

MVD Procedural Quick Update

#19

RE: Field Office Advertising and Referrals
Effective date: Immediate

Date: November 21, 2006
To: All MVD
From: Mac Lewis, MVD Policy and Procedures Manager

[This is the latest in a series of procedural updates. These updates deal with specific MVD procedures and practices. Managers and Supervisors should consistently distribute the updates to all personnel and integrate them into regular information and training sessions.]

MVD field offices, including both state and county/municipal offices, should NEVER do anything to promote individual businesses that offer products or services to MVD customers. We may not distribute advertising materials for any business; nor may we refer customers to a specific business when there may be multiple approved vendors that can meet the customer's need.

Prohibited business promotion includes posters on field office walls or windows; placement of flyers or business cards on counters, tables or chairs; or even handing a flyer or business card to a customer who requests a referral. We can, however, give customers a list of all approved vendors for an MVD-related product or service; or we can give them contact information for an agency that regulates, licenses and approves a group of vendors.

Two examples are ignition interlock providers and driver education schools, both of which are approved and licensed by the Traffic Safety Bureau (TSB) of the New Mexico Department of Transportation. Field offices are encouraged to give customers TSB's toll-free number (800-541-7952) to help them identify a vendor in their area. And, now available and up-to-date on the MVD intranet are: the list of driver education schools that have contracted with MVD to issue learner permits and perform written and road tests; and the list of TSB-approved ignition interlock providers.

There may also be situations where it is appropriate, but only with the approval of the Director of MVD, to distribute flyers for another state agency or a (nonprofit) worthy cause. Two such flyers that have been approved for distribution are the "Donate Life" card produced by New Mexico Donor Services and the "None for the Road" flyer from UNM Continuing Education (the only organization that offers the "None for the Road" course).

Although this update is directed primarily to MVD's field offices, including county/municipal offices, it applies equally to all MVD offices. MVD employees and agents should never do anything to promote any individual business when there are a number of approved vendors that can meet a customer's need.

Field office managers and supervisors should refer any comments or questions regarding this Procedural Quick Update to their Bureau Chiefs, with cc to mac.lewis@state.nm.us. Others are encouraged to direct comments or questions directly to Mac Lewis, MVD Policy and Procedure Manager, at mac.lewis@state.nm.us.
