



To: Village President and Board of Trustees
David Hulseberg, Village Manager

From: Timothy Sexton, Director of Finance

Date: December 10, 2011

Subject: **Vehicle Sticker Sales Renewal Period**

The Finance Committee at their September 21, 2010 meeting reviewed the vehicle sticker sales renewal period recommendation from the Finance staff. Due to additional payment options, the requirement for a two month renewal period is no longer necessary.

During the 2010 vehicle sticker renewal period a total of 25,461 stickers were sold (14,438 in March and 11,203 in April). The customer service counter sold 12,907 stickers, 8,082 stickers were processed through the lockbox, and 4272 stickers were purchased online.

In the past, citizens had to purchase a sticker at the customer service counter or one of the local banks. The only way to manage the volume of customers was to sell stickers over a period of two months. Over the past few years, we have implemented several ways to better serve our customers. The vehicle stickers and application forms are now bar coded. This new technology eliminates manual entry of information and has drastically reduced the amount of time it takes to serve each resident at the service counter. In addition, the lockbox option has significantly helped to reduce the number of walk in customers. Finally, we believe that more citizens are now aware that stickers can be purchased online and will take advantage of the opportunity in 2011.

Last fiscal year we operated with reduced staff during the vehicle sticker renewal period due to a personnel cut in the Finance Department. In addition, little to no overtime was authorized due to the continued budget crunch. To solve the overtime issues, staffing at the customer service counter is reduced throughout the year to allow for longer hours during the two month renewal period.

The Finance Committee voted unanimously to recommend that the Village Board reduce the renewal period to 45 days. Next year, the Finance Committee will look at reducing the renewal period to 30 days if data supports the change. Village Board approval of a 45 day vehicle sticker renewal period is requested.