

DEPARTMENT TRAFFIC COORDINATOR
COUNTER-TERRORISM AND SPECIAL OPERATIONS BUREAU

NOTICE
16.2

May 9, 2016

TO: All Commanding Officers

FROM: Department Traffic Coordinator, Counter-Terrorism and Special Operations Bureau

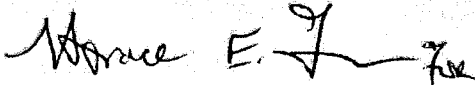
SUBJECT: ALTERNATIVE REGISTRATION PRODUCTS-PILOT PROGRAM

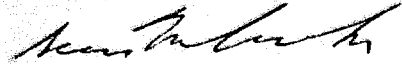
The State of California Department of Motor Vehicles (DMV) will be conducting a pilot program to evaluate the use of alternative registration products from approximately November 1, 2015, through December 31, 2016. During the pilot program, the following alternative registration products will be used:

- 1. Digital License Plate (DLP), in lieu of a rear license plate.**
The DLP will be on approximately 25 participating vehicles with primary usage in San Francisco, Marin, Sacramento, El Dorado, Napa, Alameda, Santa Clara, San Mateo, Contra Costa, Solano, Yolo, and Placer counties.
- 2. Vinyl License Plate Wrap (LPW), in lieu of a front license plate.**
The LPW will be on approximately 26 participating vehicles with primary usage in Orange, Riverside, and Los Angeles counties.
- 3. Electronic Registration Card (ERC), in lieu of a paper Registration Card.**
The ERC, which will be issued on a mobile application, will be used by approximately 31 participating vehicles with primary usage in Los Angeles and Ventura counties. A standard DMV issued paper Registration Card will be issued.

If you have any questions regarding this Notice, please contact Traffic Coordination Section, Emergency Operations Division, at (213) 486-0690.

APPROVED:


MICHAEL P. DOWNING, Deputy Chief
Department Traffic Coordinator
Counter-Terrorism and Special Operations Bureau


SEAN MALINOWSKI, Commander
Chief of Staff
Office of the Chief of Police

Attachment

DISTRIBUTION "B"



LAW ENFORCEMENT INFORMATION MEMO
MEMO: 16-05
SUBJECT: SB 806 ALTERNATIVE
REGISTRATION PRODUCTS
Memo Date: March 23, 2016
UPDATE

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Purpose

To provide updated information to law enforcement and parking and toll agencies regarding alternative registration products that are being used for a pilot program pursuant to Senate Bill (SB) 806. **This memo supersedes Memo 15-05 dated August 19, 2015.**

New Information

DMV is conducting a pilot program to evaluate the use of alternative registration products from approximately November 1, 2015, through December 31, 2016.

The alternative registration products being used during the pilot program are:

Digital License Plate (DLP) in lieu of a rear license plate:

- A DLP is an electronic replica of the rear license plate and registration sticker.
- A standard DMV issued front license plate will remain on the vehicle.
- The DLP will be on approximately 25 participating vehicles, phased in during the term of the pilot program with primary usage in San Francisco, *Marin*, Sacramento, *El Dorado*, *Napa*, Alameda, *Santa Clara*, *San Mateo*, *Contra Costa*, *Solano*, *Yolo*, and *Placer* counties.
- *Reviver Mx*, PG&E, and Kaiser Permanente fleets will be using the DLP.

Vinyl License Plate Wrap (LPW) in lieu of a front license plate:

- An LPW is a vinyl reproduction of a front license plate produced to fit and wrap onto the front bumper.
- A standard DMV issued rear license plate will remain on the vehicle.
- The LPW will be on approximately 26 participating vehicles with primary usage in Orange, Riverside, and Los Angeles counties.
- Grisword Industries, JR Grease Services, *Wildlife Control*, and Life Fleets will be using the LPW.

Electronic Registration Card (ERC) on a mobile application in lieu of a paper Registration Card:

- A standard DMV issued paper Registration Card will remain in the vehicle.
- The ERC will be used by approximately 31 participating vehicles with primary usage in Los Angeles and Ventura counties.
- Motor Vehicle Software Corporation will be using the ERC.

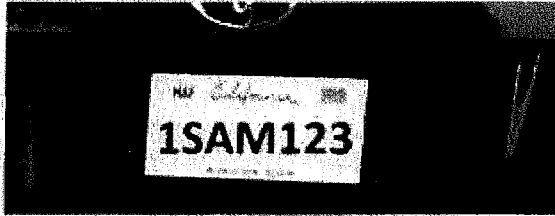
Contact

Questions regarding the information contained in this memo or changes to the e-mail distribution list may be directed to the Justice and Government Liaison Branch at (916) 657-7732 or via e-mail at jaglaw@dmv.ca.gov.

RICO RUBIONO, Deputy Director
Communication Programs Division

Attachment
Law Enforcement Memo: 16-05
SB 806 Alternative Registration Products

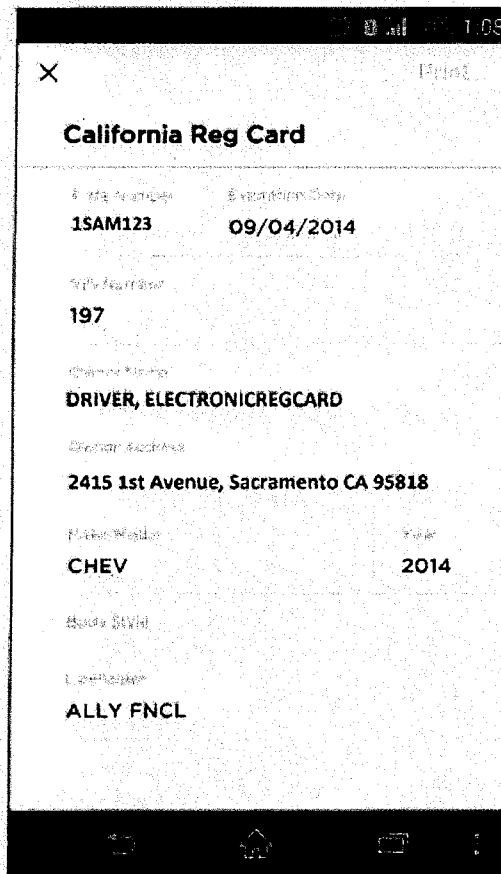
Rear Digital License Plate



Front Vinyl License Plate Wrap



Electronic Registration Card



**SB 806 Alternative Registration Products
Q&A**

Q: Can an Automatic License Plate Reader (ALPR) read the license plate on a Digital LicensePlate (DLP) and License Plate Wrap (LPW)?

A. An on road demonstration at a California Highway Patrol (CHP) facility was conducted and the DLP cannot be read by an ALPR at this time. However, the LPW can be read by the ALPR.

Q: When a fleet owner pays their registration renewal fee to DMV, will the DLP and Electronic Registration Card (ERC) be updated the same day?

A. No, there will be some lag time before the DLP/ERC is updated since no information technology interface will occur between the products and DMV's databases. DMV staff will provide registration updates to the vendor via a manual process.

Q: Will the DLP display advertisements?

A. When the vehicle is in use, the DLP is prohibited from displaying any form of advertising in addition to, or in lieu of, the license plate number. When the vehicle is legally parked, the DLP may display content and images that have been pre-approved by the DMV and CHP.

Q: Is an ERC similar to using an electronic insurance card?

A. Yes, they are similar in that the ERC will be downloaded on the pilot participant's smart phone/electronic device and be shown to law enforcement entities as proof of registration the way that an electronic insurance card is shown for proof of insurance.

Q: What data will display on the ERC?

A. The following data elements will be displayed on the ERC:
Issuing Agency, Plate Number, Expiration Date, Vehicle Year, Vehicle Make, Vehicle Model, Vehicle Body Style, Vehicle Identification Number, Registrant name and address, and, if applicable, Legal Owner.

Q: Could geographic areas not identified by the fleets still see the alternative registration products used in different areas?

A. Yes, the vehicles with the alternative registration products will not be restricted on where they can drive.

Q: Is there a way for law enforcement to know the product is approved for pilot participation?

A. Yes, the volunteer pilot participants will be issued a letter of pilot participation for each vehicle which will identify the alternative product they are approved to use.

Q: What happens if the DLP/LPW is damaged or stolen?

A. Pilot participants will retain their DMV issued license plates during the pilot so that in the event of loss, theft, or damage, the standard DMV issued plates can be placed back on the vehicle immediately.

Q: What happens if the ERC is not accessible?

A. Pilot participants will retain their standard DMV issued registration card in their vehicle at all times in case there is an inability to access the ERC.