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## NATIVE AMERICAN HERITAGE COMMISSION

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### PROTECT NATIVE CULTURE LICENSE PLATE UPDATE

*July 2020*

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#### I. Status

- The current deadline is November 20, 2020.
- Absent tribal government commitments, ~400 individual plates have been sold at this time.
- Including tribal government pledges, license plate commitments are ~2,500.
  - NAHC has not received any complete orders (payment + individual car information) from tribes that have committed at this point in time.
  - Individual vehicle information is needed to process committed payments.
- Prior to Covid-19, the success of this campaign depended on tribal government sponsorships. In a COVID-19 economic landscape, it is unclear whether this campaign will be successful with the current deadline.
- Even though NAHC has paused the PR campaign, the contract for ads is concluding. NAHC continues to receive a few of orders on a regular basis.
- The campaign (interview) video is finalized and ready to be released.
- NAHC has requested an extension from DMV and was denied.

#### II. HelpGood Contract

- HelpGood has been informed that the campaign is on hold. They have paused all advertisements.

#### III. Next Steps

Staff Recommendation: cease all sales and refocus NAHC efforts on initiating a new application once the pandemic and economic landscape are more favorable. NAHC will have to refund all money collected (no checks have been

cashed so would only need to refund credit card payments – this will need to happen if the campaign is unsuccessful as well).

- After the refunds have been issued, the NAHC has the option to submit a new sponsorship application with all of the required materials to DMV for approval and start the process over. NAHC Staff will spend some time to review and report on what lessons learned through this process so that adjust and introduce beneficial changes to the application collection process and marketing strategies.
- Once the economic landscape is more favorable, NAHC can refresh campaign materials (rather than reinventing/overhauling) to renew the campaign. Staff anticipates that his process should be much faster provided that the plate design and the program remains unaltered.