



Performance Excellence
Continuous Improvement

Boat Registrations Kaizen Event Report Out

By:

“Row, Row, What the Hull”

6/20/2008

Background

Dave Cretors

Current process utilizes 100 separate databases

Variations in completing the Boat Titling/Registration process

Start to Finish time negatively impacts Customer Service

Take advantage of technology changes

- Bring Consistency
- Web Renewals
- Bonding Process
- Stolen Vessels



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Team Members

Chris Ensminger

- **Consultant** Jim Scott, TBM
- **Members** Marj Robbins, DNR Licensing Section
- Dave Cretors, DNR Licensing Section
- Rich Smith, DNR Licensing Section
- John Phoenix, DNR Licensing Section
- Susan Stocker, DNR Boating/Education Coord.
- Tena Hinkel, Monona County Recorder
- Marilyn Dopheide, Carroll County Recorder
- Kim Anderson, Hamilton County Recorder
- Cindy Gray, Muscatine County Recorder
- Darrell Shanks, Central Bank Project Manager
- Terry Little, Consultant



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Scope

John Phoenix

This event will address the boat titling and registration process from the point in time a vessel is purchased or acquired until the vessel is destroyed.

Objectives

Rich Smith

- Design ideal titling and registration process.
- Improve communication between counties, state, dealers, owners and lending institutions.
- Streamline the forms.
- Develop recommendations for legislative changes.
- Simplify training for all stakeholders.
- Increase speed and convenience for stakeholders.
- Ensure that all relevant information is captured in the database.



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Goals

Cindy Gray

- Reduce paperwork by 75%.
- Reduce errors to zero.
- Titling and registration process to one day.



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Kaizen Methodology

Marilyn Dopheide

- Clear objectives
- Team process
- Tight focus on time
- Quick & simple
- Necessary resources immediately available
- Immediate results (new process designed by end of week)
- 5S “mindset”, use the steps to support the event activities



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Current Process

Susan Stocker



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New Process

Kim Anderson



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Results

Marj Robbins

	Old	New	% Change
# of Steps	91	26	71
# of Handoffs	58	6	90
# of Decisions	18	3	83
# of Delays	26	7	73
# of Value-Add	1 Maybe 2	2	0-100



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Screen Design for Iowa

Terry Little

- Scan for information (need bar code reader)
- Scan Drivers License or Registration
- Add ssn and human/non-human customer query
- Vehicle Record – need all coast guard requirements, i.e. width, color, capacity, etc
- Free form box for registration names (include and/or)
- Liens – primary and secondary identification
- release date field
- Flags – multiple notes
- Lien holder under information, create our own list and tax rates

Stolen Boat Process

Susan Stocker

- Customer reports stolen vehicle to Sheriff or Police Dept
- Customer brings Recorder a copy of police report
- Recorder enters stolen info into ELSI II
- If customer contacts DNR directly – DNR enters info into ELSI II
- System generates a flag BUT Recorder or DNR is allowed to register (flag shown immediately)
- Report is automatically sent to DNR Law Enforcement
- DNR Law Enforcement sends a report to Sheriffs Dept

To Release

- Customer finds boat or it is recovered
- Recorder or DNR receives notification from law enforcement that issue is resolved (Phone call, email, form)
- Recorder or DNR removes flag
 - Specific information must be entered to remove flag (i.e. Dept signing off, person releasing flag, date, comment)
 - Flag remains in historical data in ELSI II system

Central Database Design

Tena Hinkel

- Check individual systems for data (Recorders – Marilyn)
- DNR – Title Information (Rich, Marj and Programmer)
- DNR and Recorder – Plan to get Lien info from all Recorders (Marilyn and Rich)

Rollout and Homework

Dave Cretors

Time frames

1st qtr 2009 Hunt or Fish pilot

2nd qtr 2009 roll out

3rd qtr 2009 Boat pilot

Jan 1 2010 roll out

- Cheat sheets for Recorders-Cindy Gray/Kim Anderson (30)
- Presentations by DNR at District Meetings-Rich Smith (30)
- DNR Newsletters-Terry Little/Rich Smith (30)
- County Recorder page on DNR website and email notices-Tracy Fahrion/Susan Stocker (60)
- Direct mailing to boat dealers- Justin Alliss (60, follow up semi-annually)
- Help screens on ELSI II-Terry Little/Dave Cretors (90)
- Recorders School – DNR demonstration of ELSI II-Rich Smith (90)
- On-line training (tutorials) for Recorders-Central Bank/Dave Cretors/Rich Smith (year)
- Posters to recorders and parks-Susan Stocker (year)
- Kiosk at county events-Kevin Baskins/Recorders/Susan Stocker (year)
- Press release and radio ads-Rich Smith/Mick Klemsrud/County Recorders (year)
- Webinars –Central Bank (2009)
- Iowa Outdoors Magazine article (fall 2009 and spring 2010)-Brian Button/Susan Stocker

Team Member's Experience

Cindy Gray

Tena Hinkel

Marj Robbins

Darrell Shanks



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Comments

Jim Scott



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We welcome your
questions and comments!



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