

**From:** [Sunset Advisory Commission](#)  
**To:** [Brittany Calame](#)  
**Subject:** FW: Public Input Form for Agencies Under Review (Public/After Publication)  
**Date:** Wednesday, May 30, 2018 1:50:23 PM

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-----Original Message-----

From: sundrupal@capitol.local [<mailto:sundrupal@capitol.local>]  
Sent: Wednesday, May 30, 2018 1:49 PM  
To: Sunset Advisory Commission <Sunset@sunset.texas.gov>  
Subject: Public Input Form for Agencies Under Review (Public/After Publication)

Agency: TEXAS DEPARTMENT MOTOR VEHICLES TDMV

First Name: Janis

Last Name: Johnson

Title: Conservation License Plate Program Lead

Organization you are affiliated with: Texas Parks & Wildlife Dept.

Email: janis.johnson@tpwd.texas.gov

City: Austin

State: Texas

Your Comments About the Staff Report, Including Recommendations Supported or Opposed: na

Any Alternative or New Recommendations on This Agency:

- I. Request that Legislature provide more funding to TxDMV to enable them to bring their website capabilities up to current industry standards to ensure greater efficiencies, effectiveness and accountability. Examples of desired website capabilities:
  - a. A mobile-friendly website that makes it easy for customers to order charity and other non-MyPlates.com license plates from their mobile devices. (MyPlates.com has their own mobile-friendly website). An additional benefit of this improvement would be increased online sales and reduced waiting at TACA offices for people who come in to purchase a license plate.
  - b. Online ad tracking on the TxDMV website to enable charity plates, especially state agencies, to track the effectiveness of their online advertising spending to ensure state dollars are spent as effectively as possible by providing metrics as to which online audiences and ads are most effective at converting customers to plate buyers (not just window shoppers).
- II. Make available to state agencies and their sponsored plates some of the same marketing capabilities that are available to MyPlates, including:
  - Use of full background colors/art on the license plate (not be confined to the 3" x 4" space on the left-hand side of the plate which state agencies and their sponsored plates are limited to).
  - Ability to offer multi-year purchase with discount (My Plates currently offers 1, 3 and 5 year terms with discounted price, depending on number of

years.)

- Ability to do promotions and special offers
- Ability to Offer Auctions for Special Plates with Pre-Selected Letters (for popular words, like GARNER or BGSHEP for example).

My Comment Will Be Made Public: I agree