


V.G. YOUNG INSTITUTE



November 2004

Jerry L. Dike, Director
Vehicle, Titles and Registration Division



**TACA PRESIDENT LUANNE CARAWAY'S
THEME FOR 2004**


- **T** TOGETHER
- **E** EVERYONE
- **A** ACCOMPLISHES
- **M** MORE
- **W**
- **O**
- **R**
- **K**

TACA PHOTO ALBUMS


21 Albums now in Austin

- 1st book has 28 yrs. of history: **1921-1949**
- 2nd book has 16 yrs. of history: **1950-1966**
- 2 albums spanning **1967-1979**
- 1 album for **1981**
- 16 albums spanning **1984-2000**




TACA PHOTO ALBUMS

- TxDOT is looking for a Digital Asset Management System capable of:
 - Retaining documents/photos indefinitely
 - Digital images for archives and sharing

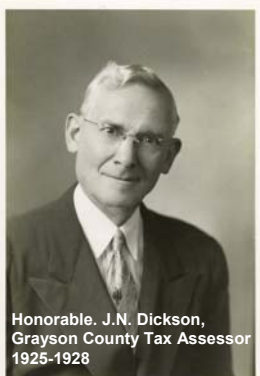


TACA PHOTO ALBUMS


- VTR Actions to date:
 - Safe storage and transport
 - VTR HQ display
 - Highlight historical contents of first & second TACA albums.



TACA LEADERS




Honorable. J.N. Dickson,
Grayson County Tax Assessor
1925-1928



ROY LAW
Retiring President of the Tax Collectors' Association.
He presided at the Amarillo meeting.

C.R. (Roy) Law,
Cameron County



TACA LEADERS



C.J. Lockhart,
Johnson Co.
Tax Assessor,
1933 TACA
Pres. & friends.



TACA LEADERS



1940 TACA Convention, San Angelo



TACA LEADERS



1940 TACA Banquet



TACA LEADERS



TACA Convention Participants at the
Tom Green County Courthouse, 1940



TACA LEADER



Jimmie Keen,
Tom Green Co.
Tax Assessor-Collector,
TACA president 1957



TACA LEADERS



Harris County Tax Assessor-Collector
Carl Smith receives a TACA award in 1964.



TACA LEADERS



1962 TACA Banquet
In front, looking back, Marvin Butler, Karnes Co. TAC,
& past TACA president

TACA LEADERS

Left to right:

Sarah Wright,
Knox County,

May Pierce,
Denton County,

Jewel Davidson,
Potter County

There were 11
female tax
assessors in
1934.



TACA NEWSCLIPS

428239



Left Photo:
Top 3 Tax Assessors Elect. Left to right:
* 1st Vice-President Fred Force of Orange Co.
* President H.B. Bryan of Lubbock Co.
* 2nd Vice-President M.A. Bumpas of Knox Co.

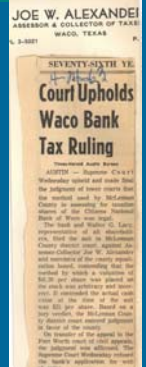


NEWSCLIPS

Harris Co. TAC
Carl Smith,
congratulates



The 1st female
TACA president,
Pearl Barker, TAC,
Reeves Co. 1958



NEWSCLIPS



Pamela Kay Smith, 21, with her father
Harris Co. TAC Carl Smith, signs her 1st
voter registration certificate in 1966.

1946: 3 female TACs
1958: 11
1963: 35

Tax Collectors In High Heels

State and county women are now collecting taxes. In 1946, three women were elected as tax assessors. In 1958, 11 women were elected. In 1963, 35 women were elected. The number of female tax assessors has increased significantly over the years.

1963

Harris Tax Collector Carl Smith Now a Long Way From Cotton Field



TxDOT LOGOS



1917 to 1975



1976-1991

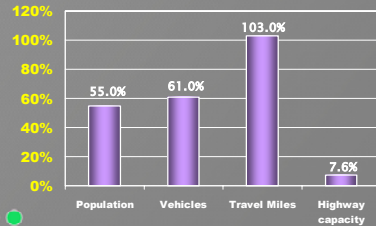


Today

TxDOT NEWS

Why Toll Roads?

Population, traffic growth
1980-Present



TxDOT NEWS

- Projected 25-year funding shortfall: **\$78 billion**
- Tolls help pay for
 - Roads that can't be built soon enough with traditional funding
 - Ongoing maintenance and operation
 - Other transportation improvements
- Toll roads are an important part of the overall solution
- Toll roads are a local decision. Toll money stays locally.

REGISTRATION EVASION

4 STUDIES



STUDIES ESTIMATE ANNUAL \$'s LOST

4 STUDIES

- 1990 – TTI Research Report (\$10.5M)
- 1996 – Fed/State Gov. Council (\$34M to \$59M)
- 2001 – TxDOT Auditor Report (\$34M)
- 1994-2001 – TxDOT P/Lot Surveys (\$66M to \$105M)

WHO ARE THE EVADERS?

Inadvertent Evader

- Procrastination
- Moved
- New residents who think their out-of-state reg. is good until expiration

Deliberate Evader

- Evades sales tax and insurance fees
- Non-renewal is a gamble — the cost of registration is more than the risk of getting caught.
- Emission or inspection avoidance

REGISTRATION EVASION EFFORTS IN EL PASO

Thanks to Victor Flores,
El Paso Co. TAC

1999 - SARA

(Stop Auto Registration Abuse)

- Phone to report reg. abuse
- Matched auto reg. to property tax records
- Lacked follow-up

• 2000 to date - V-RAP

(Vehicle Registration Abuse Program)

- Tip line
- Residency verif. using property tax records
- Letters delivered by constables
- After 30 days, constables photograph vehicle
- County goes to JP court



REGISTRATION EVASION

VTR + County Role:

Accurately and efficiently administer
registration and titling of motor vehicles
in Texas

- Collect revenue
- Save the customer time
- Reduce frustration

REGISTRATION EVASION

• 1990 TTI AUDIT RECOMMENDATIONS:

- ✓ Increased law enforcement
- ✓ Information system
- ✓ Standardized procedures at the county level
- ✓ Registration replacement
- ✓ New residents
- Bounty program
- Higher penalties
- Sale and issuance of vehicle registration by TxDOT employees (sure, and replace 3000+ county personnel !)
- Public awareness/education (proposal)

✓ Done
□ Requires
legislation
➤ Today

REGISTRATION EVASION

• Public education and awareness campaign:

- Mass Media
- Target-specific ads
- Community involvement (TACA)
- VTR staff involvement



REGISTRATION EVASION EFFORTS

Old:



New:

- Multi-level approach with measurable results
- Media Campaign-Coming
- Programming to ID 2+ replacement stickers on same vehicle-Done
- POSSP-In process



REPLACEMENT STICKER PROGRAMMING

- 1st report has data from 3/1/04 through 8/31/04
- Worst case: 39 duplicate replacement stickers issued to the same car
- 24 cases of 3+ replacement stickers sold 93 stickers total



REGISTRATION EVASION EXPECTATIONS

•An improvement of ½ of a % of the 18,707,000 vehicles registered in TX represents a \$5.6M annual gain (\$3.73M state's share, \$1.87M counties' share)

•Goal is to collect ½% within 24 months

•Every 1% represents a \$11M gain

•Improve the accuracy of information contained in the motor vehicle database

•Increase the number of insured motorists



SPECIALTY PLATES

Of the 38 specialty plates approved in the 2003 regular session (HB 2971):

•23 are in production

•1 has paid the \$15K deposit and the plate design is in process (United We Stand)

•14 have 3 more years to send the \$15K deposit



NEW SPECIALTY PLATES ON THE ROAD



NEW SPECIALTY PLATES ON THE ROAD



NEW SPECIALTY PLATES ON THE ROAD



(Qualifying)




SPECIALTY PLATES PENDING

Eagle Scout
El Paso Mission Valley
Keeping Texas Strong
Urban Forestry Texas
Juneteenth
Texas County Child Welfare
Tejano Monument
Star Day School Library



SPECIALTY PLATES PENDING

Smile Texas SA Mission Mother-Child Survivors PGA Junior Golf Military Academy American Legion Star Day School Library	These organizations have until September 2008 to submit their \$15,000 deposits.
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SPECIALTY PLATE PROPOSED DESIGN

- **United We Stand:**
 - Vote on your favorite design at VTR's booth!

The image displays four proposed Texas specialty plate designs, each featuring the text 'TEXAS' at the top, 'UNITED WE STAND' in the center, and 'BB01B' at the bottom. The designs are presented in white boxes with blue borders. The top-left design includes a red ribbon symbol on the left and a small Texas state flag on the right. The top-right design includes a small Texas state flag on the right. The bottom-left design includes a small Texas state flag on the right. The bottom-right design includes a small Texas state flag on the right and the text '9-11' at the bottom right.

SPECIALTY PLATE PROPOSED DESIGN

- United We Stand: Vote!

The image displays five proposed Texas specialty plate designs for the 'United We Stand: Vote!' campaign. Each plate features the text 'TEXAS' at the top, 'BB001B' in the center, and 'UNITED WE STAND' at the bottom. The designs vary in their additional graphics:

- Top Left:** Includes '9-11' and a small American flag.
- Top Right:** Features a large American flag.
- Middle:** Includes a red ribbon symbol.
- Bottom Left:** Includes a red ribbon symbol.
- Bottom Right:** Includes a red ribbon symbol and the word 'POLICE'.

- # SPECIALTY PLATE APPROVAL PROCESS
-
- 204 Groups interested
 - 7 applications returned on first call
 - 1 approved at 10/19/2004 Committee meeting
 - Review every 6 months
- Process:**
- 1- Group applies
 - 2- Committee reviews/recommends
 - 3- TxDOT Executive Director reviews
 - 4- 30-Day public comment period
 - 5- TxDOT Executive Director decides
 - 6- Group sends \$15,000 deposit
 - 7- Plate production begins
-

NASCAR PLATE APPROVED 10/19/04

NASCAR plates in other states

MS 35,579 to date

WV 33,784 to date

NY 11,613 to date

SPECIALTY PLATES

- 22 applications so far
- Promoted by VTR employees at biker rallies
- 13,000+ online MC hits in August and September 2004.

Texas Motorcycle License Plates

Vehicle Titles and Registration Division
www.dot.state.tx.us
October 2004

Vehicle Titles and Registration Division
www.txdot.state.tx.us
February 2009

MOTORCYCLE PLATE EXPOSURE



Danny Garza, Pharr VTR Regional Office Manager
South Padre Island Bike Fest 10/15/2004

MOTOR CYCLE PLATE EXPOSURE

- Ann Pierce, VTR Special Plates Manager, passed out MC flyers at Republic of Texas Rally and a law enforcement benefit ride.
- Ann's husband has the first God Bless Texas MC plate, 10-41 (police code for on-duty)



SPECIALTY PLATES

Souvenir Plates

- ✓ Content is screened
- ✓ 2 Weeks production and shipping time
- ✓ Funds go to TxDOT



SPECIALTY PLATES

22 SOUVENIR ORGANIZATIONS



SPECIALTY PLATES

Promotion of souvenir license plates

- Press releases
- Featured online
- Promotional flyers
- Samples to County Tax Assessors at VG Young

NON-TRADITIONAL VEHICLES

- If it doesn't qualify to be on DPS "roadworthy" list; it is not legal to drive on the public roads.
- We want to title and register the fewest # legally possible.



Pocket Rocket



E-Scooter 12" wheels 18MPH \$129

NON-TRADITIONAL VEHICLES



1986 ALIEN



1991 ITALO-BMW



1992 HONDA CONCEPT

2005 VEHICLE ACRONYM TEST

- SUV
- ATV
- BEV
- HPV
- LDV
- TTW
- ZEV



GMTW



2005 EMBRIO BY BOMBARDIER

NON-TRADITIONAL VEHICLES

- HMNVs



HMNVII



HMNVI



NON-TRADITIONAL, believe it or not

- BI-CARS (UK)
- BYKABOOSE (USA)
- COOLCRUZA (Australia)
- LOVE BIKE (USA)
- MOSKAU (electric trike, Russia)
- QUIX TADPOLE (Germany)
- RAPTOR-25 (USA)
- RHOADES CAR (USA)
- SCOOTPED (scooter-mini-bike, Taiwan)
- XOOTR (Urban assault scooter (USA))



1996 SOLARBABY



VTR RECOGNITION AWARDS

• Star Award Winners:

Ruben Gonzalez, Manager,
VTR El Paso Regional Office



Joan Minton,
RTS Help Desk, Austin



VTR TITLE NEWS

Title applications "INBOX"

- Chief of Titles
Monica Blackwell

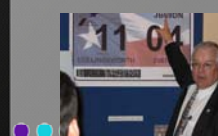


VTR REGISTRATION NEWS AT THE CAPITOL



- POSSP demonstration at the Capitol 9/1/2004

- Specialty plate briefing at the Capitol 10/27/04



- State Official Day 11/30/2004



INTERNET AND TxDOT/VTR

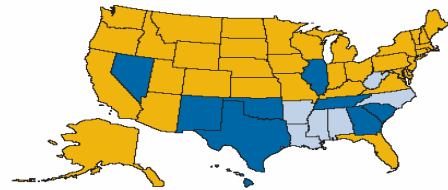
Internet usage

- is higher in more populated areas
- increases with higher incomes
- increases with level of education



INTERNET USER DEMOGRAPHICS

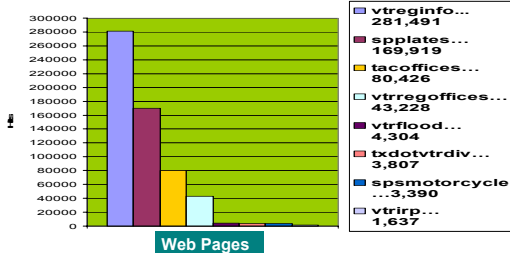
September 2000



#1 reason for not using the internet: too expensive

VTR WEBTRENDS

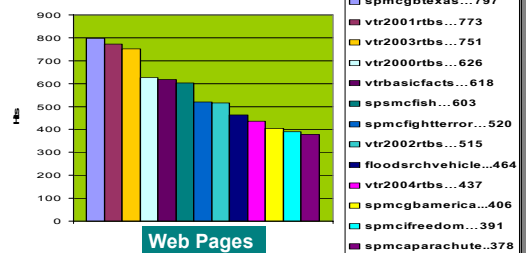
Top 8 VTR Hits 9/04



Web Pages

VTR WEBTRENDS

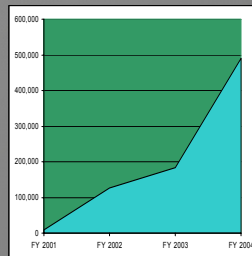
Top VTR Web Hits (9-21) in 9/2004



Web Pages

IVTR

- 78% of Texans live in counties which offer IVTR today
- 490,624 IVTR renewals in FY 2004
- Up 168% from FY 2003



9,261 127,260 162,781 490,624

IVTR +MORE CHOICES



- Telephone Renewal to complement IVTR
- Dev. to begin Nov. 2004
- Should take about 6 months to complete
- 100% automated with payments by credit card only

VTR TELEPHONE REGISTRATION

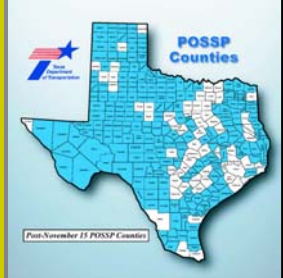
County perspective:

- Same as IVTR
- Live implementation, no down-time
- Will be an automated alternative to IVTR for non-Internet users



VTR POSSP

- VTR considering POSSP paper with an anti-static feature
- 191 Counties implemented by 11/9/2004
- 63 Counties remaining as of 11/15/04.



TxDOT NEWS

•TxDOT recycles:

- Road Materials
- Compost
- In-House Recycling
- Green Purchasing
- Green Building



•And ...license plates made from recycled aluminum



VTR REGISTRATION NEWS: PLATES

- Aluminum specialty plate production began Oct. 2004
- General issue plates switch to aluminum after steel supply is used
- Aluminum is more expensive today than steel
- Lighter, easier to handle (ship/mail)
- Less warping
- Keeps aluminum out of landfills



VTR REGISTRATION NEWS: PLATES



- Aluminum benefits for Tax Assessor-Collectors:
 - Lighter
 - Edge of plates not as sharp
- If price of aluminum skyrockets, we will go back to steel



VTR PROGRAMMING

- Workaround elimination will be implemented incrementally throughout FY 2005, concurrently with Special Plates programming.
 - \$1 Insurance/DPS Fee on Tow Trucks, Truck Tractors, etc.
 - Disabled Person Placards (all 4 kinds)
 - Registration for Seasonal Ag.



VTR MANUALS "NEW & IMPROVED"

- Registration and Title Manuals
 - Graphics
 - Index by Topic
 - Salvage + Special Plates
 - Forms and Statutes



VTR MANUALS "NEW & IMPROVED"

- Thank-you, County Editors:
 - Deborah Hunt, TAC, Williamson County
 - Alma Russell, Deputy
 - Gerald (Buddy) Winn, TAC Brazos County
 - Kristeen Rizzo, Deputy



2004 VTR MANUALS TEAM:

- Field Operations:
 - Harry Morgan, Director
 - Cathy Hickman, AM Region
 - Belinda Martin, SA Region
 - Marilyn Sanchez, M/O Region
 - Margaret Wood, HOU Region

Thank you



2004 VTR MANUALS TEAM

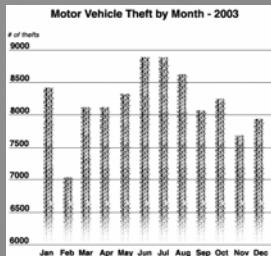
HQ Operations:

- Bobby Johnson, Director
- Andre Andrews
- Barbara Bates
- Becky Beck, Chief of Titles (now retired)
- Frances Stastney
- Irene Hill
- Joey Connell
- Judy Gibson (now retired)
- Judy Kent
- Linda Kirksey, Chief of Registration
- Liz Longoria
- Monica Blackwell, Chief of Titles
- Steve Palmer, Manager
- Suzanne Regan

Thank you



ATPA



VTR BOOTH



- Earliest TACA History
- Title/Reg. Manual CDs
- Sample souvenir plates for County Tax Assessor-Collectors attending VG Young
- Remember to vote on United We Stand designs



VTR QUESTIONS AND ANSWERS



- There are no secrets to success. It is the result of preparation, hard work, and learning from failure.

– Colin Powell



Comments and questions?

Jerry L. Dike, Director

Vehicle Titles and Registration Division

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