AAMVA: What Makes PLTS Great

The Florida License Plate Redesign Experience

Julie Baker, Chief
Bureau of Issuance Oversight
Division of Motorist Services
• Florida last redesign was in 2003
• Florida issues plates on a 10 year cycle
• 3 Regular Series License Plates
• Florida has over 18 million registered vehicles
• Approximately 15 million regular series license plates
• Florida has back plate only
• Florida’s Initial Objectives
  – Improve legibility and readability
  – Increase the number of available unique configurations
  – Increase compliance with registration requirements
  – Increase flexibility for future redesigns
• Additional Findings

– Florida estimates the state is losing over $9 million annually in uncollected tolls due to unreadable plates
Examples from Toll Authorities

- Fourth digit of X83_BHI is commonly mistaken for the number 8.
Examples from Toll Authorities

• Fourth digit of J19 QCT is commonly mistaken for the number 0.
Examples from Toll Authorities

- Fourth digit of U91 5YM is commonly mistaken for the letter S
License PL8 Redesign Committee

• Committee Members Included:
  – Department of Highway Safety and Motor Vehicles
  – Florida Highway Patrol
  – Florida Department of Transportation
  – Florida’s Turnpike Enterprise
  – Florida Department of Law Enforcement
  – Florida Sheriffs Association
  – Florida Police Chiefs Association
  – PRIDE Enterprises
  – Florida Tax Collectors
  – Specialty License Plate Organization
“Thanks for your efforts and for including law enforcement in the process.”

-Chief Gary Calhoun
Madison Police Department
Police Chiefs Association Representative
License PL8 Redesign Committee

• Timeline
  – Committee Meetings: February 2012 – July 2012
  – PRI DE Visit: March 2013
  – Committee Picked Final Designs: September 2013
  – Final Four Designs Approved: October 2013
  – Web Vote: November 26\textsuperscript{th} – December 14\textsuperscript{th}
License PL8 Redesign

The Final Four...
“Approximately 70 percent of all serious crime involves a motor vehicle, and law enforcement agencies nationwide acknowledge license plates are critical crime-fighting tools used to track and identify these offenders.”

*International Association of Chiefs of Police, Looking Beyond the License Plate Award Program*
License PL8 Redesign

Best Practices Guide for Improving Automated License Plate Reader Effectiveness through Uniform License Plate Design and Manufacture
AAMVA Best Practices Used

- Avoiding noisy background
- No graphics encroaching on character fields
  - Removing graphics from the middle of the plate
  - Possibly placing a silhouette of Florida in middle
AAMVA Best Practices Used

• Improving fonts

• 12 x 6 inches (8 x 4 for motorcycles)

• Florida prominently displayed at top in center

• Dark ink on white background (high-contrast)
AAMVA Best Practices Used

- No symbols or special characters
- No stacked characters
- Retro-reflective surface
- Unique license plate numbers
- Validation sticker with expiration date on rear license plate
THANK YOU

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