

Michigan Gets 'Real': Digital Driver's License System ITB Released

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On September 29, 2008, Michigan released an Invitation to Bid (ITB No. 07118200300) for a Digital Driver's License/Identification Card Production System and becomes the latest in a series of states to begin the implementation of **REAL ID** technology and standards. The purpose of this DL/ID RFP is to procure the services needed for driver's license/identification card production system that would comply with all minimum standards requirements as determined by the March 2005 Personal Identification-American Association of Motor Vehicle Administrators (**AAMVA**) International Specifications-DL/ID Card Design standards.

This DL/ID project (Member Login Required) will fall under the **REAL ID Act of 2005** and Michigan will also be a participant in the Western Hemisphere Travel Initiative (WHTI). Digimarc currently provides the state with a Digital Imaging Based Drivers Licensing System. Digimarc's current \$4.9 million contract is set to expire December 31, 2008. GovWin estimates the value of this contract to be around \$10 million.

The state of Michigan introduced the Business Application Modernization (BAM), a project to help them prepare for future business demands by re-engineering existing business processes and associated business IT applications. This initiative impacts business transactions conducted by the Michigan Department of State which handles state DL/IDs. The State requires that the chosen contractor must deliver a fully functional card production system that will be integrated with the BAM project in 2009.

Interested vendors must submit proposals that include, but are not limited to, the following requirement areas:

- Individual DL/ID card features
- Hardware
- Software
- Network/Connectivity
- Development
- Security
- Reports
- Project Management
- Delivery, Installation, and Setup
- Support and Maintenance

The State may also chose to include the following components in the resulting contract, or chose to exercise these components during the term of the contract:

- Base Michigan license
- HWHTI compliant license
- REAL ID compliant license
- AAMVA security feature
- Mailing the cards from the Vendor's Facility
- Image verification
- Technology Refresh
- Magnetic Strip

Questions pertaining to this opportunity will be accepted until October 20, 2008 and proposals will be due November 25, 2008. Evaluations will include oral presentations to be completed at the start of the new year, and an award is expected by the end of January 2009.

GovWin is tracking other current Statewide DL/ID projects including those in **Connecticut** and **New Jersey** (Member Login Required) and expects to see many more as the REAL ID Act of 2005 starts to have its effects on other Statewide ID systems. As State License contracts start to expire and re-bids are released, states will be forced to comply with new rules and regulations.