

EMERGENCY MEDICAL SERVICES AUTHORITY

1930 9th STREET
 SACRAMENTO, CA 95811-7043
 (916) 322-4336 FAX (916) 324-2875



DATE: March 26, 2008

TO: Commission on EMS

FROM: Daniel R. Smiley
Interim Director

PREPARED BY: Jamie Kelly
EMS License Plate Program Coordinator

SUBJECT: EMS License Plate Program

RECOMMENDED ACTION:

Receive information on Emergency Medical Services License Plate Program.

FISCAL IMPACT:

Based upon the statutory minimum number of applications, EMSA's estimate is that revenue for the first year would be \$375,000 and \$300,000 for every year thereafter. The following chart represents a brief outline of an initial description of potential revenues and expenditures.

| Year | Revenue (7500 Applicant Minimum) | Expenditures | Purpose |
|---------|---|-------------------------------------|--|
| Initial | \$375,000 | \$275,000 \$100,000 | DMV implementation cost EMSA Staff Costs |
| 2 | \$300,000 | \$115,500 \$110,500 \$ 74,500 | DMV ongoing costs EMSA Staff Costs Unallocated Revenue |

EMSA will be responsible for requesting a special deposit fund account from the Department of Finance as described in the State Administrative Manual Section 18420. This account will initially be used to collect the fees from the first 7,500 applications. This fund provides a depository for money which has been collected for specific purposes and no other account has been created to receive those funds.

The implementation cost for the specialized license plates is approximately \$275,000. The cost is recovered from the sale of the license plates. If the first 5,500 applications

at \$50 per plate generate sales revenues of \$275,000, the implementation cost will be met.

Once the implementation cost has been met, a deduction will be taken by the DMV for ongoing administrative costs from every application thereafter. The remainder of the monies from specialized plates with sequential configurations will be allocated to the EMSA Fund from every application thereafter.

DISCUSSION:

In January 2008, the Emergency Medical Services Authority (EMSA) submitted a letter of intent to California Department of Motor Vehicles (DMV) to sponsor a specialty license plate honoring EMS professionals. Originally suggested by Riverside Community College Paramedic Academy, creating a specialty plate will support and recognize healthcare professionals who work in the emergency setting. An EMS license plate could raise funds for various activities.

A specialty license plate is allowed consistent with the provisions of Section 5155-5160 of the California Vehicle Code. The primary purpose of the plate would be honor EMS professionals and to generate revenue for a statewide purpose.

The process for developing and implementing an EMS License Plate is outlined in the California Vehicle Code. An EMS License Plate can be implemented only if 7500 or more prepaid applications are received within 1 year and if 7500 applications are annually maintained. Applications must be prepaid and applicants may not receive plates for greater than 1 year. If insufficient applications are received, then money will be returned to the applicant.

The states of Wisconsin, Massachusetts, Ohio and Utah have already implemented an EMS License Plate. Many other states have also established EMS specialty license plates.

Based upon an estimated potential population of up to 16,500 paramedics and 70,000 EMTs, it is likely that EMSA would receive the minimum number of applicants. EMSA recognizes that many EMTs and paramedics who are firefighters may already have purchased or will purchase the California Firefighter plate.

Eligibility

EMSA recommends that there not be a limitation on eligibility to receive the plate. EMSA would be responsible for collecting and verifying all 7,500 certifications initially submitted. If applicants would have to send additional information regarding their current status, this process would be cumbersome and would require additional information for staff to verify. If certifications are missing it would require more time to be spent requesting them from the individual. Requiring current certification could exclude past EMS professionals or individuals who would like to support EMS personnel. Requiring current certifications would greatly reduce the number of people

eligible for the EMS license plate. Based upon EMSA legal counsel review, there is no liability to EMSA for issuing plates to non-EMS professionals.

Use of “Star of Life” symbol

EMSA anticipates a plate design that includes the use of the “Star of Life.” EMSA would be able to use a license plate design that includes the Star of Life because the patent registered under the National Highway Traffic Safety and Administration expired February 1, 1997. Additionally, many other states use the “Star of Life” for their plates.

Personal Liability

EMSA anticipates questions regarding the legal requirements and liability associated with displaying an EMS license plate on an individual’s vehicle. Off-duty EMS workers do not have an obligation to render care. If an off-duty, current EMS professional is a plate owner, they continue to have no legal obligation to help in a medical emergency.

Options for expenditure

The implementation of the program will require some portion of the funding to go to the DMV as determined by their policies. Additionally, EMSA will incur costs for operating the program. The cost for staff for these purposes may be variable based upon the number of annual applicants.

The remaining revenue from the plates could be used for various purposes. In the absence of clear revenue projections it is difficult to make a definitive recommendation at this time. The use of these funds could be used in any of the following areas:

- Public information, education, and prevention
- EMS recognition program
- EMS memorial fund
- AED programs
- Charitable programs
- Programs to enhance EMT applicants statewide
- Trauma registry and prevention program

As a result of input from various sources and the EMS Commission, we will be able to better make recommendations on the use of the remaining revenue. We do believe there should be a strong nexus between the individual paying for the plate and a specified statewide purpose.

SCOPE OF WORK, PROPOSED APPROACH & IMPLEMENTATION PLAN:

The purpose of the scope of work is to outline the general process, strategy, and actions necessary to support the development of a Special License Plate Program. It provides the framework from which a more detailed plan will be developed and implemented. The proposal will include goals, specific tasks, work product, and schedules.

Over the next few months, the overall scope of work will include:

- Create web based design submission and voting process;
- Design a specialty plate and receive approval from DMV to move forward with application collection;
- Create brochure and application for first 7500 orders;
- Advertise availability of specialty plate;
- Create applicant collection database;
- Receive applications and log data.

Create a web based design submission and voting process

To ensure our specialty plate has interest from prospective buyers EMSA will organize and conduct a web based design submission and voting process. The first phase will allow for multiple potential designs to be submitted to EMSA through the website. The submission phase will last approximately one month (February 15-March 15). DMV design criteria will be posted on the website to ensure all standards are met. EMSA will review the submitted designs to guarantee all criteria are met.

The voting phase will allow EMSA to determine the most popular designs which will reflect potential buyers' preferences. Determining the most popular design will allow EMSA to predict revenue from sales of specialty plates.

Design a specialty plate and receive approval from DMV

Once the potential designs have been submitted, EMSA will submit the design to the DMV for approval. EMSA will submit a letter of intent to the department which contains a financial plan and a license plate prototype of a distinctive design for approval.

After plate design approval by the department and the California Highway Patrol, the DMV will authorize the plate prototype to be manufactured. Also, once the design has been approved, the DMV will work with Prison Industry Authority to make a few sample plates for EMSA's use for marketing.

Create brochure and application

EMSA will be responsible for the design and printing of the application brochure. Prior to print production, the state agency will submit a sample application brochure for approval. The brochure will include information about our plate program, the application and a picture of the plate. This brochure is only needed until 7500 applications have been filed. After 7500 applications have been collected the DMV will add our plate program to their forms and applications.

Advertise availability of specialty plate

In order to receive at least 7500 prepaid applications EMSA must publicize the availability of the new specialty plate. EMSA could partner with LEMSA and provider agencies to advertise the license plate throughout the state. EMSA should also create an advertisement on our website to increase awareness.

Create applicant collection database

EMSA will be responsible for collecting and holding applications and fees until a minimum of **7,500** pre-paid applications have been received. EMSA is also responsible for preparing monthly reports for submission to the DMV. The reports will include: number of applications collected to date by type, fees collected to date by type, and number of all applications and all fees to date. EMSA must establish an account to deposit individual checks

DELIVERABLES:

| Deliverable | Due Date |
|---------------------------------------|---------------------------------|
| Director's Advisory Meeting | February 13, 2008 |
| LEMSA | February 27, 2008 |
| Online Design Submission | February 15-March 15, 2008 |
| DMV approval | March 15-25, 2008 |
| Application and Brochure | March 21, 2008 |
| EMS Commission Presentation | March 26, 2008 |
| Online Design Voting | April 1-15, 2008 |
| Final Design Approval from DMV* | April 16, 2008 |
| Application Collection (7,500 orders) | Within one year of DMV approval |

*EMSA will have to resubmit the winning design to DMV. After final clearance the DMV will begin discussions with the Prison Industry Authority regarding the manufacturing of the prototype.

PROCESS SUMMARY:

- EMSA will submit a letter of intent to the department which contains a financial plan and a license plate prototype of a distinctive design (up to four colors) for approval.
- After plate design approval by the department and the California Highway Patrol, the DMV will authorize the plate prototype to be manufactured.
- The DMV will send the plate sample and approval letter to EMSA for plate design approval.
- EMSA will be responsible for the design and printing of the application brochure. Prior to print production, EMSA will submit a sample application brochure for approval.
- The DMV will provide EMSA with the department's field office addresses for the mailing of approved application brochures.

- EMSA will collect and hold applications and fees until a minimum of **7,500** applications with fees have been received.
- EMSA will establish an account to deposit individual checks.
 - EMSA will be responsible for requesting a special deposit fund account from the Department of Finance. This account will only be used to collect the fees from the first 7,500 applications. This fund provides a depository for money which has been collected for specific purposes and no other account has been created to receive those funds.
- EMSA will prepare monthly reports for submission to DMV indicating:
 - Number of applications collected to date by type
 - Fees collected to date by type
 - Number of all applications and all fees to date
- EMSA will submit to the DMV a minimum of 7,500 applications with one check, made payable to DMV, along with a summary of the monthly reports for audit purposes indicating:
 - Total number of applications by type
 - Total fees collected by type
 - Total number of applications and fees
- EMSA will submit an alphabetical listing of all applications submitted by type. It is highly recommended the state agency create an application data base consisting of the following:
 - Name and address
 - Type of application
 - Dollar amount and check number
- The DMV will review the original Environmental License Plate applications and reserve those configurations available.
- The DMV will initiate the necessary programming for plate issuance.
- The DMV will process applications and issue plates to applicants approximately nine months from the date of receipt of the applications and fees.