

I. Summary of questions and answers from meetings held 1/18 and 1/23 with representatives of specialty license plate organizations, My Plates and TxDOT

1. The customer currently has 3 plate categories to choose from, how will the links work connecting the SLP organization plates on the MPI site? The RFP requires MPI to provide access. Right now, the focus is on building the back-end, the Web portal has not been fully developed yet.
2. Will SLP organizations be able to link to the MPI Web site as they now do with TXONLINE? Yes.
3. Are paper applications going out? TxDOT would like them to be, but understands there will always be paper applications for customers who are not online.
4. Should we throw our existing applications away? TxDOT will continue to accept the old applications and forward to the appropriate county tax office for the time being, however your customers will get their plates quicker if they go directly to their tax assessor. It is a good idea to adjust new marketing material so the customers go online or to their county tax offices to order new plates.
5. How will MPI drive people to their Web site? MPI will be allocating marketing to establish the brand and introduce the functionality. MPI encourages SLP organizations to look at www.ppq.com.au.
6. Will MPI's advertising be generic? No, there will be ads for MPI plates which will be featured statewide on TV and radio.
7. Will the proposed 5 to 10 year option on MPI developed plates mean there will be a price benefit over the existing specialty plates? No. MPI developed plates will be significantly more expensive.
8. What are the MPI plate prices? MPI recommended plate prices were based on marketing research. The Transportation Commission has to approve the prices and any proposed plates will be open for a public comment period. No sales price has been approved yet.
9. What is the timeframe for the MPI Web site? MPI cannot give a fixed time; there are many things to do. The estimate now is 6 months; May, maybe June. MPI wants to replicate the quality of the Queensland program and this may take a while. MPI is incurring the start up costs so there is no incentive to delay.
10. Can SLP organizations negotiate another new plate with MPI? Yes.
11. Would it be possible to introduce another bicycle plate, for example? Yes, it is possible. A new, second bicycle plate can compete with itself, but not with the other SLP organizations. The MPI proposed plates will go through the same approval process as TxDOT approved plates.
12. Prior to 1998, was there a specialty plate program in Queensland (QLD)? Yes, for 15 years prior to PPQ.
13. What does MPI have to gross to deliver \$40M to the state? MPI doesn't expect to make a profit in year 1; they do expect years 2 through 5 to be profitable.

14. Will the MPI call center be telemarketing? No, the call center will be inbound. Only outbound customer service calls will be made; hours of operation will be 8AM to 6PM.
15. SLP organizations are linking their customers to TXONLINE; will they have to re-link to the new MPI Web site? Yes, TxDOT will notify all when the MPI site goes "live".
16. Can the orgs link to a specific page featuring their plate on the MPI Web site? MPI defers to TxDOT on how the links will work.
17. Were there any specialty plates (NGO's) which benefited when PPQ came on the scene in QLD? QLD plate's proceeds go to the Department of Transport. Yes, sales of the Tropical QLD plate have quadrupled since PPQ.
18. Expand on what MPI means that SLP orgs may take advantage of MPI. SLP organizations involved in marketing their plates may take advantage of the visibility of MPI plates.
19. Have other Australian states contracted with PPQ? MPI has entertained a steady stream of Australian DOT's trying to achieve the same results by adopting MPI techniques.
20. What would a possible partnership of a SLP organization and MPI look like? We don't know. This has not been addressed yet.
21. Has any modeling been done to show how the SLP organizations may be impacted 2 years down the road? No. In QLD, there was a groundswell of plate interest and sales of existing specialty plates have continued to rise.
22. If a customer calls the MPI call center and asks about an existing plate, will the staff be trained to answer appropriately? Yes, MPI will notify/consult with SLP organizations on scripts.
23. How will the SLP organization plates be featured on the MPI Web site? The RFP specified the existing plates would be featured the same as they were on the TxDOT web site.
24. What will the new MPI plates look like? How much will they cost? Will there be a large number of them introduced? MPI is studying designs and categories now. The price categories will be proposed at the Transportation Commission meeting for approval. MPI can reveal their plates will be more expensive, and there will not be a large number of them introduced.
25. How will the decision be made regarding the specialty plate designs competing? Can a design be "put on ice" if there is a controversy? It is difficult. TxDOT uses a formula. There will be public comment for 10 days online for MPI proposed plates, just like any other TxDOT-approved specialty plate.
26. Can the SLP organizations be notified of public comment periods on new (proposed) plates? TxDOT will research this.
27. Can MPI guarantee SLP organization plate sales will increase? No one can guarantee future SLP organization plate sales.
28. What if SLP organizations would continue to use the neutral TxDOT Web site? TxDOT thinks customers will prefer the convenience of 1 Web

site. It is difficult to keep track of information on 2 Web sites and avoid duplication of information.

29. Can SLP organizations or MPI gather customer information and share it? No, federal and state Drivers Privacy Protection Acts prohibit this. TxDOT will research how Texas' lack of "opt-in" laws applies to gathering marketing information from plate customers.
30. How should SLP organizations update their forms with the new programming changes? TxDOT will communicate this.
31. Can MPI notify the SLP organizations when they plan to do large media buys, schedules, etc, so the SLP organizations may coordinate their media campaigns? Yes. MPI welcomes collaboration, but they are months away from doing this.
32. If customers are unhappy about TxDOT's no-refund policy, who may they call? TxDOT will provide talking points and a call center number.
33. Are there redesign options for the SLP organizations? Yes. We now have safety legibility and reflectivity standards and with these, more freedom of design. TxDOT charges a non-refundable \$895 to redesign. The number of digits allowed on the plate requires programming, which is not covered in the redesign fee. Changing the number of allowable digits is the equivalent of programming a whole new plate.

II. Open Discussion, TxDOT news:

- A. There will be no more refunds of specialty plate fees. Customers are informed several times in online ordering, to be sure of their selection, because there will be no more refunds.
- B. TxDOT is running out of 6 digit plate patterns and plans to go to a 7 digit general issue plate in early 2009. A general issue redesign is in the works.
- C. Customers will get a single renewal notice for their specialty plate fee and their registration fee starting in March '08. Customers will no longer have to pay the specialty plate fee, wait for a letter and pay their county tax assessor for their registration. Customers will be able to pay one bill by mail or online.
- D. MPI has exclusive rights to market 7 digit personalized plates.