



COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF TRANSPORTATION
HARRISBURG, PENNSYLVANIA 17101-1900

OFFICE OF
SECRETARY OF TRANSPORTATION

June 22, 2015

The Honorable John Lawrence
PA House of Representatives
Room 211 Ryan Office Bldg.
Harrisburg, Pennsylvania 17120-2013

Dear Representative Lawrence:

Thank you for your May 20, 2015, letter regarding the Goodyear Tire and Auto Centers coupon in the registration renewal mailings.

Pennsylvania's Public-Private Partnership, or P3, law for transportation was signed in 2012 and allows for increased partnerships with the private sector, including private-sector sponsorship of existing or new services at no cost to the Department.

On January 9, 2013, the seven member Public-Private Transportation Partnership Board ("P3 Board") approved the P3 Sponsorship and Advertising program. Under this program, PennDOT proposed procuring a marketing and sponsorship consultant to evaluate the Department's assets to determine which had the potential for generating sponsorship revenue in order to offset the costs of sponsored programs or provide an additional source of funds for other transportation related projects and initiatives. The procurement was structured to select one firm to fully develop this 2013, the Department issued a competitively bid Request for Proposals (RFP) for a statewide transportation assets marketing and sponsorship consultant services to evaluate PennDOT's assets. In December 2013, Travelers Marketing ("Travelers") was selected for this initiative.

In December 2014, Travelers begin soliciting various companies, large and small, in anticipation of securing sponsorships for a Direct Mail Insert to be included in vehicle registration and driver licensing mailings. Companies interested in this sponsorship have the option to include their inserts in regional or statewide mailers for the months they desire. Though the inserts are limited to only two per mailing, the program is open to any interested company as long as they abide by PennDOT's Sponsorship and Marketing Standards, which can be found on the P3 website (www.p3forpa.com). Please note that in no way is solicitation done through a competitive bidding process.

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In January 2015, Travelers secured Goodyear Tire and Auto Centers as the first sponsor for the Direct Mail Insert program. Since this was a new initiative for PennDOT, it was agreed upon to conduct a two-month trial period for the months of March and April. This sponsorship generated \$51,300 in revenue for the Department which helps offset operational costs for the 1.8 million renewal letters that were mailed out during the trial period timeframe.

At this time, the Department is evaluating the Direct Mail Insert program. PennDOT will take into consideration your concerns as well as public comments before a final decision is made. If a decision is made to proceed, we will ensure that the marketing and sponsorship consultant will communicate with any interested party that may consider participating in the program.

If you have any further concerns regarding this P3 program, please do not hesitate to contact either myself or Michael Bonini, Director of the P3 Office, at 717.772.4664.

Sincerely,



Leslie S. Richards
Secretary of Transportation

cc: Honorable John Taylor, Chairman
House Transportation Committee