

MVDL Electronic Notifications

Executive Summary

In keeping with the Department of Revenue's Vision, Mission and Values, it is believed that our electronic notifications solution anticipates the future needs of Missourians by allowing customers the option to enroll in a more streamlined and ecofriendly notification process that also provides efficiency and a cost savings to the State.

Problem

How can the Department meet mandatory renewal notification requirements in a more streamlined, environmentally friendly way while reducing overall program costs?

Data shows that the Department mails approximately 1.3 million paper renewal notices annually, at a cost of \$1.2 million for the notice, postage and mail processing personnel. From these motor vehicle and license renewal notices mailed there is up to a 7% rate of returned notices that cannot be delivered due to record holders not submitting timely mailing address updates. Customers have reached out to request alternate paperless options for receiving renewal notices and other correspondence.

Solution

To provide an option to citizens that is forward-thinking, environmentally friendly and provides a cost savings to the state of Missouri, it was determined we must provide an electronic notification option to our customers. The solution includes a 24/7 online subscription process allowing customers the option to subscribe to receive some or all of their motor vehicle, ATV, disabled placards, driver license and nondriver license notifications electronically. Citizens may opt to receive electronic notifications by email or phone number capable of receiving text messages or both. Once the subscription for receiving via text messaging is submitted a confirmation text will be distributed by MoNotify asking them to confirm or cancel their subscription.

Once the citizen has subscribed some or all of their records, paper notifications will no longer be mailed. Initial estimates project an approximate reduction in mailing and personnel costs of 30% after the first full year of subscriptions. As more citizens subscribe to receive electronic notifications additional costs savings and efficiencies in operations may be realized.

Additional Benefits

In addition to cost savings and providing a forward facing approach to streamline notifications, other benefits will also be realized, including but not limited to:

- A reduction in citizens not having received their notices due to mailing issues,
- A faster turnaround time for customers to receive notices that may result in more timely compliance,
- Improved customer satisfaction and benefits of managing their own notice options; and
- Providing a more ecofriendly, paperless option.