



Testimony Before the Senate Transportation Committee

Proponent Hearing October 8, 2025

Good morning, Chairman Patton, Vice Chair Schaffer, Ranking Member Antonio, and members of the Transportation Committee.

For the record, my name is **Steven Farrar**, and I am the CEO and President of License Plates of Texas, trading as MyPlates.com. I am here today to express strong support for **Senate Bill 91**, introduced by Senator Cutrona.

This bill gives the Registrar of Motor Vehicles the ability to contract through a competitive selection process with a private vendor to manage a specialty license plate program that will complement the existing statutory process. It is a smart, forward-looking solution that allows Ohio to benefit from modern practices, proven in other states, while maintaining full authority and oversight.

Why This Bill Matters for Ohio

Specialty license plates are more than just vehicle identifiers, they are an **untapped opportunity for revenue, innovation, and civic pride**. Today, many state-run programs underperform simply because agencies don't have the resources to dedicate to what is, in truth, a highly specialized consumer product. By engaging a private vendor with experience in this niche market, the State can unlock untapped potential and modernize the program to benefit both the public and the state budget.

With SB 91, Ohio has the chance to:

- **Increase Revenue at No Cost to Taxpayers**
A private vendor funds the marketing, technology, and infrastructure. The state simply earns a share of every plate sold, **risk-free and expense-free**.
- **Improve Efficiency and Focus**
A vendor brings expertise in design, marketing, and customer engagement, functions that government agencies were never designed to prioritize. This focused approach translates directly into higher sales and greater revenue for Ohio.



- **Deliver a Better Customer Experience**
Customers will benefit from faster service, a state-of-the-art online portal with real-time plate availability, and a dedicated Ohio-based customer care center with phone, chat, and email support. This modern, consumer-first approach enhances satisfaction and drives repeat business.
 - **Launch Innovative and Appealing Plate Designs**
Vendors introduce new, research-based designs that resonate with residents. Importantly, the BMV retains **full authority** to approve or reject any design, ensuring oversight remains with the state.
 - **Create Jobs in Ohio**
This program will generate in-state jobs in customer service, IT, operations, and marketing, contributing to Ohio's local economy.
 - **Keep Core Operations Unchanged**
Plate manufacturing, deputy registrar duties, and BMV authorities remain untouched. The partnering with a private vendor affects only the specialty plate program, nothing else changes.
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Proven Results – The Texas Case Study

In Texas, MyPlates has delivered **over \$220 million in revenue** to the state since inception. Beyond the dollars, the program brought modern marketing, design innovation, and dedicated customer care that transformed the specialty plate experience. Texas proves what Ohio can achieve: a win-win for the state and its citizens without expanding government resources or budgets.

Conclusion

SB 91 is a **commonsense, pro-Ohio solution**:

- The State wins - The State enjoys new, risk-free revenue.
- The Citizens win - Ohioans enjoy a modernized, customer-friendly program.
- The vendor pays - The private vendor shoulders the costs and risks.

No cost. No risk. New revenue. Better service.



This bill modernizes the program, enhances consumer choice, and brings meaningful dollars into Ohio's budget, all while strengthening public satisfaction and pride.

Thank you, Mr. Chairman and members of the committee, for your time and consideration. I would be pleased to answer any questions.