

HOUSE RESEARCH

Bill Summary

FILE NUMBER: H.F. 399

DATE: March 31, 2003

Version: As introduced

Authors: Kuisle and others

Subject: Approval procedure for special license plate proposals

Analyst: John Williams, 651-296-5045

This publication can be made available in alternative formats upon request. Please call 651-296-6753 (voice); or the Minnesota State Relay Service at 1-800-627-3529 (TTY) for assistance. Summaries are also available on our website at: www.house.mn/hrd.

Overview

This bill establishes a procedure for approval by the department of public safety and the legislature of proposals to authorize new fund-raising or recognition license plates. It requires proposers to come to the department with a request before submitting a proposal to the legislature, including a marketing plan and a survey of vehicle owners that indicates interest in the proposed plate. New special plates would be discontinued if fewer than 1,000 have been sold in any five-year period.

Section

1 Special plate proposals. Sets out procedures for special license plates.

Subdivision 1. Definition. Defines "special license plate: as a plate that has wording and graphics that differ from a standard passenger vehicle plate, excluding special plates already authorized by law.

Subd. 2. Submissions to department. Requires entities that plan to seek legislation to authorize a new special plate to submit to the department of public safety:

- ▶ a description of the proposal
- ▶ a survey that shows that at least 5,000 vehicle owners would purchase the proposed plate
- ▶ an application fee to cover the department's cost of reviewing the application and developing the plate, up to \$7,500

Section

- ▶ a marketing strategy for the proposed plate

Subd. 3. Design. Provides that if the special plate is approved by law, the requested must submit a proposed design within 120 days of the effective date of the authorization. Provides that the department selects the final design. Prohibits submitting a new design within 5 years of the first issuance unless the first inventory of plates is exhausted or the requester buys up the remaining plates.

Subd. 4. Refund. Allows for refund of the fee if the proposal is not approved by the legislature.

Subd. 5. Discontinuance of plate. Provides for discontinuance of the plate if fewer than 1,000 are sold within the first 5 years after authorization, or in any subsequent 5-year period. Allows for discontinuance by the department under specified circumstances.

Subd. 6. Use of contributions. Provides that contributions made as a condition of obtaining special plates may not be spent for commercial or for-profit purposes.