

**Team Information**

**Project Name**

Motor Vehicle & Driver License MVDL Electronic Notifications

**Team Lead**

Dana O'Connell, Department of Revenue, Motor Vehicle and Driver Licensing (MVDL) Division Office, 573/751-5719

**Team Members**

*Minimum: 3; Maximum:10*

Name	Department/Division	Email address
<b>Team Lead-</b> Dana O'Connell	Department of Revenue-MVDL Division Office	<a href="mailto:dana.oconnell@dor.mo.gov">dana.oconnell@dor.mo.gov</a>
<b>Team Member-</b> Dustin Fortson	Department of Revenue-MVDL Division Office	<a href="mailto:dustin.fortson@dor.mo.gov">dustin.fortson@dor.mo.gov</a>
<b>Team Member-</b> Karen Dudenhoeffer	Department of Revenue-Motor Vehicle Bureau	<a href="mailto:karen.dudenhoeffer@dor.mo.gov">karen.dudenhoeffer@dor.mo.gov</a>
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<b>Team Member-</b> Gina Wisch	Department of Revenue-Driver License Bureau	<a href="mailto:gina.wisch@dor.mo.gov">gina.wisch@dor.mo.gov</a>
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**Your Pitch**

**What problem are you addressing? (No more than 200 words)**

The Missouri Department of Revenue (DOR) does not have a program in place that allows citizens to receive electronic notifications for vehicle renewals, boats/boat motors, trailers, ATV's, disabled placards, nondriver, driver license and more. Currently, correspondence and renewal notices must be mailed in hard copy format, which is costly for the Department and often results in approximate annual mail return rate of 7% for Driver License issues and a 4% for Motor Vehicle issues. It is the Department's goal to provide an option for our citizens to "subscribe" to receive information electronically. The ability for citizens to subscribe to electronic notifications is expected to increase customer satisfaction by providing a more efficient notification process while also resulting in a significant cost savings by reducing costs for forms, postage and Full Time Employees who currently mail notifications. In order to improve the customer experience, there is a need to provide a streamlined service that will allow users to receive electronic notifications sent by email or cellular/mobile text message notification.

**What is the root cause of the problem? (No more than 200 words)**

With the current mailed notification program, there is significant cost incurred for forms, postage and staffing to support the mailing process. Hardcopy mailings also often result in a significant volume of returned mail due to unreported address changes or postal delivery issues. The DOR has not pursued the idea of offering the citizens this option of (subscribing on our website or through our License Offices to receive notifications electronically) due in part to the lack of information technology funds, resources and/or higher priority departmental projects.

**What is your proposed solution? (No more than 200 words)**

The proposed solution is to develop an online subscription process that would allow citizens to create and manage their own (user specific) electronic notification preferences. The citizen would be given the option to choose to receive electronic notifications for their driver license, motor vehicle records or both. The citizen may provide either an email address, or phone number capable of receiving a cellular/mobile text message, or they can subscribe to both email and cellular/mobile text messaging. Once subscribed, a message from MONotify would be sent to the citizen which requests confirmation of their subscription. Future notifications from the Department would no longer be sent by mail for those who opted to subscribe. At any time, the citizen can manage their subscription by submitting an "update" request or "unsubscribe" request through the online portal. The citizen may also update their cellular/mobile phone number or email address if changes are necessary in order to continue receiving notifications. Additionally, the DOR will send periodic informational updates that will post to social media encouraging citizens to subscribe to electronic notifications.

Which area of impact is your primary focus? (No more than 10 words)

Cost savings to the Department for cost of postage, printing and employees all while improving the citizen experience.

What is your primary measure for impact?

Primary measure	Current Status	Target
Cost savings for postage	Current postage cost \$1,175,746.00	Reduce cost to \$823,022.00
Cost savings for Supplies (Forms)	Current Cost of Supplies \$106,870.00	Reduce cost to \$74,809.00
Cost savings full time employees (FTE)	384 Hours yearly or \$6973.00	Reduce hours to 268 or cost to \$4881.00
Wufoo Survey	Based on citizens responses.	90% Satisfaction Rate

**Project Plan**

What are the major activities and milestones to deliver your solution? (Additional steps may be added)

Activity	Milestone or deliverable	Due date
Development of electronic notice information	Final Plan completed with specific verbiage for messaging through MONotify and all Information Technology programming designed and approved for implementation.	July 15, 2021
Quality Assurance Testing	Information Technology testing of system finalized, allowing the citizen to subscribe to receive electronic notifications in the future.	July 20, 2021
User Acceptance Testing	Business users testing of system was finalized to allow the citizen to subscribe to receive electronic notifications in the future.	August 1, 2021
Communication Plan	The Communications Team to announce the subscription option is available on our website and in License Offices to subscribe to electronic notifications.	August 15, 2021
Post Deployment analysis on electronic subscriptions	Reporting of numbers of each kind of subscription.	October 29, 2021
Deployment of electronic notifications to citizen	Implementation to be completed in FY22. Citizens that are subscribed no longer receive paper notifications.	July 1, 2022 or TBD

**Required Resources and Support**

What is the expected project duration? Choose one from the list below.

Long term (<6 months)

How many people will be required to finish the project in the given duration? Choose one from the list below.

Large (<6 people)

Does your project require any specialized skills to complete? If so, explain. (No more than 100 words)

Developers required knowledge of .Net and other supporting web applications. Developers with COBOL application skills for mainframe requirements.

**Does your project require any statutory change to complete?** If so, explain. (No more than 100 words)

No

**Can you implement your project with your current resources?** If not, explain. (No more than 50 words)  
*Strongly recommended: Provide a cost breakdown in your additional materials.*

Yes

**Are there other factors critical to design and implement your project?** (No more than 50 words)

Our communications Team will be utilized to place the subscription icon on the website and to make a public notice.

**Additional Materials**

**Please list any additional materials you have provided.**

<u>Brief description</u>
Pitch
PowerPoint
Executive Summary
Summary Flier