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COUNTY OF ERIE

CHRISTOPHER L. JACOBS
COUNTY CLERK

September 25, 2012

The Honorable
Erie County Legislature
92 Franklin Street, 4th Floor
Buffalo, New York 14202

RE: Erie County Clerk – "Renew Locally" Billboard Campaign

Dear Honorable Members:

In an effort to keep much needed revenue in Erie County, the County Clerk's Office has implemented various public awareness initiatives that encourage motorists to renew their automobile registration locally rather than mailing to the State for processing. What many people do not realize is that when they renew locally, not only does the Erie County Auto Bureau process the renewal much faster than the State, but Erie County retains 12.7% of the transaction fee to support County operations. When registration renewals are mailed to the State for processing, it takes longer to process and New York State retains the entire transaction fee.

To further public awareness of this important issue, I am requesting authorization to accept the donation of billboard space from Lamar Advertising and the donation of related advertising design work from TraversCollins to promote the County Clerk's "Renew Locally" Campaign. The only cost the County will incur will be $150 per billboard to cover advertising production costs.

Should your honorable body require further information, representatives from the Clerk's Office will be available to discuss. Thank you for your consideration on this matter.

Sincerely,

CHRISTOPHER L. JACOBS
Erie County Clerk

Attachment

ERIE COUNTY HALL • 92 FRANKLIN STREET • BUFFALO, N.Y. • 14202 • PHONE: (716) 858-8865 • FAX: (716) 858-6550

MEMORANDUM

To: Honorable Members of the Erie County Legislature
From: Christopher L. Jacobs, Erie County Clerk
Re: Erie County Clerk – "Renew Locally" Billboard Campaign
Date: **September 25, 2012**

SUMMARY

Authorization is requested to allow the Erie County Clerk's Office to accept the donation of free billboard space from Lamar Advertising and the donation of related advertising design work from TraversCollins. The billboards will be designed to draw awareness to the "Renew Locally" Campaign that encourages motorists to mail their vehicle registrations for processing by the Erie County Auto Bureau. The County will only incur the costs associated with the production of the billboards at $150 per billboard.

The County will benefit from the donation of the billboards and the professional design services offered by TraversCollins by increased revenues for County operations. Lamar Advertising has agreed to donate space on at least 20 billboards for a minimum two month period, with a maximum of 25 billboards.

FISCAL IMPLICATIONS

Positive – County will benefit from increased advertising of the "Renew Locally" Campaign. Additional revenues will be generated for Erie County operations. Funds to pay for the production costs are available in the Clerk's 2012 Budget.

REASONS FOR RECOMMENDATION

In an effort to keep much needed revenue in Erie County, the County Clerk's Office has implemented various public awareness initiatives that encourage motorists to renew their automobile registration locally rather than mailing to the State for processing. What many people do not realize is that when you mail your registration renewal to the Erie County Auto Bureau, Erie County retains 12.7% of the transaction fee to support County operations and they are processed within two to three days. When registration renewals are mailed to the State for processing, it not only takes longer to process, but New York State retains the entire transaction fee.

To further public awareness of this important issue, Lamar Advertising has agreed to donate billboard space on a minimum of 20 billboards. The Clerk's Office will work with TraversCollins Advertising to design the ad copy for the billboards. Their design services will also be donated to the County. The County will only be responsible for a $150 per billboard cost to cover advertising production costs.

BACKGROUND INFORMATION

New York State has increased their efforts to drive registration renewals to the internet or mailing back to the State. When that happens, Erie County does not receive any revenue from

Erie County residents that choose one of those options. The County Clerk is trying to counter that loss of revenue by increasing our education efforts. We believe that the more we do to educate the public that by renewing through one of the local Erie County Auto Bureau's a portion of the fees are retained by the County; this will only have a positive impact on our revenues.

CONSEQUENCES OF NEGATIVE ACTION

The County will not be able to accept the donation of billboard space and advertising assistance, and will not be able to afford to roll-out this educational campaign.

STEPS FOLLOWING APPROVAL

The Erie County Clerk will work with Lamar Advertising to identify billboard locations and will work with TraversCollins to design the advertising message for display.

A RESOLUTION SUBMITTED BY:
ERIE COUNTY CLERK

RE: Erie County Clerk –
"Renew Locally" Billboard Campaign

WHEREAS, in an effort to keep much needed revenue in Erie County, the County Clerk's Office has implemented various public awareness initiatives that encourage motorists to renew their automobile registration locally rather than mailing to the State for processing; and

WHEREAS, many people do not realize that by renewing locally, not only does the Erie County Auto Bureau process the renewal much faster than New York State, but Erie County is able to retain 12.7% of the transaction fee to support County operations; and

WHEREAS, when registration renewals are mailed to the State for processing, it takes longer to process and New York State retains the entire transaction fee; and

WHEREAS, to further public awareness of the importance of renewing vehicle registrations locally the Erie County Clerk has partnered with Lamar Advertising and TraversCollins Advertising to develop a "Renew Locally" Billboard Campaign.

NOW, THEREFORE, BE IT

RESOLVED, that the Erie County Legislature does hereby authorize the Erie County Clerk's Office, to accept the donation of free billboard space on at least 20 billboards, with a maximum of 25, to promote the "Renew Locally" effort , and be it further

RESOLVED, that the Erie County Legislature does hereby authorize the Erie County Clerk's Office to accept the donation of advertising design services from TraversCollins for the design of the advertising copy to be placed on the billboards; and be it further

RESOLVED, that the County Clerk's Office will be responsible for paying TraversCollins for production costs associated with designing the artwork for these billboards and said funding is available within the Clerk's 2012 Budget and needs to be adjusted as follows:

Erie County Clerk, Auto Bureau – Fund 110
Business Area 113, Fund Center 11320

	Decrease
561410 Lab & technical Equipment	$3,750
	Increase
516020 Prof Svcs Contracts & Fees	$3,750

and be it furher

RESOLVED, that certified copies of this resolution be sent to the County Executive, the County Clerk, the Director of Budget and Management, the Department of Law, and the County Comptroller.