



Department of Revenue FY 25 Annual Performance Report (November 2025)

Wildly Important Goals

The Department of Revenue (DOR) identified several wildly important goals (WIGs) for FY 2024-25 and beyond. For this annual performance report, DOR updated progress on DOR's WIGs and goals identified in its FY 2024-25 Performance Plan and reflects the overall direction as identified by DOR leadership.

Additional detail for these WIGs is available in the [Department's Performance Plan](#). For a visual representation of the Department's WIG progress please visit the [Governor's Dashboard](#). The FY25 plan outlined the work completed by DOR and its Divisions including the Division of Motor Vehicles (DMV), Colorado Lottery (LOT), Marijuana Enforcement Division (MED), Specialized Business Group (SBG), and Taxation Division (TAX).

WIG #1 Increase customer satisfaction rate for Marijuana Enforcement Division and Specialized Business Group online licensee applications from 85% to 90% by June 30, 2025.

Summary:

DOR did not meet the overall WIG goal, yet exceeded the lead measure goal and met the key project milestones. Fourth-quarter customer satisfaction decreased due to integrating the new Firearms Dealer Division's online application into the existing licensee application system.

Strategies:

- **MED & SBG Self-service Applications:** MED & SBG Divisions will implement 40% of the actionable customer feedback for the online licensing application by June 30, 2025.
- **MED & SBG Capturing Feedback for Future Improvements Applications:** Capture the user survey feedback to implement in future licensing software within the DOR by June 30, 2025. The two milestone steps are: 1) compile desired functionality to share with identified vendor; and 2) identify vendor by including feedback to be implemented in selection process.



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Online Service Quality (MED, SBG)

Measure	FY24 Actual	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	Totals	FY25 Goal
Online Service Quality	85%	84%	86%	86%	85%	85%	90%
MED & SBG Divisions Self-Service Applications	Not Applicable	18%	61%	88%	92%	92%	40%
Incorporate User Needs Not Into System Update	Not Applicable	50%	50%	100%	100%	100%	100%

WIG #2 Provide real-time translation services to 3,000 taxpayer customers in FY24-25, compared to 1,395 in FY23-24.

Summary:

DOR exceeded the WIG #2 overall goal by providing 7,837 real-time translation services. DOR exceeded the lead measure goal and met both key projects' milestones for this WIG.

Strategies:

- **TAX Marketing:** Promote the real-time translation service by developing signage in the walk-in centers by Jan 1, 2025.
- **TAX Social Media:** Post real-time translation services on social media and Department website with a goal of 6,000 impressions by June 30, 2025.
- **TAX Expand Access:** Deliver translation services to customers requesting support from both the Fuel Tax and Discovery offices by March 1, 2025.



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Increase Access (TAX)

Measure	FY24 Actual*	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	Totals	FY25 Goal
Increase Access	Not Applicable	1,525	2,652	4,145	7,837	7,837	3,000
TAX Marketing	Not Applicable	100%	100%	100%	100%	100%	100%
TAX Social Media	Not Applicable	0	1,773	48,819	48,819	48,819	6,000
TAX Expand Access	Not Applicable	100%	100%	100%	100%	100%	100%

* TAX implemented translation services in FY24 whereas in FY25 expanded real-time translation services across multiple tax types to better serve taxpaying customers.

WIG #3 Increase the percentage of vehicle registration renewals that opt-into the Keep Colorado Wild (KCW) pass from 27% to 29% by June 30, 2025.

Summary:

DOR did not meet the overall WIG goal, yet meet four out of their five lead measure goals and met the key project milestones. DOR will continue to pursue strategies to increase the percentage of vehicle registration renewals that opt-into the Keep Colorado Wild pass in FY25-26.

Strategies:

- **DMV Increase Online Registration Opt-in:** DOR will increase the percentage of online vehicle registration renewals that opt-into the KCW pass from 30% to 32% by June 30, 2025.
- **DMV Increase Kiosk Registration:** DMV will increase the percentage of kiosk vehicle registration renewals that opt-into the KCW pass from 27% to 29% by June 30, 2025.



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- **LOT Email and Website Marketing:** Promote KCW through Lottery’s communication channels (email database and website) by June 30, 2025.
- **LOT Social Media:** Post 12 videos and images on social media to promote KCW Pass (1x per month) on one of Lottery Division’s social accounts, beginning July 31, 2024.
- **LOT Social Media Impressions:** Measure Lottery Division’s social media impressions on social media posts monthly, with a goal of averaging 800 impressions per monthly post.
- **LOT Social Media Engagement:** Measure Lottery Division’s social media engagement on social media posts monthly, with a goal of 1% engagement rate per monthly post.

Keep Colorado Wild Pass Opt-in Rate (DMV, LOT)

Measure	FY24 Actual	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25	Totals	FY25 Goal
KCW Pass Opt-In Rate	27%	28%	27%	27%	27%	27%	29%
DMV Increase Online Registration Opt-in	30%	33%	33%	33%	34%	34%	32%
DMV Increase Kiosk Registration	27%	30%	29%	28%	28%	28%	28%
LOT Email and Website Marketing	Not Applicable	100%	100%	100%	100%	100%	100%
LOT Social Media	Not Applicable	4	7	10	13	13	12
LOT Social Media Impressions	Not Applicable	1,736 avg	3,799 avg	1,999 avg	1,829 avg	1,829 avg	800 avg
LOT Social Media Engagement	Not Applicable	2.0% avg	4.2% avg	2.5% avg	2.2% avg	2.2% avg	1% avg