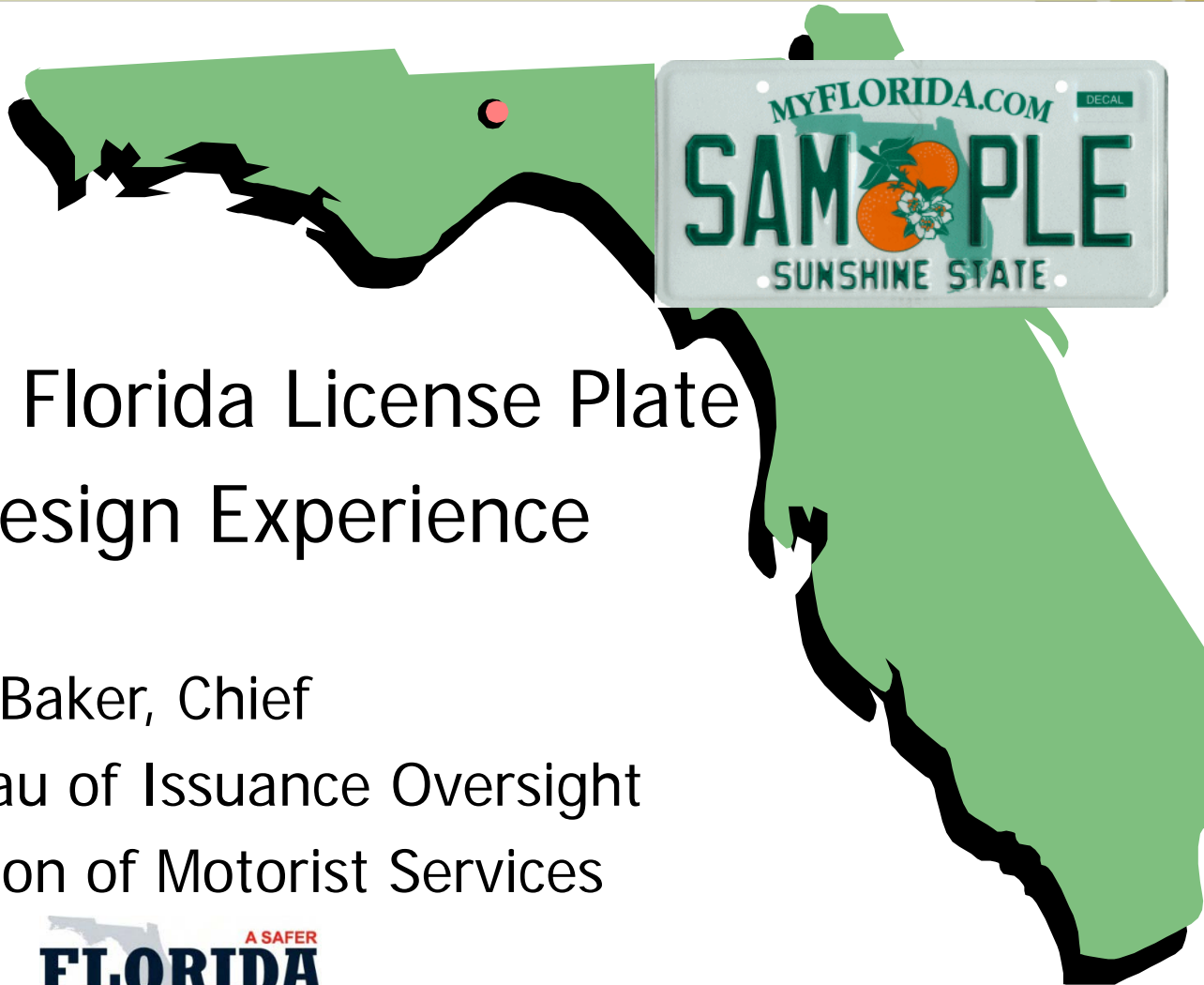


# AAMVA: What Makes PLTS Great



## 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



# License PL8 Redesign Committee



“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

- PRIDE Visit: March 2013

- Committee Picked Final Designs: September 2013

- Final Four Designs Approved: October 2013

- Web Vote: November 26<sup>th</sup> – December 14<sup>th</sup>



# License PL8 Redesign



The Final Four...



# License PL8 Redesign



“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



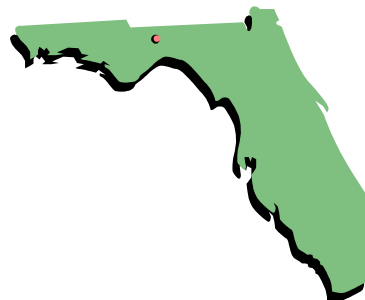
Best Practices Guide for Improving Automated License Plate Reader Effectiveness through Uniform License Plate Design and Manufacture



# 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





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