

Vehicle Registration Renewal Outsourcing FAQs

1. Why is the registration renewal mailing being outsourced?

HB 2702 was passed into law by the 79th Legislative Session in 2005. The law amended the Transportation Code to include Section 502.1515, which authorized TxDOT to “enter into a contract with a private vendor to produce and distribute motor vehicle registration renewal notices.” The law also provided for the inclusion of paid advertising in the renewal notices.

2. What is the benefit/advantage of outsourcing the process?

Currently, TxDOT bears all costs associated with producing, printing and mailing renewal notices. We anticipate TxDOT avoiding a great portion, if not all, of those costs by outsourcing the entire process. There is also an opportunity for TxDOT to share in the economic success of the advertising. There will also be an opportunity for dynamic messaging, which will allow us the ability to change messages in the notice quickly and provide timely information to the public when needed.

3. Will the current vehicle registration renewal form be redesigned?

Yes, we anticipate the form being redesigned as part of the contract.

4. Will the counties have input as to the design of the new notice?

Yes, any renewal notice re-design will be coordinated with the county tax assessor-collectors. Along with vehicle owners, the counties are the largest users of the form. As with previous re-designs, we will seek county input in determining the most appropriate new design for this form.

5. What types of advertising will be allowed?

The advertising must support TxDOT’s mission, must not interfere with the renewal process or timely responses, and must maintain public trust and confidence. TxDOT has oversight and final approval of the types of advertising included. Material of a patently objectionable nature or which violates community standards of decency will not be included. Advertisements for alcohol and tobacco will also not be included.

6. Will there be coupons included, similar to the Val-Pack mailings?

We have reviewed other states’ renewal packets that include advertising. An example of what we have seen is a renewal form that includes:

- The panel which can be mailed or provided to the county or subcontractor at time of renewal.
- A second panel which is the vehicle owner’s copy,
- A third panel which includes county-specific information, and
- A fourth panel which contains the paid advertising.

We will not know the design of the renewal packet until the vendor is hired and those discussions are finalized. We will seek your input and keep you advised throughout the process.

Vehicle Registration Renewal Outsourcing FAQs

7. Will there be any control by TxDOT over the content of the mailings and over the vendor?

Yes, the vendor will submit an Advertising Management Plan for TxDOT approval. TxDOT will review and approve all elements of the mailing, specifically the content and positioning of the advertising in the registration renewal notices and the advertising sponsor. The vendor will maintain a staffed office within Texas and will operate a toll-free telephone number at that office to answer questions, distribute information and receive public input about the program. TxDOT will receive written copies of any complaints within 24 hours of receipt by the vendor and a copy of the resolution of each by the vendor within 15 working days.

8. Do any other states have similar, successful programs?

Yes, Florida, New York, Ohio and Massachusetts have successful programs.

9. Will it be possible to place any county-specific information in the mailings?

Yes, we hope to provide some county-specific information, such as subcontractor locations. The focus of all county-specific information will be to facilitate vehicle registration. There will not be opportunities for counties to place information in the notices that is unrelated to vehicle registration.

10. Will we be able to target the information and/or advertising for specific areas of the state?

The advertising will most likely be for a statewide audience; however, that will be dependent upon the selected vendor's business plan. If TxDOT is readily able to determine the value of targeting an audience or area, we hope to be able to pursue that opportunity.

11. When does the contract begin?

We anticipate publication of the Request for Proposal (RFP) by mid-summer 2006. Selection of the vendor should occur in the fall, with the contract beginning by early 2007.