

move

DANGEROUS MIXTURE



With a focus on reciprocity, the revised guidelines for ignition interlock systems will help keep impaired motorists from driving

ALSO IN THIS ISSUE

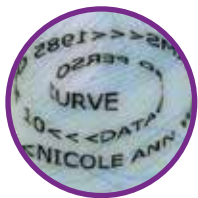
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Combating the fraudulent use of disability placards and plates

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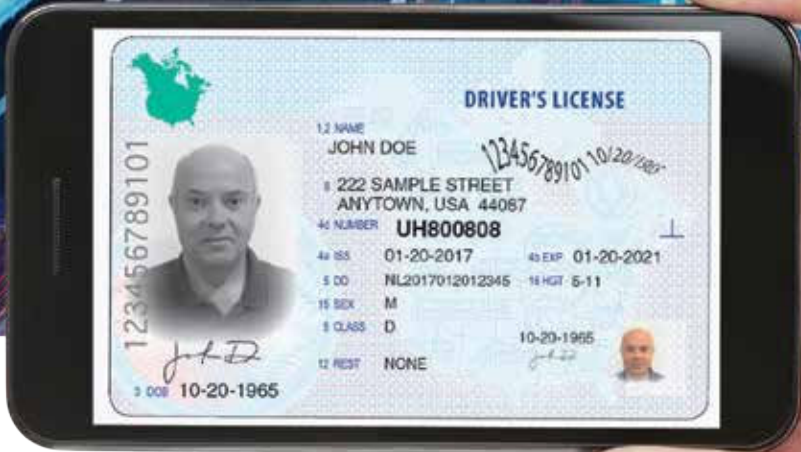


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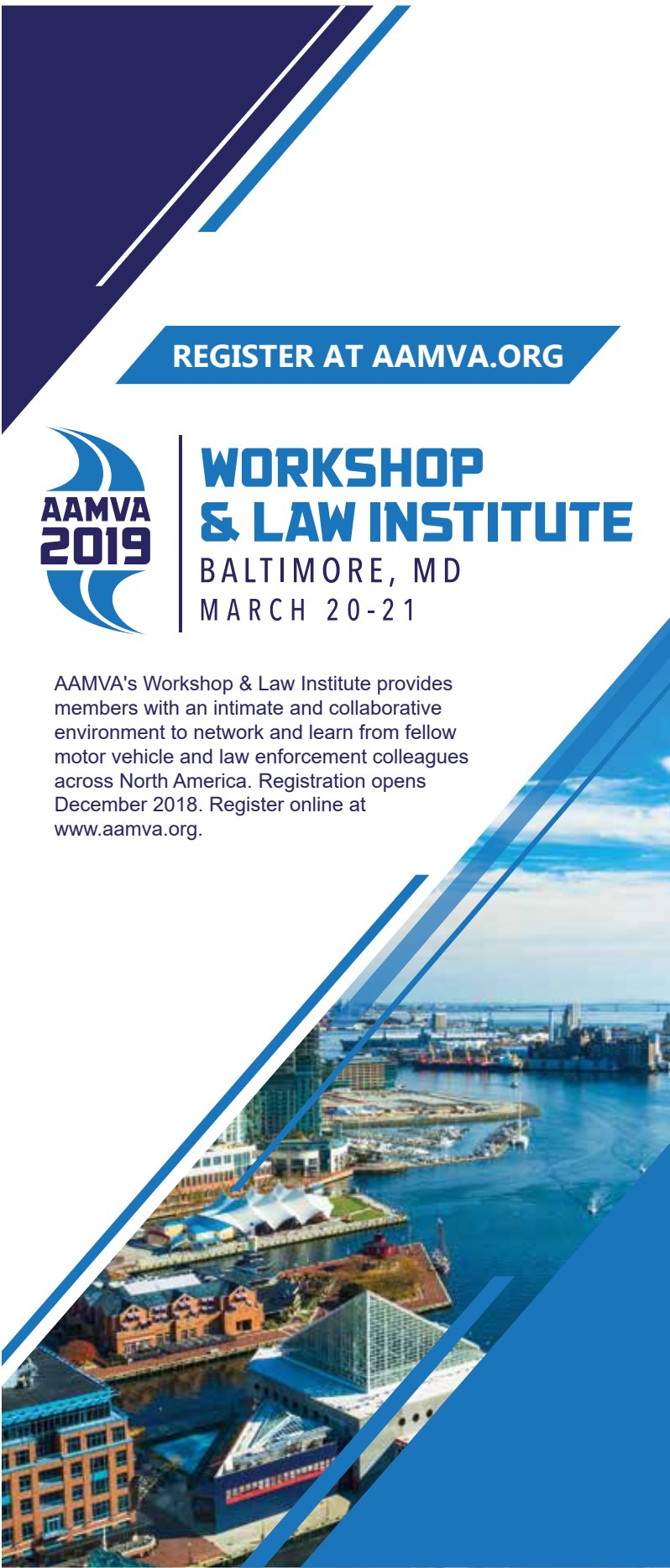
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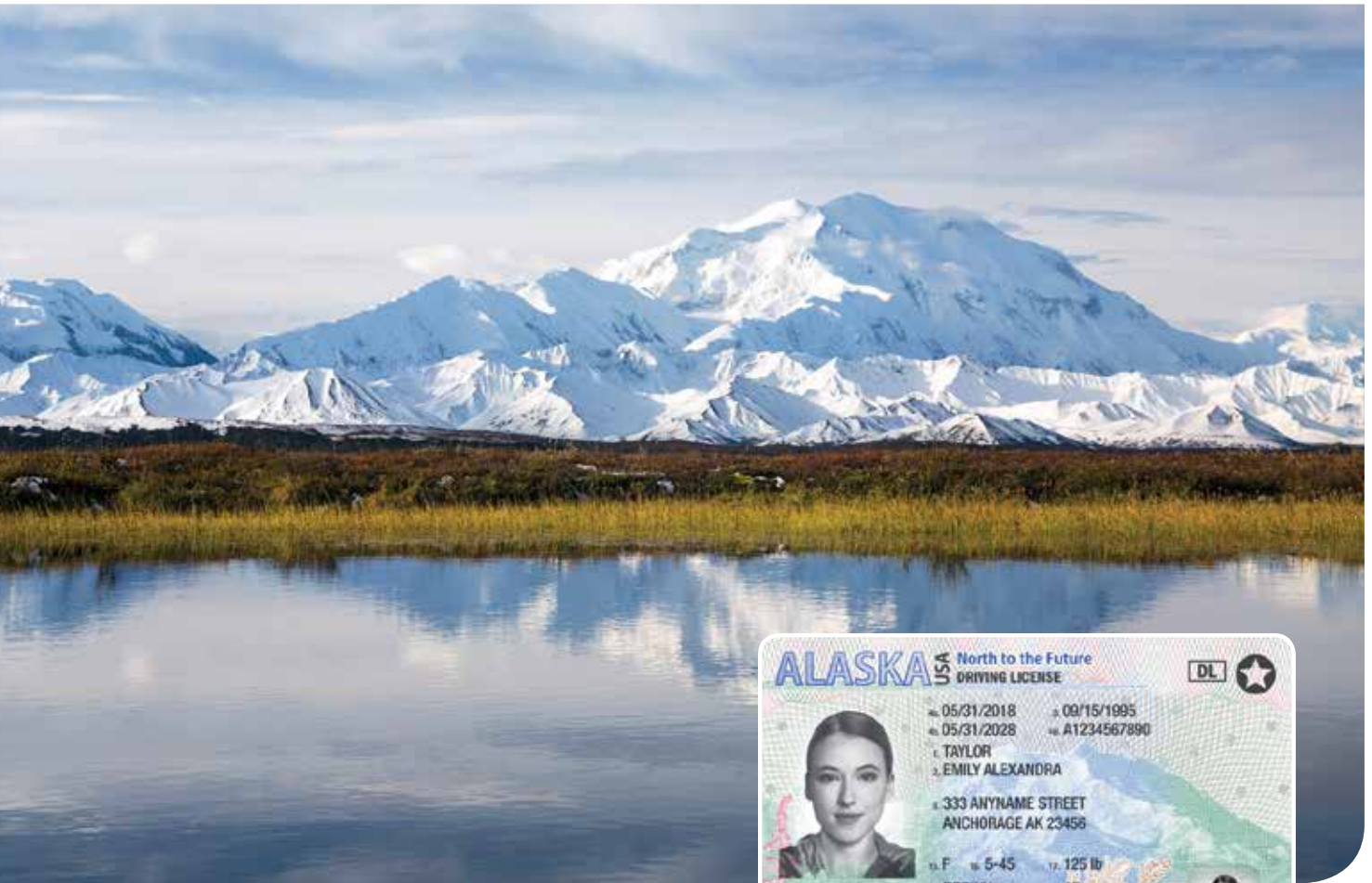
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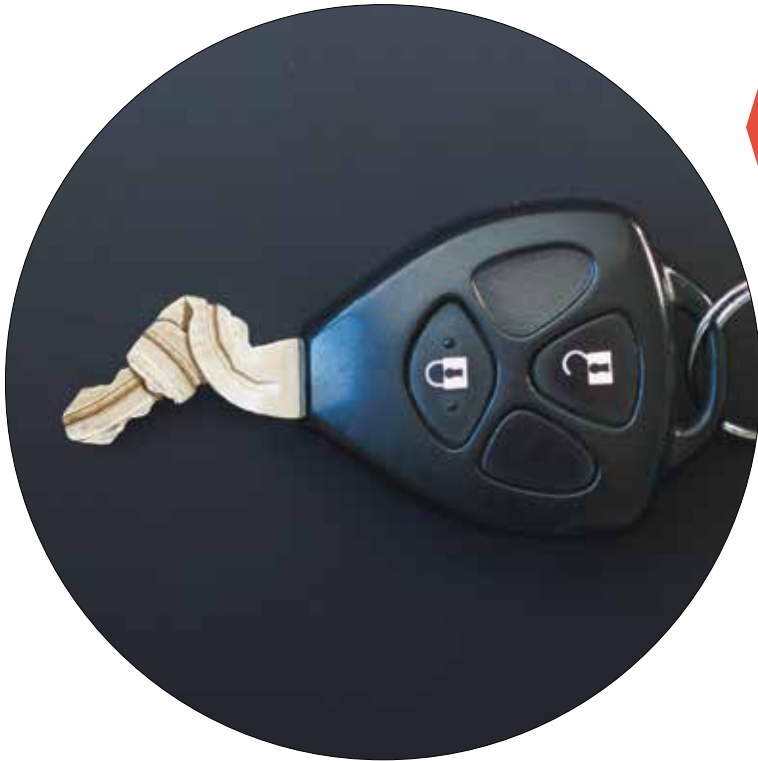


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gemalto
security to be free



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LOADED & LOCKED

The recently released *Ignition Interlock Program Best Practices Guide* tackles reciprocity in a comprehensive update

BY ANDREW CONNER

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GAMING THE SYSTEM

Working to reduce the fraudulent use of disability placards and plates

BY MYRNA TRAYLOR



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AAMVA CROSSWORD

Test your wits and motor vehicle knowledge



BEHIND THE WHEEL

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ONLINE EXCLUSIVES

Don't forget to visit MOVEmag.org to read the latest web exclusives.



BEHIND THE WHEEL: EXTENDED EDITION

Visit MOVEMAG.ORG to read the full-length interview with FMCSA Administrator Raymond Martinez, which includes a discussion of the issues he is most passionate about, what keeps him up at night and more.

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Human Touch

POSITIVE GOVERNMENT SERVICE THROUGH COMPASSION

When it comes to how we serve others, we live in a small world. Someone you helped many years ago may cross your path again—how you interacted back then matters. This fact is a hallmark of the AAMVA community, framed by the fact that our members touch every individual in your jurisdiction—rich or poor, young or old, famous or infamous.

At some point, everyone will enter your front door to get a driver's license, an identification (ID) card, a vehicle registration, an auto dealer's license, pay a traffic ticket or to sort out an issue surrounding one of those basic services. Even if you don't work directly for the credential-issuing, traffic enforcement or adjudicating agency, your work touches someone who does. Understanding this, let's begin the day with the questions: How can I help today? Who can I help today?

Sometimes, even the most routine transactions become personal and feel like an infringement to the customer, or an impediment to the person who's supposed to benefit. People do not always understand or want to be accountable for the rules of whatever privilege they have received through your agency. And that's when other strategies, like investigations, penalties or incentives, are used to leverage a change in a person's behavior for the better.

The rules or restrictions in one jurisdiction may differ so much that confusion over which rule applies may lead to a safety or compliance matter slipping through the cracks. When that happens, the products and services designed to protect consumers and drivers don't work. This is when the AAMVA community is in its element. Whether at an AAMVA meeting, on a working group or in an informal networking session, the AAMVA community continuously seeks new ways to improve the effectiveness and efficiency

of its work to improve the overall safety and well-being of others.

Two such developments are highlighted in this issue of *MOVE* magazine—ignition interlock systems and disability placards and plates. The first article highlights how a critical intervention tool in the fight against drunk driving may not be carried over when a person gets licenses in a different jurisdiction. The work of AAMVA members to find ways to improve reciprocity and standardization of interlock practices and restrictions will improve how this important safety tool transfers across jurisdiction borders.

As for the misuse of disabled plates and placards, fraudsters have taken full advantage of the sensitivity and ubiquity of this product, stymying efforts to prevent misuse. By coming together with advocacy groups and federal partners, AAMVA jurisdictions have identified best practices to improve the overall effectiveness of this DMV service that is so critical to the mobility of those who legitimately apply for and hold these credentials.

Ours is a people business. Each transaction involves someone's mobility, someone else's safety, or even someone's outlook on government service. The most routine transactions include a human touch, and when we remember the humanity in our work,

positive government service happens. It's at the heart of what we do and allows us at the end of each day to reflect: "Who and how did I help today?" **m**



When we remember the humanity in our work, positive government service happens.



Anne Ferro
AAMVA President
and CEO

2019 AWARDS PROGRAM

CALL FOR ENTRIES!

Don't miss this opportunity to be recognized for the great work your jurisdiction does every day. Improving day-to-day business, reaching out to the community, and saving lives. The AAMVA Awards Program recognizes members of the motor vehicle and law enforcement community by honoring individuals, teams, and organizations who have committed their time and resources to:

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January 4, 2019

CATEGORIES:

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CONSUMER EDUCATION
(PACE) AWARDS**

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**IDEC OUTSTANDING
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*Safe drivers
Safe vehicles
Secure identities
Saving lives!*



1



3



4



2

1 Ben Franklin welcomes the crowd to Philadelphia. 2 The exhibit hall 3 Presentation of colors 4 Attendees at the 2018 AIC 5 Anne Ferro, Georgia Steele, Rhonda Lahm and Leslie Richards at the Women in Highway Safety Leadership panel discussion.

 events

Meeting of Minds

HIGHLIGHTS FROM THE 2018 ANNUAL INTERNATIONAL CONFERENCE

AAMVA's 2018 Annual International Conference (AIC) was a huge success, August 20–23, in Philadelphia, Pennsylvania. With the help of Ben Franklin himself, AAMVA's immediate past Chair of the Board Kurt Myers and the Pennsylvania Department of Transportation welcomed over 800 attendees to the City of Brotherly Love for three days of engaging sessions and fun networking events. From

customer service innovations and change management to a panel discussion on women in highway safety, this year's AIC provided a wealth of information for attendees to take back home.

HONORING A LIFETIME OF SERVICE
Scott Stokes, Chief Deputy at the Idaho Transportation Department, Division of Motor Vehicles, and Captain Tom Fields, Law Enforcement



 musings

{THIS MONTH'S QUESTION}

HOW WAS YOUR FIRST AIC EXPERIENCE?

Kecia Bivins, Division Director, Field Operations Division, Georgia Department of Driver Services

Although I've been active in AAMVA for several years, this was my first experience attending AIC. I returned to Atlanta with a wealth of information, relevant resources and a stronger network. It was comforting to interact with professionals who share the same passion about driver/highway safety. I have already reached out to D.C. regarding its award-winning "Don't Renew Before It's Due" Campaign. One of my favorite sessions was the Women in Highway Safety Leadership Panel. It was very inspiring to hear from amazing women who have overcome obstacles and prevailed. The panelists were very candid in discussing their professional journeys. I left that session with a renewed sense of determination and motivation. AIC was truly an immersive experience and I plan on attending next year's conference!

Wendy Doyle, Executive Director, Office of Traffic Safety, Alberta Transportation

This was my first AIC so didn't really know what to expect. I thought the app was great. I used it the whole time. My favorite memory from AIC was the banquet. I thought it was really well done.

Stacey M. Chandler, Management Analyst II, Maine Bureau of Motor Vehicles

This was my first AIC. The conference left me with a sense of community, teamwork and pride that was palpable. To be part of a network full of people striving to make our roads, drivers and vehicles safer is something I can wrap my heart around. As a relative newbie to the world of motor vehicles, it can, at times, feel overwhelming to find my place when I'm surrounded by so many people who've been in the industry for decades. I'm very fortunate to work for the best leader (Patty Morneau rocks!), but at times I still feel like the new kid on the block among my peers. This conference brought all the pieces of my past and present together for me and provided tons of resources to be successful going forward.

Liaison with the Vermont Governor's Highway Safety Program, were both honored with the Lifetime Achievement in Highway Safety Award at the 2018 AIC. Stokes was the recipient of the award in the motor vehicle administration category, and Captain Fields was the recipient in the law enforcement category.

The award recognizes their commitment to and accomplishments in highway safety over the course of their careers.

Stokes' commitment to saving lives and reducing injuries is making a real difference in Idaho. During his 25-year career at the Idaho Transportation Department, he witnessed how engineering decisions and operational procedures impact highway safety. As a father, community leader and engineer, he has seen how media campaigns impact driver behavior. Stokes' passion is linking how engineering and operating ►



⑥ Scott Stokes receives the 2018 Lifetime Achievement in Highway Safety Award – Motor Vehicle Administration Category from Kurt Myers and Anne Ferro ⑦ Christine Nizer receives the Chair’s Award of Excellence from Kurt Myers ⑧ Captain Tom Fields receives the 2018 Lifetime Achievement in Highway Safety Award – Law Enforcement Category from Kurt Myers and Anne Ferro ⑨ Jeff Tobe speaks on Optimizing the Customer Experience ⑩ The exhibit hall

decisions influence driver behavior and how driver behavior should influence engineering and operations. He has made safety a strategic goal and a major factor in the department’s performance measures and performance plans, implemented innovative approaches to both engineer safety and influence driver behavior, and identified and focused on problem areas and behaviors through a nationally recognized highway safety plan. Through his efforts, Idaho has seen the lowest number of fatalities on the road in more than 50 years.

Captain Fields has devoted his long career to keeping Vermont’s roadways safe. He has distinguished himself by developing innovative programs designed to improve traffic safety. In addition to his enforcement activities, he pursued research and consultation with law enforcement agencies nationwide, and developed a design for a mobile breath-testing vehicle specifically constructed for use in Vermont. In addition,

he supervised and managed a substantial grant from the Governor’s Highway Safety Program (GHSP) for an innovative program, Safety Through Occupant Protection. This initiative was for the specific purpose of conducting saturation patrols to enforce Vermont’s seatbelt and child passenger safety seat laws. Captain Fields managed the yearly Law Enforcement Challenge Program, inspiring Vermont’s law enforcement agencies to increase the participation in high visibility enforcement campaigns and improve the effectiveness of the programs. He supports the Drug Recognition Expert and ARIDE programs. He is a member of the Strategic Highway Safety Planning Committee, and actively participates in the Vermont Highway Safety Alliance, a partnership of over 50 public and private entities that work toward the mission of zero deaths on highways. He is a leader in his profession, participating in, and presenting for, highway safety initiatives throughout the country. **m**



Save the Space

CALIFORNIA DMV INVESTIGATORS TEAM UP WITH PUBLIC RELATIONS TO TACKLE DISABILITY PLACARD MISUSE



In March 2017, the California DMV (CA DMV) Office of Public Affairs launched a campaign titled “Save the Space” to address the widespread misuse of disability placards by able-bodied citizens.

But raising awareness and educating the public is only one part of the EWE strategy—educate, warn, enforce. In collaboration with local officials, CA DMV investigators lead plainclothes operations at high-incident locations to issue warnings and enforce the law.

From those enforcement operations, Tom Wilson, CA DMV Chief of Investigations, says, “We’ve had some great numbers, but each time we go out, we’re finding a whole new set of violators who either didn’t get the message or chose not to heed it anyway.”

“Without public awareness, enforcement is just another ticket that people turn their backs on,” explains Jaime Garza, CA DMV Office of Public Affairs Spokesperson. “If you don’t educate the public about what is right and what is wrong, you can enforce all day long, but you’re not going to change habits, you’re not going to change behaviors.”

Through its outreach efforts, the office of public affairs contacts local television, radio and newspaper reporters in advance of an enforcement operation to shadow investigators. The topic is also discussed on live TV and radio programs. News releases are sent out each month with the citation numbers. And a robust social media program includes YouTube testimonial videos to drive home the message. “If you want enforcement to be successful, people need to talk about the issues so they are aware,” says Garza.

The CA DMV also created an email address specifically for reporting suspected fraud. Engaging the public and providing a mechanism for reporting issues gives the investigation teams new leads to pursue. In conjunction with the “Save the Space” campaign, which includes the email address ▶



DMV Investigations Supervisor Carlos Moreno verifies a disabled person parking placard during an enforcement operation in San Diego, California.



DMV Supervising Investigator Wendy Espinoza answers questions from Bay Area media during an enforcement operation in San Jose, California.

in its messaging, local police, business owners and concerned citizens have contacted CA DMV for assistance.

To further its public outreach efforts, there is a media section on dmv.ca.gov that has downloadable brochures, posters and videos in both English and Spanish. “We wanted to make sure everything was accessible to the public so that business owners could print out their own posters and hang them in their windows,” Garza says. “And a television station in each major market throughout California has agreed to run our PSAs. We have partners in the media who also believe this is an important issue.”

“We also reached out to the universities,” Wilson says. “There’s a huge issue there because in California, students don’t

“If you don’t educate the public about what is right and what is wrong, you can enforce all day long but you’re not going to change habits, you’re not going to change behaviors.”

JAIME GARZA
CA DMV Office of Public Affairs
Spokesperson.

have to pay for a [parking] permit if they have a disability placard.” The CA DMV also contacted parking enforcement authorities across the state. Disability placard misuse was identified to be a problem everywhere, but local authorities aren’t able to do as much about the problem as they would like because of a lack of resources, Wilson explains. “We are able to supplement their efforts and bring in a team to assist those three or four local authorities for an operation.”

California has over 240 DMV investigators. Depending on the location of an operation, traffic enforcement officers and bicycle patrol officers are enlisted as well as parking enforcement authorities. “Each one of our staff members is trained to understand the process, the laws and how to determine if the placard

matches the person in possession,” Wilson says. “We’re not there to determine what the disability is, or whether the disability meets the criteria; we’re there to determine if the process was followed and if the person to whom the disability placard was issued is somewhere nearby.”

“My dry cleaner put up one of our posters in her store window,” Garza says. “After doing so, she noticed people routinely pull into the disabled parking spot, look up at the poster, and then immediately pull out of the spot.”

At the end of the day, human resources are always limited. But through strategic coordination across multiple media channels and by empowering the public to help tackle the issue, the CA DMV is making strides to stem the tide of disability placard misuse. **m**

PERFORMANCE RESULTS

The California Department of Motor Vehicles tracks metrics and analyzes the components of its outreach and enforcement efforts. The information below is excerpted from a report earlier this year.



CAMPAIGN	DETAILS	EFFECTIVENESS
SOCIAL MEDIA - OVERALL MESSAGING	During the month of March 2018, the DMV strategically placed daily posts on Facebook and Twitter. These included public service announcements, downloadable posters and brochures, video testimonials, photographs of business owners and law enforcement personnel urging the public to “Save the Space,” news releases on enforcement operations and links to news stories about those efforts.	150,147 people reached on Facebook Twitter recorded 148,516 impressions
ENFORCEMENT OPERATIONS	CA DMV launched Phase I of its disabled person parking placard campaign in March 2017 with a series of enforcement operations throughout the state.	377 newspaper articles 5.9 million households reached by television Total advertising equivalency of over \$3 million
TESTIMONIAL VIDEOS	A series of short testimonial videos featuring five individuals with disabilities and three CA DMV representatives were posted on Facebook and Twitter accounts.	17,539 people reached on Facebook Twitter recorded 15,165 impressions
POSTERS	The “Need a Written Reminder” and “Save the Space” posters were distributed to all CA DMV field, driver safety and investigations offices, as well as commercial driver centers. They were also featured during the March 2018 CA DMV social media blitz and made available for download from dmv.ca.gov .	The “Save the Space” poster reached 73,313 people on social media
NEWS RELEASES	News releases are disseminated monthly to provide results from statewide enforcement actions that take place during each month. A total of 31 news releases were distributed between March 1, 2017 and April 1, 2018.	51,445 people reached on Facebook Twitter recorded 28,060 impressions
PUBLIC SERVICE ANNOUNCEMENT	A 30-second public service announcement, produced by CA DMV staff, received free airtime on at least 10 identified California television stations. The video was provided in November 2017 and remains in circulation.	PSAs were broadcast more than 665 times 28,562 people reached on Facebook

Skip the Trip

CITIZEN-CENTRIC WEBSITE DESIGN OFFERS ARKANSANS EASY ACCESS TO NEW ONLINE SERVICES



Consumers today can place an online order in the morning for a same-day evening delivery. Convenience has become an expectation.

To better serve its customers, the Arkansas Department of Finance and Administration (AR DFA) set out on a mission to provide as many services as possible online. It tasked its industry partner, NIC, through its local subsidiary, the Information Network of Arkansas (INA), to create a website portal for this purpose.

In 2017, Arkansas registered 643,000 passenger vehicles at revenue offices and served more than 2 million customers. By making services available online, AR DFA hopes to eliminate hundreds of thousands of visits to revenue offices. Scott Hardin,

spokesperson for the AR DFA, says, "If half of those transactions were conducted online, that would save Arkansans collectively more than 36 years in total time."

Although many of the 23 online service hubs were not built by nor are maintained by INA, creating a website portal to access them all was a unique challenge. "We've built a site that connects all the different services across the entire ecosystem," says Bob Sanders, general manager of INA. "The focus is on making it easy for the citizen."

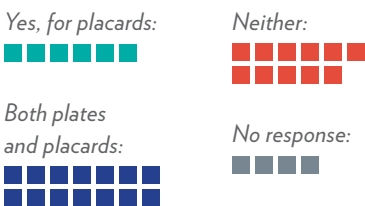
dashboard

DISABILITY PLACARDS BY AAMVA'S DATA LADY, JANICE DLUZYNSKI

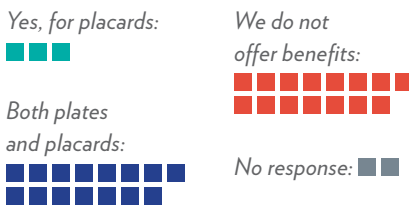
Here are the results from the most recent jurisdiction survey related to placards. Full details, including additional questions, can be found at AAMVA.ORG/SURVEY/USER/SEARCH.ASPX. At this link you can also find three other surveys related to disability placards: Fee for Replacement Placards, Disabled Parking Placards and Handicap Permits/Placards.

DISABILITY PLACARD/PLATE WORKING GROUP SURVEY [35 RESPONSES]

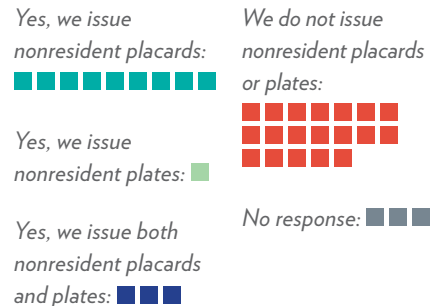
DOES YOUR JURISDICTION PROVIDE AN IDENTIFICATION DOCUMENT TO ANYONE OBTAINING A DISABILITY PLACARD OR PLATE?



DOES YOUR JURISDICTION OFFER BENEFITS TO ANYONE WITH A DISABILITY PLACARD OR PLATE, E.G., FREE OR REDUCED PARKING OR EXTENDED PARKING TIME?



DOES YOUR JURISDICTION ISSUE DISABLED PLACARDS OR PLATES TO NONRESIDENTS?



When the new web portal launched in March 2017, AR DFA and INA then had to get the word out. Hardin cites a survey that asked people where they least like standing in line. The DMV was one of the top three responses. Riffing off of this sentiment, INA came up with a social media campaign that uses memes with the text “I’d rather... [activity]...than visit the DMV.” And then the text is overlaid on images of people visiting the dentist or cleaning a toilet, for example.

“We’re grateful that, in addition to the IT work they do, INA has some very sharp, creative minds,” Hardin says. “The ‘I’d rather’ [outreach program] has been a successful marketing campaign.”

For those customers who haven’t heard about the website yet and amble into a revenue office for a now-available online service, INA has set up touch-screen kiosks to save time as well. “Nearly 50 percent of people who walk into a revenue office use a kiosk, so they’re very effective,” says Sanders.

Distilling government language down to simple terms that everyone can understand, designing an intuitive website navigation interface and using creative social media campaigns to get the word out have made the partnership between AR DFA and INA a great success. **m**

DOES YOUR JURISDICTION REQUIRE SUPPORTING DOCUMENTATION FROM A MEDICAL PROFESSIONAL TO CERTIFY THE DISABILITY?



No response: 

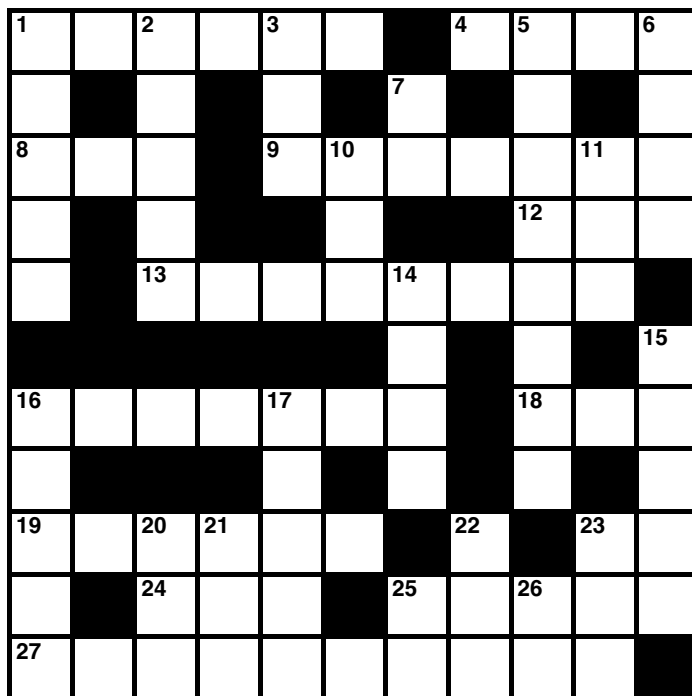



55% of site visitors are mobile users (phone and tablet)

Register New Vehicle: 29,020 CLICKS (25% of all site clicks)

Please visit AAMVA’s website to view the new best practice, *Persons with Disabilities Placards and License Plates: Best Practices in Deterring and Detecting Fraud and Misuse*. All best practices can be found at aamva.org/best-practices-and-model-legislation.

crossword

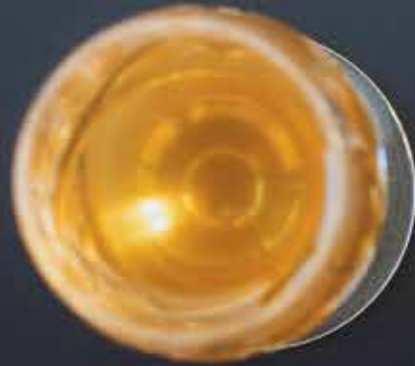
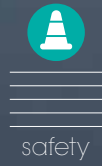


ACROSS

- 1 The B in BAIID
- 4 Penalty for speeding offenses
- 8 Serious driving offense that will then require installation of ignition interlock device
- 9 Insignificantly small
- 12 Mandatory for drivers, abbr.
- 13 Temperance
- 16 Sign issued to a person with a permanent disability
- 18 Yours and mine
- 19 Essential display items for legal driving
- 23 French, of the
- 24 Restriction
- 25 Speedy
- 27 Habitual relapse into criminal behavior

DOWN

- 1 Officer’s identification
- 2 Ways off a freeway
- 3 More than ___ thousand people a year die from alcohol-related crashes
- 5 It can be locked in the case of an impaired driver
- 6 Long sinous swimmers
- 7 Afternoon time
- 10 Rower’s requirement
- 11 Whatever you want
- 14 Major auto race, briefly
- 15 This crime in relation to disability placards causes serious parking problems in cities
- 16 Dissertation
- 17 Revise
- 20 Fundamental start
- 21 ___ chi
- 22 Spring month en Francais
- 23 Reduce brightness
- 25 Motorhome
- 26 Letter addition



LOADED

THE RECENTLY RELEASED IGNITION INTERLOCK PROGRAM BEST PRACTICES



LOCKED

GUIDE *TACKLES RECIPROCITY IN A COMPREHENSIVE UPDATE* ▶

BY ANDREW CONNER



safety



Despite increased awareness and increasingly stringent legislation, alcohol-related vehicle fatalities are still an epidemic in the U.S. and Canada. In the U.S., more than 10,000 people die in alcohol-related crashes every year, which means there is a fatality attributable to impaired driving every 50 minutes.

One important tool used to fight this epidemic is the ignition interlock device. Development of a device that stops motorists from starting their vehicle if they have been drinking was conceptualized as early as the 1960s, and the first successful device was created in 1972. In the ensuing decades, the technology has improved, and today ignition interlock legislation exists in all 50 states. Since 2006, it is estimated the devices have prevented 2.3 million alcohol-impaired driving attempts, saving countless lives.


In the U.S., more than **10,000** people die in alcohol-related crashes every year, which means there is a fatality attributable to impaired driving every 50 minutes.

However, until just a few years ago, there was very little guidance for jurisdictions to create or enhance an ignition interlock program. In 2013, NHTSA published a model guideline and two years later AAMVA released the *Ignition Interlock Program Best Practices Guide*. While both of these resources provided much-needed information and recommendations, the world of ignition interlock programs changes rapidly. In 2018 AAMVA formed a new working group to update the 2015 guide.

The result is an enhanced *Ignition Interlock Program Best Practices Guide*, released this September, expanding on the original best practice recommendations while diving deeper into some of the key issues, including, most importantly, jurisdiction-to-jurisdiction reciprocity.

CROSSING BORDERS

Addressing how ignition interlock programs should operate when drivers cross jurisdictional lines was the



biggest issue for the 2018 Working Group.

“That was the driving force behind the need to update the guide from 2015 to 2018,” says Angela Coleman, Director of the Virginia Alcohol Safety Action Plan and chair of the 2018 AAMVA Interlock Ignition Working Group. “Two issues were at the forefront of this increasing need for reciprocity: People are more ambulatory—they live and work in different jurisdictions than they were convicted in—and more jurisdictions are instituting all-offender [and other] laws. Some of these new laws are complex.”

While most jurisdictions, including 32 states and Washington, D.C., require ignition interlock devices for all offenders, other states’ programs vary and can include:

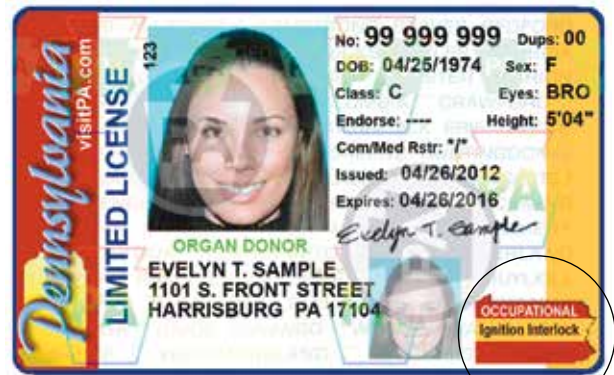
- Devices required for high blood-alcohol content first offenders and repeat offenders
- For repeat offenders only
- At judicial discretion
- Or other hybrid programs

This makes for a complex administrative issue, as

“In one of my states, I had a particular customer who had a requirement in one state, but they wanted to move to another state that didn’t have that. So we sent the equipment to a local installer and trained them over the phone on how to install it ... which allowed that person to have a job in another state while still meeting the requirements of the authority that placed the restriction in the first place.”

DEBRA COFFEY

Vice President of Government Affairs for Smart Start Inc.



TO A “T”

Being able to clearly tell if a driver has an ignition interlock device restriction on his or her license is essential for licensing authorities and law enforcement. To address this issue, AAMVA adopted the “T” restriction code for driver’s licenses in 2018, and recommends its use in Best Practice Recommendation 5.1 in the *Ignition Interlock Program Best Practices Guide*. The restriction is expected to be released to CDLIS systems in the near future.

Jurisdictions that adopt the “T” license restriction code may still include other indicators of ignition interlock requirements.

neighboring jurisdictions may have significantly different requirements.

Coleman explains that the ideal version of reciprocity aligns with AAMVA’s “one driver, one license, one record” goal for the future of motor vehicle administration and driver licensing in general. With one record for each driver that could be easily transferred across jurisdictions, keeping track of restrictions like ignition interlock devices becomes much easier. This year, a big step will be made in that direction with the addition of a “T” restriction code that refers these devices to the Commercial Driver’s License Information System (CDLIS), allowing it to appear on driver’s licenses (see sidebar).

“In [Chapter 7 of] the best practices guide, we recommend the development of hybrid solutions,” says Coleman. “For example, if there is flexibility in a state’s program, but a neighboring state is more ▶



safety

stringent, we defer to the state that has the most stringent requirement.”

Manufacturers also play an important role when it comes to drivers who are crossing state lines, because they have to be ready to meet the needs of multiple jurisdictions. Debra Coffey, Vice President of Government Affairs for Smart Start Inc. and part of the Coalition of Ignition Interlock Manufacturers, explains that manufacturer flexibility supports better reciprocity.

“For example, in one of my states, I had a particular customer who had a requirement in one state, but they wanted to move to another state that didn’t have that,” she says. “So we sent the equipment to a local installer and trained them over the phone on how to install it and what to do, which allowed that person to be able to have a job in another state while still meeting the requirements of the authority that placed the restriction in the first place.”



Some ignition interlock devices from Lifesaver (top) incorporate a windshield-mounted camera. Smart Start’s S.M.A.R.T. Mobile device (above) includes a built-in camera with facial recognition technology.

KEEPING UP

In addition to aiding reciprocity, manufacturers have also been pushing ignition interlock technology forward. From adding cameras to confirm the person blowing into the device is also the one driving it, to real-time GPS tracking of potentially impaired drivers, safeguards against offending drivers are only getting stronger.

As this technology advances, more education about its capabilities is needed, for both administrators implementing it and law enforcement officers who will interact with it on a daily basis. Steven Watkins, former Director of the License and Theft Bureau at the North Carolina Division of Motor Vehicles (now serving as Director of the Training and Development Unit) and member of the Working Group, notes that staying abreast of changes to ignition interlock technology is not only important for officers performing their jobs, but it’s also a safety issue.

“I’m focused on my end on identifying information that will help law enforcement officers do their jobs and also keep them safe; so when they see the device, they know what it is,” he says.

Watkins says most officers are knowledgeable about the devices—it’s a part of standard training—but as new devices are tested and implemented every day, it is a challenge to keep up with the most current technology. To help address this, AAMVA will release a training video covering law enforcement roadside interactions with ignition interlock equipped vehicles and drivers with ignition interlock license restrictions by the end of 2018.

LOOKING FORWARD

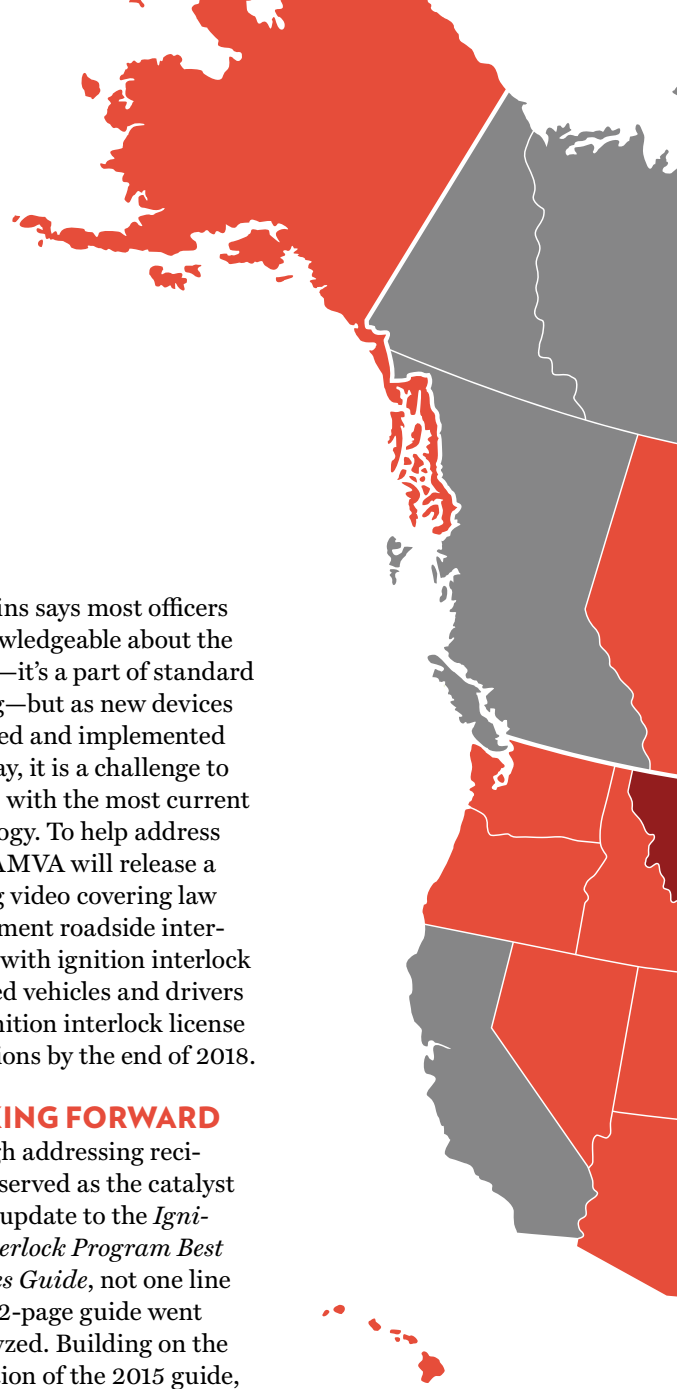
Although addressing reciprocity served as the catalyst for this update to the *Ignition Interlock Program Best Practices Guide*, not one line of the 62-page guide went unanalyzed. Building on the foundation of the 2015 guide, the Working Group examined lessons learned and brought that new knowledge to the 2018 version.

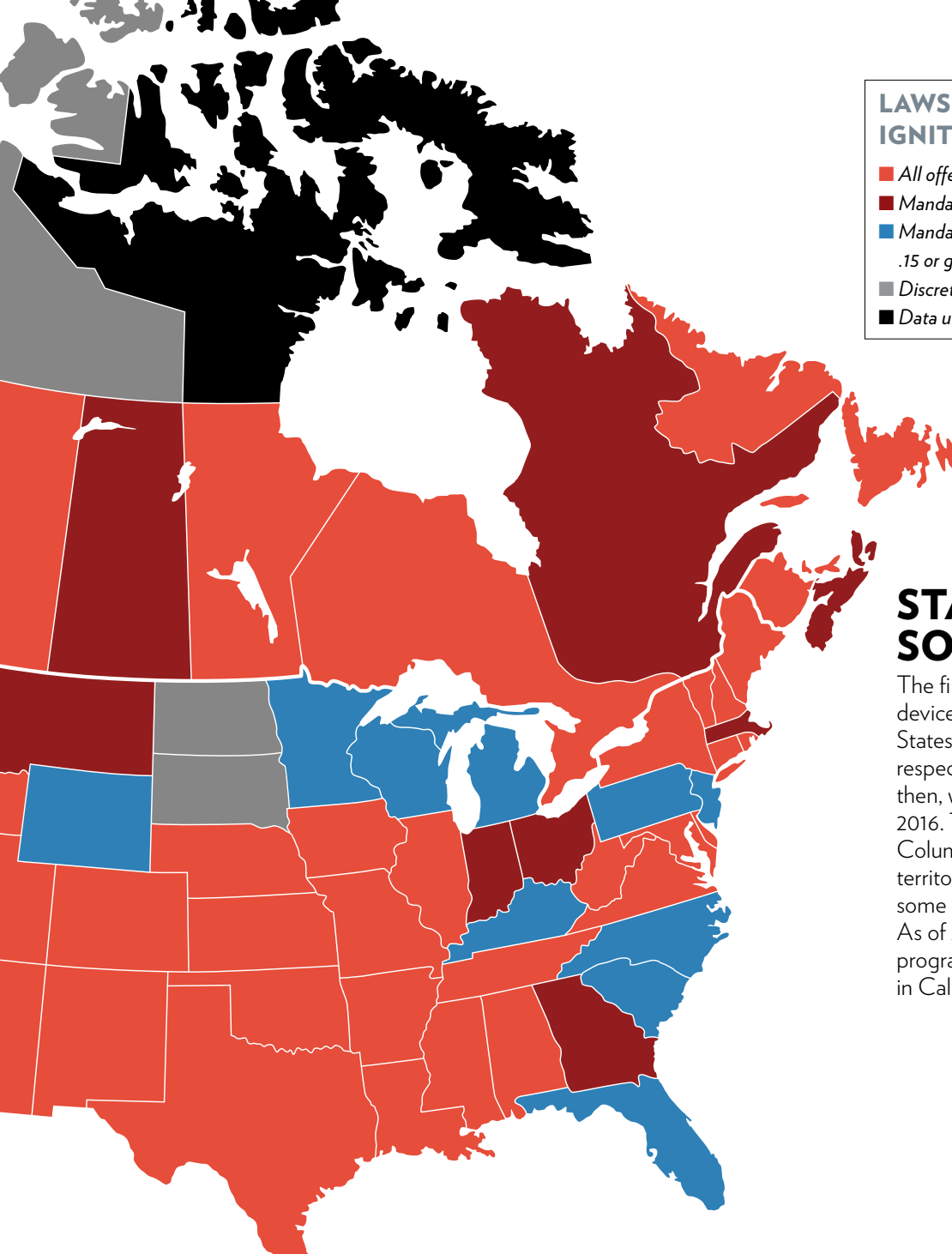
“The beauty of this best practice guide is that it’s written on multiple levels,” says Coleman. “If you are a startup program there is basic conceptual information, and if you’re looking for ways to enhance your program, we provided those examples.”

Recommendations run the gamut from basics that could be overlooked, such

as recording alcohol-related events or having a vendor monitoring system, to more complex practices such as integrating an ignition interlock program with substance abuse education and treatment.

From the manufacturer’s perspective, Coffey emphasized additions to the information regarding regulator standards and manufacturer oversight.





LAWS MANDATING ALCOHOL IGNITION INTERLOCK ORDERS

- All offenders
- Mandatory for all repeat offenders
- Mandatory for all first offenders with a BAC of .15 or greater (unless BAC is noted differently)
- Discretionary or optional law
- Data unavailable

Source: Insurance Institute for Highway Safety, MADD and LifeSafer of Canada

STATES OF SOBRIETY

The first mandatory ignition interlock devices were introduced in the United States and Canada in 1985 and 1990, respectively. Their use has exploded since then, with 337,030 of the devices in use in 2016. Today, all 50 states, the District of Columbia, most Canadian provinces and territories, and many other countries have some form of ignition interlock legislation. As of August 2018, an all-offender pilot program was running in four counties in California.

“Since the previous version, NHTSA has published new model specifications for interlock devices, including new requirements and technical standards,” says Coffey. “We also had new recommendations about independent laboratory testing and the management of accreditation.”

While he feels that the best practice recommendations surrounding monitoring

offenders were particularly important to update for this guide, Watkins explains that the comprehensiveness of the guide is its strongest feature. “This best practices guide was badly needed as a guideline for all of us to go by and measure our own programs against,” says Watkins. “When you put 20 people from different states in a room to figure out what is the best for all of

us. I was very impressed with the knowledge and experience that everyone had.”

And that’s really the goal for this update of the guide: to learn from and build on experience so that each new program, whether starting from scratch or adding to an already successful system, works that much more smoothly. **m**



find out more 

VISIT AAMVA.ORG/BEST-PRACTICES TO DOWNLOAD THE UPDATED INTERLOCK IGNITION GUIDE.



GAMING THE SYSTEM

*WORKING TO REDUCE THE
FRAUDULENT USE OF DISABILITY
PLACARDS AND PLATES ▶*

BY MYRNA TRAYLOR





For decades, persons with disabilities have been afforded the use of special placards and plates and designated parking spaces to aid in mobility. These accommodations, along with the ability to park free of charge at parking meters that would be difficult for those with dexterity challenges to operate, allowed for greater ease of movement and accessibility. However, what was intended to aid those who truly need accommodations has increasingly been taken advantage of by people who don't need the help—and it's disabled persons who pay the price. When there is no available parking, there is no accessible parking.

“If there is not parking available for disabled people, they are left having to find a space that is not safe and not designed for them, their wheelchairs or other equipment,” says Paul Steier, AAMVA Law Enforcement Program Manager. “It puts them and others at a very high safety risk,” he says.

And beyond the burden this places on disabled persons, municipalities also bear the brunt of this fraud. When people who don't need disabled placards or plates use them to park for free at parking meters, municipalities lose out on revenue.

GETTING DOWN TO BUSINESS

Representatives of the disability community approached the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration to ask for help addressing some gaps in the application of the Americans with Disabilities Act (ADA) regarding the availability of reserved parking, eligibility standards, and enforcement of rules surrounding it. According to Michelle Atwell, Highway Safety Specialist, Enforcement & Justice Services, NHTSA, the relevant federal guidelines offer only guidance for jurisdictions and no enforcement language. NHTSA then approached AAMVA in 2017 to get a better handle on what should and could be done.

AAMVA's Law Enforcement Standing Committee convened the Disability Placard/Plate Working Group to study the problem of fraudulent or inappropriate issuance of placards. They issued a guide, *Persons with Disabilities Placards and License Plates—Best Practices in Detering and Detecting Fraud and Misuse*, in August 2018. It includes information on the history and context to parking access associated with disability placards and license plates issued by jurisdictions within the AAMVA community. The guide also provides sample statutory language and recommended

BEST PRACTICES

The final report of the Disability Placard/Plate Working Group is an excellent resource for motor vehicle administrators. It outlines the nature of the problem and offers guidance on the steps to remediate it. The chapters include:

- › Fraud identification
- › Issuance and renewal processes
- › Product standards
- › Medical issues and requirements
- › Outreach and education
- › Enforcement strategies
- › Resources
- › Legislation, case law and legal challenges



California's "Operation Blue Zone," launched in February 2014, targeted eligibility fraud by doctors in connection with the DMV's process for issuing disability placards. California has initiated 176 investigations resulting in 50 cases involving felony charges.

standards for disability placards, plates and the application process. The guide provides best practices for combating disability parking fraud, a growing problem particularly where parking shortages occur or the benefits of displaying placards and license plates includes free or unlimited parking.

COMMUNITY OUTREACH AND EDUCATION

Working on innovative approaches to this challenge is not new for many AAMVA members. Some jurisdictions have launched public awareness campaigns about the fraudulent use of placards with special messaging for medical personnel. In Illinois, for example, motor vehicle administrators went directly to medical meetings and organizations to spread the

word about how fraud impacts the community. In addition, the state developed a hand-out specifically for medical professionals that clarified existing and new rules about application certification and patient eligibility—as well as the penalties for false statements.

SHEER VARIETY OF FRAUD

The strategies that have been concocted for misusing disability parking placards and plates run the gamut from less-than-innocent sharing of placards among friends or family to sophisticated counterfeiting and identity theft schemes. Fraud also arises from within DMVs when employees accept bribes to falsify or approve applications. When this type of fraud is discovered, those employees lose their jobs and can face criminal charges.



More commonly, though, end users are responsible for fraud. People have submitted applications for a placard or plates in the name of a fictional person, or with “approval” from a nonexistent or unauthorized medical care provider. “In some jurisdictions, they allow health care providers who aren’t actually doctors to sign off on the issuance of a disability placard or license plate,” says Brian Ursino, AAMVA Director of Law Enforcement. “Sometimes those are completed fraudulently.”

Beyond the question of which providers should be authorized to certify placard applications, there is confusion around what constitutes a qualifying disability. Certain physical limitations are obvious and clear-cut, such as lower body disability or dysfunction, or cardiac and pulmonary problems that are dangerously aggravated when the person has to walk more than a few steps. On the other hand, temporary conditions such as twisted ankles or torn ligaments could prompt a request from a patient for a placard that is hard for

The strategies that have been concocted for misusing disability parking placards and plates run the gamut from less-than-innocent sharing of placards among friends or family to sophisticated counterfeiting and identity theft schemes.

the health care provider to turn down. “We have included recommendations for education of medical personnel,” says Atwell, who believes that many health care providers may not understand the depth and breadth of the problem.

From the point of view of the DMV, there might be some over-prescribing of temporary disability placards, which opens the door to misuse. Of course, there are also some providers who are willing to knowingly falsify certifications as well. AAMVA’s new best practice guide recommends dealing with post-issuance fraud by strengthening the rules about which licensed professionals are allowed to certify disability applications and the conditions that they are qualified to assess.

Some users have sold legitimately assigned placards and then requested replacements. Family members have sold the placards of deceased recipients online. Other users have counterfeited or altered placards that have expired. The best practices guide recommends verifying the identity of the applicant, checking against state death records and closely tracking replacement applications.

ENFORCEMENT

Captain Robert Sawyer, Supervisor of the North Carolina Division of Motor Vehicles, License and Theft Bureau, served as chair of the AAMVA Disability Placard/Plate Working Group. He points out that technology can be an important tool for detecting fraud. DMVs should be able to make use of state databases to cross-reference death records with disability placard/plate applications. Radio frequency identification devices (RFID) incorporated into the placards can help prevent counterfeiting, while simultaneously allowing non-sworn personnel to conduct checks at parking locations. “Law enforcement today have a lot on their plates,” says Sawyer. “Different jurisdictions are utilizing civilians to monitor handicapped placards and assisting with enforcement. By using machine-readable technology, we can make sure that it’s easy for them to identify if a person has a valid placard or plate.”

To assist DMV personnel to identify fraud and take proper steps to reduce it, significant portions of the best practices guide will be incorporated into a new training module for the Fraud Detection and Remediation (FDR) program. **m**

go online

TO DOWNLOAD A COPY OF THE BEST PRACTICES GUIDE, GO TO AAMVA.ORG/BEST-PRACTICES-AND-MODEL-LEGISLATION.



American Association of
Motor Vehicle Administrators



**NOW
AVAILABLE**

Jurisdictional Guidelines for the Safe Testing and Deployment of Highly Automated Vehicles



VEHICLE STANDING COMMITTEE
AUTONOMOUS VEHICLES BEST PRACTICES WORKING GROUP



As technology and vehicle designs evolve, it's important to keep pace. Jurisdictions need to partner with federal agencies to encourage technological innovation while increasing safety and mobility.

Jurisdictional Guidelines for the Safe Testing and Deployment of Highly Automated Vehicles contains voluntary recommendations for jurisdictions to regulate testing and deployment of Highly Automated Vehicles (HAVs).

In recent years, manufacturers and other technology companies began testing HAVs on public roadways, prompting the need for jurisdictions to explore ways to regulate this emerging technology to ensure safety of the motoring public.

Jurisdictional implementation of these recommendations will facilitate a consistent regulatory framework that balances current public safety with

the advancement of vehicle innovations, establishing the potential to reduce crashes, fatalities, injuries and property damage.

The full report addresses the four key areas below, and offers guidelines for testing vehicles and deployed vehicles as they relate to key areas, as well as the benefits and challenges to guideline implementation.

- ▶ Administrative Considerations
- ▶ Vehicle Credentialing Considerations
- ▶ Driver Licensing Consideration
- ▶ Law Enforcement Considerations

Several national associations are engaged and working together on HAVs and are available for additional support to jurisdictional government officials, including:

- ▷ [AAMVA](#) ▷ [Council of State Governments](#) ▷ [National Conference of State Legislatures](#) ▷ [Governors Highway Safety Association](#)
- ▷ [National Governors Association](#) ▷ [American Association of State Highway and Transportation Officials](#) ▷ [International Chiefs of Police](#)



Download the full report at [AAMVA.org/best-practices-and-model-legislation](https://www.aamva.org/best-practices-and-model-legislation).

YOU MAY NOT HAVE SOLVED ALL THE PROBLEMS OF THE WORLD OR DONE ALL THE THINGS YOU WANTED TO DO, BUT YOU MOVE THE BALL FORWARD AND IN THE RIGHT DIRECTION.



Q & A WITH

Raymond Martinez

FMCSA ADMINISTRATOR SHARES INSIGHTS ON LEADERSHIP IN PUBLIC SERVICE

INTERVIEW BY BRAD CAUSEY

Q YOU'VE HAD A LONG AND SUCCESSFUL CAREER IN LEADERSHIP. WHAT IS THE SECRET TO YOUR CONTINUED SUCCESS?

In this business, that's one of the challenges: you're in the spotlight as an administrator. You really have to be cut out for it. You're not always going to be the most loved person in the world and you've got to take your victories one day at a time.

My approach to all these positions is collaboration and cooperation. As a very public-facing government official, it's so helpful to have an association like AAMVA that allows you to reach beyond the borders of your state or your jurisdiction to share ideas, to sometimes commiserate about the common challenges we all face. When I was commissioner in New York and in New Jersey, I freely borrowed ideas from other jurisdictions because they were offered up. And that's one of the great things about the AAMVA community—people share.

Q WHAT ARE YOUR CURRENT GOALS FOR THE FMCSA?

We wake up every morning with the same goal: let's see what we can do to improve safety. And it's

a challenge because as the economy grows and does well, that increases commercial motor vehicle traffic on the roadways. If you follow the math, more miles traveled often, unfortunately, means more crashes, fatalities and injuries.

Here at FMCSA, we have to work very closely with the regulated community. I go to a lot of conferences and talk to large carriers, small carriers, owner-operators, truck drivers. There are a lot of different opinions out there, but you have to listen to them all and try to make sense [of them]. And you want the agency's regulations to make sense to them. That adds credibility to our agency.

Another thing we're looking at is hours of service. We recently fully implemented, per Congressional mandate, electronic logging devices (ELDs) that replace the paper logs truck drivers used to keep.

We're still in a transitional phase on that, and it has put some stress on the trucking industry. From our perspective, ELDs are a very good improvement, they will provide safety over time because they keep everyone honest. But it takes time for both the regulated community and law enforcement to get used to the technology and the laws.

Q WHAT ACCOMPLISHMENTS ARE YOU MOST PROUD OF?

I was commissioner of motor vehicles in New York before and after 9/11. Proving the security of the license document and the process for issuing the licenses is number one. And number two, improving the customer experience in both New York and New Jersey.

One of the other accomplishments I'm proud of is that I feel I've left the organizations I've worked with in a

FAST FACTS

Raymond Martinez



HOMETOWN
Born in NYC



EDUCATION
Bachelor's degree, Long Island University
Juris Doctor degree, St. John's University
School of Law



ON THE ROAD
Nissan Murano SUV



FAVORITE BOOKS
The Power Broker by Robert Caro
Innocents Abroad by Mark Twain

Administrator Martinez greets New England Motor Freight Chairman Myron "Mike" Shevell after a meeting on trucking industry issues.



better position than when I came in. It's all incremental. My former colleagues are all friends—that's an accomplishment. You want people to say of you, this is a good, honest public servant. You may not have solved all the problems of the world or done all the things you wanted to do, but you move the ball forward and in the right direction.

Q HOW DO YOU INSPIRE YOUR STAFF?

The folks on the frontline can sometimes feel a great distance from leadership and may not understand how or why decisions are made by headquarters. Give your people time and listen to them. If you just stay in your office, the bad news may not get to you. The people on the frontline will tell you what the challenges are and what they're hearing from

customers. You have to force yourself, as a leader. Don't be shy, go out there and make sure they feel comfortable talking to you.

My first day at FMCSA I said to the executive staff, my first order of business is give me the bad news first. Don't bury it, don't sweep it under the rug, it will eventually come to light, and by then it will be worse.

Q WHAT DO YOU ENJOY DOING IN YOUR FREE TIME?

I like to spend time with my wife, Marin, and my dog, Finley. Finley and I walk on the beach, she loves to chase tennis balls, it relaxes me to go out on the beach and play ball with her. Every once in a while, Finley will let me fish when we're on the beach, but I leave it up to her.

Q ARE THERE ANY OTHER COMMENTS OR ADVICE YOU'D LIKE TO SHARE WITH THE AAMVA COMMUNITY?

Get involved. AAMVA is a great way to exchange ideas and to know that other jurisdictions are going through the same things you are. IT is always a big challenge. I've worked on more IT projects in the last 20 years than I can tell you, but that's one of the biggest challenges we all face,

it comes with the furniture. If you can improve your IT infrastructure, that will help you deliver better service to your customers and stakeholders. And one of the ways to do that is by being very active in AAMVA.

I'm also very pleased that in this job, though I'm wearing a different hat, I still get to be active with AAMVA. For however long I'm in this position, I will remain part of the AAMVA community. **m**



Administrator Martinez enjoys visiting the beach near his home with his wife, Marin, and his Goldendoodle, Finley.



*IGNITION INTERLOCK
DEVICES SAVE LIVES,
BUT SO DOES PROPER
RECORD KEEPING*

Impeding Impairment

COMMUNICATION CHALLENGE

**TOM KIMBALL, SENIOR ADVISOR,
NATIONAL TRAFFIC LAW CENTER**

The challenges in a DUI case are different than most other cases. They get to be very complex because DUIs have pretty significant ramifications for individuals who are charged with the crime.

These are very litigious cases, especially if there is a crash involved. Another challenge is determining if the offender has prior convictions. Who has that information? That's really where a group like AAMVA comes in. And it depends on how well the records are kept, how well the convictions are transferred from the courtroom to the driving record, and then how well the driving record communicates with other jurisdictions.

Every day, 29 people in the United States die in motor vehicle crashes that involve an alcohol-impaired driver.

The annual cost of alcohol-related crashes totals more than \$44 BILLION.

Our goal is to keep impaired drivers from driving, but many impaired drivers are going to keep driving, no matter what the law is, because they have the will to do so. Sometimes we have to do more than separate the offender from the vehicle. We have to separate that offender from alcohol or drugs. Because otherwise, they will find a different car, they will crash, they will kill.

That's a problem, because as many states, counties and cities there are using ignition interlock devices, that's the number of systems we have, and the information needs to

be uploaded from the provider to probation or to the courts or to the prosecutor's office. It's not just about the ignition interlock, it's about traffic safety. And if that person is going to be a dangerous driver, if we can stop him before he kills himself or someone else, then we win. We need a system that the information can flow through quickly so it can be acted upon. It's all there now, the information, but it's a challenge of communication.

I've been reviewing a case recently in which a person killed two individuals. It turned out, the last time he



was caught for a DUI, he was convicted of a DUI first offense. He actually had 11 prior DUIs. If all the records had come together properly, if everyone had the information at the time of that DUI, he would have been going to prison for a while. Instead, he was given a \$500 fine, a one-year license revocation, and he left. Three years later, he killed two people. Our system failed to identify this was a DUI 12th offense. The failure was everywhere. He had driven and lived all over the country, had multiple different licenses from different states. When someone slides through the cracks and kills, we have grieving family and friends because we didn't catch it. Somewhere along the line, something has to change. We get too many of these stories. If it happens once, it's too often. All the good people who try to make this system work, you don't think of keeping records as a matter of life and death, but it is. How we keep the records, how we transfer those records and how we use those records is important.

CALLING ALL STATES

J.T. GRIFFIN, CHIEF GOVERNMENT AFFAIRS OFFICER,
MOTHERS AGAINST DRUNK DRIVING

Mothers Against Drunk Driving (MADD) helped start the movement for ignition interlocks. We looked at the best data, the best research, and we looked at a model, New Mexico. In 2006, New Mexico had the worst drunk driving problem in the nation. One of the things New Mexico did [to combat the issue] was require all convicted drunk drivers to get an ignition interlock. Subsequently, their drunk driving deaths dropped significantly. We then started calling for all states to require ignition interlocks for all DUIs. We've been very successful, we're up to 32 states now plus D.C. that have all-offender ignition interlock laws. We're working to get all 50 states there.

MADD has been successful [advocating for ignition interlocks] for a few reasons. There is a lot of data and research behind ignition interlocks, and many studies show that they work. Enough states have done it now and have created these programs, there are good models, and that's what AAMVA looked at in updating its guide—what the best practices are.

What sets MADD apart from other traffic safety organizations is we have a field of victims and volunteers who are very passionate about saving lives. We have volunteers in all 50 states, and staff members in most. We're very organized and focused on getting state laws passed that will require drunk drivers to get ignition interlocks. We're always working with groups like AAMVA so we can pass better and more effective laws.

We know where we have support and where the challenges are in every state. We want to work with state DOTs and our friends at state government. We all want the same thing, to save lives. And we know these laws do that, it's indisputable at this point. The questions are, how do you get the laws passed and how do you implement so that they are effective for the states?

When you come up with a very prescriptive law like what we're trying to do, some state lawmakers have been reluctant to change the DUI code. The DUI code in just about every state is pages upon pages long, whereas the murder code is one page. It just shows you how complicated and complex these laws can be. For some, it doesn't make sense to change that. But we're hoping to change that view.

All the fees and fines that go along with a DUI are good, but the costs of an interlock ignition device on top of that is what's going to keep you from driving drunk again. So from MADD's perspective, it's well worth it to protect lives and families.

We know that 50-75 percent of convicted drunk drivers are going to still drive even on a suspended license. These people are going to drive anyway. Rather than just suspending their license, we prefer the ignition interlock. **m**



CONTINUOUS IMPROVEMENT INITIATIVES

When considering my article for this quarter's *MOVE* magazine, I was struck by the appropriateness of the magazine's name for what we do. Our collective goal as the motor vehicle community is to ensure our residents are able to move their families, friends, employees and themselves in a safe and secure manner. We help move customers who require additional assistance by processing disability placard applications. We strive to move our teams to deliver better customer service. We work to move the needle toward lower service times, leveraging technology to make our service more convenient. We challenge ourselves to move and allocate our resources in the most effective and efficient manner possible. The challenge of how we move is even on the move with development of autonomous vehicles.

Instilling a culture of continuous improvement in all aspects of our service means we need to strive for new ways to move and improve. Albert Einstein wrote: "It is the same with people as it is with riding a bike. Only when moving can one comfortably maintain one's balance." When we stop striving for improvement, we lose our momentum, and that is when we fall.

One way we, as the AAMVA community, move forward is reflected in the recently updated *Ignition Interlock Program Best Practices Guide*. The guide notes more than 10,000 people die every year in alcohol-related crashes, and it estimates ignition interlock devices prevented 2.3 million alcohol-impaired driving attempts since 2006.

The guide also highlights the trials in ensuring reciprocity between jurisdictions and the challenges facing law enforcement in handling impacted drivers. By striving to continually improve and update our programs, we are able to move toward our customers receiving the best service possible.

AAMVA provides access to a host of resources that can move our continuous improvement initiatives forward, thus allowing states to learn from each other's work and facilitating the opportunity to improve the customer experience in all jurisdictions. With nearly every jurisdiction facing a strain on resources, the drive to keep moving forward is best facilitated through working together. Collaborating with colleagues in other states enables us to use scarce resources wisely and move with the needs of our customers. My hope is to inspire you to make a move toward excellence today—nurture a relationship with a colleague, get involved with an AAMVA working group, inform yourself or your team about best practices, or improve your sphere of influence in some other way. Let's get moving! **m**

Rhonda Lahm
2018–2019 AAMVA Chair of the Board

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