commercial vehicle registration; motor vehicle dealer licensing and regulation; and enforcement of no-fault insurance requirements.



DVS
Driver &
Vehicle Services