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Subject: GoMaine proposal

In an effort to improve the quality of our customer service, I propose that we include promotional material soliciting government-sponsored commuter options, particularly the GoMaine program, with all motor vehicle suspension notices in an effort to support, maintain and grow commuter options within Maine and to decrease the recidivism rate of OWL, OAS and OAR offenders. Listed below is a list of only a few of the potential benefits that will result from actively soliciting the GoMaine and other commuter programs:

1. Increase government revenue from revenue-producing programs
2. Improve public opinion about DMV and its overall concern for the driver
3. Decrease recidivism rate for OWL, OAS, and OAR offenders
4. Decrease vehicle emissions and related expenses
5. Decrease individual expenditures
6. Increase community connectedness
7. Increase opportunities for general networking, creating friendships and professional relationships...
8. Provide transportation for employees lacking transportation, regardless of reason (i.e. motor vehicle suspension, car disabled, driver not comfortable driving in bad weather, etc.)
9. Improve overall community attitude

A list of possible negative results is listed below:

1. Increase in document production, handling, expenditure
2. Increase in postage expenses
3. Promotional material will elicit questions from drivers about programs we are not familiar with which will therefore increase telephone time
4. Possibility of negative DMV employee attitude from those required to mail suspension notices