

# Suite Of Services

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## URL:

<http://tow.utah.gov>

## Agencies Involved

Utah State Tax Commission  
Department of Public Safety  
Utah Department of Transportation  
and tow companies.

## Impound Vehicle Service (IVS)

### Target Customers

- Utah citizens who have had their car impounded and towed and would like to know where it is.
- Tow companies who need to report their state authorized impound to the Utah Division of Motor Vehicles.

### Application Description

#### Service overview

- Impound Vehicle Service (IVS) allows citizens or the Department of Public Safety (on a citizen's behalf) to locate a state impounded vehicle.
- Additionally, IVS allows tow companies to better manage impounds and collect fees promptly.

#### Benefits to users

- Citizens can easily locate their vehicle.
- DPS has a central location for these reports which decreases the number of vehicles reported stolen.
- Tow companies can better manage the location and reporting of their impounds.
- The Utah Department of Transportation has better reporting to assure that fees are properly assessed.

### Application Metrics

- Approximately 20,000 state impounds are transacted on the Impound Vehicle System each year.
- Adoption rates
- All tow companies are required to use the online Impound Vehicle System.

### Past Marketing & Promotional Initiatives

Upon launching the application, Utah Interactive and the Division of Motor Vehicles sent a mailing to every tow company informing them of their need to become trained and sign up to use the system. There were monetary incentives for those who joined the program during the first two months. This initial mailing was followed by two mailings sent to those who had not yet joined the program. The second mailing informed them that they were reaching the deadline, and the final mailing insisted that they become trained or risk being taken out of the rotation for state impounds.

This vigorous approach allowed DMV to sign up every tow company in the state of Utah within the short time period of six months.