

EZ-ID License Plate Program

FACT SHEET



Program Summary

The EZ-ID License Plate Program is for all states, provinces, and countries that seek to protect the lives of children, bring to justice the criminals who use motor vehicles in the commission of crimes, and serve as responsible stewards of public safety and public finances.

The program incorporates an easily recognizable symbol - a circle, square, triangle, heart, diamond, or star - into the registration number on the license plate. The program also reduces the number of alphanumeric characters to no more than four, and making those characters larger and bolder than they are now.

The EZ-ID configuration will enable any individual, including small children, the elderly, or drivers who catch fleeting glimpses of a suspect or wanted vehicle, to do a more positive job of identifying and remembering the plate. Even when seen through a rearview mirror, an EZ-ID plate is much more recognizable than any state's standard-issue plates because the symbol on the plate is the same as its mirror image.

The EZ-ID Program will:

- enhance law enforcement's ability to identify and apprehend perpetrators of crimes and unsafe drivers
- help safeguard the lives and properties of victims of crimes, including child abductions, and kidnappings, by reducing recovery times
- pay for itself in the states that adopt it by generating millions of dollars in new revenues

How EZ-ID Works:

Every general-issue license plate issued by a state or province will have:

- No more than four alphanumeric characters
- A special symbol
- An administrative code for use by registry and law enforcement officials

In the example below, the letter "S" identifies "star" as the symbol on the plate, and the number below it signifies the position of the symbol in the sequence.



Frequently Asked Questions

How will the EZ-ID Program aid police in enforcing the law?

1) By reducing abductions and improve the chances of quick recovery of victims.

The National Center for Missing and Exploited Children indicates that there 800,000 children are reported missing every year – or one child every 40 seconds. Of this total, approximately 204,000 are abductions by family members, and another 58,000 are abductions by non-family members – that's one child abducted every two minutes.

Tragically, about 100 child abduction cases per year result in the death of the child. The National Center's statistics indicate that of the children who are murdered, 44 percent of them are dead within the first hour. Within three hours, 74 percent of eventual murder victims are dead, and after 24 hours have passed, 91 percent have been murdered.

The EZ-ID license plate with an easily identifiable symbol will better enable law enforcement and the general public in identifying and locating suspect vehicles when every second is critical.

2) By improving recognition of suspect vehicles during an Amber Alert Program

An Amber Alert sign showing a license plate with six alphanumeric characters - over 1.8 billion possible combinations - makes it difficult, if not impossible, for any motorist on the roadways or at the scene of a crime to remember the plate number. An Amber Alert showing a symbol as part of the registration will be much easier for anyone, including a small child, to remember.

Even a partial plate number that includes a symbol adds significant value to law enforcement's ability to identify and locate suspect vehicles. According to the 'Amber, Emergency, and Travel Time Messaging Guidance for Transportation Agencies' final report of May 27, 2004, sign readability requires an average reading distance of 685 feet. Motorists traveling at 65 MPH only have seven seconds to read and comprehend an electronic sign message. They have less to recognize and remember when an EZ-ID plate is the subject of an Amber Alert.

3) By allowing rapid identification of vehicles involved in hit and run accidents, crimes, and unsafe operation.

According to MassachusettsAccidents.com, 462 people were killed in car crashes in Massachusetts in 2003. Alcohol was involved in more than 40% of these deaths, and speed was a factor in 34%. In 2000, the cost to Massachusetts was in excess of \$6 billion.

Nationally, there are 6.4 million accidents per year, with 40,000 deaths and 3 million injuries, according to car-accidents.net. Bicycle crashes with motor vehicles in 2002 resulted in 660 deaths, according to the Insurance Institute for Highway Safety statistics.

EZ-ID will make identification of suspect vehicles much easier for law enforcement, government agencies, and the general public.

How does the EZ-ID Program reduce the number of suspect vehicles?


A plate with six alphanumeric characters has over **1.8 billion** possible combinations. If a witness can identify three characters plus the color of the vehicle, that narrows the number of suspect vehicles to a pool of **4,300**.

With EZ-ID license plates, identifying the same amount of information (symbol plus two other characters and the vehicle color) reduces the number of suspect vehicles to approximately **123**. See the examples below.

EZ-ID Uses One Symbol and Up to 4 Alpha-Numeric Characters Per License Plate

*Symbol Designator

*Location of Symbol




*These characters are for Police & Registry use


EZ-ID Symbols and Symbol Designators

<u>SQUARE</u> ■ Q	<u>TRI-ANGLE</u> ▲ T	<u>STAR</u> ★ S
<u>DIAMOND</u> ◆ D	<u>CIRCLE</u> ● C	<u>HEART</u> ♥ H

View from rear view mirror



Standard plate



EZ-ID plate

*Symbol is a mirror image of itself


*Fewer characters to remember

*Characters are oversized

When every second is critical EZ-ID Dramatically Reduces the Number of Suspect Vehicles


By identifying: 1) 3 characters and 2) Color of the car

In a standard 6 alpha-numeric system



Narrows combinations to about 1 in 4,288

EZ-ID License Plate 5 character system



Narrows combinations to about 1 in 123

(Style of vehicle will narrow the search even further)

"EZ-ID...it works and it pays for itself"

Identifying the *type* of vehicle reduces the suspect pool further, to mere double digits.

The trauma of an accident or crime usually limits visualization and retention of a license plate to a matter of just a few seconds. Therefore, even recognizing just the symbol on the license plate can be a critical factor on the road to identification and recovery or arrest.

Once perpetrators and other criminals realize that their vehicles are more easily identified, EZ-ID will act as a deterrent in many cases, and as a locating and recovery tool in other situations.

Can the EZ-ID program be used to identify people such as serial drunk drivers, convicted felons, or registered sex offenders?

No. That would be counterproductive and most likely would not survive a court challenge. But it does not make sense anyway. If children are taught, for instance, to be especially wary of cars with plates that identify such undesirables, then their natural tendency is to be less wary of cars with standard plates. Bad people can, unfortunately, drive cars with standard plates too.

The EZ-ID program is totally non-discriminatory. Its purpose is to make general issue license plates more identifiable.

Will the program replace vanity and specialty plates?

The EZ-ID Program will NOT replace specialty, vanity or low number license plates! These are already easily identifiable, and they are valued highly by the drivers who have paid extra for the privilege of using them. The EZ-ID program is only designed to replace general-issue plates.

How will the EZ ID Program pay for itself?

In addition to the standard symbols - circle, square, and triangle – for the general public, the program allows motorists to purchase optional symbols - heart, diamond, and star - along low-number combinations plus standard symbols, for an additional fee. This will generate millions of dollars in new revenues for participating states and provinces. The program will pay for itself and become a significant revenue generator for the state.

How much revenue and savings do you project?

The program will generate new revenues through the sale of optional symbols, as well as the sale of standard symbols containing one or two alphanumeric characters plus the symbol. This is very much like the popular and much-desired low-number plate program in Massachusetts.

We have estimated that if in Massachusetts one out of ten registrations included the purchase of an optional symbol, the Commonwealth would generate approximately \$11 million in new revenues each renewal period. The greater the percentage of motorists purchasing a plate with an optional symbol, the greater the revenue generation would be. Each state would have its own specific revenue generation calculation.

The EZ-ID program may also lead to insurance rate reductions, because vehicles that are lost or stolen will be found more quickly. Enterprising state leaders may also be able to identify possibilities for federal grant funding from the Department of Transportation or the Department of Justice.

How will the EZ-ID program be implemented?

Since the EZ-ID format is similar to that of existing specialty plates, a seamless transition can take place using the existing state production and distribution systems. The capability of the program to generate future revenues will ultimately offset any up-front costs. The following highlights the critical components to implementation.

- **Production:** In most states, license plates are produced at correctional institutions. This would not change. The State would only need to re-tool the machines that make the license plates to include the approved symbols.
- **Plate Distribution:** There would be no need for additional registry personnel or venues. Plates would be distributed as they are now, on a staggered basis based on renewal dates, at Registry offices, dealerships, and through insurance agents.
- **Software:** Implementation of the program would require some software modifications:
 - 1) At the Registry level to incorporate new symbols and administrative codes; this is not much different from the ongoing addition of new specialty plates
 - 2) Updating links to crime databases at the national, state and local levels.
- **Training and Education:** Training and orientation in EZ-ID should be developed for state and local law enforcement organizations. This includes Safety Officers who go into schools and teach children and staff about safety issues. They will need updated tools to do their jobs, including brochures, posters, training manuals, on-site performances, and advertising and public relations support.

What is “Molly’s Law?”

The enabling legislation for the EZ-ID Program in Massachusetts. Officially Senate Bill No. 2316, it is named in memory of Molly Bish, the sixteen-year-old girl from Warren, Massachusetts, who was kidnapped and murdered in 2000. Molly’s parents, John and Magdalene Bish, have established the Molly Bish Foundation (www.mollybish.org) to establish and provide safety awareness within our schools and communities. The foundation promotes child ID programs that include fingerprinting, photographs and children’s physical characteristics. Molly’s parents are strong supporters of the EZ-ID License Plate program.

Submitted in January 2006 by Senator Bruce Tarr (R-Gloucester), S2316 received strong consideration during the Massachusetts legislative session that ended on July 31, 2006. It is anticipated that the Molly’s Law will come up for a vote in 2007 and lead to adoption of the EZ-ID Program in Massachusetts.

Who Else Supports Molly's Law and the EZ-ID Program?

In addition to many members of the Massachusetts legislature and the Molly Bish Foundation, a large and growing number of organizations and individuals have come out in favor of the EZ-ID Program. They include:

- Molly Bish Foundation (www.mollybish.org) – John and Magdalene Bish
- National Child Identification Program (www.childidprogram.com)
- American Football Coaches Association (www.afca.com) – Creators of the National Child ID Program
- Ed and Lois Smart - parents of Elizabeth Smart
- Community Voices (www.communityvoices.net) – Laurie Myers and Debbie Savoia
- Gloucester, Massachusetts Mayor John Bell
- Computerized Vehicle Registration (CVR) (www.cvrreg.com)
- Wander-Wear, Inc., (<http://www.wander-wear.com>) - Alyssa Dver, CEO
- Children's Remembrance Support Group - Charlene Paradise and Joseph Urello, Founders

Who Established the EZ-ID Program?

Gary P. Richard, a Massachusetts entrepreneur and inventor, conceived of the EZ-ID Program in the summer of 2000 after the abduction and murder of Molly Bish of Warren, Mass. He intensified the pace of his work after the kidnapping of fifteen-year-old Elizabeth Smart of Salt Lake City, Utah in 2002.

Mr. Richard is president of Sun-Up Products, Inc., of Danvers, Mass. Sun-Up is a product development company that designs and licenses high-performance photoluminescent safety products. He also founded Banner Industries, a highly successful distributor of high purity flow components for the semiconductor industry.

How Can I Obtain Further Information?

Contact us at:
EZ-ID License Plate Program
c/o Sun-Up Products, Inc.
40A Cherry Hill Drive
Danvers, MA 01923
Telephone: 978.774.6200
Fax: 978.774.8686

Gary Richard, *President*.
Bruce Share, *Vice President Sales & Marketing*

Web site: www.ez-idprogram.com
Email: info@ez-idprogram.com