Rhode Island
⚓ **EZ ★ ID**
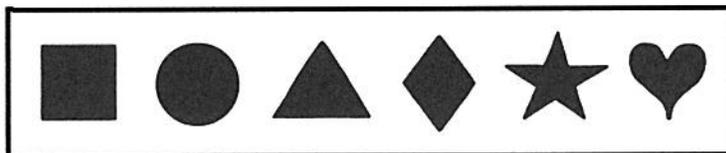S3
Ocean State SM

Public Safety
License Plate Program

■ ● ▲ ◆ ★ ♥

The greatest responsibility that we have...
...is the safety of our children.

EZ-ID.org is a non-profit organization committed to enhancing <u>general issue</u> license plate formats to include a randomly assigned, basic symbol such as a heart, diamond, circle, etc., making it easier, even for young children to **recognize, remember, and report license plates.** This program does not displace specialty, low number, or vanity plates, as these are already more recognizable. This program also raises millions of dollars in new surplus revenues for the states through the sale of new vanity plates using symbols creatively, and through the sale of low number plates.

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

www.ez-id.org

EZ-ID, One Industrial Ave. Danvers, MA 01923

Gary Richard, Pres. 978-852-7776 Jay Gardiner 508-277-2562
email: gary@ez-id.org   email: jgardiner@annamaria.edu

Our greatest responsibility

The greatest responsibility that we have...is the protection of the world's children, as they are the most vulnerable segment of our society.

1) How do we maximize that protection?
2) If we fail at protecting our children...will we fail at recovering them?
3) If we fail at recovering our children...will we fail at apprehending the perpetrator, and fail at keeping them from doing this to children again and again?

These perpetrators do not take the bus to abduct children, they use private vehicles to travel in. By making all general issue license plates easier to identify, even by a five year old child, we raise the risk level for these perpetrators...to the point of helping to prevent many of these tragedies from happening. If the abduction still takes place, our pursuit of the perpetrator is greatly enhanced with Molly's EZ-ID License Plate Program.

Kidnapping statistics:

*Every 40 seconds in the USA, a child is reported missing or abducted- That translates to over 2,000 per day (under 18 years of age) or 800,000 per year.

*Of the 800,000 children reported missing annually, approximately 69,000 are abducted.

*Most abductions occur within a quarter mile from the victim's home.

*In 1988 there were as many as 114,600 attempted abductions of children by non-family members.

*More than 20% of the children reported to the Center for Missing and Exploited Children are found dead.

*When an abduction leads to the death of a child, every second is critical: 44% will be dead within the first hour
                74% will be dead within 3 hours
                91% will be dead within 24 hours

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

Examples of symbols and designators

DIAMOND	CIRCLE	HEART	TRI-ANGLE	STAR
◆ D	● C	♥ H	▲ T	★ S

Symbol Designator →

Location of → Symbol

⚓ Rhode Island
S
3 EZ ★ ID
Ocean State ℠
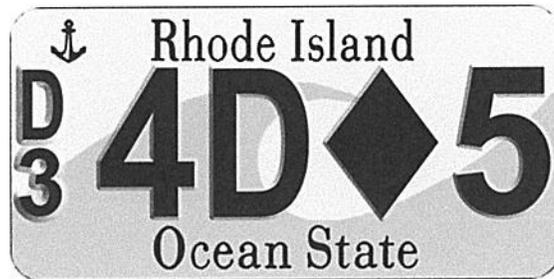
↑ Star in the 3rd position

Symbol information is entered through a standard computer keyboard...
Example above, would enter S,3,3,4

If using 20 symbols (smaller NE states could use far less) 5 of 6 New England states, and 2/3 of Massachusetts license plates could use <u>4 characters or less...including the symbol!</u>

<u>Larger fonts - easier to see</u>
<u>Fewer characters to remember</u>

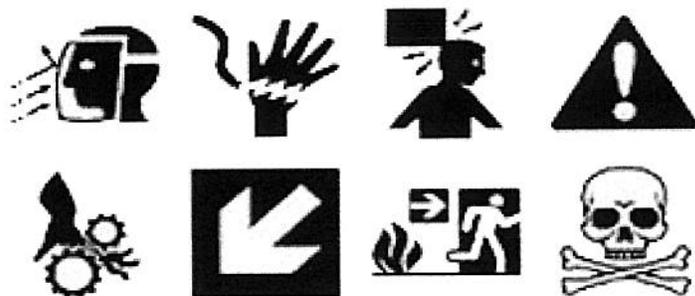## <u>Recovery statistics example:</u>

Identifying a blue (9% of the vehicles on the road), SUV (12.5%), plus the symbol, and symbol location
<u>= 369 vehicles</u>

Identifying one additional character
<u>= 12 vehicles</u>

We rely on symbols throughout our every day lives, especially when driving.

Rhode Island
EZ★ID
Ocean State

EZ-ID (www.ez-id.org) is the critically important public safety House Bill 5507 in CT, and Senate Bill S1798 in MA. The legislation requires the usage of universally recognizable symbols, on <u>general issue</u> license plates only (it does not displace Vanity, Low Number, or Specialty plates), for enhanced identification and reporting purposes. The legislation in MA is also known as "Molly's Bill," named after Molly Bish, who was abducted, raped, and murdered in June of 2000 in Warren, Massachusetts. The Bills have been advancing in both the CT and MA legislatures, with numerous endorsements from law enforcement, children's groups, and institutions. Discussions are also taking place in RI to introduce the legislation there. In MA, the goal is to have EZ-ID signed into law at the Missing Children's Day Statehouse event on May 30th, 2012

EZ-ID adds a single, randomly assigned symbol, such as a star, heart, diamond, etc., to every <u>general issue</u> license plate, which is used just like a number or letter.

Sample symbols and letter designators

<u>STAR</u> <u>HEART</u> <u>DIAMOND</u> <u>TRI-ANGLE</u>
★ S   ♥ H   ◆ D   ▲ T

Cognitive studies show that even children as young s 2 ½ years old can recall a symbol, a week later, whereas license plates with random numbers and letters are far too difficult...even for adults to remember.

Children learn symbols before they learn to read or write.
Eye charts for children and illiterate adults use symbols instead of letters.

The symbol can occupy any of the spaces on the plate, just like a number or letter, as shown below. The "S" over a "3" stacked code to the left (similar to the "R" over an "S" like for a Red Sox plate), designates that there is a "Star" in the third position, that is how the information is entered through a standard computer keyboard, as done with the stacked codes for the various specialty/organizational plates.

Symbol Designator →
Location of → Symbol

Star in the
3rd position

The usage of symbols also dramatically increases the number of mathematical combinations, allowing the number of characters on a plate to be reduced significantly from the current 6 and 7 character formats...to a maximum of 4 (including the symbol) for 5 of the New England states, when using 20 symbols (smaller states can use far fewer symbols). The majority of Massachusetts plates could also use 4 characters, and the balance could use "Double Character Formatting" (DCF), which doubles one of the characters, making it easier to remember, which is almost like having a 4 character plate, example:

Double Character Formatting

EZ-ID is highly effective in quickly identifying the owner of a vehicle, as every second is critical, especially in the recovery of a child. EZ-ID becomes a tremendous 1-2 punch with the Amber Alert system, with the help of the "cell phone army" of drivers on the road. By identifying the color and style of the car, the symbol and symbol location, plus <u>one</u> additional character on a 4 character format (or the

doubled character on DCF plates), on average you have reduced the search to about <u>1 in 12 vehicles</u>. If the suspect is not caught on the road, law enforcement can be knocking on his door in a matter of minutes.

Amber Alerts - when abduction leads to the death of a child **every second is critical:**

44% will be dead within the first hour
74% will be dead within three hour
91% will be dead within 24 hours

Fewer characters will be easier to remember, and fonts can be made larger and easier to see from greater distances.

Symbol is a mirror image of itself
**The symbol can be recognized through a rear view mirror and by the large segment
of the population with dyslexia, whereas letters and numbers become illegible**

License Plate Reader (LPR) equipment works better with the EZ-ID format, and adds cross verification of the symbol, as the LPR reads the symbol and other characters, and it also reads the stacked code...therefore cross verifying the symbol and its location on the plate. EZ-ID is a highly effective tool for all vehicle reporting purposes not only for child abduction, but also for hit and runs, road rage, drunk driving, accidents, and for reporting many other types of crimes, as 70% of all crimes involve the usage of a motor vehicle.

EZ-ID was invented by Massachusetts businessman, Gary Richard, after learning of the abductions of Molly Bish and Elizabeth Smart. The CJIS Division of the FBI then sanctioned the Program, saying that EZ-ID is a "good idea and would work across the entire country."

New Revenues for the state:

$ **EZ-ID generates millions of dollars in new state revenues
with thousands of new vanity, low number & specialty plates**
*EZ-ID works and it pays for itself*

EZ-ID has been enthusiastically endorsed by The Massachusetts Chiefs of Police, The Massachusetts Major City Chiefs, The Massachusetts Fraternal Order of Police, the Massachusetts Police Association, the New England Chiefs of Police, numerous Mass Sheriffs, the Mass District Attorneys Association, the Rhode Island Police Chiefs, as well as by numerous children's groups such as the MSPCC and Protect Mass Children. EZ-ID received recognition and endorsement from the Pioneer Institute's Better Government Competition, even AAA and more. We have encouraged a timeline of May 30th, Missing Children's Day at the Statehouse, for the Governor to sign the Bill into law. Last year the Governor and other legislative leadership had committed to doing more about child abduction and abuse, what a great opportunity to demonstrate this by enacting this legislation. The lead sponsor on this legislation has always been Senate Minority Leader Bruce Tarr, and now with co-sponsors Representatives John Keenan, and Anne Gobi.

Gary Richard and Jay Gardiner, the Director of the Molly Bish Center at Anna Maria College, have been meeting with legislators, police groups, the Registry, and other departments in CT and MA. Richard, Gardiner, legislators, the MA Registrar, and the new Mass Chiefs President, Chief Joseph Rebello, also visited the license plate manufacturing operation and staff at Walpole State Prison, to determine if there would be any obstacles for manufacturing of the EZ-ID plates. The staff advised that there were no obstacles, and that the cost for new tooling was determined to be under $30,000, which Richard pledged to pay for, if that was seen as an obstacle. After several meetings with the MA Registry, which is beginning a 3 year computer modernization program, Registrar Rachel Kaprielian stated that the timing is perfect for integrating EZ-ID into their computer upgrade, but she needs the Legislature, or Governor's office to initiate a directive to start the process. Once EZ-ID would be ready to go, there would be a 5 year phase in for changing out of the general issue plates, and old green and white plates.

At the MA Statehouse announcement of the EZ-ID legislation, Elizabeth Smart's parents Ed and Lois Smart spoke to the crowd..."let EZ-ID start in Massachusetts, and sweep across the country!" With the ongoing active support of so many groups in MA and CT...EZ-ID can become law, saving lives and immeasurable financial costs.

There are two very appropriate quotes..."There is nothing more powerful, than an idea...whose time has come" and one by Steve Jobs "The difference between a leader and a follower is innovation." EZ-ID is an innovation...whose time has come...

Further information can be found at website <u>www.ez-id.org</u> and on Facebook EZ-ID. Gary Richard can be reached via cell at (978) 852-7776, Jay Gardiner can be reached via cell (508) 277-2562. EZ-ID, Inc. 1 Industrial Dr Danvers, MA 01923

Rhode Island

⚓ S EZ⭐ID 3

Ocean State
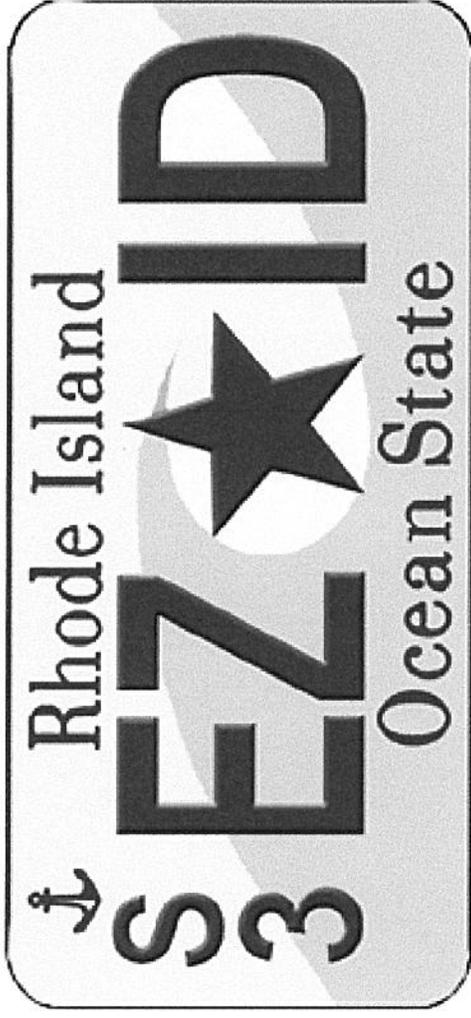
License Plate Program

■ ▲ ◆ ▲ ● ⭐ ♥
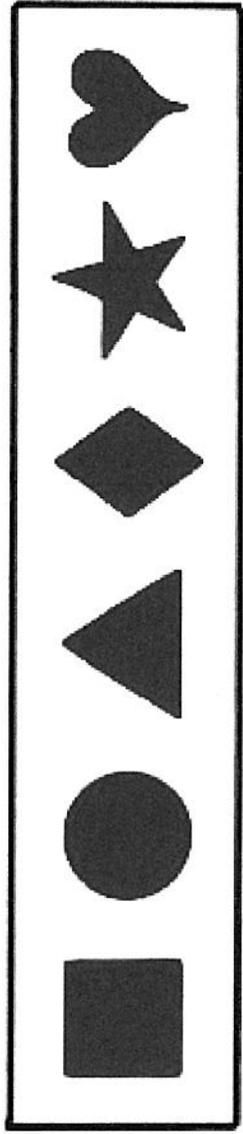
Support from Law Enforcement

Numerous meetings were held at the Statehouse perfecting the program with:

Legislators
Local police
State police
The Registry
FBI/CJIS Division
Concerned citizens
Families who lost children

"We need programs like this...this is a blessing"

Officer Bob Barry, then President of the Massachusetts Safety Officers League

Support of Law Enforcement

Mass Chiefs of Police

Massachusetts Police Association

N E Chiefs of Police

Mass Frat. Order Police

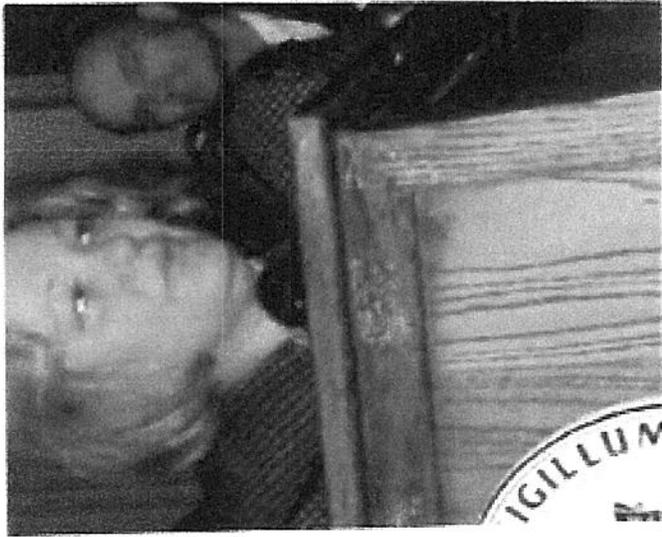Commonwealth of Massachusetts

OFFICE OF THE SHERIFF
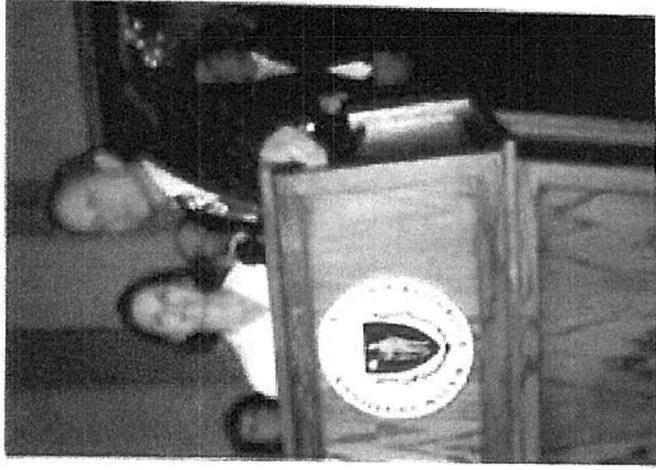
Mass Major City Chiefs

R I Police Chiefs

MDAA
Massachusetts District Attorneys Association
Supporting Commonwealth Prosecutors

Support from victim's families

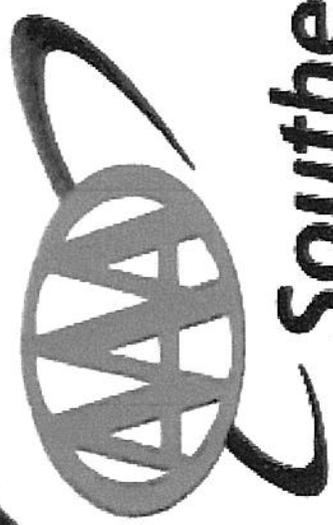"I saw the white car... but I could not remember the license plate...we need to pass EZ-ID"

Magi Bish, mother of Molly Bish

"We had license plate issues...please start EZ-ID in Massachusetts and let it sweep across the country"

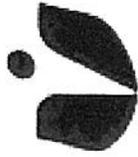Ed and Lois Smart, parents of Elizabeth Smart

Numerous Endorsements

Boston City Council

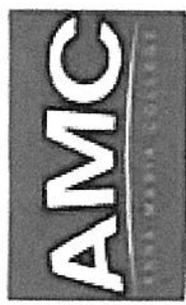Springfield City Council

UMassMemorial

Southern New England

PIONEER INSTITUTE
PUBLIC POLICY RESEARCH

AMC
ANNA MARIA COLLEGE

Anna Maria College's
Molly Bish Center
For the Prevention of Children and the Elderly

Massachusetts
Prevent
Child Sexual Abuse

ProtectOurChildren

LostNMissing

HELPLINE
1 (888) 9107 5900

MSPCC

Reporting:

Criminal activity
Hit and runs
Road rage
Drunk driving
Accidents

70% of all crime involves the usage of a motor vehicle

Amber Alerts

When abduction leads to death

Every second is critical...

44% are dead within 1 hour

74% are dead within 3 hours

91% are dead within 24 hours

In an emergency, with only a one second glance, which one would you rather have to report?

If an Amber Alert went out, which plate would you rather be looking for?

California

3SMA312

Ohio
1803 • Ohio Bicentennial • 2003
BQ53YS
BIRTHPLACE OF AVIATION

Massachusetts
S34★55
The Spirit of America

View- Rear view mirror
and for
People with Dyslexia
Symbol is mirror image

*Eye charts for children, and illiterate adults... use symbols*
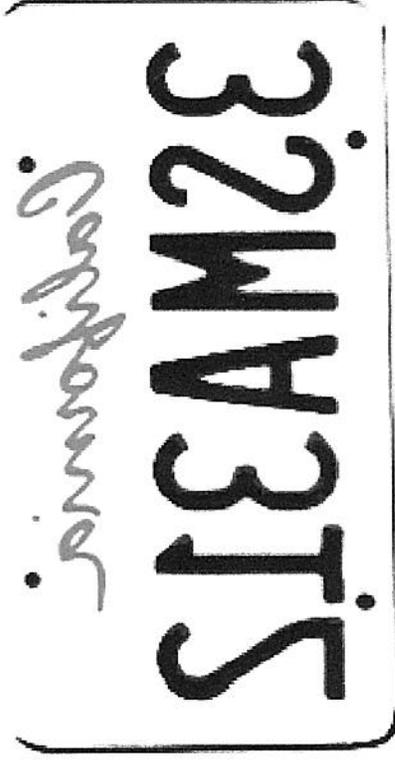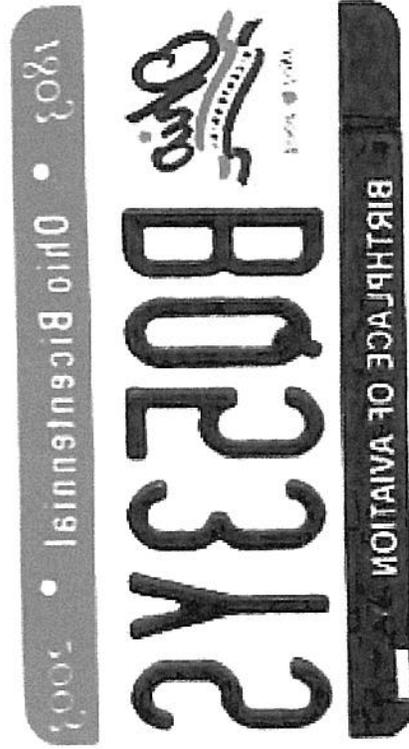
Random numbers and letters are too difficult to remember, even for an adult, especially in a time of crisis. A young child has virtually no chance at all.

Children learn symbols before they can read, or write. Cognitive studies show that a 2 1/2 year old child can recall a symbol...even a week later.

We especially rely on symbols when driving
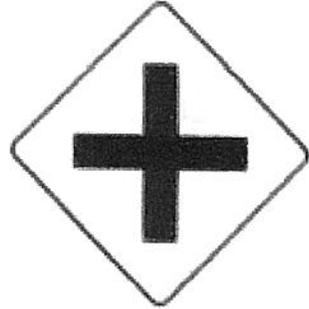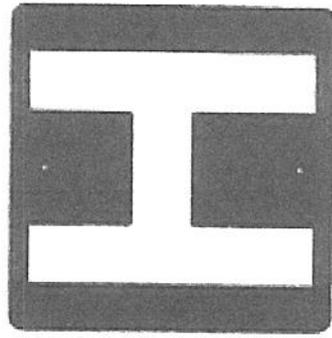
Code similar to specialty plates

Example: R Red Sox S

Symbol Designator

★ S
● C
◆ D
♥ H
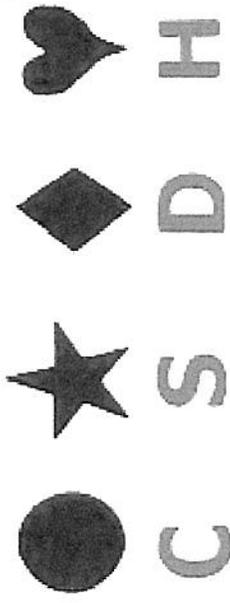
Position of Symbol

Star in 3rd position

Symbol and symbol position is entered through a standard computer keyboard

Massachusetts
Month
S334★55
The Spirit of America

ANNA MARIA COLLEGE

April 29, 2012

To: James Gardiner
Re: EZ-ID Program

I am writing this letter to confirm that the two calculations accurately illustrate/determine the universe of potential combinations for the EZ-ID Program.

Sincerely,

Elzbieta Manos
Associate Professor, Business
Director of Business Programs
Instructor, Applied Statistics and Quantitative Analysis

Mathematical combinations for 5 spaces,
only using numbers and letters
(32 without letters U,I,Q,O)

Massachusetts 1 — OCT — The Spirit of America

32

Massachusetts 1A — OCT — The Spirit of America

32 X 32 =

1,024

Massachusetts 1A3 — OCT — The Spirit of America

32 X 32 X 32 =

32,768

Massachusetts 1A3B — OCT — The Spirit of America

32 X 32 X 32
X 32 =

1,048,576

Massachusetts 1A3B5 — OCT — The Spirit of America

32 X 32 X 32
X 32 X 32 =

33,554,432

without using symbols 34,636,832

Mathematical combinations
for 5 spaces, using 20 symbols

Plate	Equation	Result
S1 ★ Massachusetts · The Spirit of America ·		20
S2 ★4 Massachusetts · The Spirit of America ·	32 X 20 X 2 =	1,280
S3 ★34 Massachusetts · The Spirit of America ·	32 X 32 X 20 X 3 =	61,440
S3 ★345 Massachusetts · The Spirit of America ·	32 X 32 X 32 X 20 X 4 =	2,621,440
S3 ★3455 Massachusetts · The Spirit of America ·	32 X 32 X 32 X 32 X 20 X 5 =	104,857,600

107,541,780

Over 3X as many combinations

If using 20 symbols... approximately 63% of the Massachusetts vehicles can use 4 characters or less (including the symbol). The rest could start with...

Double Character Formatting (DCF)

All 5 other New England states could start 100% with 4 characters max!
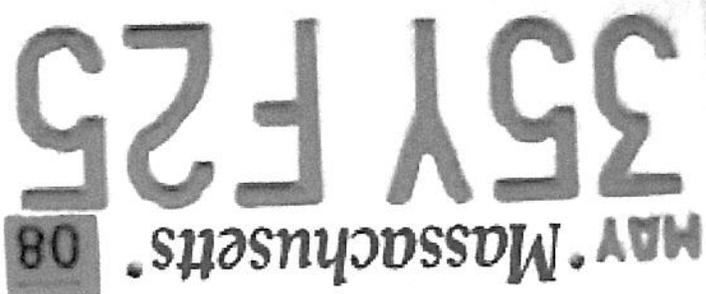
EZ-ID also generates
surplus state revenues

New Vanity Plates
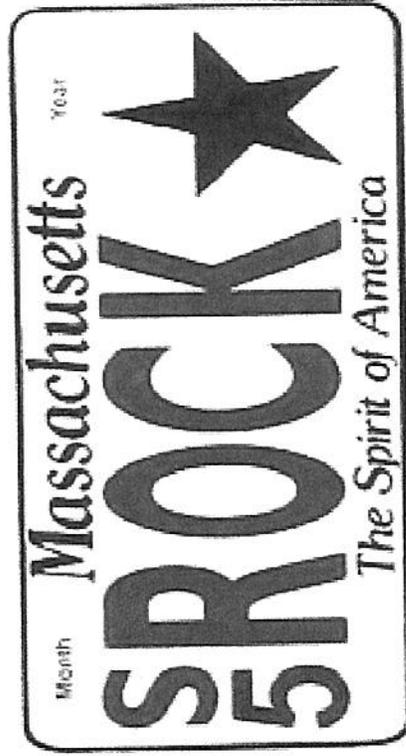
Massachusetts
OCT
YEAR
D◆GIRL
11
•The Spirit of America•

Optional Symbols

Massachusetts
Month
Year
MBIG
4 $$
The Spirit of America

New Low
Number Plates

Massachusetts
Month
Year
SROCK★
5
The Spirit of America

Massachusetts
Month
Year
R■1
1
The Spirit of America

LPR Equipment

Reads symbols more easily than numbers or letters

LPR tech staff "letters and numbers are in fact symbols, as well, the LPR reads shapes"

Massachusetts

B4D5

D3

Month

The Spirit of America

Symbol and position are read two ways, via stacked characters, and main plate characters... providing a cross check verification

Fonts getting smaller
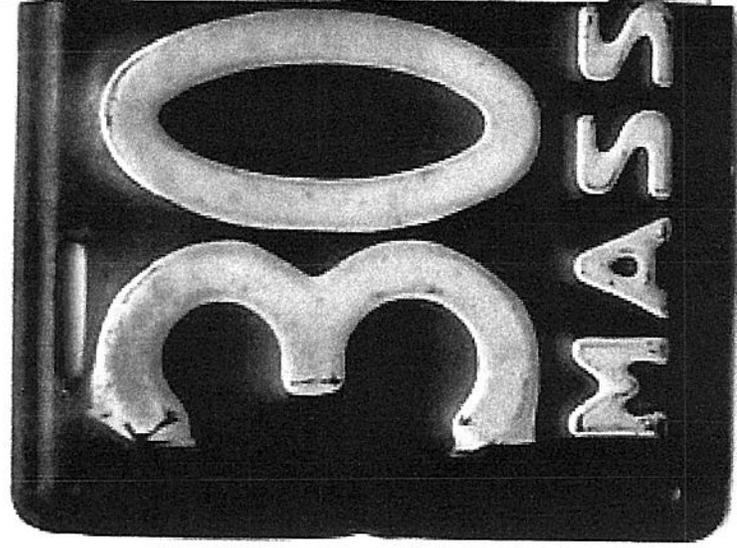
EZ-ID fewer characters, larger fonts

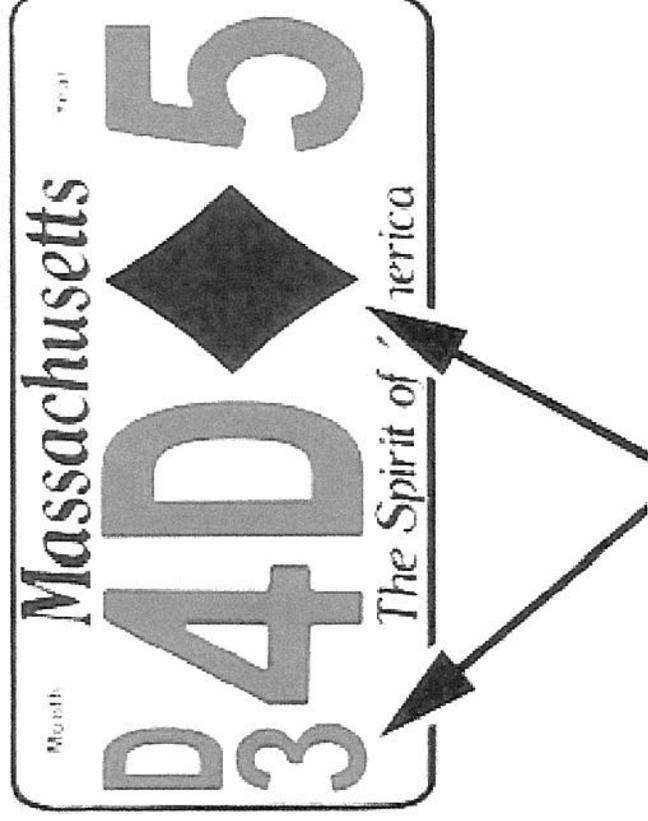11.5% of transaction remain uncollected after 12 months due to inability to identify vehicle

NTTA Transactions Overview

For accounting purposes, the NTTA reserves for 45% of invoiced ZipCash transactions. Latest trends project only 24% of invoiced ZipCash transactions will not be collected within 12 months, making the reserve sufficiently conservative.

Collectability within 12 months

	Percentage	Transactions
TollTag - RFID	68.5%	961,553
Video	10.5%	147,889
Pursuable - Will be Collected within 12 months	9.5%	133,195
Does Not Meet Business Rules	1.4%	19,648
Out of State	1.9%	26,716
No DMV Match	1.9%	26,716
Invoiced - Open after 12 months	3.0%	42,426
	3.2%	45,277
Projected Un Pursuable and Open Transactions after 12 Months	11.5%	160,783
Total Transactions	100%	1,403,431

Total 1,403,431

TollTag

ZipCash / Pursuable 248,701

Pursuable - Open after 12 months

ZipCash / Un-Pursuable

441,878

115,506

Source: Transaction Status Report January 2011 to June 2011, and historical collection trend

78

Independent Financial and Performance Review of the North Texas Tollway Authority, October 18, 2011

LPR Equipment

Reads symbols more easily than numbers or letters

LPR tech staff "letters and numbers are in fact symbols, as well, the LPR reads shapes"

Rhode Island

D4D5
3

Ocean State
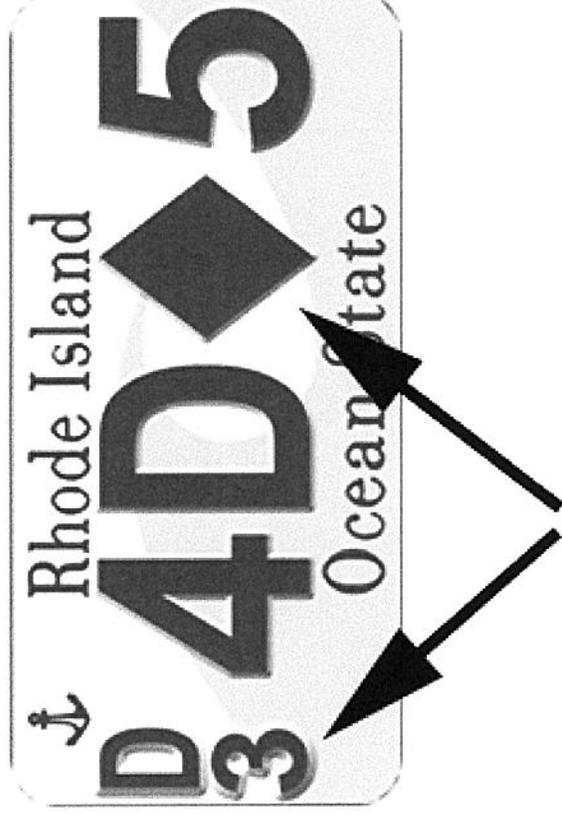
Symbol and position are read two ways, via stacked characters, and main plate characters... providing a cross check verification

Logos are product "SYMBOLS," which are located near the license plates for advertising purposes. These identification markers will also be used in the EZ-ID Program to enhance identification of suspect vehicles.

Using real words + NEWW WURDS
for 100% plate identification

HYUNDAI VILLAGE
APR *Massachusetts* 13
69R G14
The Spirit of America
HYUNDAIDANVERS.COM

MASSACHUSETTS 13
605·SBG

AUG *Massachusetts* 13
96K V98
The Spirit of America

Your State
M5 MOON ☾
Public Safety Plates

Your State
H5 POPP ♥
Public Safety Plates

Your State
S5 DORR ★
Public Safety Plates

OCT *Massachusetts* 13
7CL 810
The Spirit of America
"WHERE SPIRITED DRIVING BEGINS"

OCT *Massachusetts* 12
98K R10
495 The Spirit of America
CHRYSLER JEEP DODGE

APR *Massachusetts* 13
27B C47
The Spirit of America

Your State
T5 BIGG ▲
Public Safety Plates

Massachusetts
T2 3 ▲ DE
The Spirit of America
HONDANORTH.COM - DANVERS, MA

OCT *Massachusetts*
D5 NEWW ◆
The Spirit of America

EZ-ID Economics-Connecticut

EZ-ID can be implemented at no additional cost to the state, or to the public, and can actually produce new incremental revenues for the state. The costs and revenues are directly related to the time-line for rolling the Program out, and to Vanity plates, low number plates and symbol options. EZ-ID incorporates the mandatory usage of universally recognizable symbols on general issue license plates only, the Program does not affect low number, Vanity, or specialty/institutional plates.

New costs: New costs will depend on whether a state will be using the current embossed license plate format, or the newer digital plate format. Software costs would be on par with other specialty plate formats.

Embossed format tooling costs: are based on 20 symbols, with stacked characters to the left., 5 spaces = 100 sets X $300 = $30,000

20 symbols X $300 =   <u>6,000</u>

                Embossed tooling cost $36,000

Digital format costs: No additional tooling cost

Program Roll-out costs: The cost to issue a new set of EZ-ID plates was estimated, by the State of CT, to be $5 per set. The cost to issue these to the 3.1M CT registrants was estimated to be $15,500,000 overall. This would be the cost if the plates were manufactured and issued all at the same time, which is not practical.

The legislation in MA was written for a 5 year roll-out, though an alternate 2 year roll-out has been suggested by the MA Registry if the funding is available. <u>If CT follows a 5 year roll out, there should not be any additional cost to the State, or to the public for the following reasons</u>:

<u>Turnover rate for license plates</u>- New plates are issued to approximately 10% of the public each year. Therefore, after about 5 years, half of the plates would be turned in over the normal course of time, leaving approximately 1.55M plates to still be issued. **So the cost estimate would effectively be reduced to $7,750,000**

New Revenues: Vanity and low number plates, plus specialty symbols-

The cost for the remaining 1.55M plates can be paid for through the sale of new optional plates. Many people are willing to spend more money for Vanity and low number license plates, plus for specialty symbols, which bring them added recognition or status, or to promote a personal or hobby interest.

There are lotteries held in various states, such as Massachusetts, to get low number plates when they are turned in, as they are such high demand. Massachusetts charges $75 per year for Vanity plates, but currently does not have an added charge for the low number plates once they are re-issued.

Once people see that symbols can also be used creatively for Vanity Plates, there will be increased demand, which CT can also charge fees for, similar to MA. Based on 3.1M registered vehicles in CT, every 1% increase in Vanity Plates would create $2,325,000 in additional new revenue each year. 2% would create $4,650,000, and so on. See below:

A) Vanity Plates: For every 1% increase : 3,100,000 X 1% = 31,000 X $75 = **$2,325,000/yr X 5 years = $11,625,000**

B) Low Number Plates: If a fee system in also adopted for new low number plates, this calculation is based on $20/yr (price to be determined by the State of CT), 1% increase: 3,100,000 X 1% = 31,000 X $20 = **$620,000/yr. X 5 years = $3,100,000**

C) Specialty Symbols: The states also have the option to have added fees to use certain symbols, such as the dollar sign ($) or musical note (♪). This calculation is based on $20/yr (price to be determined by the State of CT), 1% increase: 3,100,000 X 1% = 31,000 X $20 = **$620,000/yr X 5 years = $3,100,00**

A combined 1% increase in new CT revenues for A, B and C above = **$3,565,000/yr X 5 years = $17,825,000 in new revenues.**

Savings from lost revenues: A study showed that License Plate Reader Equipment (LPR) loses approximately 11.5% of a state's toll revenues. In Massachusetts, 2.5 million readings have to read manually by staff members. The EZ-ID plates will significantly reduce that "Leakage," as the EZ-ID plates can have larger fonts, plus the symbols are more prominent. The EZ-ID plates also add cross verification of the symbol. The LPR reads the symbol and the other plate characters, plus it also reads the stacked code, which then can be cross-referenced with the reading of the symbol itself, therefore providing cross verification of the symbol and symbol location.

Tremendous cost savings to society- The information above reflects the actual measurable costs and benefits in dollars and cents, of the EZ-ID plates. The far more significant cost savings to society in solving crimes…is truly immeasurable.

70% of all crime involves the usage of a motor vehicle: When the police arrive at a crime scene, the first question asked is "Did anyone get the license plate number?" It is so very rare for the public to identify and report this information in fact it is far less than 1% of the time, therefore any reduction in that staggering 70% statistic, saves millions of dollars in investigations.

There are savings in court costs, loss of property, loss of time and wages, insurances, and what is the savings in terms of human lives and suffering…what price can be put on these and the families that are destroyed?

Amber Alert: This country made a strong statement about the safety of our children, when millions of dollars were invested into the Amber Alert System, but that system is effectively useless if we cannot get the license plate information to post on these message boards. EZ-ID is the 1-2 punch with Amber Alert. By identifying the color and style of the vehicle, plus the symbol and symbol location, plus one alphanumeric…it reduces the search to about 1 in twelve vehicles! This will also act a deterrent to these criminals, when they know that all general issue license plates are easier to identify.

Win, win, win:
1) EZ-ID will be one of the most effective tools ever given to the public, even young children, to identify and report vehicles.
2) EZ-ID pays for itself and creates new ongoing revenues for the state(s)
3) EZ-ID saves millions of dollars in costs to society, and will save lives and human suffering.