

# RFID NECCC Conference November 2005



## Agenda

- What Delaware is doing with RFID
- Delaware Business Case Process
- Our Next Steps
- More information about Delaware



## What is Delaware Doing?

- Like a lot of other states we have EZ-Pass
  - RFID tags to solve the business problem of toll collection
- Like most projects the technology and to a lesser extent the cost was the easy part
  - Challenges:
    - Privacy concerns, toll booth safety and the potential for loss of jobs were as you can imagine issues that required more attention also how to ensure that EZ-Pass was adopted, address employee toll booth safety and remove consumer concerns



## Challenges

- Ensure that EZ-Pass was adopted
  - Education
    - Provide the consumer with the benefits of using the technology
      - Print & Web
  - Toll booth safety
    - Addressed through education
    - Speed enforcement (if necessary)
    - Creation of new high speed lanes separate from the existing toll booth structure



## Challenges

- Consumer concerns
  - Speed enforcement
    - Legislation
      - More about this later
  - Privacy issues
    - Tackled through education and legislation
  - Cost of the tags
    - Underwritten – Initially free with credit card replenishment



## Legislative

- The Department of Transportation and/or its E-ZPass contractor is prohibited from monitoring the speed of motor vehicles through E-ZPass toll booths for the purpose of issuing traffic citations or the suspension of E-ZPass privileges. Nothing in this section shall prohibit the State Police from enforcing traffic laws including speed enforcement at the E-ZPass toll booths.
  - Reference is part of the agencies annual operating budget
- Notice that it specifically does not say that speed enforcement at the toll booth can't be done just that it can't be done with EZ-Pass



## Consumer behavior

- Side note – I can't help but notice that folks who use the new high speed lanes will slow down to the posted speed limit just prior to entering the reader area. I can only think that the behavior is motivated by the thought that their speed may be tracked in that area. Not realizing that the technology is capable of monitoring the start and end times of the trip with a simple math exercise to determine average speed



## Delaware's Business Case Process

- All technology related investments in the State of Delaware require a Business Case
- Vision for the Business Case Process
  - To maximize return on information technology investments in the State of Delaware.
  - To design and develop a clear and repeatable business case methodology to evaluate the merits of an IT project on a statewide basis.
- The Business Case Process helps the State CIO, the Governor's Technology Investment Council and the Joint Finance Committee make informed decisions about which technology projects to fund
- RFID Projects would have to follow the Business Case Process



## BCS Process

- The customer owns the BCS and in the BCS we ask the creator to answer those questions that any of the big six consulting groups will tell you is the reason technology projects fail – Like:
  - Executive Sponsor & Project Manager
  - Funding sources & Out Year Costs
  - Business Benefit & Risk Identification
  - Measurable Performance Results that will be Achieved
- Our goal is to get the customer to understand what the technology investment will do for them, what it will cost them for the results and to ensure that they are set up to succeed



## What else?

- Well just like everyone else we are looking for the right business case/justification
  - Possibilities?
    - How about the license plate as an RFID tag?
      - Opens up e-Gov services like vehicle registration
      - Could allow for better law enforcement
        - » Stolen vehicle parking lot searches
        - » Officers could return to other duties quicker if that process was enhanced with RFID
        - » Automatic feeds into patrol car laptop systems



## What else?

- First responders - automating incident scene personnel tracking systems
- Libraries - replace the barcode checkout process with RFID as part of a larger project to deal with an upgrade to the card catalog system
- Agriculture – Animal and feed tracking
  - Poultry Disaster Planning - Tabletop Exercise was conducting in August; the findings will be reported in the near future which will be used to aid DE in preparing/fighting various Avian Flu strains.



## Our Next Steps

- Continue work with our clients to look for the right business case to jump in feet first
- Develop our technical team's understanding of the technology and its deployment challenges
- Educate our own policy makers on the technology, consumer privacy concerns and possible deployment opportunities



## More information about Delaware

- About the State of Delaware
  - [www.Delaware.Gov](http://www.Delaware.Gov)
    - Our award winning and recently named the top state web portal in the nation - by the Center for Digital Government's in their Tenth Annual "Best of the Web" competition.
- About the Department of Technology & Information
  - [DTI.Delaware.Gov](http://DTI.Delaware.Gov)

