NATIVE AMERICAN HERITAGE COMMISSION
MEMORANDUM
JULY 21, 2017

TO: Native American Heritage Commission Members

FROM: Samantha Cypret, Associate Governmental Program Analyst SCC

CC: Cynthia Gomez, Executive Secretary
Terrie L. Robinson, General Counsel

RE: Action Item: License Plate Artwork Project

INTRODUCTION

At the April 21, 2017 meeting, the Commission voted unanimously to authorize staff to solicit design submissions for the special interest license plate. Staff created a "Call for Entries" informational packet requesting artist submissions for the license plate design. This document contained a description of the project and the results of the survey previously administered by staff regarding specific design elements. The informational packet was posted to various websites, the NAHC website and social media sites, and emailed to all NAHC email listservs. A signed "Submission Form" was also required from all submitting artists. The submission period closed on June 30, 2017 and staff has complied and reviewed the submissions for Vehicle Code Section 5155 compliance. Staff now presents the top four designs for Commission selection.

The action requested of the Commission is for the Commission to:

1. **Select the final license plate design to submit to Department of Motor Vehicles (DMV) and California Highway Patrol (CHP) for testing and approval and;**
2. **Approve the proposed appropriation allotment for the funds generated by the special interest license plate.**

PROCEDURE FOR SPECIAL INTEREST PLATE

Following the final selection, the selected design will be submitted to the DMV and CHP initial approval. Once both agencies have approved the design, the DMV will manufacture a test plate for CHP testing. The test plate must be readable by the CHP license plate reader and be visible from 140 feet during daytime, dusk, and dark lighting conditions by someone with 20/20 vision. The website and all marketing materials used to advertise the special interest plate must also be approved by the DMV prior to launch to the public.

Once the plate design and all marketing materials have been approved, staff will submit a letter of intent to the DMV to begin the official campaign. The NAHC will have one year from the commencement of the campaign to obtain 7,500 paid applications. An additional twelve (12) month extension may be granted, if necessary.

After 7,500 paid applications have been received, the DMV will initiate the necessary programing for plate issuance. The process usually takes ten (10) – twelve (12) months before the plates are received by the applicants.

DESIGN SUBMISSIONS

Attached to this packet are the four (4) final design submission submitted by members of the public. The Commission may only move forward with one (1) design. In brief, the four designs are:

1. A beige background with: the symbol for mountains at the top of the top of the plate, the symbol for waves/water on the bottom of the plate, with a bear paw and traditional tribal design on the left side of the plate;
2. A black background with the same design elements as Plate 1;
3. A red background with a traditional basket design behind the letters/numbers with a bear paw and basket weave on the left side of the plate and;
4. A light brown background with a California tribal basket on the left side of the plate.

FUND ALLOTMENT

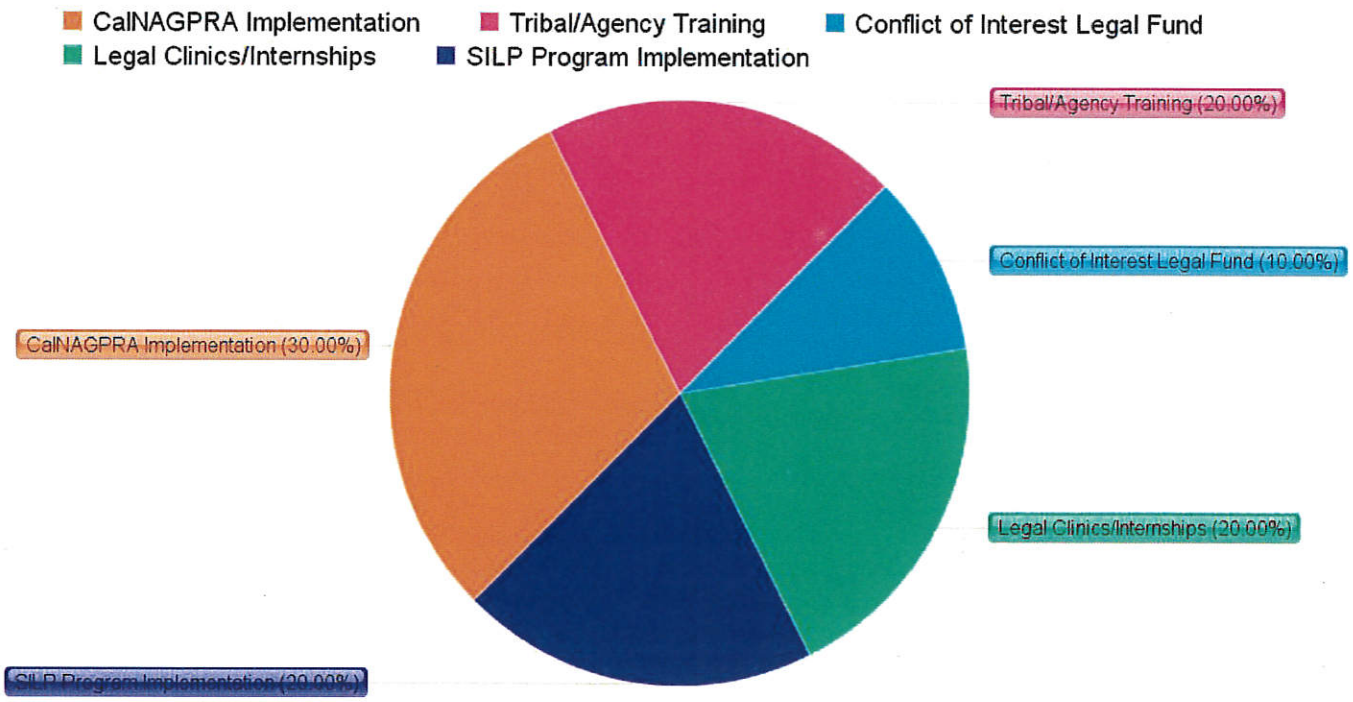
Staff is also requesting approval for the proposed allotment of the potential funds generated by the special interest license plate. CVC Section 5157(c) states, in part, "Upon appropriation by the Legislature, the moneys in that fund shall be allocated to each sponsoring agency, in proportion to the amount in the fund that is attributable to the agency's specialized license plate program. The sponsoring agency shall expend all funds received exclusively for project and programs that promote the state agency's official policy, mission, or work."

CVC Section 5159 further states, "A state agency that is eligible to participate in a specialized license plate program pursuant to this article and receives funds from the additional fees collected from the sale of specialized plates shall not expend annually more than 25 percent of those funds on administrative costs, marketing, or other promotional activities associated with encouraging application for, or renewal of, the specialized plates."

In response to these statutes, staff hereby recommends the following allotment of funds generated by the special interest license plate:

1. CalNAGPRA Implementation – 30%
2. Legal Clinics/Internship Program – 20%
3. Tribal/Agency Training – 20%
4. Special Interest License Plate Program Implementation – 20%
5. Conflict of Interest Legal Fund – 10%

Proposed Allotment of Special Interest License Plate Funds



CONCLUSION

Attached please find the four final design submissions and the DMVs' California New Plate Sponsor Information Packet.

California
123456
Protect Native Culture

California
HUNTER
Protect Native Culture

California
BASKET
Protect Native Culture

MAY
California
CA 2014
123ABC
Protect Native Culture

California New Plate Sponsor Information Packet

APRIL 2017

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INTRODUCTION

The California Department of Motor Vehicles (DMV), Registration Operations Division (ROD), is responsible for providing potential plate sponsors with information on how to begin a new Specialized License Plate (SLP) program.

Where should your state agency begin? The first step is to review all of the applicable California Vehicle Code (CVC) Sections that apply to an SLP program. CVC, Article 8.6, identifies the necessary information, including:

- State Agency Definition (CVC Section 5151)
- Application (CVC Section 5152)
- Design or Message (CVC Section 5154)
- Design Criteria (CVC Section 5155)
- Sponsorship and Issuance (CVC Section 5156)
- Fees (CVC Section 5157)
- Retention (CVC Section 5158)
- Use of Revenue (CVC Section 5159)
- Annual Accounting Report (CVC Section 5160)

There are also California Code of Regulations, Title 13, Article 3.1 – Special Interest License Plates. These regulations cover:

- Application and Fees for Special Interest License Plates (Section 160.00)
- Information Required on a Special Interest/Environmental License Plate (ELP; also known as personalized license plates) Application (Section 170.00)
- Assignment of ELPs to a Leased or Company Vehicle (Section 170.02)
- Receipt of ELPs as a Gift (Section 170.04)
- Surrender of Current Plates (Section 170.06)
- Delivery of ELPs (Section 170.08)
- Retention of ELPs (Section 170.10)
- Cancellation of ELPs (Section 170.12)

DMV CONTACT INFORMATION:

ROD's Vehicle Registration and Customer Program Support unit has oversight responsibilities for the SLP program. For any questions or concerns, please contact **(916) 657-3158**. You will be referred to an SLP Liaison for assistance.

SPONSOR INFORMATION FOR SPECIALIZED LICENSE PLATES

Note: Subject to change without notice

Legislation effective January 1, 2007, requires the DMV to design, in consultation with a "**state agency**," and make available for issuance of SLPs when the required minimum 7,500 pre-paid application threshold has been met.

Please refer to CVC Sections 5151 through 5160.

SPECIFICATIONS:

- The **state agency** must submit a Letter of Intent to DMV, which contains a financial plan stating the purpose(s) for which the revenue will be used. Refer to Example A.

  ADVISORY: Sponsors may wish to wait until their plate program is ready to be announced before issuing a Letter of Intent. For example: Have all your promotional materials ready and reviewed by DMV, your website reviewed by DMV and ready to deploy, etc. If you submit your Letter of Intent prematurely, it will lessen the 12-month period to collect pre-paid applications.

- The **state agency** has 12-months to collect the 7,500 applications ***once the Letter of Intent is approved by DMV***. DMV will provide you with a letter of acceptance.

  An additional 12-months can be granted to collect the 7,500 pre-paid applications *if* the **state agency** submits a written request for an extension. The written request must be received *prior to* the expiration of the original 12-month period. The total collection period to accept pre-paid applications cannot exceed 24-months. Refer to Example B.

- DMV requires a signed Memorandum of Understanding between both agencies to begin the program. Refer to Example C.

- It is the **state agency's** responsibility to design the license plate decal prototype. Refer to size specifications in Example I – Special License Plate Template (REG 933). The plate prototype **must** be submitted prior to marketing the design.

  1. The design, logo, and message (slogan) on the plate **must** publicize or promote the official policy, mission, or work of the sponsoring **state agency**.

  2. Up to four colors may be used in the SLP design.

  3. The design **must** comply with CVC Section 5155.

  4. DMV requires that the **state agency** provide the logo, design, and slogan to manufacture plate samples.

- After the plate design is approved by DMV and CHP, DMV will authorize plate samples to be manufactured.

- The DMV will send plate samples to the **state agency** for plate design approval. If the plate design does not meet the needs of the **state agency**, the SLP Liaison will assist in obtaining new plate samples with design changes.

- Plate samples will be provided to CHP to ensure legibility, reflectivity, and visibility requirements are met. CHP will provide an approval letter if testing requirements are met. Refer to Example D.

- The **state agency** is responsible for the design and printing of the application brochure(s), advertisements, Frequently Asked Questions, and website. The **state agency must** submit samples of all materials for review by DMV **prior to** public distribution. Refer to Example G.

- The **state agency** will collect and hold applications and fees until a minimum of 7,500 applications with fees are received.

- The **state agency** is responsible for tracking all pre-paid applications on the required DMV format.

  The **state agency must** submit an alphabetical listing of all applications submitted by type (sequential, original ELP, or ELP exchanges). The **state agency** liaison **must** contact the SLP Liaison to provide a template for collecting information from plate applicants. Refer to Example E.

  NOTE: The accuracy of key data entry for the data being collected by the **state agency** is critical in preventing any future delays in issuance of plates by DMV.

- The **state agency must** establish an account to deposit individual checks.

- The **state agency must** prepare monthly reports for submission to DMV indicating:

  1. Number of applications collected to date by type (sequential, original ELP and ELP exchanges). An ELP exchange is when a personalized plate configuration was previously issued and the plate owner chooses to exchange it for the new plate type.

  2. Fees collected to date by type (sequential, original ELP, or ELP exchange).

  3. Total number of all applications for its SLP program.

  4. Number of all applications and all fees to date.

MINIMUM 7,500 PRE-PAID PLATE ORDERS ARE OBTAINED, THEN:

- The **state agency must** submit to DMV, a minimum of 7,500 pre-paid applications with the payment for all applications, along with a summary of the monthly reports for audit purposes indicating:

  1. Total number of applications by type (sequential, original ELP, ELP exchange).

  2. Total fees collected by type (sequential, original ELP, ELP exchange).

  3. Total number of applications and fees.

- Arrangements **must** be made to process the payment once the minimum orders are obtained and should be coordinated between DMV and the **state agency** *prior to* the transfer of funds. Please contact the SLP Liaison to help coordinate this effort.

- DMV will initiate the necessary programming for plate issuance. **NOTE:** It generally takes 10-12 months to implement programming from the date the 7,500 plate applications are received.

- Once programming is in place, plate applications will then be processed by DMV staff:

    1. **Sequential** (random alpha/numerical order) plates will be issued directly to plate applicants. The vehicle the new plate will be assigned to must be currently registered.

    2. **ELP** (personalized alpha and/or numeric selected by plate applicant):

        a. All original ELP configurations will be manually reviewed to determine if the plate meaning meets the Code of Regulations, Title 13 provisions.

        b. If unacceptable, a refund will be issued to the applicant and a denial letter with an explanation issued.

        c. If acceptable, the ELP reservations will be made and orders will be forwarded to the California Prison Industry Authority for manufacturing. **NOTE:** This will add an additional 8-12 weeks to the process.

        d. Once plates are manufactured, the plates will be mailed to the field office or auto club the applicant designates. The vehicle the new plate will be assigned to must be currently registered.

SLP PROGRAM COSTS:

There are costs associated with the ongoing support and implementation of a new SLP program once the initial plate orders are processed and the program established. CVC Section 5157 (c) provides that DMV may recoup its administrative costs associated with these programs.

For initial pre-paid orders – Programming costs to implement a new plate program are approximately $400,000. Monies collected for each application are split between the SLP fund, ELP fund (for personalized plates), and the DMV ASF. Refer to page 5 and Example F.

NOTE: DMV may adjust ASF bi-annually.

After deducting programming costs and ASF for the initial pre-paid SLP applications, the remainder of the monies will be allocated as follows:

1. Sequential plate configurations go into the designated SLP fund.

2. ELP configurations go into two different funds:

    a. The SLP fund for the **state agenc**y plate program.

b. ELP fund for the portion of fees that is attributable to ELP fees.

NOTE: *DMV implementation costs are deducted from the SLP fund.*

For ongoing orders – an ASF deduction will be taken for ongoing DMV administrative costs from each SLP application after the new plate program is established.

NOTE: For annual renewal of SLPs, there is no ASF collected. The fee portion attributable to the SLP will go into the SLP fund.

Example of Initial Plate Orders submitted to DMV:

Plate Type Sold	Plate Fee	Total Collected
4,000 ELPs	$103	$412,000
3,500 Sequentials	$50	$175,000
	Submitted to DMV	**$587,000**

Using existing statutes and ASF costs for plate orders, costs are split between:

ELPs Sold – 4,000	Plate Fee	Percent	Funds
State Agency Fund	**$19.87**	**9.64%**	**$79,480**
ELP Fund	$53.00	61.11%	$212,000
ASF	$30.13	29.25%	$120,520
	$103.00		$412,000

Sequentials Sold – 3,500	Plate Fee	Percent	Funds
State Agency Fund	**$37.72**	**75.44%**	**$132,020**
ASF	$12.28	24.56%	$42,980
	$50.00	100%	$175,000

In this example, $79,480 (ELP) + $132,020 (Sequential) for a total of $211,500 allocated to the State Agency Fund from the initial plate orders will not be available to the sponsoring state agency. These funds will go toward DMV's implementation costs estimated at $400,000 leaving an implementation cost balance of $188,500 ($400,000-$211,500=$188,500). It may take several months after implementation for the State Agency Fund to accrue monies to cover the remaining implementation cost balance due to DMV.

Also refer to Example F.

APPROPRIATIONS:

Refer to CVC Section 5157(c) which states, in part, "Upon appropriation by the Legislature, the moneys in that fund shall be allocated to each sponsoring agency, in proportion to the amount in the fund that is attributable to the agency's specialized license plate program. The sponsoring agency shall expend all funds received exclusively for project and programs that promote the state agency's official policy, mission, or work."

EXPENDITURE RESTRICTIONS:

Refer to CVC Section 5159 which states, "A state agency that is eligible to participate in a specialized license plate program pursuant to this article and receives funds from the additional fees collected from the sale of specialized plates shall not expend annually more than 25 percent of those funds on administrative costs, marketing, or other promotional activities associated with encouraging application for, or renewal of, the specialized plates."

ANNUAL REPORTING:

Refer to CVC Section 5160 which states, in part, "A state agency authorized under this article to offer specialized license plates shall prepare and submit an annual accounting report to the department by June 30. The report shall include an accounting of all revenues and expenditures associated with the specialized license plate program."

California Vehicle Code Sections 5151-5160 (as of 2/2017)

5151.

(a) As used in this article, "state agency" means a state office, officer, department, division, bureau, board, or commission, or any other state body or agency.
(b) It is the intent of the Legislature that this article contains the authority for specialized license plates for state agencies.
(Added by Stats. 2006, Ch. 454, Sec. 3. Effective January 1, 2007.)

5152.

A person described in Section 5101 may apply for a specialized license plate under this article, in lieu of regular license plates.
(Added by Stats. 2006, Ch. 454, Sec. 3. Effective January 1, 2007.)

5154.

Specialized license plates issued under this article shall have a design or contain a message that publicizes or promotes a state agency, or the official policy, mission, or work of a state agency.
(Added by Stats. 2006, Ch. 454, Sec. 3. Effective January 1, 2007.)

5155.

The design criteria for a specialized license plate are as follows:
(a) Except as provided in Section 5161, the license plate for a passenger vehicle, commercial vehicle, or trailer shall provide a space not larger than two inches by three inches to the left of the numerical series and a space not larger than five-eighths of an inch in height below the numerical series for a distinctive design, decal, or descriptive message as authorized by this article. The license plates shall be issued in sequential numerical order or, pursuant to Section 5103, in a combination of numbers or letters.
(b) Specialized license plates authorized under this article may be issued for use on a motorcycle. That license plate shall contain a five-digit configuration issued in sequential numerical order or, pursuant to Section 5103, in a combination of numbers or letters. There shall be a space to the left of the numerical series for a distinctive design or decal and the characters shall contrast sharply with the uniform background color. A motorcycle plate containing a full plate graphic design is not authorized.
(c) Specialized license plates may be issued as environmental license plates, as defined in Section 5103.
(Amended by Stats. 2012, Ch. 39, Sec. 112. Effective June 27, 2012.)

5156.

(a) (1) A state agency may apply to the department to sponsor a specialized license plate program, and the department shall issue specialized license plates for that program, if the agency complies with all of the requirements of this article.

(2) The department shall not issue specialized license plates to a state agency for a vehicle that is exempt from the payment of registration fees pursuant to Section 9101 or 9103.
(b) Except as provided in subdivision (d), the department shall not establish a specialized license plate program for an agency until the department has received not less than 7,500 applications for that agency's specialized license plates. The agency shall collect and hold applications for the plates. Once the agency has received at least 7,500 applications, it shall submit the applications, along with the necessary fees, to the department. The department shall not issue a specialized license plate until the agency has received and submitted to the department not less than 7,500 applications for that particular specialized license plate within the time period prescribed in this section. Advance payment to the department by the agency representing the department's estimated or actual administrative costs associated with the issuance of a particular specialized license plate shall not constitute compliance with this requirement. The agency shall have 12 months, following the date of approval of the agency's initial application to sponsor a specialized license plate program, to receive the required number of applications. If, after that 12 months, 7,500 applications have not been received, the agency shall immediately do either of the following:
(1) Refund to all applicants all fees or deposits that have been collected.
(2) Contact the department to indicate the agency's intent to undertake collection of additional applications and fees or deposits for an additional period, not to exceed 12 months, in order to obtain the minimum 7,500 applications. If the agency elects to exercise the option under this subparagraph, it shall contact each applicant who has submitted an application with the appropriate fees or deposits to determine if the applicant wishes a refund of fees or deposits or requests the continuance of the holding of the application and fees or deposits until that time that the agency has received 7,500 applications. The agency shall refund the fees or deposits to an applicant so requesting. The agency shall not collect and hold applications for a period exceeding 24 months following the date of approval of the agency's initial application to sponsor a specialized license plate program.
(c) (1) If the number of outstanding and valid specialized license plates in a particular program, except as provided in subdivision (d), provided for in this article is less than 7,500, the department shall notify the sponsoring agency of that fact and shall inform the agency that if that number is less than 7,500 one year from the date of that notification, the department will no longer issue or replace those specialized license plates.
(2) Those particular specialized license plates that were issued prior to the discontinuation provided by paragraph (1) may continue to be used and attached to the vehicle for which they were issued and may be renewed, retained, or transferred pursuant to this code.
(d) (1) The Department of Veterans Affairs may sponsor a Gold Star Family specialized license plate program and the department may establish this specialized license plate program in the absence of 7,500 paid applications as provided in subdivision (d) of Section 5157.
(2) The Department of Veterans Affairs shall, upon receiving proof of eligibility from an applicant, authorize the department to issue Gold Star Family specialized license plates for a vehicle owned by an eligible family member of a member of the Armed Forces of the United States who was killed in the line of duty while on active duty during wartime service, or during an international terrorist attack that has been recognized by the United States Secretary of Defense as an attack against the United States or a foreign nation friendly to the United States, or during military operations while serving outside the United States, including commonwealths, territories, and possessions of the United States, or as part of a peacekeeping force, which includes personnel assigned to a force engaged in a peacekeeping operation authorized by the United Nations Security Council. An eligible family member is defined as all of the following:
(A) A person who is otherwise eligible under this article to register a motor vehicle.
(B) A person who shows proof from the United States Department of Veterans Affairs or the Department of Defense that the member who was in the Armed Forces of the United States was killed in the line of duty while on active duty in the military.

(C) A person who bears, and shows proof satisfactory to the Department of Veterans Affairs of, one of the following relationships to the member of the Armed Forces killed in the line of duty while serving on active duty:
(i) Widow.
(ii) Widower.
(iii) Biological parent.
(iv) Adoptive parent.
(v) Stepparent.
(vi) Foster parent in loco parentis.
(vii) Biological child.
(viii) Adoptive child.
(ix) Stepchild.
(x) Sibling.
(xi) Half-sibling.
(xii) Grandparent.
(xiii) Grandchild.
(3) Upon the death of a person issued a Gold Star Family specialized license plate, the license plate shall be transferred to the surviving spouse, if he or she requests, or shall be returned to the department within 60 days after the death of the plate holder or upon the expiration of the vehicle registration, whichever occurs first.
(e) (1) The Department of Veterans Affairs shall apply to the department to sponsor a veterans specialized license plate program, and the department shall issue license plates for that program if the Department of Veterans Affairs meets the requirements prescribed by this section.
(2) The design of the veterans specialized license plate shall be identical to the design of the veterans special interest license plate issued pursuant to Section 5068 on or before January 1, 2010, and the decals for the plate shall be identical to those offered pursuant to Section 5068.
(3) Notwithstanding Section 5157, in addition to the regular fees for an original registration, a renewal of registration, or a transfer of registration, the following fees shall be paid by individuals applying for a special interest license plate or a decal issued under this subdivision:
(A) Fifty dollars ($50) for the initial issuance of the plates and decals. The plates shall be permanent and shall not be required to be replaced.
(B) Forty dollars ($40) for each renewal of registration that includes the continued display of the plates or decals.
(C) Fifteen dollars ($15) for transfer of the plates to another vehicle.
(D) Thirty-five dollars ($35) for replacement plates, if they become damaged or unserviceable.
(E) Ten dollars ($10) for replacement decals, if they become damaged or unserviceable.
(F) Seventy-eight dollars ($78) for the personalization of the plates.
(4) After deducting its administrative costs under this subdivision, the department shall deposit the revenue derived from the additional fees provided in paragraph (3) in the Veterans Service Office Fund created by Section 972.2 of the Military and Veterans Code.
(Amended by Stats. 2013, Ch. 690, Sec. 1. Effective January 1, 2014.)

5157 (Sequential Plate Fees).

(a) In addition to the regular fees for an original registration or renewal of registration, the following additional fees shall be paid for the issuance, renewal, or transfer of the specialized license plates:
(1) For the original issuance of the plates, fifty dollars ($50).
(2) For a renewal of registration with the plates, forty dollars ($40).
(3) For transfer of the plates to another vehicle, fifteen dollars ($15).
(4) For each substitute replacement plate, thirty-five dollars ($35).

(5) In addition, for the issuance of environmental license plates, as defined in Section 5103, with a specialized license plate design, the additional fees prescribed in Sections 5106 and 5108. The additional fees prescribed in Sections 5106 and 5108 shall be deposited in the California Environmental License Plate Fund.
(b) The Gold Star Family specialized license plate program as provided in subdivision (d) of Section 5156 shall not be subject to the fees specified in paragraphs (1), (2), and (5) of subdivision (a) and shall only be issued in a sequential series.
(c) Except as provided in paragraph (5) of subdivision (a), and after deducting its administrative costs under this section, the department shall deposit the additional revenue derived from the issuance, renewal, transfer, and substitution of the specialized license plates in the Specialized License Plate Fund, which is hereby established in the State Treasury. Upon appropriation by the Legislature, the moneys in that fund shall be allocated to each sponsoring agency, in proportion to the amount in the fund that is attributable to the agency's specialized license plate program. Except as authorized under Section 5159, the sponsoring agency shall expend all funds received under this section exclusively for projects and programs that promote the state agency's official policy, mission, or work.
(d) (1) The Department of Veterans Affairs may actively request and receive donations for the Gold Star Family License Plate Account which is hereby created in the Specialized License Plate Fund and which may consist of donations from public and private entities. Earnings generated by the Gold Star Family License Plate Account shall be retained by the account.
(2) Upon the determination of the department that there are sufficient funds in the Gold Star Family License Plate Account for this purpose, moneys in the Gold Star Family License Plate Account shall be available, upon appropriation by the Legislature, to the department for the necessary administrative costs of establishing the Gold Star Family specialized license plate program.
(Amended by Stats. 2008, Ch. 309, Sec. 3. Effective January 1, 2009.)

5158.

When payment of renewal fees is not required as specified in Section 4000, or when a person determines to retain the specialized license plate upon a sale, trade, or other release of the vehicle upon which the plate has been displayed, the person shall notify the department and the person may retain and use the plate as authorized by departmental regulations.
(Added by Stats. 2006, Ch. 454, Sec. 3. Effective January 1, 2007.)

5159.

A state agency that is eligible to participate in a specialized license plate program pursuant to this article and receives funds from the additional fees collected from the sale of specialized plates shall not expend annually more than 25 percent of those funds on administrative costs, marketing, or other promotional activities associated with encouraging application for, or renewal of, the specialized plates.
(Added by Stats. 2006, Ch. 454, Sec. 3. Effective January 1, 2007.)

5160.

(a) A state agency authorized under this article to offer specialized license plates shall prepare and submit an annual accounting report to the department by June 30. The report shall include an accounting of all revenues and expenditures associated with the specialized license plate program.
(b) If a state agency submits a report pursuant to subdivision (a) indicating that the agency violated the expenditure restriction set forth in Section 5159, the department shall immediately cease depositing fees for that agency's specialized license plate program in the Specialized License Plate Fund established under Section

5157 and, instead, shall deposit those fees that would have otherwise been deposited in that fund in a separate fund created by the Controller, which fund is subject to appropriation by the Legislature. The department shall immediately notify the agency of this course of action. The depositing of funds in the account established pursuant to this subdivision shall continue until the agency demonstrates to the satisfaction of the department that the agency is in compliance or will comply with the requirements of Section 5159. If one year from the date that the agency receives the notice described in this subdivision, the agency is still unable to satisfactorily demonstrate to the department that it is in compliance or will comply with Section 5159, the department shall no longer issue or replace those specialized license plates associated with that agency. Those particular specialized license plates that were issued prior to the discontinuation provided by this subdivision may continue to be used and attached to the vehicle for which they were issued and may be renewed, retained, or transferred pursuant to this code.

(c) Upon receiving the reports required under subdivision (a), notwithstanding Section 7550.5 of the Government Code, the department shall prepare and transmit an annual consolidated report to the Legislature containing the revenue and expenditure data.

(Amended by Stats. 2007, Ch. 130, Sec. 233. Effective January 1, 2008.)

California Vehicle Code Sections 5101, 5106, 5108 (as of 2/2017)

5101.

Any person who is the registered owner or lessee of a passenger vehicle, commercial motor vehicle, motorcycle, trailer, or semitrailer registered or certificated with the department, or who makes application for an original registration or renewal registration of that vehicle, may, upon payment of the fee prescribed in Section 5106 and those fees required by Sections 5022 to 5024, inclusive, apply to the department for environmental license plates, in the manner prescribed in Section 5105, which plates shall be affixed to the passenger vehicle, commercial motor vehicle, motorcycle, trailer, or semitrailer for which registration is sought in lieu of the regular license plates.

(Amended (as amended by Stats. 2000, Ch. 861, Sec. 28.5) by Stats. 2001, Ch. 826, Sec. 16. Effective January 1, 2002.)

5106.

(a) In addition to the regular registration fee or a permanent trailer identification fee, the applicant shall be charged a fee of fifty-three dollars ($53) for issuance of environmental license plates.

(b) In addition to the regular renewal fee or a permanent trailer identification fee for the vehicle to which the plates are assigned, the applicant for a renewal of environmental license plates shall be charged an additional fee of forty-three dollars ($43). An applicant with a permanent trailer identification plate shall be charged an annual fee of forty-three dollars ($43) for renewal of environmental license plates. However, applicants for renewal of prisoner-of-war special license plates issued under Section 5101.5 shall not be charged the additional renewal fee under this subdivision.

(c) When payment of renewal fees is not required as specified in Section 4000, the holder of any environmental license plate may retain the plate upon payment of an annual fee of forty-three dollars ($43). The fee shall be due at the expiration of the registration year of the vehicle to which the environmental license plate was last assigned. However, applicants for retention of prisoner-of-war special license plates issued under Section 5101.5 shall not be charged the additional retention fee under this subdivision.

(d) Notwithstanding Section 9265, the applicant for a duplicate environmental license plate shall be charged a fee of forty-three dollars ($43).

(e) This section shall become operative on July 1, 2017.

*(Repealed (in Sec. 42) and added by Stats. 2016, Ch. 340, Sec. 42.5. Effective September 13, 2016. Section operative **July 1, 2017**, by its own provisions.)*

5108.

(a) Whenever any person who has been issued environmental license plates applies to the department for transfer of the plates to another passenger vehicle, commercial motor vehicle, trailer, or semitrailer, a transfer fee of forty-three dollars ($43) shall be charged in addition to all other appropriate fees.

(b) This section shall become operative on January 1, 2017.

*(Repealed (in Sec. 43) and added by Stats. 2016, Ch. 340, Sec. 44. Effective September 13, 2016. Section operative **January 1, 2017**, by its own provisions.)*

ACRONYMS

ACRONYM	DEFINITION
CHP	California Highway Patrol
CVC	California Vehicle Code
DMV	Department of Motor Vehicles
ELP	Environmental License Plate (or Personalized)
FAQ	Frequently Asked Questions
MOU	Memorandum of Understanding
SILP	Special Interest License Plates (CVC Section 5060)
SLP	Specialized License Plate (CVC Section 5156)

EXAMPLE A – LETTER OF INTENT

STATE OF CALIFORNIA – NAME OF YOUR AGENCY
DEPARTMENT OF NAME YOUR DEPARTMENT
123 Fictitious Street, Suite 101
Sacramento, CA 95816

EDMUND G. BROWN, JR.
Governor

February 22, 2017

(Enter DMV Director Name), Director
California Department of Motor Vehicles
2415 1st Avenue, Mail Station F101
Sacramento, CA 95818-2606

Dear Director (Enter Name):

Please accept this letter of intent from the (Enter Agency/Department Name) to pursue creation of a specialized license plate. (Enter Agency/Department Name) has reviewed and understands the program requirements.

Funds received from the sale of (Enter Name of Plate) license plates will support (Enter reason[s]) consistent with the core mission and (Enter program name). (Provide details on what services, education, etc. will be provided with these funds).

Enclosed, you will find a Memorandum of Understanding and our license plate design prototype for your review and approval. In the event the plate design is not accepted, (Enter Agency/ Department Name) please let us know.

If you have any questions, please contact (Enter main contact name, title, phone number and email address).

Thank you for your consideration.

Sincerely,

NAME of Agency Director
Director

Enclosures

EXAMPLE B – REQUEST FOR 12-MONTH EXTENSION

STATE OF CALIFORNIA – NAME OF YOUR AGENCY
DEPARTMENT OF NAME YOUR DEPARTMENT
123 Fictitious Street, Suite 101
Sacramento, CA 95816

EDMUND G. BROWN, JR.
Governor

February 22, 2018

(Enter DMV Director Name), Director
California Department of Motor Vehicles
2415 1st Avenue, Mail Station F101
Sacramento, CA 95818-2606

Dear Director (Enter Name):

Please accept this letter of intent from the (Enter Agency/Department Name) to undertake the collection of applications and deposits for the (Enter State Agency Plate Name) license plate for an additional 12 months, pursuant to California Vehicle Code Section 5156 (b) (2).

(Enter State Agency Name) began pre-selling the license plates on (Enter Date). To date, we have received (Enter Volume) pre-order applications and have deposited the funds into our special account. We have deposited (Enter Amount) into our (State Agency Fund Name) account. (Enter Agency) believes it will be successful in obtaining the requisite number of pre-paid plate applications to establish the (Enter State Agency Plate Name) with it's message "(Enter slogan)."

Funds received from the sale of (Enter State Agency Plate Name) will support.....

If you have any questions, please contact (Enter main contact name, title, phone number and email address).

Thank you for your consideration.

Sincerely,

NAME of Agency Director
Director

Enclosures

EXAMPLE C – MEMORANDUM OF UNDERSTANDING

CALIFORNIA STATE TRANSPORTATION AGENCY
EDMUND G. BROWN JR., *Governor*
DEPARTMENT OF MOTOR VEHICLES
OFFICE OF THE DIRECTOR
DEPARTMENT OF MOTOR VEHICLES
P.O. BOX 932328
SACRAMENTO, CA 94232-3280

February 28, 2017

State Agency Director
123 Fictitious Street, Suite 101
Sacramento, CA 95816

Dear Ms. Director:

This letter is in response to your letter dated February 22, 2017, indicating your intent to pursue a Specialized License Plate (SLP) Program supporting the (Enter State Agency Plate Program Name).

Article 8.6 of the California Vehicle Code identifies the requirements for sponsorship of a plate program. A package of materials was provided to your staff, which outlines the statutes and processes required to implement a new SLP program.

You indicate that you have reviewed and understand the SLP Program requirements. The (Enter Agency Name) will have twelve months from the date of this letter to collect the 7,500 pre-paid applications required to implement this program. Please note, if the 7,500 minimum is not achieved by that date, you may submit a written request for a twelve-month extension prior to the end of the first twelve month period.

Also, I have approved the Memorandum of Understanding (attached).

We received your plate design and after plate samples are made, the plate designs must be approved by your agency, DMV, and the California Highway Patrol. You should be receiving the plate samples very soon.

We wish you and your organization every success in your endeavors to bring the (Enter Plate Program Name) to fruition, and look forward to working with your team to pursue this worthy goal.

If you have any questions, please contact Andrew Conway, Deputy Director of the Registration Operations Division, at (916) 657-8135.

Sincerely,

JEAN SHIOMOTO
Director

Attachment

California Relay Telephone Service for the deaf or hard of hearing impaired from TDD Phones: 1-800-735-2929; from Voice Phones: 1-800-735-2922

REG 166 HO (REV 1/2017) DMVWeb

A Public Service Agency

Continued on next page

MEMORANDUM OF UNDERSTANDING BETWEEN
THE (ENTER STATE AGENCY NAME) AND THE DEPARTMENT OF MOTOR VEHICLES
ON SPECIALIZED LICENSE PLATE PROGRAM

The (ENTER STATE AGENCY NAME) intends to sponsor a specialized license plate program that will operate pursuant to the requirements of Article 8.6 of the California Vehicle Code (CVC), commencing at Section 5151. Pursuant to CVC Section 5156.7(c), the funds generated from the implementation of this specialized license plate, after the Department of Motor Vehicles (DMV) deducts its administrative costs, shall be deposited in the (Enter Plate Fund Name) account. All funds in the (Enter Plate Fund Name) account are utilized to support (Enter Reason for plate).

1. The project representatives in this Memorandum of Understanding (MOU) will be:

State Agency Name	**Department of Motor Vehicles**
Project Manager: (Enter Name)	Project Manager: (Enter Name)
Telephone: (916) (Enter Number)	Telephone: (916) (Enter Number)
Fax: (916) (Enter Number)	Fax: (916) (Enter Number)
Email: (Enter email address)	Email: (Enter email address)

2. (Enter State Agency Name) shall provide the DMV with a license plate design, logo, and message (slogan) that (Enter State Agency Name) expressly states in writing to publicize or promote the official policy, mission or work of (Enter State Agency Name).

3. DMV shall determine only whether the proposed plate design meets the applicable size requirements set forth in CVC Section 5155.

4. DMV will obtain sample license plates based on the design, logo, and message provided by (Enter State Agency Name) and submit sample to the California Highway Patrol (CHP) for approval, including CHP approval for legibility and/or reflectivity of the license plates.

5. (Enter State Agency Name) shall be responsible for the design and printing costs of any application brochure or brochures and shall provide to DMV, prior to public distribution, a sample of all application brochures, advertisements, Frequently Asked Questions, and web-page designs for its specialized license plate. The DMV must have reviewed any of these marketing and promotional materials prior to publication.

6. (Enter State Agency Name) shall submit to DMV:

   a. A monthly report during the applicable 12-month or 24-month period for collecting pre-paid applications for the specialized license plate. The monthly report shall contain the following information:

      i. The number of applications collected to date by the type of license plate (sequential, personalized/ELP, or ELP exchanges from another special plate program).
      ii. The fees collected to date by type of license plate (sequential, personalized/ELP, or ELP exchanges from another special plate program).
      iii. The total number of all applications for its specialized license plates to date.
      iv. The total of all fees collected to date.

   b. Upon meeting or exceeding the 7,500 number of pre-paid applications for its specialized license plate, the following must be provided: a) an alphabetical listing of all applications collected in a format on or prescribed by DMV, (b) copies of the applications, and (c) fees collected must be submitted to the DMV in the form of a check.

Continued on next page

7. (Enter State Agency Name) acknowledges that the computer programming and testing of the DMV's database for it specialized license plate program will not begin until the minimum 7,500 pre-paid applications and fees have been received by the DMV. (Enter State Agency Name) also acknowledges that the computer programming and testing may take an additional ten to twelve months after the minimum 7,500 applications and fees have been received by the DMV.

8. If (Enter State Agency Name) ever seeks to modify the design, logo, or message appearing on the specialized license plate, the order will be provided to the DMV Director in writing and will provide DMV no less than 180 days advance notice of the date DMV is to begin issuing the newly-designed specialized license plate to ensure an orderly transition from the existing license plate. Upon the written notification described above, DMV will immediately begin the process of redesigning the license plate. Any redesign must be approved by (Enter State Agency Name), including approval by CHP for legibility and/or reflectivity, and meet the size requirements set forth in CVC Section 5155. The (Enter State Agency Name) may be required to reimburse the DMV if any unused license plate stock is destroyed.

9. In the event any redesign by (Enter State Agency Name), specialized license plate owners will be allowed to renew, transfer, or retain the existing license plates issued under this program, provided those plate owners continue to comply with all applicable requirements regarding renewal, transfer, or retention of the plates. However, replacement license plates will only be issued using the most recent design currently in production.

10. Upon submission of the completed pre-paid application package to the DMV, DMV will submit to (Enter State Agency Name), a monthly Special Plates Report containing the monthly total number of specialized license plates for your agency, monthly fee totals collected by transaction type, monthly DMV Administrative Service Fees (ASF) by transaction type, and 12-month cumulative total fees collected and 12-month cumulative DMV ASF by transaction type. The transaction types will be categorized by original, renewal, retention, reassignment, duplicates, substitutes and exchanges. These categories will be further broken down by sequential and personalized (ELP) license plates.

11. Should either party desire a change or amendment to the terms of this MOU, such changes or amendments shall be proposed in writing to the other party, who will respond in writing as to whether the proposed changes/amendments are accepted or rejected. No amendment will be considered binding on either party until it is formally approved by both parties.

12. (Enter State Agency Name) agrees to defend, indemnify, and hold harmless the DMV for all litigation resulting from the promotion or issuance of specialized license plates for which it is the official sponsor. (Enter State Agency Name) assumes full responsibility and all liability for sponsorship of a specialized license plate, its design, and its logo, including any responsibility for defending any litigation resulting from the promotion or issuance of the specialized license plate, design, or logo, and for paying all costs and attorney fees associated with or arising out of any litigation resulting from the promotion or issuance of the specialized license plate, design, or logo.

Date: _____

_____
(Enter Name), Director
(Enter State Agency Name)

Date: _____

_____
(Enter Name), Director
Department of Motor Vehicles

EXAMPLE D – CHP PLATE APPROVAL LETTER

State of California | Transportation Agency

Memorandum

Date: August 4, 2015

To: Department of Motor Vehicles
Registration Operations Division
2415 1st Avenue, MS D-405
Sacramento, CA 95818

Attention: Ms. Kathy Mitchell, Manager III

From: **DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**
Commercial Vehicle Section

File No.: 62.14309.20308.062-2015-07095

Subject: VISIBILITY TEST ON BREAST CANCER AWARENESS SPECIAL INTEREST LICENSE PLATES

The two sample Breast Cancer Awareness special interest license plates (white background plate and pink background plate) your department provided appear to meet the requirements set forth in Sections 4850 and 4852 of the California Vehicle Code (CVC) and Division 3, Chapter 1, Article 8.6 CVC. Attached are the results of the visibility test conducted as outlined in Senate Resolution 43. If you require any further information or assistance, please contact Officer Caleb Howard, of my staff, at (916) 843-3400.

B. S. JOHNSON, Captain
Commander

Attachments

Safety, Service, and Security | *An Internationally Accredited Agency*

CHP 61 (Rev. 03-11) OPI 076

EXAMPLE E – PLATE PURCHASE SPREADSHEET

Reduced from legal size spreadsheet

Special Interest License Plate Pre-Paid Application Template (2/2017)

No	Plate Type	Fee	Last Name	First Name	Middle	Address	Apt/Suite	City	State	Zip Code	Phone	Current Plate #	E-mail	Vehicle Type	Field Office for Pickup	ELP Choice #1	Meaning	ELP Choice #2	Meaning
1	S	$50	Smith	John	H	555 Main St.		Los Angeles	CA	92020	203-555-7890	5JAG464	johnsmith200@att.net	A					
2	P	$103	Johnson	Susan	A	6877 Oakland Dr.		Modesto	CA	95777	707-555-3289	6BBC889	kral1234@yahoo.com	C		MOMCAR	Mom's car	MOMRYD	Mom's Ride
3	E	$103	Jones	Sally	J	2499 Mission Wy.	Apt 346	San Diego	CA	94335	290-555-6453	MYRYDE	1234test@sbcglobal.net	M/C					
4	S	$103	Dickens	Charles	J	24 Ashbury		Sacramento	CA	95818	290-555-6453		dickens@sbcglobal.net	T					

Plate Type Legend:
S = Sequential ($50)
P = Personalized ($103)
E = Exchange ($103)-from current ELP to new ELP plate type

Vehicle Type Legend:
A = Automobile
C = Commercial (pickups, etc.)
M/C = Motorcycle
T = Permanent Trailer Identification

EXAMPLE F –FEE ALLOCATION BREAKDOWN

This is a sample only of the possible fee breakdown between the State Agency (SA), the ELP Fund (for personalized plates), and the ASF. Where the description indicates SA FUND, the SA receives that portion of the funds. For registration renewals, the SA retains 100% of the SA Plate fee.

State Agency (SA) Plate Name			
FEE	**PERCENT**	**ABBREVIATION**	**DESCRIPTION**
Original ELP			
$103.00	**100.00%**	SA ORIG ELP	SA ELP Original
$19.87	**19.29%**	**SA ORIG ELP**	**SA Fund**
$53.00	51.46%	SA ORIG ELP	ELP Fund
$30.13	29.25%	SA ELP ASF	ASF
$103.00	**100.00%**		
Original ELP-Single Plate			
$103.00	**100.00%**	SA ORIG ELP SP	SA ELP Original Single Plate
$26.65	**25.87%**	**SA ORIG ELP SP**	**SA Fund**
$53.00	51.46%	SA SP ELP	ELP Fund
$23.35	22.67%	SA SP ELP ASF	ASF
$103.00	**100.00%**		
Duplicate ELP			
$78.00	**100.00%**	SA DUP	SA ELP Duplicate
$ 9.44	**12.10%**	**SA DUP**	**SA ELP Duplicate**
$43.00	55.13%	SA DUP ELP	ELP Fund
$25.56	32.77%	SA DUP ASF	ASF
$78.00	**100.00%**		
Duplicate ELP Single Plate			
$78.00	**100.00%**	SA DUP SP	Duplicate Single Plate
$15.65	**20.06%**	**SA DUP SP**	**SA Fund**
$43.00	55.13%	SA DUP SP ELP	ELP Fund
$19.35	24.81%	SA DUP SP ASF	ASF
$78.00	**100.00%**		
ELP Reassignment			
$58.00	**100.00%**	SA RSMT ELP	SA ELP Reassignment
$ 5.59	**9.64%**	**SA RSMT ELP**	**SA Fund**
$43.00	74.14%	SA ELP RSMT	ELP Fund
$9.41	16.22%	SA ELP R ASF	ASF
$58.00	**100.00%**		

Continued on next page

State Agency (SA) Plate Name				
FEE CODE	FEE	PERCENT	ABBREVIATION	DESCRIPTION
Original Sequential				
900	$50.00	100.00%	SA ORIG SEQ	SA Original Sequential
G16	**$29.75**	**59.50%**	**SA ORIG SEQ**	**SA Fund**
G17	$20.25	40.50%	SA ASF	ASF
	$50.00	**100.00%**		
Original Sequential-Single Plate				
917	$50.00	100.00%	SA SEQ ORIG SP	SA Sequential Original Single Plate
G18	**$37.72**	**75.44%**	**SA SEQ ORIG SP**	**SA Fund**
G19	$12.28	24.56%	SA SP ASF	ASF
	$50.00	**100.00%**		
Sequential-Substitute				
934	$35.00	$100.00	SA SEQ SUB	SA Sequential Substitute
G20	**$14.69**	**41.97%**	**SA SEQ SUB**	**SA Fund**
G21	$20.31	58.03%	SA SUB ASF	ASF
	$35.00	**100.00%**		
Sequential-Substitute-Single Plate				
935	$35.00	$100.00	SA SEQ SUB SP	SA Sequential Substitute Single Plate
G22	**$22.66**	**64.74%**	**SA SEQ SUB SP**	**SA Fund**
G23	$12.34	35.26%	SA SEQ SUB SP ASF	ASF
	$35	**100%**		
Sequential Reassignment				
941	$15.00	100.00%	SA SEQ RSMT	SA Sequential Reassignment
G28	**$5.59**	**37.27%**	**SA SEQ RSMT**	**SA Fund**
G29	$9.41	62.73%	SA RSMT ASF	ASF
	$15.00	**100%**		

EXAMPLE G – MARKETING MATERIALS

Hard copy application form to download and mail with payment. *Please note fees displayed are outdated!*

PLATE TYPE: (Annual Renewal fees are lower and will be paid directly to the DMV)

- ☐ **Original sequential** **$50**
  (Six characters of letters and numbers selected for you)
- ☐ **Original personalized** **$98**
  (Six characters of letters and/or numbers you select)
- ☐ **Exchange** **$98**
  (Exchange an existing personalized plate you currently own; six characters maximum)

NOTE: Original/Exchange plate fee is currently $103)

Complete this form and return it with a check, money order or cashier's check payable to:

DHCS - Every Woman Counts
Attn: Pink Plate
P.O. Box 997417, MS 4600
Sacramento CA 95899-7417

VEHICLE TYPE:

- ☐ Auto
- ☐ Truck
- ☐ Trailer
- ☐ Motorcycle
  (five characters maximum)

RESERVING A GIFT PLATE:

- ☐ **I am reserving this plate as a gift**
  (Recipient name must match the registered vehicle owner of the intended vehicle listed in the section below)

Recipient's name: _____

PLEASE PRINT PURCHASER'S INFORMATION:

Current license plate of intended vehicle: ☐☐☐☐☐☐☐

First Name: _____ **Middle:** _____ **Last Name:** _____

Street Address, Apt. #: _____

City/State/Zip Code: _____

Email Address: _____ **Phone:** _____

Signature: _____ **Date:** _____

DMV OR AAA OFFICE PICK-UP LOCATION:

For personalized and personalized exchanges only. When plates are ready, you will notified by mail and your plate will be sent to your local DMV or AAA Office. Sequential plates will be mailed to the address the DMV has on file.

PERSONALIZE YOUR PLATE:

For personalized plates, write characters in the boxes as you wish them to appear on the license plate. Clarify letters and numbers by writing the number "one" as "1" and write the letter "i" as "I." The number "zero" may not be used. Indicate full spaces with an asterisk "*" and a slash "/" for a half-space. The plate meaning **MUST** be shown.

1st Choice: ☐☐☐☐☐☐ **1st Choice Meaning:** _____

2nd Choice: ☐☐☐☐☐☐ **2nd Choice Meaning:** _____

3rd Choice: ☐☐☐☐☐☐ **3rd Choice Meaning:** _____

SAMPLE WEB PAGES

Note: Not all web pages included in sample.

07018

EARLY DETECTION SAVES LIVES

California PINK RIBBON LICENSE PLATE

Our Mission | News | Order License Plate | FAQ | History

California PINKPL

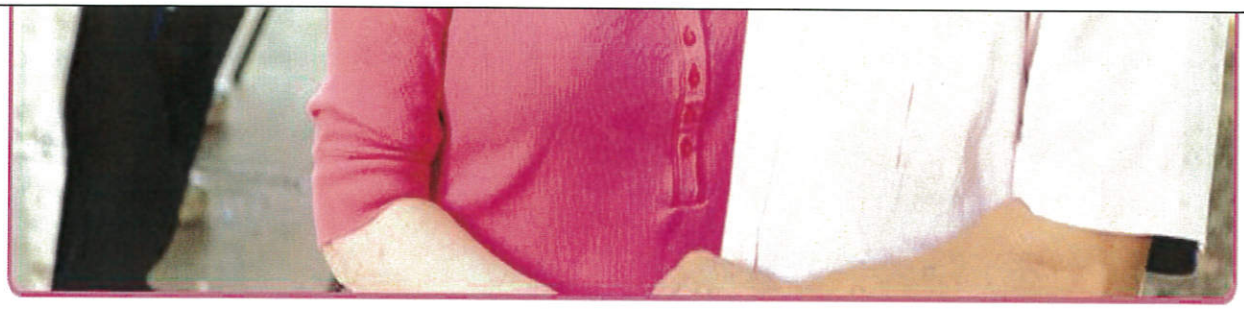
EARLY DETECTION SAVES LIVES

Pre-order and reserve your California Pink Ribbon License Plate today by clicking here

We need 7,500 paid orders before California DMV manufactures the Pink Ribbon License Plate.

To order online, click the above image or **Order License Plate** at the top of the page.

To order by mail, download the order form in PDF format, **here**. Complete the form and return it with a check, money order or cashier's check as indicated.



Our Mission

Our mission is to educate, promote and raise funds for Breast Cancer Awareness in California. Early detection saves lives. We can think of no better way to spread this message than through the California Pink Ribbon License Plate.

All funds generated from sales of the California Pink Ribbon License Plate will be deposited into the Breast Cancer Control Account, which funds the Every Woman Counts (EWC) program (click here). EWC is administered by the California Department of Health Care Services (DHCS) and provides free clinical breast exams and mammograms to California's underserved women.

The mission of the EWC is to save lives by preventing and reducing the devastating effects of cancer for Californians through education, early detection, diagnosis, and integrated preventive services, with special emphasis on the underserved. The EWC program partners with county departments of public health and county health consortia across California to provide women with local, easy access to screenings.

We know that early detection is critical in treating breast cancer and increasing survival rates. Money generated from the California Pink Ribbon License Plate will allow more women across California to get regular breast exams and mammograms, potentially saving the lives of countless women.

For Press and Booking information, please contact:

Melissa Berger

Melissa Berger Public Relations

437 S. Cochran #6, Los Angeles CA 90036

email: Melissa@mbergerpr.com

California PINK RIBBON LICENSE PLATE

Follow us on

For additional information, contact:
PinkPlate@dhcs.ca.gov

Partner Information
CLICK HERE

California
PINK RIBBON
LICENSE PLATE
California
4NX233
EARLY DETECTION SAVES LIVES
California
PINKPL
EARLY DETECTION SAVES LIVES
BE ONE OF THE FIRST TO HAVE
A CALIFORNIA PINK RIBBON LICENSE PLATE
ON YOUR VEHICLE!

Plates

California
California
California

California PINK RIBBON LICENSE PLATE

Cart:
0 item(s) - $

Personalized Plate

An **Original Personalized California Pink Ribbon License Plate** consists of six letters and numbers you select.

1. Select the **Vehicle Type**.
2. If you are reserving the plate as a gift, click the checkbox and indicate the **Gift Recipient's Name** in the space provided.
3. Enter the **1st, 2nd** and **3rd choice** options as well as each option's **meaning**. Enter all 3 in order of preference in case your selection is already in use. *(Indicate full spaces with an asterisk "*" and a slas "/" for a half-space.)*
4. **When checking out**, if the Billing Address information doesn't match what is on the **DMV record**, please use the Shipping Information option to provide this information.
5. **EACH ORDER INCLUDES BOTH THE FRONT AND THE BACK PLATE. ORDER ONLY ONCE PER VEHICLE!**

Choose your own letters

$98 **Original Personalized is $103 as of 7/1/17**

Stock Status: In Stock
Delivery Status: Awaiting 7,500 Paid Orders

Vehicle Plate Type *
Which type of vehicle are you going to place the Pink Ribbon License Plate on?

- ○ Auto
- ○ Truck
- ○ Trailer
- ○ Motorcycle (five characters maximum)

I am reserving this plate as a gift

☐ Click here

EXAMPLE H – FREQUENTLY ASKED QUESTIONS

Used to provide to potential plate applicants information.

What is the California Pink Ribbon License Plate?
How does the process work?
Who can pre-order these plates?
How much do the plates cost?
Where will the fees go?
Are the fees tax deductible?
How can I help?
If I already own a personalized plate, can I keep it?
I currently have a different specialized license plate - can I switch to the California Pink Ribbon License Plate?
How long will it take to get the plates?
Will I be able to give these plates as a gift?
What will you do with the information I provide on the order form?
Can I get a California Pink Ribbon License Plate if I currently have a disabled plate?
What do I do if I move or have a change of vehicle before I receive my new California Pink Ribbon License Plate?

What is the California Pink Ribbon License Plate?

The California Pink Ribbon License Plate is an idea started by four women, all breast cancer survivors, who wanted to do something to promote early detection and help more women and families survive this terrible disease. We have all seen specialized license plates on vehicles across California. The California Pink Ribbon License Plate is the newest option California drivers can purchase.

How does the process work?

Pre-order the California Pink Ribbon License Plate by clicking the Order License Plate button above. Once you place your pre-order and a total of 7,500 orders are received, the applications and funds will be forwarded to the DMV. It may take up to twelve months for programming to be implemented and orders placed. It will take additional time for personalized plates or exchanges to be manufactured

Who can pre-order these plates?

Anyone who has a current California-registered vehicle including automobile, truck, trailer, motorcycle, or commercial vehicles may order the California Pink Ribbon License Plate.

Continued on next page

How much do the plates cost?

The California Pink Ribbon License Plate costs a fee in addition to your normal registration fee. To pre-order a sequentially numbered plate (a random set of six numbers and letters selected by the DMV); the cost will be $50 ($40 per year to renew plus your normal registration fee). Personalized plates (where you select up to six numbers and/or letters) cost **$98 ($78** per year to renew plus your normal registration fee). **Note: As of 7/1/17, fees increased to $103 and $83 respectively.**

Where will the fees go?

A portion of funds generated from sales for the California Pink Ribbon License Plate will be deposited into the Breast Cancer Control Account, which funds the Every Woman Counts (EWC) program (click here).

EWC is administered by the California Department of Health Care Services (DHCS) and provides free clinical breast exams and mammograms to California's underserved women. The mission of the EWC is to save lives by preventing and reducing the devastating effects of cancer for Californians through education, early detection, diagnosis, and integrated preventive services, with special emphasis on the underserved. EWC partners with county departments of public health and county health consortia across California to provide women with local, easy access to screenings.

We know that early detection is critical in treating breast cancer and increasing survival rates. Money generated from the California Pink Ribbon License Plate will allow more women across California to get regular breast exams and mammograms, potentially saving the precious lives of countless women.

Are the fees tax deductible?

A portion of the California Pink Ribbon License Plate purchase price and renewal fee is considered a charitable contribution and is tax deductible to the extent permitted by law. For questions about your taxes, consult a tax professional.

How can I help?

Spread the word! Tell your friends, family, and co-workers to order their California Pink Ribbon License Plate. Email this web site to everyone you know that lives, works, and recreates in California. Be sure to use the hashtag **#PinkPlate** whenever you can!

If I already own a personalized plate, can I keep it?

If your personalized plates have 6 characters or less, you can keep your configuration. The addition of the pink ribbon on the left side of the plate takes the place of the seventh character. Because of this, the maximum number of characters allowed on the plate is six. Your registration fees will include the

cost of the personalization (your six chosen letters and/or numbers) plus the cost of the California Pink Ribbon License Plate.

Continued on next page

I currently have a different specialized license plate - can I switch to the California Pink Ribbon License Plate?

Yes. Converting from another specialized license plate will cost the same as setting up a new California Pink Ribbon License Plate, $50 for a sequential numbered plate or $**103** for a personalized plate.

How long will it take to get the plates?

After receiving 7,500 paid orders, the DMV will produce and distribute the California Pink Ribbon License Plate. The DMV production process may take up to 12 months.

Will I be able to give these plates as a gift?

Yes. You may give a California Pink Ribbon License Plate as a gift. Go to the Order License Plate page and complete the web or paper pledge form and fill it out on behalf of your gift recipient. The person receiving the gift must have a current California registration for the vehicle they plan to place the plates onto.

What will you do with the information I provide on the order form?

We will not share your information or send unsolicited emails/mailings or make unsolicited phone calls. You do have the option to sign up for future Department of Health Care Services (DHCS) health information e-mails. If you do not sign up for these health information e-mails, your information will only be used to contact you regarding your California Pink Ribbon License Plate order.

Can I get a California Pink Ribbon License Plate if I currently have a disabled plate?

DMV allows disabled persons and disabled veterans to display Special Interest License Plates only in lieu of Disabled Person or Disabled Veteran plates. In such cases, a parking placard must be displayed in the vehicle to receive the parking privileges.

What do I do if I move or have a change of vehicle before I receive my new California Pink Ribbon License Plate?

You can update your order information by clicking on the Order License Plate button at the top and log in into your account. Alternatively, you may also update your information by contacting PinkPlate@dhcs.ca.gov.

EXAMPLE I – PLATE DESIGN TEMPLATE

CA Department of Motor Vehicles License Plate Template

REG 933 (VER. 9/6/2016)

Space for artwork

Space for slogan