

TEXAS DEPARTMENT OF MOTOR VEHICLES

MOTOR VEHICLE CRIME PREVENTION AUTHORITY

BOARD OF DIRECTORS MEETING

Texas Department of Motor Vehicles  
4000 Jackson Avenue  
Building 1, Lone Star Room  
Austin, Texas 78731

9:01 a.m.  
Wednesday,  
April 19, 2023

BOARD MEMBERS:

Mike Rodriguez, Chair  
Charla Brotherton (absent)  
Julio C. Gonzalez  
Sharon Jones  
Rebecca Cantu Serrano (absent)  
P. Dean Smith (absent)  
Katherine "Kit" Whitehill

STAFF:

Joe Canady, Director  
David Richards, General Counsel

*ON THE RECORD REPORTING*  
*(512) 450-0342*

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Chapter 551:  
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10.	Action Items from Closed Session	none
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P R O C E E D I N G S

1  
2 MR. RODRIGUEZ: Good morning. My name is Mike  
3 Rodriguez, and I'm pleased to open the meeting of the  
4 Board of the Motor Vehicle Crime Prevention Authority.

5 It is 9:01 a.m., and I'm now calling the Board  
6 meeting for April 19, 2023, to order. I want to note for  
7 the record that the public notice of this meeting,  
8 containing all items on the agenda, was filed with the  
9 Office of Secretary of State on April 10, 2023.

10 Before we begin today's meeting, please place  
11 all cell phones and other communication devices in silent  
12 mode. And please, as a courtesy to others, do not carry  
13 on side conversations or other activities in the meeting  
14 room.

15 I want to welcome those who are with us for  
16 today's Board meeting. If you wish to address the Board  
17 or speak on an agenda item during today's meeting, please  
18 complete a speaker's sheet at the registration table.  
19 Please identify the specific item you are interested in  
20 commenting on, your name and address, and whether you are  
21 representing anyone or speaking for yourself. If your  
22 comment does not pertain to a specific agenda item, we  
23 will take your comment during the general public comment  
24 portion of the meeting.

25 In accordance with the department's

1 administrative rule, comments to the board will be limited  
2 to three minutes. To assist the speaker, a timer has been  
3 provided at the podium. The timer light will be green for  
4 the first two minutes, yellow when the speaker has one  
5 minute left, and then red when the speaker's time is up.  
6 Individuals cannot accumulate time from other speakers.

7 Comments should be pertinent to the issues  
8 stated on the comment sheet. When addressing the Board,  
9 please state your name and affiliation for the record.

10 There are a few things that will assist in  
11 making the meeting run smoother and assist the court  
12 reporter in getting an accurate record: please identify  
13 yourself before speaking, speak clearly and slowly, do not  
14 speak over others, and please ask the chairman for  
15 permission to speak and be sure to get recognized before  
16 speaking.

17 I would like to thank our court reporter who is  
18 transcribing this meeting.

19 Before we begin today, I'd like to remind all  
20 presenters and those in attendance of the rules of  
21 conduct. At our Board meeting, under the department's  
22 administrative rule, I have the authority to supervise the  
23 conduct of the meetings. This includes the authority to  
24 determine when a speaker is being disruptive of the  
25 meeting or is otherwise violating the timing and

1 presentation rules I just discussed.

2 Now I'd like to have a roll call of the Board  
3 members. Please respond verbally when I call your name.

4 Board Member Jones?

5 MS. JONES: Present.

6 MR. RODRIGUEZ: Board Member Whitehill?

7 MS. WHITEHILL: Present.

8 MR. RODRIGUEZ: Board Member Smith?

9 (No response.)

10 MR. RODRIGUEZ: Board Member Gonzalez?

11 MR. GONZALEZ: Present.

12 MR. RODRIGUEZ: Board Member Brotherton?

13 (No response.)

14 MR. RODRIGUEZ: Board Member Cantu Serrano?

15 (No response.)

16 MR. RODRIGUEZ: And let the record reflect that  
17 I, Mike Rodriguez, am here too. We have a quorum.

18 Now I'll ask you to please stand and honor our  
19 country and state with the pledges of allegiance. I'll  
20 now turn it over to Member Sharon Jones to lead us in the  
21 U.S. pledge.

22 (Whereupon, the U.S. Pledge of Allegiance was  
23 recited.)

24 MR. RODRIGUEZ: I will now turn it over to  
25 Member Jones again to lead us in the Texas pledge.

1 (Whereupon, the Texas Pledge was recited.)

2 MR. RODRIGUEZ: Thank you, Member Jones, for  
3 leading us in the pledges.

4 I will now move to agenda item 3.A., Approval  
5 of transcripts from the February 22, 2023 meeting as  
6 minutes. Members, if everyone has reviewed the transcript,  
7 I will now entertain a motion on agenda item 3.A.

8 MR. GONZALEZ: Member Gonzalez, for the record.

9 I move that the Board adopt the transcript as  
10 minutes from the February 22, 2023 meeting.

11 MR. RODRIGUEZ: I have a motion from Member  
12 Gonzalez. Do I have a second?

13 MS. WHITEHILL: Member Whitehill. Second.

14 MR. RODRIGUEZ: I have a motion from Member  
15 Gonzalez and a second from Board Member Whitehill. Any  
16 further discussion?

17 (No response.)

18 MR. RODRIGUEZ: Yessenia, are there any public  
19 comments?

20 MS. BENAVIDES: No, sir.

21 MR. RODRIGUEZ: I will now call for the vote.  
22 Board members, when I call your name, please state your  
23 vote.

24 Member Whitehill?

25 MS. WHITEHILL: Aye.

1 MR. RODRIGUEZ: Member Jones?

2 MS. JONES: Aye.

3 MR. RODRIGUEZ: Member Gonzalez?

4 MR. GONZALEZ: Aye.

5 MR. RODRIGUEZ: And I, Chairman, vote aye. Let  
6 the record reflect that there are four votes, the motion  
7 passes.

8 Agenda item 3.B., Chair's reports. We will now  
9 move to agenda item 3.B.

10 Good morning again, commanders and guests.  
11 Appreciate you taking the time out of your busy schedules  
12 to join us today.

13 As we watch the progress of the 88th  
14 Legislative Session, I can't help but look back at where  
15 MVCPA has been and where we are going. It has been 30  
16 years since the first taskforce was first funded, 30 years  
17 of dedicated investigators coordinating statewide to  
18 combat motor vehicle crime. The commitment to operations  
19 in coordination with other local, state and federal  
20 agencies to ensure our borders are safer and that all  
21 available resources are used to address motor vehicle  
22 crime statewide has not gone unnoticed.

23 Catalytic converter theft has been a topic of  
24 interest during the current legislative session. Several  
25 bills have been filed that would strengthen penalties for



1 theft and illegal transactions of catalytic converters.  
2 Two of the filed bills would increase the MVCPA fee from  
3 \$4 to \$5, with the extra dollar earmarked for catalytic  
4 converter. MVCPA is directly mentioned in both bills as  
5 being a lead in coordination with other state agencies to  
6 combat catalytic converter crimes. Passage of either of  
7 these bills would increase the amount of funds collected,  
8 and if any of those portion of those funds are  
9 appropriated to MVCPA, it would be on top of the amounts  
10 currently budgeted for fiscal year 2024 and 2025.

11 Now, I know that during the session there was a  
12 bill that was presented and that bill contained some  
13 language that would transfer some funds to the Department  
14 of Public Safety to combat what our current taskforces  
15 were combating already. And I know that Major Jones  
16 observed this and kind of took it upon herself to talk to  
17 her DPS command and say, hey, why reinvent the wheel;  
18 we're already doing this. MVCPA is already doing this,  
19 the taskforces are already doing this. Why are we going  
20 to shift this and try to redo this with other new  
21 taskforces to combat what you guys were already combating.

22 So she got together with Member Gonzalez, and I  
23 appreciate the work that they did because they were out  
24 late together with Director Canady and they got it done.  
25 They changed the language and they shifted back that

1 language for us to address those issues, to continue  
2 addressing those issues. And if there was going to be  
3 additional funding, that that funding comes our way so  
4 that we can continue with those investigations and  
5 continue combating what we're already doing right now.

6 So I want to thank them both, together with  
7 Director Canady, because they worked very hard and late  
8 hours to bring that bill with different language. I don't  
9 know if you guys want to kind of come back and say a  
10 little bit of what you guys did.

11 MR. GONZALEZ: I have to say it was all Member  
12 Jones. She just dragged me along for the ride.

13 Just to echo what the chairman said, thank you,  
14 Member Jones, for all of your work on that. I know that  
15 that was quite a large undertaking and you did something  
16 great for this body.

17 And it's great to see that that bill is moving.  
18 I believe it's already out of the Senate and it's making  
19 its way through the House and expected to pass. So thank  
20 you.

21 MS. JONES: You're welcome. But I have to make  
22 sure that I had a great team, you, Joe, Roland was a great  
23 team, but the three people that are over there from DPS,  
24 Captain Bowen, Captain Salinas, and Lieutenant Vigil,  
25 those were the ones that literally took the idea that I

1 had and just made it work. So I owe a lot to them. We  
2 all do. Thank you.

3 MR. RODRIGUEZ: And I really wanted to give  
4 everyone here some visibility as to what's been happening,  
5 because there's been a lot of back and forth. I see the  
6 messages back and forth because they include me on some of  
7 the issues. But it's really a tough job to be on top of  
8 everything that is going through the session, and I really  
9 appreciate the engagement that these two Board members  
10 form this body are in right now.

11 Because in the past we've tried to be at that  
12 level and tried to be engaged at that level, and I can  
13 tell you that there's been a major shift in that kind of  
14 engagement. And that's helped the MVCPA, and all for the  
15 taskforces that are currently working very hard to get  
16 this mission and these objectives toward the goals that we  
17 want. So thank you and thank everybody that has been  
18 involved.

19 And again, when the first draft of the House  
20 and Senate appropriation bills were released, both bills  
21 showed that the MVCPA would be fully funded for fiscal  
22 years '24 and '25. This will be a historic level of  
23 appropriations and allow MVCPA to fulfill many taskforce  
24 requests for resources that have been impossible to fund  
25 in recent years. This will strengthen our network of

1 investigators and will provide resources that are  
2 desperately needed by taskforces to keep one step ahead of  
3 the criminal enterprise.

4 Thank you, commanders. Thank you for the level  
5 of work that your taskforces have done. I appreciate all  
6 your efforts in combating motor vehicle crimes.

7 At this time I would like to remember our  
8 fallen investigators who made the ultimate sacrifice while  
9 protecting lives and property. Please join me in a moment  
10 of silence to honor the memories of Limestone County  
11 Sergeant Steve Davenport, who was assigned to the Heart of  
12 Texas Auto Theft Taskforce and killed May 2, 2022, while  
13 investigating stolen equipment; Houston Police Officer  
14 Henry Canales, who was assigned to the Houston PD Auto  
15 Theft Taskforce and killed June 23, 2009, while conducting  
16 a cargo theft investigation; Harris County Deputy Sheriff  
17 Darren Armendariz, who was assigned to the Harris County  
18 Auto Theft Taskforce and was killed while off duty when  
19 preventing the theft of a catalytic converter.

20 Thank y'all for your service and be safe. Now  
21 for the moment of silence.

22 (Whereupon, a moment of silence was observed.)

23 MR. RODRIGUEZ: Thank you.

24 We will now move to agenda item 4, MVCPA  
25 Director's report. We will now move to agenda item 4 and

1 we'll turn it over to MVCPA Director Joe Canady and  
2 designated MVCPA and Texas DMV staff to brief the Board on  
3 various topics under this agenda item.

4 Director Canady, please proceed.

5 MR. CANADY: Good morning, Mr. Chairman,  
6 members. For the record, Joe Canady, director, MVCPA.

7 Earlier this session, Governor Greg Abbott  
8 reappointed Chairman Mike Rodriguez and Member Dean Smith  
9 to serve on the MVCPA Board for a term to expire February  
10 1 of 2029. The Texas Senate confirmed the appointments  
11 and the prior appointments of Member Charla Brotherton and  
12 Member Rebecca Cantu Serrano by a vote on March 29 of  
13 2023.

14 Congratulations, members, and thank you for  
15 your dedication.

16 Harris County Sheriff's Office Auto Theft  
17 Taskforce Lieutenant Sandi Chapa promoted to captain and  
18 was reassigned to another division within the Harris  
19 County Sheriff's Office. The MVCPA appreciates the  
20 service and efforts of Lieutenant Chapa during her  
21 assignment as commander, and we wish Captain Chapa the  
22 best in her new assignment.

23 Tarrant County Sheriff's Office Detective  
24 Howard Ray Johnson served with the Tarrant County  
25 Sheriff's Office, the last six months of which were

1 assigned to the Tarrant Regional Auto Crimes Taskforce.  
2 He retired after 30 years of service, and we wish him the  
3 best in his retirement.

4 If there's no questions, I'll move on to agenda  
5 item 4.B.

6 Since the last Board meeting, the MVCPA has  
7 hired Earl Pence as the MVCPA manager. Earl comes to us  
8 from the Texas Department of Motor Vehicles Enforcement  
9 Division, where he conducted inspections of licensed motor  
10 vehicle dealers. In addition, during his time at TxDMV,  
11 he examined documents related to title transactions and  
12 became a title fraud expert.

13 Prior to joining TxDMV, Earl was with the  
14 Bastrop County Sheriff's Office and Giddings Police  
15 Department. His investigative experience, instructor  
16 abilities and background in law enforcement command will  
17 bring a wealth of knowledge to MVCPA.

18 Earl, if you'd stand, please.

19 MR. RODRIGUEZ: Good morning, Earl.

20 MR. CANADY: If there's no questions, I'll move  
21 on to agenda item 4.C.

22 On page 6 of your board book, this is an  
23 overview of the current status of the budget for the Motor  
24 Vehicle Crime Prevention Authority. The budget primarily  
25 consists of grant funds which is -- 94 percent which are

1 distributed to law enforcement entities across the state  
2 to fund programs related to motor vehicle theft  
3 prevention. The division's operations involve monitoring  
4 the grants and assessing requests for reimbursements to  
5 grantees. Current major expenditures are travel,  
6 transcription services and copier lease.

7 If there's no questions, I'll move on to agenda  
8 item 4.D.

9 On the grant activities and analysis, item 4.D,  
10 Transportation Code Section 1006.101 requires the Motor  
11 Vehicle Crime Prevention Authority and the Texas  
12 Department of Motor Vehicles to submit an annual report of  
13 MVCPA operations to the offices of Lieutenant Governor and  
14 Speaker of the House of Representatives.

15 Beginning on page 8 of your board book, you can  
16 see the example of the work that was completed in the  
17 activity and funds report that was submitted, very visual  
18 and graphic. Thanks to Yessenia for formatting and  
19 putting in the graphics to the report. I think it turned  
20 out very well and it grabs your attention as you read  
21 through the document and points out many of the highlights  
22 of the program, kind of where we've been, what we're  
23 doing, and the efforts of the MVCPA and the taskforces  
24 using these funds to combat auto theft.

25 Are there any questions about the activity and

1 funds report?

2 MR. GONZALEZ: I just want to say that it looks  
3 great. This is very eye-catching and a very important  
4 legislative session, so I'm glad that we have something  
5 that people will want to open and take a look at so that  
6 they can see the wonderful work that our taskforces across  
7 the state are doing. So thank you.

8 MR. RODRIGUEZ: I want to know who sent this  
9 picture of this Lamborghini.

10 MR. CANADY: I believe it was the Dallas area.

11 MR. RODRIGUEZ: What happened to it?

12 MR. GONZALEZ: I believe it was a fraud-related  
13 UUV report. And they coordinated with DPS and the Houston  
14 Police Department and they were able to intercept it in  
15 Dallas, if I'm not mistaken.

16 MR. RODRIGUEZ: Well, maybe we can seize it and  
17 start promoting MVCPA. That will catch everybody's  
18 attention. Lock your car.

19 (General laughter.)

20 MR. RODRIGUEZ: This is awesome. Great work.  
21 Yessie, great work.

22 MR. CANADY: Moving on to agenda item 4.F.,  
23 Educational programs and marketing. I will turn it over  
24 to Gresham Kay, grant specialist.

25 MR. KAY: Good morning, Mr. Chairman, members.



1 Gresham Kay, grant specialist with MVCPA.

2 Joe, do we want to do grant adjustments  
3 briefly?

4 MR. CANADY: Yes. I'm sorry, I moved ahead.  
5 4.E.

6 MR. KAY: Just an update on 4.E., Grant  
7 adjustments. We've had three budget changes since the  
8 last Board meeting in February.

9 There was one to add equipment funds for a  
10 license plate reader. There was also a grant adjustment  
11 to add additional funds to enable a vehicle purchase. And  
12 then more recently there was -- City of Mansfield had a  
13 grant adjustment approved where they were seeking approval  
14 to purchase an new truck vehicle. In addition, they are  
15 repurposing the older vehicle to put a truck wrap on that  
16 vehicle to use for promotional events, and they also added  
17 some supplies and DOE funds to add some surveillance  
18 cameras for their taskforce parking lot.

19 Are there any questions on the recent grant  
20 adjustments?

21 (No response.)

22 MR. CANADY: Moving on to agenda item 4.F,  
23 Gresham.

24 MR. KAY: 4.F., Educational programs and  
25 marketing. So far in FY23 our member taskforces have

1 created 1,384 postings on social media outlets. MVCPA  
2 continues to participate in that with our social media  
3 accounts such as Facebook. And later in the meeting  
4 today, Insurance Council of Texas, their media contractor,  
5 talkStrategy, they will provide a presentation later in  
6 this meeting related to the PEPA Grant.

7 And in addition, we continue to provide  
8 promotional items to the taskforces as they have those  
9 needs.

10 Are there any questions?

11 (No response.)

12 MR. CANADY: Mr. Chairman, members, also in  
13 reference to item 4.F -- Joe Canady, for the record,  
14 director, MVCPA -- many of the taskforces have distributed  
15 press releases through email and Facebook, providing  
16 citizens with tips to avoid purchasing stolen vehicles  
17 during person-to-person motor vehicle sales and resources  
18 available for citizens to be able to research information  
19 about that vehicle, title search through DMV and resources  
20 through NICB to determine if there's been a salvage or  
21 flood claim or theft claim to that vehicle. And this is  
22 basically concerning the number of VIN-swapped vehicles  
23 that are being advertised for sale online and sold to  
24 innocent purchasers.

25 Moving on to agenda item 4.F, I will turn it

1 over to Dan Price, our auditor -- I'm sorry -- 4.G.

2 MR. PRICE: For the record, this is Dan Price,  
3 MVCPA auditor. We are on page 29 of the board book; this  
4 will be an action item for the Board.

5 So Midvale Indemnity Company contacted MVCPA  
6 and indicated that there had been a data error on the  
7 reporting for the total number of policies sold during the  
8 second half of 2022. The error resulted in an overpayment  
9 of \$392. The original return was filed and we verified  
10 the payment was made on February 16, 2023. The backup and  
11 explanation are in your books from page 32 and page 33.

12 This will be the first request since 2020 that  
13 we are recommending approval of an insurance refund. The  
14 amount is relatively minimal at \$392 and we do recommend  
15 that this be approved.

16 MR. RODRIGUEZ: Members, do I have a motion on  
17 agenda item 4.G?

18 MS. JONES: Sharon Jones, for the record.

19 I move that the Board authorize a request for  
20 refund in the amount of \$392 to the Midvale Indemnity  
21 Company.

22 MR. RODRIGUEZ: Do I have a second?

23 MS. WHITEHILL: Member Whitehill. Second.

24 MR. RODRIGUEZ: I have a motion from Board  
25 Member Jones and a second from Member Whitehill. Any

1 further discussion?

2 (No response.)

3 MR. RODRIGUEZ: Yessenia, any public comments  
4 on this agenda item?

5 MS. BENAVIDES: No, sir.

6 MR. RODRIGUEZ: I will now call for the vote.  
7 Board members, when I call your name, please state your  
8 vote.

9 Board Member Jones?

10 MS. JONES: Aye.

11 MR. RODRIGUEZ: Board Member Whitehill?

12 MS. WHITEHILL: Aye.

13 MR. RODRIGUEZ: Board Member Gonzalez?

14 MR. GONZALEZ: Aye.

15 MR. RODRIGUEZ: And I, Chairman Rodriguez, vote  
16 aye. Let the record reflect that there are four votes,  
17 motion passes.

18 MR. CANADY: Moving on to agenda item 4.H.,  
19 Training. MVCPA staff, TxDMV staff and grant program  
20 personnel continue to conduct and participate in training  
21 events related to motor vehicles crimes.

22 Since we are fully staffed now, we're working  
23 to schedule some intermediate and advanced training events  
24 during the summer of this year. And it's also anticipated  
25 for FY 2024 we will conduct an intermediate training in

1 coordinating with the Texas Association of Vehicle Theft  
2 Investigators Conference, which will be in Dallas this  
3 year.

4 If there are no questions, that concludes the  
5 director's report for agenda item 4.

6 MR. RODRIGUEZ: Thank you, Director Canady and  
7 staff.

8 Moving on to agenda item 5, MVCPA Grants,  
9 Budget and Reporting Committee report, I will turn it over  
10 to MVCPA Director Joe Canady, Grants, Budget and Reporting  
11 Committee Chair Julio Gonzalez, and designated staff to  
12 give a summary of the Grants, Budget and Reporting  
13 Committee meeting that was held yesterday afternoon.

14 If members have questions on any of the items  
15 from the Grants, Budget and Reporting Committee update, I  
16 will ask staff to please come up to the presenter podium  
17 to answer any questions the Board has.

18 MR. GONZALEZ: Thank you, Mr. Chairman.

19 The Grants, Budget and Reporting Committee met  
20 yesterday and heard presentations from El Paso, Victoria,  
21 Smith, Mansfield, Dallas County and Montgomery County.

22 While one recurring issue facing our taskforces  
23 has been the difficulty in getting local district  
24 attorneys to prosecute auto theft cases, multiple  
25 taskforces yesterday reported that they were having

1 success in working with their local DAs in prosecuting  
2 motor vehicle crime. The taskforces reported the need for  
3 additional personnel and additional funding for equipment.

4 The committee encouraged El Paso to explore the  
5 possibility of installing fixed license plate readers on  
6 their city-owned bridge. They reported significant  
7 success in using mobile license plate readers, and they  
8 were encouraged to include fixed license plate readers as  
9 well, especially since they are along the border.

10 Additionally, Dallas County explained that they  
11 were counting recovered vehicles as cleared cases. They  
12 were asked to follow the NIBRS definition of a cleared  
13 case, and the committee asked Director Canady to update  
14 the definition in the grant manual.

15 That's going to conclude the committee's  
16 report. There are two other items that are action items,  
17 but as we get to them, we can discuss them further. And  
18 I'm available for any questions that the members may have.

19 Thank you.

20 MR. RODRIGUEZ: I have a question on the stats  
21 provided yesterday. For Dallas County, I noticed that  
22 there was a big gap on the arrests versus the amounts of  
23 recoveries. We had already discussed this but we  
24 definitely need to restructure this where everybody has to  
25 report NIBRS numbers when they come and present numbers

1 here.

2 I know that that's going to be a big difference  
3 in that breakup, but I think that the NIBRS route should  
4 be a standard across every taskforce versus what we touch,  
5 what we don't touch, who touches the vehicle is the one  
6 that claims the stat. We have to be very clear and across  
7 the board have that consistency in numbers versus  
8 everybody presenting.

9 So I know Dallas County is here. Can you  
10 explain a little bit? I know that yesterday you presented  
11 the burglary of motor vehicles. Do you guys handle those  
12 investigations in your taskforce?

13 MS. KNIGHT: The burglary of motor vehicles,  
14 no, sir, we do not do BMVs.

15 MR. RODRIGUEZ: Can you say your name for the  
16 record?

17 MS. KNIGHT: I'm sorry. I'm Captain Knight  
18 with the Dallas County Sheriff's Department North Texas  
19 Auto Theft Taskforce.

20 MR. RODRIGUEZ: So you don't handle any  
21 burglary of motor vehicle investigations, only auto theft  
22 and unauthorized use of motor vehicles.

23 MS. KNIGHT: Pretty much only auto theft; we  
24 have very little BMV.

25 MR. RODRIGUEZ: Okay. And the numbers you

1 presented, you said that those recoveries were vehicles  
2 that the taskforce was the one that recovered or also your  
3 patrolmen, your deputies?

4 MS. KNIGHT: The taskforce themselves have  
5 recovered 550 vehicles this fiscal year, year to date. We  
6 average 79 per month for the taskforce only. Our traffic  
7 division in Dallas County averages about seven a month, so  
8 all of the ones that we have reported are direct touches  
9 from my taskforce members.

10 MR. RODRIGUEZ: And was there a reason for the  
11 amount of arrests -- and we're not trying to put a quota  
12 on anybody by no means, but was there a reason why the  
13 nine arrests only for -- was it year to date?

14 MS. KNIGHT: Yes, sir. Most of the vehicles  
15 that they recover are unoccupied, or if they are, we're  
16 recovering them at our 68-A inspections. And these are  
17 people that are victims. The ones bringing them in are  
18 victims because they're buying a vehicle.

19 Such as last week there was a 2022 GMC Denali  
20 that was stolen. We came in; it was a VIN switch. These  
21 people paid \$35,000 for this Denali. We're not going to  
22 arrest them, they're victims themselves.

23 And that's why we have very, very few arrests,  
24 is most of the ones we find are unoccupied or they're done  
25 with the VIN switches.



1 MR. RODRIGUEZ: Now, the ones that are  
2 unoccupied, are those vehicles stolen within your county  
3 or vehicles from outside your county?

4 MS. KNIGHT: Everywhere.

5 MR. RODRIGUEZ: Everywhere.

6 MS. KNIGHT: Yes, sir.

7 MR. RODRIGUEZ: Okay. Now, when a vehicle is  
8 stolen from inside your county and your jurisdiction, do  
9 you follow up back to, okay, where was the vehicle stolen  
10 and go check for cameras, do the complete follow-up on  
11 that?

12 MS. KNIGHT: Yes, sir, if they're in our  
13 jurisdiction. The thing is with us being a county, most  
14 of those are stolen out of another agency. We'll contact  
15 that agency and say, hey, we've recovered your vehicle and  
16 go from there.

17 MR. RODRIGUEZ: I understand.

18 MS. KNIGHT: And we assist in any way they ask  
19 us to.

20 MR. RODRIGUEZ: I gotcha. Okay. That was my  
21 question. Thank you very much.

22 MS. KNIGHT: Yes, sir.

23 MR. RODRIGUEZ: Now, for El Paso, are they  
24 asking for cameras, Member Gonzalez, or they have cameras?

25 MR. GONZALEZ: No. They have mobile license

1 plate readers but it was -- since it's a push of the  
2 legislature for securing the border and for us to focus  
3 our efforts on there, it was our recommendation to them  
4 that they explore the possibility of fixed license plate  
5 readers.

6 MR. RODRIGUEZ: So we have license plate  
7 readers at the bridge?

8 MR. NAVARETTE: Good morning all. Sergeant  
9 Navarette with the El Paso Police Auto Theft Taskforce.

10 Currently there is LPRs and cameras but those  
11 are controlled by CBP. They were initially donated by  
12 NICB and then full control was given to Customs and Border  
13 Protection. So we're able to see if the system is working  
14 right and a car crosses southbound through any of the  
15 bridges. As far as getting actual images, we have to  
16 submit a special request, and it's on a case-by-case basis  
17 to see if we get those images from Customs.

18 MR. RODRIGUEZ: Is there a reason why NICB gave  
19 that access -- or not access -- gave them to Customs?

20 MR. NAVARETTE: We've asked NICB as to why they  
21 can't have access to the images given that they donated  
22 equipment, but the answer we got is part of the MOU is  
23 they were going to buy the equipment and then once it was  
24 installed and managed by CBP and HSI, then it was going to  
25 be their data and they would do as they pleased with that

1 information.

2 MR. RODRIGUEZ: Okay. Have you had any further  
3 conversations with NICB as to them giving you access to  
4 that data, I guess redoing that MOU where the agency  
5 that's going to prosecute for stolen vehicles and is going  
6 to be following up on those investigations should have  
7 access to that feed?

8 MR. NAVARETTE: Yes, sir. We've brought up  
9 that issue with our NICB agent and pretty much the answer  
10 we get is it's already a done deal. That equipment is  
11 already pretty much donated to Customs and Border  
12 Protection, and NICB just pretty much handed over the  
13 equipment and they don't have any other control over it.

14 MR. RODRIGUEZ: So I think it's imperative that  
15 we do get the funding that we require that we have cameras  
16 there that is going to service your agency.

17 MR. NAVARETTE: Yes, sir.

18 MR. RODRIGUEZ: Because if there's any stolen  
19 vehicle heading that way, at least we can identify the  
20 suspects that are stealing the vehicles and taking them  
21 into Mexico. Most of those are U.S. citizens, and we can  
22 have this ability as to who those targets are. We can  
23 complete investigations at a much better rate than what  
24 we're doing now.

25 MR. NAVARETTE: Yes, sir.

1 MR. RODRIGUEZ: And I think the Flock System is  
2 good, but we also have to have those LPRs. The Flock  
3 System does pick up license plates. Correct?

4 MR. GONZALEZ: Yes, sir, it does from the rear  
5 of the vehicle.

6 MR. RODRIGUEZ: Now, does it pick up the images  
7 from inside the vehicle?

8 MR. GONZALEZ: No, it doesn't photograph the  
9 individuals.

10 MR. RODRIGUEZ: So the way that Laredo has it  
11 set up is we have the Vigilant System that picks up the  
12 image from within the vehicle when they're leaving and  
13 they pay at the toll, but also has the LPRs connected. So  
14 we're fixing to see where we can upgrade to a Flock System  
15 to better have that, you know, pick up any other items  
16 that the vehicle might have, like any specific sticker  
17 that it has, things like that.

18 But I think the images as to when he's getting  
19 to the toll and we can pick up that image is great, so I  
20 think if you can look into that -- because the bridge does  
21 belong the city, correct?

22 MR. NAVARETTE: Three of them do, yes, sir.  
23 Bridge of the Americas is considered a toll-free road so  
24 the city doesn't control that.

25 MR. RODRIGUEZ: But with an MOU, I think we can

1 handle placing those cameras there.

2 MR. NAVARETTE: Yes, sir.

3 MR. RODRIGUEZ: I think we need them there.

4 MR. NAVARETTE: Yes, sir.

5 MR. RODRIGUEZ: But you can regroup and once  
6 you have that complete. And that's one of the things that  
7 we were going to task every border taskforce to kind of  
8 have that assessment and see what is it that we need and  
9 have that budget for it and see if it's something that we  
10 can do. And have the numbers already put together like,  
11 this is how much it's going to cost us to have video  
12 cameras there to be able to get pictures or video of  
13 individual crossing, a suspect crossing the vehicle. And  
14 this is how much it's going to cost us to place Flock at  
15 the bridge.

16 And that way we can have some numbers to see  
17 and say, hey, this is something that can be done and  
18 what's going to be the long term, are we going to pay  
19 \$2,500 or \$1 million, what is the long-term part of it,  
20 what is it that we need to do.

21 MR. NAVARETTE: Yes, sir.

22 MR. RODRIGUEZ: I think if we can do that, that  
23 would be something that would definitely be taken into  
24 consideration -- this Board can take into consideration.

25 Everybody good with that?

1 MR. CANADY: Absolutely.

2 MR. NAVARETTE: And if I may, sir? I know Mr.  
3 Gonzalez had asked us to submit it with the application.  
4 Unfortunately, we already submitted our current  
5 application to the city council. So I would assume we  
6 could do an addendum or a request later on for that,  
7 because we had to submit it already so we could go before  
8 council so we can get the resolution in time to submit it  
9 to you guys. So the application is already sent in for  
10 review by the city council.

11 MR. CANADY: For the record, Joe Canady.

12 This could be something that we could address  
13 during the negotiation phase of the application.

14 MR. RODRIGUEZ: Yeah, I think so. Because it  
15 is equipment, correct? So it could be additional funding  
16 for equipment. And then you could just take it back to  
17 council for them to agree to it.

18 But anyways, regardless, if you can take it  
19 back right now with your executives and make sure that  
20 there's a way to take it back to council and say, hey,  
21 this is something that we're looking at because it's  
22 something that we need, and see what kind of route they  
23 take you with that, because different cities work  
24 different ways. So we don't want you to go back and say  
25 we got this and they say we didn't approve that.

1           You know, so just go back and kind of check  
2 with your chief's office and find out if this is something  
3 that can already be placed in the agenda item and see if  
4 you can get approval to bring it back when you send the  
5 application.

6           MR. NAVARETTE: Sounds good.

7           MR. RODRIGUEZ: Thank you, Sarge, appreciate  
8 it.

9           MR. NAVARETTE: Thank you.

10           Do we have any other border taskforces here?  
11 We have Eagle Pass and do we have Brownsville here?

12           Rene, the same thing -- I know you're back  
13 there -- if we can do something like that to kind of see  
14 where we're at as far as numbers for your bridges, if you  
15 can put that together to see what kind of number we're  
16 looking at. That will be great to bring it back to the  
17 Grants and Budget Committee and give them some numbers and  
18 visibility as to how much it's going to cost us to put  
19 those cameras and the LPRs, Flock Systems at the bridges.

20

21           Because I know that bridge belongs to Eagle  
22 Pass, to the city. So if we can do that, that way we can  
23 start assessing that. Appreciate it.

24           I have no more questions on the Grants and  
25 Budget.

1 Member Whitehill, any questions?

2 MS. WHITEHILL: No.

3 MR. RODRIGUEZ: Thank you, Committee Chairman  
4 Gonzalez and Director Canady.

5 We will now take up agenda item number 5.B.,  
6 Overtime limits. Director Canady.

7 MR. CANADY: For the record, Joe Canady,  
8 director, MVCPA.

9 Current policies, overtime is limited to 5  
10 percent of the MVCPA funded direct salaries during the  
11 grant year to allow overtime costs that are considered  
12 reasonable by the director and MVCPA Board designee. This  
13 5 percent limitation sometimes restricts grantees or  
14 prohibits them from participating in certain events and  
15 certain activities with other agencies, state and federal  
16 agencies, that may be related to motor vehicle theft.

17 The recommendation made by the committee is to  
18 remove the limit which requires that the overtime pay must  
19 not exceed 5 percent of the funded direct salaries during  
20 the grant year and to allow overtime costs that are  
21 considered reasonable by the MVCPA director and MVCPA  
22 Board designee.

23 On page 46 of your board book shows the current  
24 policy on the 5 percent limitation; page 47 is the  
25 proposed policy which, again, will indicate that overtime



1 costs must be reviewed by the MVCPA director and MVCPA  
2 Board designee to ensure overtime expenditures are  
3 allowable and reasonable.

4 Any questions?

5 MR. RODRIGUEZ: Members, any questions?

6 MS. JONES: No, sir.

7 MR. RODRIGUEZ: I will now entertain a motion  
8 on agenda item 5.B., Overtime limits.

9 MS. WHITEHILL: Member Whitehill. I move that  
10 the Board remove the limit which requires that overtime  
11 pay must not exceed 5 percent of MVCPA funded direct  
12 salaries and allow the MVCPA director and MVCPA Board  
13 designee to review on an individual basis to ensure  
14 allowable overtime requests are reasonable and necessary  
15 to meet the goals, strategies and activities of the grant.

16 MR. GONZALEZ: Member Gonzalez. I second that  
17 motion.

18 MR. RODRIGUEZ: We have a motion from Member  
19 Whitehill and a second from Member Gonzalez. Any further  
20 discussion?

21 (No response.)

22 MR. RODRIGUEZ: Yessenia, is there any public  
23 comments on this?

24 MS. BENAVIDES: No, sir.

25 MR. RODRIGUEZ: I will now call for the vote.

1 Board members, when I call your name, please state your  
2 vote for the record.

3 Member Jones?

4 MS. JONES: Aye.

5 MR. RODRIGUEZ: Member Whitehill?

6 MS. WHITEHILL: Aye.

7 MR. RODRIGUEZ: Member Gonzalez?

8 MR. GONZALEZ: Aye.

9 MR. RODRIGUEZ: And I, Chairman, vote aye. Let  
10 the record reflect that there are four votes, motion  
11 passes.

12 Members, we will now take up agenda item number  
13 5.C., Confidential VIN inspections. Director Canady.

14 MR. CANADY: For the record, Joe Canady, MVCPA.

15 Since 2018, there's been a 96 percent increase  
16 in confidential VIN inspections, or what's better known as  
17 68-A inspections. This has created a challenge for our  
18 taskforces to keep up with the increasing requests from  
19 citizens to obtain that inspection that's required to  
20 legally get a Texas certificate of title and registration  
21 in Texas. Some taskforces have a backlog and this creates  
22 a burden to citizens, causing travel to other  
23 jurisdictions to obtain the necessary inspection to meet  
24 the titling and registration requirements.

25 Some taskforces have retired law enforcement

1 officers, current law enforcement officers assigned to  
2 other divisions within their participating or coverage  
3 agencies, or Citizens Academy personnel and volunteers who  
4 have bene properly vetted to assist their agency with  
5 confidential law enforcement functions. Utilizing other  
6 personnel who are properly trained to work under the  
7 direct supervision of a law enforcement officer authorized  
8 to perform the inspection may increase the number of  
9 personnel available to perform the inspection and reduce  
10 backlogs for citizens, while protecting the integrity and  
11 purpose of the confidential VIN inspections.

12 The Grants, Budget and Reporting Committee  
13 recommended that the MVCPA director coordinate with the  
14 National Insurance Crime Bureau for a possible option of  
15 allowing MVCPA taskforces to allow non-sworn and other  
16 trained personnel to perform these inspections under the  
17 direct supervision of a law enforcement officer who is  
18 allowed to perform the inspections.

19 Any questions?

20 MR. RODRIGUEZ: Members, any questions for  
21 Director Canady?

22 MS. JONES: No, sir.

23 MR. RODRIGUEZ: I will now entertain a motion  
24 on agenda item 5.C.

25 MR. GONZALEZ: Member Gonzalez, for the record.

1 I move that the Board authorize the MVCPA director to  
2 coordinate with TxDMV and the National Insurance Crime  
3 Bureau to develop minimum standards to allow non-sworn and  
4 other trained personnel to perform confidential VIN  
5 inspections under the direct supervision of an MVCPA  
6 taskforce investigator who is allowed to perform the  
7 confidential VIN inspections.

8 MR. RODRIGUEZ: Do I have a second?

9 MS. JONES: Member Jones, for the record, and I  
10 second.

11 MR. RODRIGUEZ: We have a motion from Board  
12 Member Gonzalez and a second from Board Member Jones. Any  
13 further discussion?

14 (No response.)

15 MR. RODRIGUEZ: Yessie, are there any public  
16 comments?

17 MS. BENAVIDES: No, sir.

18 MR. RODRIGUEZ: I will now call for the vote.  
19 Board members, when I call your name, please state your  
20 vote for the record.

21 Member Jones?

22 MS. JONES: Aye.

23 MR. RODRIGUEZ: Member Whitehill?

24 MS. WHITEHILL: Aye.

25 MR. RODRIGUEZ: Member Gonzalez?

1 MR. GONZALEZ: Aye.

2 MR. RODRIGUEZ: And I, Chairman Rodriguez, vote  
3 aye. Let the record reflect that there are four votes,  
4 motion passes.

5 We will now move on to agenda item 6, and I  
6 will turn it over to TxDMV staff, Internal Auditor Sale  
7 Chuah.

8 MR. CANADY: Mr. Chairman, I think we missed  
9 5.D.

10 MR. RODRIGUEZ: Let's go back a little bit.  
11 MVCPA Conference update, this is a briefing only.  
12 Director Canady.

13 MR. CANADY: Joe Canady, for the record.

14 I'll turn this over to Yessenia Benavides and  
15 Major Jones for an update.

16 MS. BENAVIDES: Good morning. For the record,  
17 Yessenia Benavides, management analyst at MVCPA.

18 Yesterday we provided a small but very  
19 important update regarding the MVCPA Conference that will  
20 be held June 12 through June 15 in Kerrville, Texas. The  
21 MVCPA conference committee met remotely on March 2 and  
22 then during that meeting the conference committee  
23 developed a draft of the conference schedule. Member  
24 Jones greatly assisted us with that.

25 And then the final schedule of the conference,

1 along with the hotel reservations, was shared with all the  
2 taskforces, along with the reservation link for the hotel.

3 And as of April 13, there are 93 hotel reservations  
4 already for the MVCPA Conference.

5 The conference committee is currently  
6 finalizing guest speakers and instructors, and Lieutenant  
7 Gonzalez is helping us tremendously with a lot of the leg  
8 work with some of our guest speakers. So thank you for  
9 that.

10 And lastly, we're inviting our taskforces to  
11 obtain items from their regions to raffle at the  
12 conference. We're hoping the raffle provides some  
13 excitement and something to look forward to at the  
14 conference.

15 Any questions?

16 MR. RODRIGUEZ: What are we giving is my  
17 question. The Lamborghini is going to be raffled?

18 (General laughter.)

19 MS. BENAVIDES: Joe?

20 MR. RODRIGUEZ: So we're giving out something.

21 Right?

22 MS. BENAVIDES: Yes.

23 MR. RODRIGUEZ: I just want to make sure.

24 MS. BENAVIDES: And we are going to be working  
25 with TxDMV finance to get some of those requisitions for

1 items that are specifically for the conference: lanyards,  
2 pins, so on and so forth.

3 MR. RODRIGUEZ: That's great. And I know that  
4 Major Jones is on fire. She's handling everything from  
5 conference to state bills, and it's awesome.

6 So thank you, Member Jones, for that help,  
7 you've been amazing. I know that it's a lot of work, but  
8 thank you. We really appreciate you.

9 MS. JONES: Thank you.

10 MR. RODRIGUEZ: I know this is exciting we're  
11 back to a conference. I know we've been having a little  
12 bit of discussion as to what's next steps for next year.  
13 It was a short period right now to get this done, but I  
14 know in the past, MVCPA -- back then ABTPA -- we used to  
15 have them in different cities.

16 And I think there was a host agency that would  
17 help us host the complete event. And I think it's  
18 something that maybe we should go and entertain going back  
19 and having the next one, for say, in El Paso, Houston,  
20 wherever it takes us.

21 I know that right now when we went to the El  
22 Paso one, I don't remember the year but we went to go see  
23 the El Paso Chihuahuas and it was awesome. And now  
24 Fernando Tatis is playing with them right now, I wish I  
25 could go right now and go to watch him. But regardless,

1 it was a fun conference and at the same time there was a  
2 lot of training and a lot that we learned there because it  
3 was a border town.

4 So I think maybe this is a direction that maybe  
5 we should take again in having a hosting taskforce for  
6 that conference. So keep that in mind, because we might  
7 be going back to that.

8 Again, thank you, Major Jones, and thank you to  
9 everybody that's been very involved in this. I know  
10 Member Gonzalez has also been very involved, and again,  
11 thank you for that because it was a very short time that  
12 we got this prepared for.

13 Yessie, I know you've been instrumental on  
14 this, so thank you very much for that.

15 MS. BENAVIDES: You're welcome. Great team.

16 MR. RODRIGUEZ: Any other questions, members?

17 MS. BENAVIDES: There are no comments.

18 MR. RODRIGUEZ: No comments on this?

19 Okay. So we're going to take a ten-minute  
20 break. We'll be back at 10:02, it is now 9:52.

21 (Whereupon, a brief recess was taken.)

22 MR. RODRIGUEZ: It is now 10:07, we are back in  
23 session.

24 Agenda item 6, State Auditor report and TxDMV  
25 management response. We will now move to agenda item 6



1 and I will now turn it over to TxDMV staff. I was told  
2 that Internal Auditor Salem is not here, so Director  
3 Canady is going to brief us on this.

4 MR. CANADY: For the record, Joe Canady, Motor  
5 Vehicle Crime Prevention Authority.

6 Chairman and members, this is page 51 and page  
7 52 in your board book has the material here.

8 The State Auditor's Office publicly released  
9 its audit findings on the Motor Vehicle Crime Prevention  
10 Authority at the Department of Motor Vehicles on March 3,  
11 2023. The objectives of the audit were to determine  
12 whether MVCPA has processes in place to ensure that it  
13 awards, administers and monitors grants in accordance with  
14 applicable requirements, also complies with selected  
15 statutory requirements including limitations on  
16 administrative expenses.

17 There was also one objective on the Department  
18 of Motor Vehicles' processes and controls related to  
19 ensuring the appropriate production and use of temporary  
20 tags.

21 The audit found that the MVCPA had processes in  
22 place to ensure that it awarded, administered and  
23 monitored grants in accordance with applicable  
24 requirements. MVCPA also had processes in place to ensure  
25 that it complied with certain statutory requirements for

1 financial management, including limitations on  
2 administrative expenses.

3           However, MVCPA should strengthen certain  
4 administration and monitoring processes to ensure that  
5 grantees use funds properly and that reimbursements are  
6 supported, reasonable and allowable. Additionally, MVCPA  
7 should develop policies and procedures for its grant  
8 management and tracking system.

9           The MVCPA director coordinated with the  
10 Department of Motor Vehicles to provide a response to the  
11 recommendations detailed in the audit report. MVCPA  
12 agreed with the recommendations noted in the audit report  
13 and is committed to continuous improvement and  
14 transparency. Part of this is with the additional staff  
15 that we should be getting in September, in reference to  
16 the monitoring grantees, will involve the creation of a  
17 grant compliance team to ensure that the grants are in  
18 compliance with all applicable requirements.

19           Do you have any questions, Mr. Chairman or  
20 members?

21           MR. RODRIGUEZ: Members, are there any  
22 questions?

23           (No response.)

24           MR. RODRIGUEZ: Thank you, Director Canady.

25           We'll now move on to agenda item 7 and turn it

1 over to TxDMV staff, Government and Strategic  
2 Communications Director Keith Yawn and Chief Financial  
3 Officer Glenna Bowman.

4 MR. YAWN: Good morning, Chairman, members. My  
5 name is Keith Yawn and I'm the director of Government and  
6 Strategic Communications for the Texas Department of Motor  
7 Vehicles. I'm joined this morning by Glenna Bowman, the  
8 department's chief financial officer.

9 Agenda item 7 is a briefing update on notable  
10 developments related to the current legislative session.

11 The 88th Texas Legislature's support of MVCPA  
12 financially continues to be very strong during this  
13 legislative session, as the chairman mentioned earlier.  
14 The General Appropriations Act, providing funding for  
15 state operations during fiscal years '24 and '25, has been  
16 passed out of both the House and Senate. Each chamber  
17 passed different versions of the bill, so it will now move  
18 to a conference committee to finalize the decisions.

19 As currently proposed, the bill provides the  
20 full statutory funding to MVCPA and 20 percent of the  
21 related insurance fee collections. That current estimate  
22 is for \$24.2 million in FY24 and \$24.9 million in FY25,  
23 for a total of \$49.1 million for the full biennium. The  
24 legislature has also made the appropriation estimated  
25 instead of sum certain meaning that additional fee

1 collections would automatically result in increased  
2 funding levels for the program as realized throughout the  
3 biennium.

4 The budget provides the authority and funding  
5 to increase MVCPA staffing levels by an additional six  
6 employees beginning in FY24, as requested by the program.

7 In addition to assisting with the management of increased  
8 grant operations, several of the positions would increase  
9 review and enforcement of required fee collections.

10 Of course, the legislature is also working  
11 through consideration of numerous policy bills. The most  
12 notable for MVCPA operations at this time is Senate Bill  
13 224, which seeks to address catalytic crimes. In addition  
14 to changes to criminal penalties and enforcement or  
15 prosecutorial activities, the bill increases the MVCPA-  
16 related state fee applied to auto insurance policies from  
17 the current \$4 per policy per year to \$5.

18 The additional dollar is dedicated to the  
19 detection and prevention of catalytic converter crimes  
20 throughout the state. The bill was passed by the Senate  
21 and the House version of the bill has already been heard  
22 in committee.

23 Our understanding is the revenue is intended to  
24 be appropriated to MVCPA for issuance to local law  
25 enforcement through a grant process. Contingency rider

1 language to appropriate the new funds to MVCPA is prepared  
2 and available for inclusion in the General Appropriations  
3 Act if Senate Bill 224 continues to proceed through the  
4 legislative process. Under current estimates, the bill  
5 would generate \$24.4 million in FY24 and \$30.1 million in  
6 FY25, and these amounts are, of course, in addition to the  
7 amounts previously discussed for the program as a whole.

8           There has also been initial action on a change  
9 to the criminal penalties related to temporary tag fraud  
10 and misuse. House Bill 914 allows a citation for  
11 tampering with a temp tag, adds the tag explicitly to the  
12 definition of a governmental record, and defines the act  
13 as a Class A misdemeanor. The bill was passed by the  
14 House and is awaiting action now by the Senate.

15           Mr. Chairman, that concludes my remarks, unless  
16 there are any questions from the Board members.

17           MR. RODRIGUEZ: Thank you for that briefing.  
18           Members, any questions?

19           MS. JONES: No, sir.

20           MR. RODRIGUEZ: Thank you, Keith, appreciate  
21 it. Thank you, Glenna.

22           Tommy Hansen requested to speak on agenda item  
23 number 7.

24           MR. HANSEN: Thank you. Lieutenant Tommy  
25 Hansen. I'm with the Texas Association of Vehicle Theft

1 Investigators.

2 In light of the testimony that you just heard  
3 and the discussion that was heard earlier this morning, I  
4 just kind of felt it was important for everyone in this  
5 room, some of the newer Board members and particularly  
6 some of the taskforce members that don't know the full  
7 history of how important what's going on this very day.

8 When this program first started, when the bill  
9 was written in '89 through '91 -- that was when the  
10 process was -- it was a dollar per policy. We received  
11 100 percent of the dollar, including the interest off the  
12 dollars and money that was collected in the bank. We had  
13 100 percent funding, but we were at a peak of 164 thefts a  
14 year, so we weren't paying attention to the legislature  
15 after that, we were too busy trying to stop car thieves.

16 As a result of that, it fell through the  
17 cracks. And in 1997 we lost dedicated fund status and we  
18 immediately started losing approximately -- anywhere from  
19 30 to 35 percent of that one dollar was going elsewhere  
20 and not to us. And of course, through those years, as you  
21 know, BMV and a lot of other crimes have been added, put  
22 on our shoulders, and we never got additional funding for  
23 those responsibilities.

24 In addition to that, several bills were passed  
25 through the years to give us additional funding, including

1 the one mentioned today which we didn't get funding the  
2 first session after that bill ended, and there was a bill  
3 prior to that that doubled it from a dollar to two  
4 dollars. Through all of that, we were the role model for  
5 funds diversion because we never got appropriately funded  
6 since 1997.

7           So this is a phenomenal year. All the stars  
8 have aligned, the right legislators are in the right  
9 place. We've had numerous meetings with some of those  
10 legislators to hear firsthand from some of the people in  
11 this very room as to what's going on with the problem and  
12 addressing vehicle crimes as it's connected to everything  
13 else, as we all know here in this room, and including  
14 particularly on the border area.

15           So as a result of that, I just thought it was  
16 good for everybody to know that this is beyond anything  
17 that we could ever believe after walking thousands of  
18 miles through the damn State Capitol, talking to  
19 legislators through the years, just the way it's been, so  
20 for this funding to happen -- whether we get the  
21 additional dollar, that's one thing -- but just the  
22 minimum by the bill itself. Senator Huffman and Senator  
23 Middleton and a few others have been extraordinarily key  
24 in helping our funding.

25           And also in light of that, of course they

1 eventually get them anyway, but we made sure that Senator  
2 Middleton had a copy of the phenomenal report that was  
3 written. It was complimented like anything you need to  
4 tell anybody is in this report and done in a timely  
5 fashion.

6 So I just wanted to share a little bit of  
7 history that we've been through this, since 1997 we've  
8 been fighting this funding battle. And thank you to DMV  
9 and your legislative people for their assistance in all of  
10 this, because this has been an ongoing battle for many,  
11 many years.

12 So all I can say is praise God. Joey will tell  
13 you through the years we were there and then when it came  
14 down to the final day we weren't there. And so when  
15 session is over, we'll celebrate. But I think we're in a  
16 pretty good point right now, having worked the legislature  
17 from the beginning of this process.

18 And a lot of people don't also know, going  
19 back, the first auto theft authority was in Michigan and  
20 they did a presentation at the IAATI Conference in 1989 in  
21 Minneapolis-St. Paul. And that's when we were in the  
22 middle of getting everything handed to us, when thefts  
23 were going through the roof, and we took their concept and  
24 said, Wow, there's our answer.

25 And we brought it back to Texas and we, of



1 course, had to modify it because we've got 900 miles of  
2 border with Mexico and ocean ports and everything else  
3 that Michigan didn't have to deal with. And as a result  
4 of that, the bill started on a yellow pad in 1989 at an  
5 IAATI Conference and was passed in 1991.

6 The first taskforces came online actually in  
7 '93 because the process had to be set up so we could  
8 collect the money. We didn't want to wait another full  
9 year because we wanted to give something back to the  
10 legislature to show what we're doing. So the first  
11 taskforces were six of them for six months, and then we  
12 started picking up much more for the following year. But  
13 that's the beginning history of where we all started with  
14 this money that they're talking about right now.

15 Any questions?

16 (No response.)

17 MR. HANSEN: Thank you. And DMV, thank you.

18 MR. RODRIGUEZ: Thank you, Tommy.

19 We will now move on to agenda item 8 and we'll  
20 turn it over to the Insurance Council of Texas.

21 MR. JOHNSON: My name is Rich Johnson. I'm the  
22 director of communications and public affairs for the  
23 Insurance Council of Texas.

24 When this grant came about, we looked at it and  
25 thought this is -- by the way, the Insurance Council of

1 Texas is a nonprofit organization based here in Austin,  
2 but we represent the insurance industry statewide. We  
3 have about 400 member companies and represent roughly 85  
4 percent of the insurance market here in Texas.

5 But in addition to representing the insurance  
6 industry, we also do a lot of public information  
7 campaigns, public education, everything from smoke alarms  
8 to motor vehicle theft, and recently catalytic converters.

9 So when this grant came up, we thought this was a great  
10 opportunity to spread the word somewhat and create a new  
11 look, kind of a fun interactive campaign that was really  
12 eye-catching.

13 And so what I did was like, well, I can't do  
14 that with my three people, but what I can do is bring in  
15 our marketing partners, talkStrategy, to put together a  
16 campaign like this. And we're really pleased with how  
17 it's going. We're excited about the future of it. And so  
18 really I'm going to bring in the smart people who can dig  
19 into all the details for you on how the campaign is going  
20 and really present what we're doing.

21 But we're really excited about what we've done  
22 and what we think we can do in the future if we move  
23 forward, so I'm going to introduce Tina Dunk with  
24 talkStrategy.

25 MS. DUNK: Thank you, Rich.

1 Hello. Thank you for having me here. Again,  
2 I'm Tina Dunk. I work with talkStrategy, and we are proud  
3 to partner with you guys and the Insurance Council of  
4 Texas to promote vehicle theft awareness as well as  
5 catalytic converter theft awareness.

6 As Richard said, we are going to talk through  
7 just a little bit of the progress of the campaign. We are  
8 about two-thirds of the way through the campaign and we've  
9 seen fantastic response so far. The ads are running  
10 across streaming audio, such as iHeartRadio stations  
11 across the state. Also running online across mobile,  
12 tablet and desktop devices, as well as on social media  
13 channels, all running messages around locking it down,  
14 ways to keep your vehicle safe, and being aware of the  
15 amount of catalytic converter theft that's happening.

16 This looks like number soup to a lot of people  
17 right away. But just to kind of help translate the  
18 numbers, what we are accounting for here is higher level  
19 activity on the website, which is the destination for  
20 everyone that we're reaching with our ads, as well as a  
21 little bit of visualizing the performance of the ads  
22 themselves.

23 So starting from the top -- and I'll go a  
24 little bit counterclockwise around -- the top we have  
25 website activity that shows to date as a result of our ads

1 and the taskforce and all of our efforts. We are seeing  
2 over 8,000, close to 9,000 views, over 8,000 sessions.  
3 And we're seeing that people, when they are on the site,  
4 they are spending a substantial amount of time on the  
5 website, over eight minutes looking at information, which  
6 shows us that they're engaged, and something we want to  
7 see.

8           Sliding into ad performance itself, again when  
9 you think of the mix of ads that we're running across  
10 radio, digital, social, it's all culminating in a total of  
11 over 19 million impressions. An impression is a measure  
12 of -- it's related to the amount of people that we've  
13 reached; it's how many times they've seen the ad. So it's  
14 a great way to show the spread of our ad message across  
15 the state. That has resulted in close to 8,000 clicks to  
16 the website which then result in the views, the sessions  
17 and the active time onscreen activity that you're seeing  
18 there.

19           And so below that is a pie chart showing all of  
20 our ad placements and the breakdown of those 19.3 million  
21 impressions, how that breaks down within each of those  
22 ads. So you can see a lot of the impression activity is  
23 actually coming from our audio, which is great because  
24 we're capturing people in the car and that's a really  
25 great mode that we want to share that information.

1           Looking at the market spread, diving a little  
2 deeper into the market spread of our ad placements, we are  
3 seeing the most response in the larger cities, which is  
4 what we want to see, specifically Dallas, Houston, also  
5 Corpus Christi, San Antonio. But we're also seeing spread  
6 out in El Paso, for example, also down in the Valley in  
7 the Brownsville area and Corpus Christi.

8           So these stars that you see on the map are a  
9 representation of the taskforce presence as well. So with  
10 our ad campaign running on streaming audio and digital and  
11 social, combined with the grassroots presence of these  
12 taskforces in these areas, is creating a multi-dimensional  
13 presence and that really helps our message stick. And  
14 that's really, again to connect it, when you see that  
15 active time onscreen, that again really reinforces how our  
16 target is resonating with our message.

17           So as we go into our final flight of this  
18 campaign, we will continue to watch the performance across  
19 the state. We are also working with MVCPA to adjust our  
20 impressions in specific markets, priority markets that  
21 have been identified, which one of the many benefits of  
22 digital is our ability to easily pivot. And so that's  
23 what we'll be doing in that final run.

24           That is a very top level explanation of the  
25 campaign.

1 MR. RODRIGUEZ: I have a question.

2 MS. DUNK: Absolutely.

3 MR. RODRIGUEZ: This is the market impressions  
4 for the iHeartRadio campaign, or what is this saying?

5 MS. DUNK: Radio is included in the  
6 impressions, but it also includes social media, display,  
7 all of the ads that we ran.

8 MR. RODRIGUEZ: Have we found out why the  
9 smaller, like for example, Eagle Pass, Laredo, Victoria,  
10 or Lubbock, Amarillo, why the impressions are not there in  
11 those cities?

12 MS. DUNK: It is more of a reflection of  
13 population. You're going to see more response where there  
14 are more people. So when we run a statewide campaign with  
15 these targeting parameters -- which are really broad  
16 compared to other campaigns -- you see the impression  
17 activity gravitate toward where most of the population is.

18 And this is actually part of why we are  
19 pivoting and actively pivoting to focus more of our  
20 attention in these areas. Like the Midland-Odessa area  
21 and Lubbock was where we were talking about wanting to  
22 focus more on.

23 MR. RODRIGUEZ: I see Austin there and they're  
24 not -- I know they're like 494,000. I know Austin is very  
25 technology driven, more the social media platforms and all

1 that, and I was just curious as to why their numbers are  
2 lower than, for example, Corpus.

3 MS. DUNK: Yes, that's a great question, I  
4 think. And again, this is not an active prioritization on  
5 our end, this is really just setting a very broad target  
6 in terms of drivers in Texas with the message, and so the  
7 impressions are gravitating towards where the population  
8 is.

9 And so even though this market breakdown by  
10 impressions doesn't mirror -- this isn't going to mirror  
11 the breakdown of like the city prioritization by  
12 population, necessarily. That's where you're going to see  
13 the difference in terms of -- the difference that you see  
14 in the impression performance here when you compare it to  
15 general population data, that's where the response is.

16 And so the question is more we can look at  
17 serving more impressions there and kind of focusing more  
18 on those areas. But to your point, like that's part of  
19 what we talk about internally is like the fact that Austin  
20 does not factor as high; maybe there's another messaging  
21 tactic we can look at that might resonate more with them.

22 And that's part of the discussion internally.

23 MR. RODRIGUEZ: And the dots, the color that it  
24 reflects, that's what there are more of? For example,  
25 Corpus, they're looking more at social media, and then

1 Dallas is more the streaming, the smart audio?

2 MS. DUNK: No. It's more about the size of the  
3 circle. It doesn't correspond to the pie chart. The  
4 colors are more about it's the size of impressions.

5 So you'll see Dallas has the biggest circle,  
6 that's because it's the top market.

7 MR. RODRIGUEZ: I just saw the number there.

8 MS. DUNK: Yeah. Any questions?

9 MR. RODRIGUEZ: Members, any questions?

10 MS. JONES: Member Jones, for the record.

11 So are you stating that your marketing is  
12 focused on the size of the city, basically the population,  
13 or it's sent out statewide and then you start focusing on  
14 where you have the most impressions? What are you saying?

15 MS. DUNK: Yeah, that's a good question. It's  
16 probably closer to the latter. We are not actively  
17 prioritizing cities within the state for this statewide  
18 campaign, so the impression breakdown is more of a  
19 response to the ads.

20 So as we pivot, to your latter point, now that  
21 we see a little bit of gaps in the statewide reach, we now  
22 go in and actively focus on those areas to get a little  
23 more parity. But the larger city focus that we're seeing  
24 right now again is more factored by population as the  
25 primary.



1 MS. JONES: Right. Because if you focus on  
2 larger cities, you're going to end up with large numbers  
3 for Dallas, Houston, San Antonio, always going to get  
4 larger numbers. But then the rural areas, the smaller  
5 areas, if you don't focus on them, then the message is not  
6 reaching them.

7 And in addition, demographics. Do you have  
8 something that shows the demographics as far as Spanish-  
9 speaking?

10 MS. DUNK: I can confirm demographically we set  
11 very wide demographics, so for example, 18-plus, talking  
12 to drivers, and we do run Spanish-speaking ads as well. I  
13 don't know that we set geographic parameters around  
14 Spanish.

15 What we like to do is rely on digital. When  
16 you're running Spanish, what we rely on a lot is device  
17 settings to set that targeting so we're targeting Spanish-  
18 speakers wherever they go. And so it's not so much we're  
19 going to target this rural area because they have a lot of  
20 Spanish-speakers; we set parameters to capture those  
21 Spanish-speakers wherever they are in the state.

22 Can I try to explain that a different way? So  
23 to break down the demographics -- like when we're talking  
24 demographics, you're wanting to know specifically about  
25 Spanish-speakers, not just our whole demographic

1 breakdown?

2 MS. JONES: So let me give you some backdrop.  
3 Hispanics are targeted a lot on social media. I don't  
4 know if you heard this morning where someone just spent  
5 \$35,000 on a 2022 Denali. Right?

6 So we need the people who are being victimized  
7 the most and on social media, we need this message to get  
8 to them however you need to get it to them.

9 MS. DUNK: I see. Okay, so I can confirm that  
10 the way the campaign is set up we include Spanish-speaking  
11 ads on our socials as well, so to kind of speak to your  
12 specific example of Hispanic usage of social media, we  
13 account for that. Now that demographic information, as  
14 well as Spanish breakdown, isn't included here. That's  
15 very what we call "in the weeds" for this.

16 But we could absolutely follow up with some  
17 information on the spread of our bilingual ads, of our  
18 Spanish ads.

19 MS. JONES: And social media, what percentage  
20 is it?

21 MS. DUNK: 11.5 percent, you can see it here.  
22 Social media is here and as well as this dark black  
23 portion.

24 MS. JONES: So which social media are you  
25 utilizing, using Facebook?

1 MS. DUNK: Meta channels which include Facebook  
2 and Instagram.

3 MS. JONES: Okay. We need you to do a better  
4 job on reaching those who are truly victimized.

5 MS. DUNK: Yes. This campaign that we're  
6 talking about is very focused on vehicle theft and  
7 catalytic converter theft and spreading that around in  
8 English and Spanish statewide. I will say that -- and  
9 Rich can speak to this as well -- that the discussion  
10 specifically around addressing the issue of things like  
11 license plate theft as well as specifically people going  
12 on Facebook Marketplace to basically buy vehicles  
13 unofficially and then they get taken advantage of, those  
14 are specific message points that we are absolutely  
15 planning around.

16 And to your point, they require a different  
17 approach and tactic that might not be best served by this  
18 strategy and campaign that we're talking about today. So  
19 in the future we will absolutely, when we have specific  
20 campaign activity to speak to that issue, absolutely we  
21 will be bringing that to you guys.

22 MS. JONES: Okay.

23 MS. DUNK: Rich, I don't know if you want to  
24 follow up with that.

25 MR. JOHNSON: Yeah, she said exactly what it

1 was. We just kind of maybe in the last 45-60 days talked  
2 with Joe and his team about that specific issue. And so  
3 we just haven't pivoted yet because we kind of did -- I  
4 don't want to say it was experimental, but this Lock It  
5 Down campaign was very focused on vehicle theft.

6 But I think there are opportunities in the  
7 future to grow our messaging and grow out tactics. You  
8 know, we have the branding now, how can we pivot that  
9 messaging and the audiences and the markets to specific.  
10 Like she said with digital, whether it's on social media  
11 or the digital ads, we can pivot that messaging but still  
12 keep that brand integrity going forward.

13 So it's definitely something that we want to  
14 work on. We just haven't done it yet because it was a new  
15 issue that was brought to us recently.

16 MR. RODRIGUEZ: Chairman Rodriguez, for the  
17 record.

18 The smart audio, that is you went to the local  
19 broadcast radios within those cities that are there?

20 MS. DUNK: Through iHeart. We were not going  
21 directly through local radio stations; we worked with our  
22 iHeart partners in this case.

23 MR. RODRIGUEZ: Okay. Because I can tell you  
24 that, speaking for Laredo, there's not a lot of people  
25 that have iHeartRadio. Bottom line, what I see the

1 majority is the Spotify radio that they have. And I know  
2 that most of them, for a lot of them they get the premium  
3 one because they don't want to listen to any commercials.

4

5 So I think that's something that we should in  
6 the future look at because our demographic, Mexican-  
7 American the majority there in Laredo, is not going to go  
8 purchase iHeartRadio. They're going to go more into that  
9 Spotify type of premium radio.

10 The other thing is that I don't know how you  
11 went about as to the placing of the ads with the Meta  
12 folks, but I know that I'm constantly searching for other  
13 taskforces on their Instagrams and Facebook and searching  
14 for that topic of auto theft and any burglary of motor  
15 vehicle campaigns and stuff like that and I never got an  
16 ad for this, I've never received or run through an ad that  
17 says Lock It, and I don't know why.

18 Is there a way that the algorithms are working  
19 for you guys to say, hey, this person is searching for  
20 this, place an ad on them to Lock It, or is it just random  
21 that you placed an ad on Instagram and Facebook?

22 MS. DUNK: That is a good question. Without  
23 taking this whole meeting to talk through the Meta  
24 algorithm -- because I absolutely can and will, I love  
25 that stuff -- what I will say is that, yes, the algorithm

1 is in place to make sure that any budget that we're using  
2 on Meta is being spent efficiently, and so we use these  
3 targeting parameters. So for this campaign we're saying  
4 statewide and we're looking at drivers aged 18 and up.  
5 And so not necessarily setting up search parameters,  
6 search related and taskforce related behaviors because  
7 that's not really an aggregate behavior that's worth  
8 investing into. That's one element of it.

9 Now, the question of you not getting served an  
10 ad even though you fall in the targeting pool is more of a  
11 reference of the budget, basically. So what we are  
12 spending right now is basically to reach a fraction of the  
13 total audience pool. So within the budget that we have,  
14 we've been able to reach a fraction of the audience.

15 So that's probably why you haven't been reached  
16 and why a lot of people in here might not have seen the ad  
17 is because Texas is big and this budget is relatively what  
18 it is. And so once we scale the budget, the audience size  
19 scales appropriately. And that's kind of all digital  
20 media, what you're buying is reach. Right? And to extend  
21 that reach, to get it to more people, that requires more  
22 budget.

23 MR. RODRIGUEZ: Did we share the campaign and  
24 the ads with the taskforces, Yessie?

25 MS. BENAVIDES: Not yet, sir.

1 MS. DUNK: We shared the toolkit.

2 MR. CANADY: For the record, Joe Canady, MVCPA.

3 I know that talkStrategy and ICT have been  
4 working with individual taskforces and trying to identify  
5 things that they need in their specific jurisdictions. So  
6 they are aware of this, and yes, we've shared this with  
7 them, the Lock It Down campaign, and some updates.

8 MS. DUNK: We've also provided a digital  
9 toolkit using the same assets that are tooled for organic  
10 use, so taskforce members have the ability to post assets  
11 on their own socials as well.

12 MR. RODRIGUEZ: Okay. I was just going to say  
13 real quick can we get a number of the taskforces as to how  
14 many, who got the digital toolkit and then find out what  
15 they've done with that digital toolkit, and then provide  
16 some guidance what they can do. And also, probably in the  
17 future if we can allocate funding so that MVCPA can get  
18 with the taskforces to provide some funding to add  
19 additional impressions through social media and buying  
20 those ads to kind of help with promoting the campaign that  
21 we're paying for with the Insurance Council.

22 I think it's a great campaign, but I think the  
23 push for it, what I'm looking at right now is that we  
24 haven't provided enough funding to reach a bigger  
25 audience. So just food for thought, but we can get those

1 numbers in the future as to how is it that we got the  
2 digital toolkit, provide some guidance, and then see where  
3 we can provide some funding in the future.

4 MR. CANADY: And we can also, when we're  
5 getting that information, because they have got some  
6 public awareness materials and items specifically for the  
7 taskforces, so we can confirm with them on which ones  
8 received those materials in addition to the toolkits.

9 MR. RODRIGUEZ: And I think in the future also,  
10 how we move forward in our campaign and our public  
11 awareness, you know, I know that one of the trends out  
12 there is getting influencers to put out there the word  
13 that this is happening, and it's very huge. Especially  
14 with the younger generation that there's an influencer  
15 talking about, hey, lock your car, or don't get scammed,  
16 something like that, I think that's something that would  
17 go a long ways.

18 Member Jones.

19 MS. JONES: Joe, did we know that her phrase  
20 "buying reach" -- did we know about that, that basically  
21 what we funded them had a reach limitation?

22 MR. CANADY: Joe Canady, for the record.

23 I don't necessarily know that we knew there  
24 would be limitations specific to the reach, but we should  
25 realize that the amount of money that was awarded, they



1 can only do so much within that budget, you know, without  
2 additional funding.

3 Does that help answer your question?

4 MS. JONES: Yes, sir.

5 And one last question for you, ma'am. You're  
6 using iHeartRadio. What about good old fashioned FM radio  
7 for those who do not have iHeartRadio?

8 MS. DUNK: So I can confirm that iHeart does  
9 include terrestrial placements, and the ability -- so what  
10 I'm saying, terrestrial means broadcast non-digital  
11 basically. So we will confirm that broadcast is part of  
12 it, but the reason why we're doing digital is because  
13 we're following the behavior.

14 There are more people using digital streaming.  
15 To Mike's point it's not all, and there are absolutely  
16 market-by-market factors, which is why when we crafted  
17 this campaign, we did not focus solely on radio or  
18 streaming radio, which is why we augmented it with digital  
19 ads that reach users. Maybe if they're not listening to  
20 the radio, they're absolutely looking online. And so we  
21 can reach them wherever they are as they scroll, as they  
22 search, as they watch.

23 And so to that point about the impressions --  
24 wait, I lost my train of thought -- we wanted to mix and  
25 have a mix of campaign tactics to basically augment and

1 support each other. So for your original question about  
2 digital radio, that's because that's where the behavior  
3 is. And so that's why we chose digital, and also why we  
4 like to go with digital in general because that's where a  
5 lot of the activity is shifting and also where the  
6 conversation is happening.

7 MS. JONES: Is it possible to do both, or are  
8 you going to research to see if iHeart truly does go to  
9 FM?

10 MS. DUNK: The question of whether to do  
11 broadcast and digital comes down, again, to budget.

12 MS. JONES: Money.

13 MS. DUNK: Truly, truly it does. It's a little  
14 bit of like a grocery store situation, like we just got  
15 meals for today because that's what we have, and it's like  
16 why we didn't get more of this or more of that. It's like  
17 we were doing what we did with the budget we had to kind  
18 of keep moving.

19 MS. JONES: Okay. Thank you.

20 MS. DUNK: Thank you guys, appreciate it.

21 MS. WHITEHILL: On the pie chart, what are the  
22 two largest percentages? I can't read the type.

23 MS. DUNK: The two largest percentages are 27.4  
24 percent on both of the purple and green.

25 MS. WHITEHILL: And what do they represent?

1 MS. DUNK: They represent the smart audio  
2 broadcasts, so streaming audio as well as the added value  
3 that we negotiated. So over close to 30 percent of the  
4 impressions that we've attained have been added value to  
5 what we spent, which is another element to point out as we  
6 talk about what we do to stretch our dollars and budget  
7 that you guys have given us.

8 MS. WHITEHILL: This wouldn't be something that  
9 you would sent out texts to people about. Right? People  
10 by text: Hey, Lock It Down.

11 MS. DUNK: I don't know, Richard, if you want  
12 to speak to additional direct messaging.

13 MR. JOHNSON: We would have to get access to  
14 people's cell phones and so that might be interesting.  
15 Yeah, that's definitely something we can look into.  
16 Again, this was a generous budget but it also wasn't a  
17 multi-million dollar campaign, and much of it was on the  
18 front-end putting together the design and kind of building  
19 those assets.

20 But moving forward, if you do move forward with  
21 another grant, you have the assets now to be able to  
22 expand your reach and expand the actual media buy and the  
23 presence with the assets that are already built, so that's  
24 just something to think about also in the future.

25 The other thing is I heard you speaking earlier

1 about the conference, the MVCPA Conference. This might be  
2 a good opportunity to present or talk to the taskforces  
3 and the people that are there, kind of throwing the idea  
4 out, something I'm going to put on our agenda for our  
5 touch point that we have every month, you know, is this an  
6 opportunity to make the taskforces more aware and teach  
7 them to fish, so to speak, so they can go out and use  
8 these toolkits out on the ground.

9 MR. GONZALEZ: Member Gonzalez, for the record.

10 So going back to this budget, is the budget  
11 done, are we out of money, was it all spent on the Lock It  
12 Down campaign, or are there additional campaigns coming?

13 MR. JOHNSON: This was the campaign that we  
14 were given the grant to do, not that it's done.

15 MS. DUNK: We're two-thirds of the way through.  
16 We have one more run starting next month.

17 MR. JOHNSON: It was kind of August to August,  
18 if I remember correct.

19 MR. GONZALEZ: Okay, got it.

20 MS. JONES: Your suggestion about speaking at  
21 the conference, I'll take that up with the chairperson of  
22 the conference committee.

23 MR. JOHNSON: Oh, okay. Is that you?

24 (General laughter.)

25 MS. JONES: Consider it done.

1 MS. DUNK: One thing I wanted to add real  
2 quick, Katherine, to your point about SMS messaging, you  
3 made me think a little bit about the taskforces and other  
4 organizations that we work with that have access. Because  
5 I was thinking about like where would I get that SMS text  
6 from, and I would probably get that from COSA, for  
7 example, or City of San Antonio.

8 And so what we can do is look at implementing  
9 or sharing SMS type messaging as part of our overall  
10 coordination with taskforces and beyond just to see maybe  
11 they could use that. Because while we would not  
12 necessarily want to look at adding that as a direct ad  
13 target, it's an important message avenue. That's a great  
14 build, so just wanted to note that we'll add that.

15 MS. WHITEHILL: Thank you.

16 MR. RODRIGUEZ: I think this guides us a little  
17 bit as to where we want to go, but I think in the  
18 future -- and we understand that marketing is very  
19 expensive, we understand that radio is expensive. We  
20 understand that the ads with Meta are very expensive, and  
21 to get that impression in every single city is going to  
22 cost us a lot of money. We understand that.

23 But this is good lessons learned. The way I'm  
24 seeing it right now is we need to pivot to what target and  
25 what demographic we really want to reach. And I

1 understand that right now we're at 11.9 percent for social  
2 media.

3 I know that iHeartRadio is doing its job in  
4 specific cities, but I'm going to go with what Member  
5 Jones said right now, that we need to go into the local FM  
6 stations within each city. And this is why I was talking  
7 about was this given to the taskforce in every city, that  
8 it was provided to them. And now that I heard that,  
9 that's why I'm following up on this.

10 Because maybe it's something we can do in the  
11 future, we get the digital toolkit and we can run with it  
12 and say, hey, we're going to fund specific amount of money  
13 for ad campaigns. And then whatever it is that is made by  
14 you to keep on running in our local FM stations, through  
15 their social media Facebook page and their Instagram, put  
16 those ads through there and we can have better use of this  
17 campaign that we paid for.

18 Yeah, definitely this gives us some guidance  
19 and some visibility as to what we need to do in the  
20 future.

21 MS. DUNK: Thank you guys.

22 While he's walking up here, I just want to  
23 thank you guys for your time and for your feedback. It's  
24 all really helpful, and as we, again, look towards the  
25 final run, we have some clear feedback and inputs to add

1 to this final run, so really appreciate it.

2 MR. RODRIGUEZ: Thank you.

3 MR. HANSEN: Tommy Hansen.

4 Just to follow up on what you said, I know that  
5 we've run into this with some previous things. A lot of  
6 the local TV stations and radio stations will allot free  
7 air time for public service things.

8 Now, how we could get them to interact with  
9 these folks, I'm not sure how that logistics would work,  
10 but I know a lot of the radio stations and TV stations as  
11 well -- I know in Houston we do it all the time, they'll  
12 cover stories and give us free --

13 MR. RODRIGUEZ: And I think that this is the  
14 reason why I was asking if that digital toolkit was sent  
15 out to all the taskforces and then provide them with some  
16 guidance, because I know some broadcasting agencies ask  
17 you for a specific file, a digital file.

18 MR. HANSEN: It would just be a part of the  
19 radio station being able to validate if they reach out to  
20 them that this is in fact a public service announcement  
21 supported by a public service agency, which is the  
22 Authority. So that's a logistic thing but I just thought  
23 that would be -- I know we get a lot of free time.

24 Thank you.

25 MR. RODRIGUEZ: Thank you, Tommy.

1 MR. GONZALEZ: Member Gonzalez. I've got one  
2 question for Director Canady.

3 Director, how much was the total amount of the  
4 PEPA Grant?

5 MR. CANADY: \$350,000.

6 MR. GONZALEZ: All right. So \$350,000 divided  
7 by 8,000 clicks. I just wanted to do some math and as I'm  
8 looking at sessions and clicks, it comes out to about \$43  
9 per click. So just to echo Chairman Rodriguez's point,  
10 advertising is very expensive.

11 MR. CANADY: And in addition, that also  
12 included public awareness material, print material and  
13 specific items with a message about preventing motor  
14 vehicle crimes to be given out to taskforces, as well.

15 MR. RODRIGUEZ: Members, any other questions?

16 (No response.)

17 MR. RODRIGUEZ: Before we move to the next  
18 agenda item, Yessie, do we have any public comments?

19 MS. BENAVIDES: No, sir.

20 MR. RODRIGUEZ: Okay. We'll now take up  
21 agenda item 9. We're going to go into closed session. It  
22 is now 10:54 a.m. on April 19, 2023.

23 We'll go into closed session under Texas  
24 Government Code Sections 551.071, 551.074, 551.076, and  
25 551.089.



1           For those of you in the audience, I anticipate  
2 being in closed session for approximately 30 or 45  
3 minutes, and we'll reconvene the open session after that.

4       With that, we are recessed from the public meeting and we  
5 are going into closed session.

6           (Whereupon, at 10:54 a.m., the meeting was  
7 recessed, to reconvene this same day, Wednesday, April 19,  
8 2023, following conclusion of the closed session.)

9           MR. RODRIGUEZ: It is 12:07 p.m. on April 19,  
10 2023, and the Board is ending the closed session of the  
11 meeting and is now going back into open session.

12           No public comments, Yessie?

13           MS. BENAVIDES: No, sir.

14           MR. RODRIGUEZ: It is now 12:07 p.m. again and  
15 the Board of the MVCPA is now back in open session. No  
16 actions will be taken up from closed session.

17           We will now move to agenda item 12,  
18 Adjournment. Members, unless there's any other further  
19 business, I would like to entertain a motion to adjourn.

20           MR. GONZALEZ: Member Gonzalez. I motion that  
21 we adjourn.

22           MS. JONES: Second.

23           MR. RODRIGUEZ: I have a motion from Member  
24 Gonzalez and a second from Member Jones. Board members,  
25 when I call your name, please state your vote for the

1 record. I will now call for the vote.

2 Board members, when I call your name, please  
3 state your vote for the record.

4 Member Jones?

5 MS. JONES: Aye.

6 MR. RODRIGUEZ: Member Whitehill?

7 MS. WHITEHILL: Aye.

8 MR. RODRIGUEZ: Member Gonzalez?

9 MR. GONZALEZ: Aye.

10 MR. RODRIGUEZ: And I, Chairman, vote aye. Let  
11 the record reflect that the vote is four.

12 It is now 12:08 p.m., this meeting is  
13 adjourned. Thank you.

14 (Whereupon, at 12:08 p.m., the meeting was  
15 adjourned.)

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C E R T I F I C A T E

MEETING OF: Motor Vehicle Crime Prevention Authority  
LOCATION: Austin, Texas  
DATE: April 19, 2023

I do hereby certify that the foregoing pages,  
numbers 1 through 75, inclusive, are the true, accurate,  
and complete transcript prepared from the verbal recording  
made by electronic recording by Nancy H. King before the  
Texas Department of Motor Vehicles.

DATE: April 28, 2023

/s/ Nancy H. King  
(Transcriber)

On the Record Reporting  
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