



The EZ-ID License Plate Program

Massachusetts Registry of Motor Vehicles

Introduction

The EZ-ID License Plate Program offers a unique reform to the Massachusetts Registry of Motor Vehicles (RMV) license plate system. The program is designed to make motor vehicle license plates more easily recognizable for law enforcement purposes. It incorporates an easily recognizable symbol such as a circle, square, triangle, heart, diamond or star into the registration number itself. The program would be mandatory for all general issue plates, but would exempt specialty, vanity, and low number license plates as these are already more easily recognizable. Typically, three of the symbols would be standard issue for the general public, and three symbols would be considered optional. The Commonwealth would generate new incremental revenues from the sale of optional symbols and low-number-plus-symbol vanity plates. As the program matures, the RMV would be capable of adding new symbols for both standard and optional plates.

The Problem and Solution

Massachusetts' current outdated Registry system is at the beginning phase of a major upgrade. By incorporating EZ-ID program requirements into the new Registry system, the Commonwealth could provide law enforcement with another very important tool in the fight against any crime in which a motor vehicle was used. The ability for the public, victims and witnesses to crimes, and law enforcement personnel to more quickly identify the vehicles involved would ultimately reduce crimes or at least increase victim recovery times. By incorporating a symbol into the registration itself, Massachusetts license plates would require typically 3 but no more than 4 alphanumeric characters in addition to a symbol, rather than the current system of 6 alphanumeric characters. Statistics

The Roe Better Government Network researches and distributes public policy solutions for the benefit of the New England states. The Roe Papers are selected from among the most intriguing and original submissions to Pioneer Institute's annual Better Government Competition. Pioneer works with each submission's author to develop their ideas into detailed, actionable policy proposals.

We are appreciative of the Roe Foundation's generous support for this initiative. Their sustained funding has enabled Pioneer to vet these ideas with policy makers and experts as well as legislators and executive officials.

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show that identifying 3 characters on a 6 character plate, plus the color of the vehicle, reduces the suspect pool to about 1 in 4,300 vehicles. With the EZ-ID license plate, identifying the symbol plus 2 alphanumeric characters plus the color of the vehicle reduces the suspect pool to about 1 in 123. Further identifying the vehicle as an SUV versus a sedan versus a minivan reduces the number of suspect vehicles to double digits. Because the program would be mandatory for all general issue plates, it would not be discriminatory against any targeted group.

Each EZ-ID license plate has a specific administrative code on the left side, which identifies the symbol as well as in which position of the numbering sequence the symbol appears. This concept works just like the existing specialty plates such as Red Sox (with an RS) or Cape and Islands (with a CI). The letter identifies the specific symbol; the number below it the position of the symbol in the numbering sequence. Only RMV and law enforcement personnel would use the administrative code.

The advantages of the program are numerous. The plates' format allows for easy identification by victims or witnesses to a crime. Second, it would enhance the capabilities of the Amber Alert Program, considering that at 65 miles per hour on a highway, a vehicle operator has only 7 seconds to read and remember an electronic message sign. It would also empower the 'cell phone army' on the highways to report vehicles with the symbol on the plate. Since the EZ-ID format is quite similar to the existing specialty/vanity plate system, a seamless transition may be facilitated using the Commonwealth's existing production and distribution systems. The major change would be the requirement to re-tool the machines that make the plates to include approved symbols, a cost currently estimated at \$80,000 for Massachusetts. The plates would continue to be produced in the prison system, and distribution would continue to be performed through Registry offices, dealerships, and insurance agents. It is advisable to stagger the implementation of plate conversions by requiring existing general issue plate holders to convert when current registrations come up for renewal.

The EZ-ID license plate system will generate incremental new revenues through the sale of optional symbols (star, heart, and diamond) and low number plates (symbol plus 0, 1 or 2 alphanumerics). It is estimated that if just 1 in 10 Massachusetts residents chose an optional symbol or

low number plate, the Commonwealth could generate as much as \$11 million every renewal period. Ultimately the program would allow the Commonwealth to recapture up front implementation funds, and continue to generate new funds into the future.

Potential Application

The EZ-ID License Plate Program was invented and is owned by Sun-Up Products, Inc. of Danvers, Massachusetts. It is a for-profit company, and Sun-Up needs to cover its costs for intellectual property, the hiring of permanent staff to manage the program over multiple states (and countries), dissemination of information to member states, and professional management services. Typically the Company requests a one-time up front \$0.25 per vehicle conversion program management fee, plus 15% of new incremental revenues generated by the program. Because the program was invented in Massachusetts, Sun-Up Products is willing to waive the \$0.25 fee and only earn 15% of new incremental revenues for Massachusetts. Currently, several other states and a Canadian province are considering EZ-ID. In conclusion, the EZ-ID Program is a step forward in vehicle licensing and would provide a significant boost to law enforcement efforts.

March 2012 Update

EZ-ID.org is a 501(c)3 non-profit organization. The mission of EZ-ID is to establish this innovative license plate public safety Program nationwide/worldwide. The EZ-ID License Plate Program, also known as "Molly's Bill," is in the open domain, for all states to use...100% cost free. The program can also be rolled out for virtually no cost, by using graphic methods similar to current specialty plates, and by phasing it in over time, when other plates are turned in. With the new vanity plate options using symbols, the incremental revenues will actually create surplus revenues for the state(s). Further information is available at the website www.ez-id.org and on Facebook under EZ-ID.

There are additional revenue producing options with EZ-ID, which can also raise millions of dollars in incremental revenues for the state, at a time when the state needs new funding sources. EZ-ID is currently Massachusetts Senate Bill S1798. This is the 4th legislative session for EZ-ID,

which has been recently voted out favorably by the Joint Committee on Transportation. State agencies have called EZ-ID “brilliant.” EZ-ID has made significant progress in the Connecticut legislature, and discussions are taking place with Rhode Island as well.

EZ-ID was developed because of the need to identify and report abductions quickly, by incorporating the usage of universally recognizable symbols. The symbols must be identifiable by people of any language or nationality, and even by those who are illiterate. People of any age, including young children, can identify symbols on license plates. If abduction leads to the death of a child, 44% are dead with 1 hour, 74% are dead within 3 hours, 91% within 24 hours, so every second is critical. Since 70% of all crime involves the usage of a motor vehicle, EZ-ID will also be an extremely valuable tool in identifying cars involved in hit and runs, road rage, drunk driving, general crime, accidents, and also for accidents or for any other reporting purpose.

Adding symbols also dramatically increases the number of mathematical combinations, which can reduce the number of characters on the majority of New England plates to 4, including the symbol. By identifying the vehicle color and style, plate symbol and location, plus one alphanumeric... it reduces the suspect vehicles down to about 1 in 12, as opposed to 1 in 12,000 vehicles with the current system.

For public safety and revenue collection, License Plate Reader (LPR) equipment is used extensively, to identify vehicles on the roads and at toll booths. The EZ-ID plates are more identifiable, plus the symbol is cross verified by the LPR reading the symbol itself, and also by the LPR reading the stacked character code to the left. This code has a letter which represents the symbol, over a number, which represents the symbol location on the plate. This code allows the symbol information to be entered through any standard computer keyboard. An independent transportation study revealed that states on average can lose 11.5% of the toll revenue, because of miss-readings. There 2.5 million miss-readings per year, which need to be looked at manually in Massachusetts, due to the inability of the LPR to get accurate readings, EZ-ID can minimize these losses.

EZ-ID was refined with the help of the local police, the Massachusetts State Police, legislators, concerned citizens, and with families who have been victims of these

heinous crimes. EZ-ID has received to support of the Bish, Smart, and Curley families as well as numerous others. EZ-ID has also been sanctioned by CJIS, the Criminal Justice Information System Division of the FBI, who oversees license plates nationally. CJIS said that “EZ-ID is a good idea that would work across the country.”

EZ-ID also received the endorsement of, and an Honorable Mention in the Pioneer Institute’s Better Government Competition. Recently, EZ-ID has also received the endorsements of groups such as:

Partial list of endorsements

AAA So. NE
 Massachusetts Chiefs of Police
 New England Chiefs of Police (800 members)
 Massachusetts Fraternal Order of Police
 Massachusetts Major Cities Chiefs of Police
 Massachusetts Police Association (22,000 members)
 Rhode Island Chiefs of Police
 Massachusetts District Attorney’s Association
 Numerous County Sheriffs
 UMass Memorial Healthcare, Pediatric Surgery and Trauma
 City of Springfield City Council
 Boston City Council
 Worcester City Council
 Anna Maria College
 MSPCC
 ProtectMassChildren
 LostNMissing
 Enough
 NSPCC Helpline
 Molly Bish Center
 Building the Movement

And more...



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