



**This is a Request for Information (RFI)
for the
AAMVA License Plate Verification Program**

THIS IS A REQUEST FOR INFORMATION (RFI) ONLY. This RFI is issued solely for information and planning purposes – it does not constitute a Request for Proposal (RFP) or a promise to issue an RFP in the future. This request for information does not commit AAMVA to contract for any supply or service whatsoever. Further, AAMVA is not at this time seeking proposals and will not accept unsolicited proposals. Respondee are advised AAMVA will not pay for any information or administrative costs incurred in response to this RFI; all costs associated with responding to this RFI will be solely at the interested party's expense. Not responding to this RFI does not preclude participation in any future RFP, if any is issued.

I. NAME

The name of this program is the American Association of Motor Vehicle Administrators (AAMVA) License Plate Verification Program, hereinafter referred to as the "LPVP".

II. PURPOSE and GOAL

The LPVP purpose and goal is to:

- Provide a service for jurisdictions whereby they can submit license plates to be examined for compliance and conformance with the AAMVA License Plate Standard (Appendix A), and the AAMVA Policy Position Statement regarding license plate design (Appendix B).
- Provide an analytical report to jurisdictions regarding their license plate design, graphics, retro-reflectivity, readability, security features, etc. as they relate to the aforementioned standard and policy position.
- Assist jurisdictions in more efficient and effective operations by providing a resource to determine maximum license plate readability.
- Give feedback to jurisdictions on how well their license plates may be viewed and utilized by the human eye and by automated license plate reader (ALPR) technology.
- Allow jurisdictions a resource to validate the capabilities and performance of their license plates and to help them in the development and enhancement of future license plates.

III. BACKGROUND

License plates are displayed on vehicles for the purpose of providing a resource to identify the vehicle. The effectiveness of license plates in carrying out this purpose is defined by how well they are designed for optimal legibility to the human eye and ALPRs. The ability of the license plate to be easily identified is important for accurate vehicle registration data, accountability, and retrieval. As ALPRs become more common place in identifying vehicles, jurisdictions will continue to increase the use of them for more effective and efficient use of resources.

The ability to read license plates accurately for toll roads, restricted lane access, border control, and parking regulations is important for jurisdiction infrastructure integrity and enhancements; effective revenue collection; and homeland security.

License plates also serve a valuable purpose in crime prevention and crime solving. For the human eye or an ALPR to quickly and accurately view and recall a license plate requires license plates to be designed clearly and distinctly in manner and configuration. Clarity of display of a license plate can be the difference between solving a crime or not. Because each jurisdiction is unique and vehicles travel nationally and internationally, it's important for license plates to contain basic, uniform levels of design, allowing for people and ALPRs from varying jurisdictions to be able to see and understand license plate information.

To meet these needs AAMVA has developed a license plate standard and has a policy position that allow for jurisdictions to educate their own staff as well as their stakeholders about optimal design and manufacture of license plates that are as readable and identifiable as possible. Currently these documents stand alone and jurisdictions wanting to determine compliance are left to determine, on their own, if their license plates are in alignment with said standard and policy position.

IV. LABORATORY

Independent laboratories are best suited to provide an unbiased analysis of the conformance of jurisdiction license plates. Professionals working within a laboratory environment are trained experts who use testing processes that meet a standard of accountability. A controlled laboratory setting provides examination tools, expertise, and resources that are not readily available to jurisdictions, thereby allowing access to a program they may not otherwise have or be able to afford. This also provides for more efficient use of jurisdiction time and resources. There may be more than one laboratory selected for this program.

V. LABORATORY ANALYSIS

The examination and analysis report will provide findings that note deviations from the standard and policy position and provide recommendations to improve license plate design. This analysis is not intended to certify compliance but to provide jurisdictions with findings to enhance the readability, security and reliability of their current license

plates. This analysis can also be used by jurisdictions to develop new license plates that will be compatible with expanding technology.

An application process will be provided to allow for jurisdictions to submit license plates to the laboratory for examination. The goal of the laboratory analysis is to compare a license plate probe against the standard and policy position contained in Appendix A and B. Items examined will include, but not be limited to: plate characteristics, visibility of retro-reflective surfaces, dimensions, character size, type, font, and placement, security features, graphics, background, print type, contrast, other images, and identifiers. Specific areas of examination will be determined prior to program launch and should be capable of expanding to meet technology advancements and jurisdiction needs. There may be additional examinations that could be completed by the laboratory at the request and remuneration of a requesting jurisdiction.

Examination results will be analyzed by the laboratory and compiled into a detailed report for findings in each area. Procedures will be developed to allow for return to the appropriate jurisdiction the laboratory analysis report and license plates examined. Regular meetings will take place with laboratory and AAMVA staff to review program effectiveness and to look for enhancements and improvements.

VI. SUMMARY

The LPVP serves as a valuable resource for AAMVA members by offering the ability to obtain independent analysis regarding the characteristics and design of their license plates in comparison to the AAMVA license plate standard and policy position. By providing the license plate verification program, AAMVA continues to strive toward its strategic goals by meeting member's needs with solutions, enhancing membership value, and helping to ensure member compliance with emerging technologies.

VII. Questions

Please submit any questions or requests for clarifications about this RFI in writing to procurement by the deadline for submission of questions and requests for clarification identified in the RFI Schedule. Preferred method of submission is email to procurement@aamva.org

VIII. COST

AAMVA wishes to offer its members a license plate verification program similar to its existing Courtesy Verification Program (CVP) for driver licenses/identification cards. The goal of this program, like the CVP, is to offer to AAMVA members an unbiased examination of their license plates with little to no monetary costs to AAMVA or its members.

IX. RFI Schedule

Description	Due Date
Release RFI	February 6, 2019
Questions Due	February 15, 2019
Answers from AAMVA	February 20, 2019
RFI due date	March 1, 2019

APPENDIX A – AAMVA License Plate Standard (2016)

The 2016 AAMVA License Plate Standard can be found (under “Best Practices” tab) at ...

<https://www.aamva.org/vehicle-registration-and-titling/>

APPENDIX B – AAMVA Policy Position Statement

AAMVA Policy Statement

LICENSE PLATES

License plates serve one common purpose; to identify motor vehicles. Across jurisdictions, they also identify vehicle registrants and demonstrate compliance with motor vehicle registration laws. Through the use of bright, reflective surfaces, license plates contribute to highway safety and law enforcement efforts by making the vehicle more visible.

AAMVA supports the horizontal display of a front and rear plate and the uniform manufacture and design of plates, to increase the effective and efficient identification of license plates. Jurisdictions are encouraged to adopt the best practices identified in AAMVA’s Best Practices Guide for Improving Automated License Plate Reader Effectiveness through Uniform License Plate Design and Manufacture.

The use of common characteristics and predictable designs on license plates will enhance readability, usability, and connections to vehicle registration records. It will also support law enforcement efforts and highway safety, and may increase certain revenue collection which is dependent upon license plate identification, such as toll collection and parking regulations. *[Amended 2013]* ↑