



SUSANA A. MENDOZA
CITY CLERK

Tuesday, October 29, 2013

It is with great honor that I come before the members of Chicago's City Council to present the 2014 budget request for the Office of the City Clerk. Thank you to Budget Chairman Austin and the Office of The Honorable Mayor Rahm Emanuel for hosting these budget hearings and for giving me an opportunity to speak before the City Council.

Right now, my Office is in the midst of the most important transition in its history – the move to a Year-Round Sales system. Since 1908, City Vehicle tags were sold during a compressed season. For perspective, that was the year that Henry Ford's first Model T rolled off an assembly line in Detroit, Michigan. With a cost of only \$900, the first affordable automobile undeniably changed the course of our nation. 1908 quite literally marked the beginning of the end for the horse and buggy era. Some 105 years later, 2014 marks the beginning of the end of the seasonal sticker sales era. It is a long time coming.

I would say it's overdue.

The problems with the compressed sales season are numerous. Perhaps the most obvious is the inconvenience. June is a mad rush as more than a million people race to beat the sticker deadline. It's an awful customer service experience. You have all seen the long lines every summer. Outside my office, they wrap around the hallway on the first floor and practically out the door. It's like Great America, but at the front of the line, there's no fun ride - you get to pay a tax. People are not happy when you put them through all of that and then ask them for money.

I took office at the very start of the 2011 season. I brought my senior staff together and I asked them, "Why do we sell stickers this way every year?" No one had a real answer. Someone ventured to say, "Well that's the way it's always been done."

This was not an acceptable answer to me. If something isn't working, it needs to be fixed. And that's just what we are doing. Year-Round Sales is going to be better for your residents. It's going to put an end to the long lines and the decades of headaches.

Additionally, our working families will not have to take as big of a hit each June as they buy hundreds of dollars' worth of stickers for two, three or more vehicles. Our residents will be able to budget better and spread these costs over several months.

This policy is also sensible because it allows us to create reliable data and leverage technology to make the program function better. That means increased revenue, reduced fraud and a better customer service experience for every Chicagoan. And I want to thank the City Council for your support because in April

you voted unanimously in favor of this historic initiative to bring these improvements to nearly 1.5 million Chicago motorists.

We know communication is key. Change is never easy and we knew this transition would take a lot of hard work and careful preparation. We planned for a two-step transition to Year-Round Sales. The first step was a large scale communication effort to educate residents about the important changes ahead. In fact, the work we are doing in this regard is unprecedented. More than 1.5 million motorists - anyone who has ever purchased a sticker or has a vehicle registered in the city - received notice of the change to Year-Round Sales form on their 2013-2014 renewal.

Additionally, for the first time ever, our office collected VIN data. This was a daunting task, but as a result of our massive communication effort to our taxpayers, residents came prepared and everything went smoothly. By collecting and confirming VIN data, we not only have a means of transitioning to Year-Round Sales, but also a way to prevent fraud and find those people who have not been paying their fair share of the Wheel Tax.

We're using every opportunity to communicate the changes and that includes creating a dedicated website, reaching people through our newsletter, recording professional videos and working with our partners in the media - print and digital. We added a QR code on the sticker that directs users to the dedicated website to learn more about Year Round Sales. We're using Facebook and Twitter to communicate to residents. Our partner vendors including grocery stores and the currency exchanges are helping us communicate our message. Every receipt for a sticker sold in 2013 informed Chicagoans of Year-Round Sales. You have helped us by forwarding our message to your residents using your websites and newsletters. Thank you.

Step two is a smooth transition to Year-Round Sales. By the end of the 2014 season, every resident will have a new renewal month, off set six months from their Illinois State Vehicle Registration renewal month.

Because the transition to a Year-Round system is a major undertaking, and to successfully complete this transition, we knew we would need an additional investment in our technology and data systems. We knew the investment would pay off, but we didn't predict it would do so until at least 2015. I'm pleased to tell you today that not only have we paid for the investment this year, we have more than doubled our expected 2015 returns two years ahead of time.

For the first time ever, our Office has reached \$120 million in revenues through the vehicle sticker program. This is an increase of \$4.5 million in recurring, stable new revenue for the City of Chicago.

How did we achieve these results? Our valued partnership with the Illinois Secretary of State's office helped allow for better targeting of residents with renewals by providing regular and up-to-date motorist data. While you may have assumed this was always the case, it was not. This level of intergovernmental collaboration between our offices simply did not exist. Year-Round Sales is in large part possible thanks to the cooperation of Secretary of State Jesse White and his staff. A huge thank you is in order.

Additionally, we estimate that \$1.4 million in revenue came from anti-fraud measures we implemented to ensure that residents are paying the proper sticker price for the proper vehicle.

The total volume of stickers sold in 2013 was up by more than five percent. Year-to-date, my Office has sold a total of 1,237,000 Chicago City Vehicle Stickers and those numbers are increasing every day as motorists come in and purchase stickers. That's 30,000 more stickers sold in 2013 than in 2012, and 57,000 more than in 2011.

When you step back and look at these numbers, they tell us that we're moving in the right direction. These numbers are remarkable. But we also know that there are more scofflaws out there and there is more revenue to deliver to the City of Chicago. As we continue this transition, we also continue to develop and implement new strategies to ensure that the Wheel Tax ordinance is fully enforced and every Chicagoan is in compliance.

We hear a lot of talk about doing more with less and my Office is doing just that.

Since 2002, the Office of the City Clerk staff has been reduced from 141 employees to fewer than 100. That is a 30 percent reduction in full-time employees. I am submitting a budget that holds the line on staffing.

In spite of staff reductions, our Office has managed to cut overtime expenditures drastically. Overtime in our Council Services Division is down more than 93 percent since 2010. Again: That's 93 percent. I want to give credit to our Department Director Peter Polacek for those results. He's the supervisor responsible for that amazing reduction in OT.

Overtime in our Sticker Processing Division, even with the traditional six-week compressed sales model in place, was cut by 47 percent and we are confident we can bring those numbers down even further. Year-Round Sales will certainly impact this very positively. Office-wide, total overtime numbers are down a staggering 70 percent in the last two years.

Considering that overtime is nearly non-existent, our Council Services Division is running at peak efficiency. You all know from the paperwork you see on your desk every month that this Division is tasked with an unenviable job, and I commend them for their hard work.

We process as many as 2,000 pages of documents for each City Council meeting. The total will be about 26,000 pages in 2013.

Just as Chicago motorists are our customers when it comes to sticker sales, you, the members of the City Council, are our customers in the Council Division. Our goal is to create a better product and customer service experience for you. Your help and feedback are vital to us as we pursue this, and I thank you all for working with us as we improve services in this division.

Many of you are already using our Legislative Information Center. We recently hosted a training seminar for your staff members to learn more about the LIC, and how it can work for them to help get your job

done. We were happy to have such a great response and attendance from your staff, and we plan to host additional trainings in the future.

Some recent changes here in City Council have opened new opportunities to our Council Services Division. A new arrangement involving the Rules Committee and the Legislative Reference Bureau has led to a series of meetings with Chairman Harris and President Pro Tem Laurino. We are thrilled to be working with them and we want to continue to collaborate to find ways to reduce costs, end the duplication of tasks and help our offices run more efficiently.

One of our many ideas includes standardized templates for routine legislative introductions. With your cooperation, it is my hope we can move to a system that will allow for online, paperless introductions. Other long-term goals include web broadcasts of City Council committee meetings and hearings and electronic voting. I know that, with your assistance our Office can achieve and exceed these goals to bring to the City Council more streamlined, modernized processes that will help us all to better serve this great City.

We have seen tremendous successes as a result of our efforts to modernize the Office of the City Clerk. From an expanded and updated Chicago City Vehicle Sticker Sales program to a back to basics approach to cutting government waste and eliminating inefficiencies, we are taking the Office of the City Clerk in a dramatically new direction. I'm excited to have achieved all of this in just two years and I am proud to have so much good news to share with you in just my third budget address.

Your continued support is critical to achieving the goals I've set for my Office. Thank you for the opportunity to speak to you today and, if it is the will of Chairman Austin, I will be happy to take your questions.

City Clerk's Office

2014 Budget Hearing

MBE/WBE Data

Period: 1/1/2013 – 9/30/2013

Total Purchases: \$1,532,830.00

	MBE	WBE	Total MBE/WBE Purchases
WBE only	n/a	\$47,105.00 (3%)	
Asian	\$445,185.00 (29%)	n/a	
African-American	\$73,799.00 (4.8%)	n/a	
Hispanic	\$9,557.00 (.06%)	\$11,917.00 (.8%)	
Total Spending	\$528,541.00 (34%)	\$59,022.00 (3.8%)	\$587,563.00 (38%)

Staffing Data

Department Ethnicity and Gender				
	Male	Female	Total	%
Asian	2	1	3	3%
Black	4	22	26	30%
Hispanic	6	14	20	23%
White	19	20	39	44%
Total	31	57	88	100%
	35%	65%		

New Hires Ethnicity and Gender				
	Male	Female	Total	%
Asian				
Black				
Hispanic	1	2	3	7%
White	2	1	3	7%
Total	3	3	6	14%
	7%	7%		

Department Managers Ethnicity and Gender				
	Male	Female	Total	%
Asian	0	1	0	1%
Black	2	3	5	6%
Hispanic	2	5	7	8%
White	8	4	12	14%
Total	12	13	25	
	13%	15%	28%	

2013 Student Interns				
	Male	Female	Total	%
AFRICAN-AMERICAN	4	18	22	41%
ASIAN	1	1	2	4%
WHITE	7	12	19	36%
HISPANIC	4	6	10	19%
Total	16	37	53	100%
	30%	70%		

Interns

School	Gender	Race
Carthage University	Female	HISPANIC OR LATINO
Chicago State University	Female	BLACK OR AFRICAN AMERICAN
DePaul University	Female	HISPANIC OR LATINO
DePaul University	Male	HISPANIC OR LATINO
DePaul University	Female	WHITE
DePaul University	Male	WHITE
DePaul University	Female	WHITE
DePaul University	Male	WHITE
DePaul University	Male	ASIAN
DePaul University	Male	WHITE
Earlham College - Indiana	Male	HISPANIC OR LATINO

City Clerk's Office

2014 Budget Hearing

Governors State University	Female	HISPANIC OR LATINO
Grand Valley State University	Female	BLACK OR AFRICAN AMERICAN
Illinois Institute of Technology	Male	HISPANIC OR LATINO
Illinois State University - Normal	Male	WHITE
Illinois State University at Normal	Male	WHITE
Illinois State University at Normal	Female	WHITE
Illinois State University at Normal	Male	BLACK OR AFRICAN AMERICAN
Jackson State University - Jackson Miss.	Female	BLACK OR AFRICAN AMERICAN
John Marshall Law School - Chicago	Male	BLACK OR AFRICAN AMERICAN
Kent State University	Female	BLACK OR AFRICAN AMERICAN
Kishwaukee College - Malta Illinois	Female	BLACK OR AFRICAN AMERICAN
Lake Forest College	Female	BLACK OR AFRICAN AMERICAN
Lyola University - Chicago	Female	WHITE
Lyola University - Chicago	Female	WHITE
Miles College - Birmingham AL	Female	BLACK OR AFRICAN AMERICAN
Miles College - Birmingham AL	Female	BLACK OR AFRICAN AMERICAN
Northern Illinois University	Female	BLACK OR AFRICAN AMERICAN
Northern Illinois University	Female	BLACK OR AFRICAN AMERICAN
Roosevelt University	Female	HISPANIC OR LATINO
Saint Xavier University - Chicago	Female	BLACK OR AFRICAN AMERICAN
Southern Illinois University at Carbondale	Female	BLACK OR AFRICAN AMERICAN
Southern Illinois University at Edwardsville	Female	BLACK OR AFRICAN AMERICAN
Southern Illinois University at Edwardsville	Female	BLACK OR AFRICAN AMERICAN
Syracuse University	Male	WHITE
Syracuse University	Female	BLACK OR AFRICAN AMERICAN
Tulane University - New Orleans, LA	Female	WHITE
University of Arkansas at Pine Bluff	Female	BLACK OR AFRICAN AMERICAN
University of California at Berkley	Female	WHITE
University of Illinois at Chicago	Male	BLACK OR AFRICAN AMERICAN
University of Illinois at Chicago	Female	HISPANIC OR LATINO
University of Illinois at Chicago	Female	HISPANIC OR LATINO
University of Illinois at Chicago	Female	WHITE
University of Illinois at Chicago	Female	WHITE
University of Illinois at Springfield	Female	BLACK OR AFRICAN AMERICAN
University of Illinois at Urbana-Champaign	Female	ASIAN
University of Illinois at Urbana-Champaign	Male	HISPANIC OR LATINO
University of Michigan at Ann Arbor	Female	WHITE
University of Michigan at Ann Arbor	Male	WHITE
University of Michigan at Ann Arbor	Female	WHITE
University of Pennsylvania	Female	WHITE
University of Phoenix - Chicago	Female	BLACK OR AFRICAN AMERICAN
Virginia State University	Male	BLACK OR AFRICAN AMERICAN

OFFICE OF THE CITY CLERK
PROGRAM ORGANIZATION CHART

