



Continuous Improvement at WisDOT

DMV Collaborates with Mailing Services to Save Time and Money

Seeking ways to mitigate increasing postage costs, the Division of Motor Vehicles (DMV) reviewed the mailing and postage process for license plates. United Mailing Services (UMS) is a vendor that works with DMV to presort and attach postage to license plates before they are sent to USPS.

License plate reissuance (2021 Wisconsin Act 163), which requires license plates automatically at the time a vehicle registration is up for renewal and the original plate has reached 10 or more years since issuance efforts has increased the number of plates being process for mailing and postage, which began causing a backlog at UMS facilities for outgoing plates. “We have been seeing steady increases in plate postage prices due to the USPS Delivering for America plan, and we have been issuing more plates due to 2021 Wisconsin Act 163”, said Laura Hose, DMV supervisor for the License Plate Issuance Unit. She continued, “In addition to rising postage costs for Wisconsin DOT, our customers were seeing a delay in license plate delivery times due to the manual processing that plates went through to get postmarked and presorted with the old equipment.”

Equipment Updated To Improve Plate Processing

The equipment utilized to process DMV license plates was updated in collaboration between DMV and UMS. The processing change occurred in September 2024, and since then the DMV has saved approximately \$0.25 per plate mailed via USPS from the central office. In the first eight months since the equipment upgrade over 431,000 plates have been processed resulting in a savings of over \$107,000.

“DMV was able to work with the vendor in purchasing a new machine to automate the mailing process which allowed us to take advantage of the best postage rate that USPS offers”. “We are always happy to negotiate for better pricing but were especially pleased to see all the cost savings and DMV customer service benefits that came with this upgrade”, Hose concluded.



LEAN AND CONTINUOUS IMPROVEMENT SUMMARY REPORT

Wisconsin Department of Transportation
DT2097 2/2018

Project or Initiative Name: Postage Process Improvement

Team Lead: Laura Hose

Division: DMV

The Process (Background): License plates that are central issued in Wisconsin are sent to a third party vendor, United Mailing Services (UMS), to be presorted and receive postage before being sent USPS.

Problem/Opportunity Statement: USPS prices are constantly going up, putting a squeeze on the DMV postage budget. In addition, reissuance created an increase in the amount of plates being mailed, which began causing a backlog at the UMS facilities for outgoing plates.

Scope: Plate postage

Stakeholders: DMV, DMV vehicles customers, UMS

Magnitude: The mail processing change occurred in September, and since then we have saved about 25 cents for every plate mailed USPS from central office. That comes out to over 431,000 plates over 8 months with a savings of over \$107,000. In addition, UMS has better been able to handle the volume of outgoing plates and customers are getting their plates in a timely manner.

Goals: Cost savings/avoidance

Improvement Methodology: Other (please specify): Collaborative effort between DMV and third party vendor

Results: Describe the solution implemented and its outcomes. DMV- Bureau of Vehicle Services worked with UMS to update their equipment to improve plate processing times and costs.

Performance Metrics:

Metric Name	Initial Unit	Final Unit	Difference
Annual ongoing cost postage costs	\$1,921,357	\$1,813,398	\$107,959

After Metric Summary: UMS charges from September 2023 to April 2024 for (full size) plate postage was \$1,813,398. 431,836 plates were mailed out at a savings of .25 each. Original cost in fall 2023 was \$4.35 and was reduced to \$4.10. Projected pre-savings cost for Summer 2024 is unknown, but is estimated to be .25 above the \$4.29 charged per plate.

(Only one MAPSS Core/Statewide Goal Area is required)

MAPSS Core Goal Area: Accountability

MAPSS Core Goal Area:

Statewide Goal Area: Cost avoidance

Statewide Goal Area:

Date Completed: 10/30/24