

**ASSEMBLY, No. 2893**

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**STATE OF NEW JERSEY**

**219th LEGISLATURE**

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INTRODUCED FEBRUARY 20, 2020

**Sponsored by:**

**Assemblywoman YVONNE LOPEZ**

**District 19 (Middlesex)**

**SYNOPSIS**

Makes various changes to current system for approval, issuance, administration, and discontinuance of various types of special license plates.

**CURRENT VERSION OF TEXT**

As introduced.



1 AN ACT concerning specialty registration plates, revising various  
2 parts of the statutory law, and supplementing Title 39 of the  
3 Revised Statutes.

4  
5 **BE IT ENACTED** by the Senate and General Assembly of the State  
6 of New Jersey:

7  
8 1. Section 1 of P.L.1987, c.374 (C.39:3-27.35) is amended to  
9 read as follows:

10 1. **[A]** a. The commission may issue, upon proper  
11 application therefor, a set of specialty registration plates to any  
12 person or entity requesting specialty registration plates that  
13 complies with the procedures set forth herein and any rules and  
14 regulations promulgated by the chief administrator.

15 b. As used in P.L.1987, c.374 (C.39:3-27.35 et seq.) and in  
16 P.L. , c. (C. ) (pending before the Legislature as this bill):

17 “Sponsoring organization” means a nonprofit community,  
18 alumni, or service organization which is seeking approval from the  
19 commission for its own specialty registration plate or which has  
20 been approved for the issuance of specialty registration plates  
21 pursuant the provisions of P.L.1987, c.374 (C.39:3-27.35 et seq.) or  
22 any other organization or entity which has been approved for the  
23 issuance of specialty registration plates pursuant to the provisions  
24 of P.L. , c. (C. ) (pending before the Legislature as this bill).

25 “Specialty registration plate” means a license plate which bears  
26 the name, initials, logotype, graphic, or identifying phrase of a  
27 sponsoring organization and which has been approved by the chief  
28 administrator for issuance by the commission.

29 c. Any person who is a member in good standing of a  
30 **[nonprofit community, alumni or service]** sponsoring organization  
31 in the State approved by the [director] chief administrator pursuant  
32 to the provisions of [this act] P.L.1987, c.374 (C.39:3-27.35) et  
33 seq. may be issued [special organization vehicle] a set of specialty  
34 registration plates to be displayed on motor vehicles owned or  
35 leased by that person in place of standard registration plates. A  
36 person who receives specialty registration plates shall be subject to  
37 the same laws and regulations governing standard registration  
38 plates. A person may combine an application for specialty  
39 registration plates with an application for registration plates bearing  
40 the national wheelchair symbol pursuant to section 3 of  
41 P.L.1949, c.280 (C.39:4-206). The design and approval of specialty  
42 registration plates bearing the national wheelchair symbol shall be  
43 within the sole discretion of the chief administrator.

44 (cf: P.L.1989, c.49, s.1)

**EXPLANATION** – Matter enclosed in bold-faced brackets **[thus]** in the above bill is  
not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

1       2. Section 2 of P.L.1987, c.374 (C.39:2-27.36) is amended to  
2 read as follows:

3       2. **【Special organization vehicle】** Specialty registration plates  
4 shall be issued subject to the following conditions:

5       a. Each sponsoring organization shall appoint **【an**  
6 **organization】** a representative who will act as a liaison between the  
7 sponsoring organization and the **【division】** commission.

8       b. The representative shall, upon application on behalf of any  
9 member, provide a copy of the charter of the sponsoring  
10 organization to the **【division】** commission which shall indicate the  
11 organization's lawful purpose and shall also provide proof of its  
12 nonprofit status.

13       c. The representative shall **【submit an】** certify in writing to the  
14 chief administrator that the sponsoring organization **【Certification**  
15 **of Membership when requested by the division】** has at least 1,000  
16 members in good standing who reside in this State, and, once the  
17 organization and a registration plate arrangement under subsection  
18 d. are approved, forward a fee **【of no more than \$75.00 as】** to be  
19 determined by the **【director】** chief administrator for each set of  
20 **【special organization vehicle】** specialty registration plates, in  
21 addition to fees otherwise prescribed by law, for these plates. The  
22 **【Certification of Membership】** written certification provided by the  
23 sponsoring organization pursuant to this subsection shall be printed  
24 at the organization's expense and contain the organization's official  
25 letterhead, the signature of the organization's representative, the  
26 names and addresses of organization members requesting **【special**  
27 **organization vehicle】** specialty registration plates, and the present  
28 registration plate numbers of the vehicles of the members.

29       d. The representative also shall submit to the **【division】**  
30 commission a non-refundable application fee determined by the  
31 chief administrator and the name or initials the organization wishes  
32 to be placed at the bottom of the plate and a logotype, graphic, or  
33 identifying phrase. The use and arrangement of the name, initials,  
34 **【or】** logotype, graphic, or identifying phrase of the sponsoring  
35 organization on the registration plates shall be in the sole discretion  
36 of the **【director】** chief administrator.

37       e. Specialty registration plates shall only be approved for a  
38 sponsoring organization which, except for an organization  
39 consisting of military service veterans, has as its primary purpose  
40 service to the community through specific programs that promote  
41 the improvement of public health, education, or general welfare.

42       f. The sponsoring organization shall have maintained its status  
43 as a nonprofit organization in good standing for not less than five  
44 consecutive years prior to submitting an application for approval of  
45 specialty registration plates pursuant to this section. The  
46 organization shall prove its nonprofit status by submitting to the

1 commission a photocopy of the approval letter issued to the  
2 organization by the United States Internal Revenue Service which  
3 confirms the organization's status as nonprofit, and shall certify by  
4 affidavit that the photocopy is of the authentic document issued by  
5 the United States Internal Revenue Service to the organization. The  
6 sponsoring organization's headquarters or base of operations shall  
7 be located in this State; provided, however, that if the organization  
8 is a chapter or branch of an international, national, or regional  
9 organization, the chapter or branch shall be in good standing and  
10 obtain written authorization from the parent organization to use the  
11 name, initials, logotype, graphic, or identifying phrase of the parent  
12 organization.

13 g. The sponsoring organization is required to have an active  
14 telephone number listed under its own name in at least one  
15 telephone directory published in this State.

16 h. The chief administrator shall not approve a specialty  
17 registration plate if the sponsoring organization's name, initials,  
18 logotype, graphic, or identifying phrase sought to be placed on the  
19 specialty registration plate:

20 (1) Invokes connotations offensive to good taste and decency;

21 (2) Promotes, advertises, or endorses a product, brand, or  
22 service provided for sale;

23 (3) Infringes upon or otherwise violates a trademark, trade  
24 name, service mark, copyright, or other proprietary or property  
25 right;

26 (4) Obscures the specialty registration plate letters or numbers  
27 that are assigned by the commission;

28 (5) Displays a politically or religiously affiliated image or  
29 message; or

30 (6) Displays any image or message which the chief  
31 administrator, for good cause shown, determines to be offensive or  
32 controversial.

33 **【Special organization vehicle】** i. Specialty registration plates  
34 shall not be provided to any commercially registered vehicle or any  
35 motorcycle, unless previously approved by the chief administrator  
36 prior to the effective date of P.L. , c. (C. ) (pending before  
37 the Legislature as this bill).

38 j. It shall be within the sole discretion of the chief  
39 administrator or designee to determine if, and the manner in which,  
40 specialty registration plates may be advertised.

41 **【f.】** k. The initial order for specialty registration plates shall be  
42 for no less than 500 【members of the organization in good  
43 standing】 sets of plates and shall be accompanied by the fees  
44 prescribed by the 【director, except that the initial order for plates  
45 submitted by a service organization shall be for no less than 175  
46 members】 chief administrator. The fee prescribed by the chief  
47 administrator pursuant to subsection c. of this section for each set of

1 specialty registration plates shall be paid to the commission prior to  
2 the manufacture of such plates.

3 l. The chief administrator shall have the sole discretion to  
4 determine the number of sponsoring organizations applying for a  
5 specialty registration plate that will be approved for issuance in any  
6 fiscal year.

7 m. A sponsoring organization which has been approved for a  
8 specialty registration plate may solicit and collect a donation from  
9 individuals applying for a set of the plates as a condition for the  
10 sponsoring organization's approval of the initial issuance of the  
11 plates to the applicant by the commission, but the minimum  
12 required donation shall be the same for all applicants and shall be  
13 posted for public viewing wherever information regarding the  
14 availability of the specialty registration plates is advertised, listed,  
15 or communicated by the sponsoring organization. A sponsoring  
16 organization may solicit and collect voluntary donations from  
17 registrants displaying the organization's specialty registration  
18 plates, but the organization may not demand continued donations  
19 from registrants as a condition for the continued display of the  
20 plates. A sponsoring organization may advise the commission to  
21 recall plates from any individual who is no longer a member in  
22 good standing of the sponsoring organization.

23 (cf: P.L.1989, c.49, s.2)

24  
25 3. Section 3 of P.L.1987, c.374 (C.39:3-27.37) is amended to  
26 read as follows:

27 3. a. The **【director】** chief administrator shall have the sole  
28 authority to make the final decision as to whether or not an  
29 organization is approved for the issuance of **【special organization**  
30 **vehicle】** specialty registration plates **【to its members】**,  
31 notwithstanding the organization's compliance with section 2 of  
32 P.L.1987, c.374 (C.39:3-27.36).

33 b. The chief administrator shall have the sole authority to  
34 determine which specialty registration plates shall be made  
35 available at commission field offices. The determination shall be  
36 based on sales volume, administrative costs, available storage  
37 space, and any other factors which the chief administrator deems  
38 appropriate. The chief administrator shall also have the sole  
39 discretion to determine which specialty registration plates shall be  
40 made available at motor vehicle dealerships or on the premises of  
41 approved third parties performing the vehicle registration process.

42 (cf: P.L.1987, c.374, s.3)

43  
44 4. Section 5 of P.L.1987, c.374 (C.39:3-27.39) is amended to  
45 read as follows:

46 5. Pursuant to the "Administrative Procedure Act,"  
47 P.L.1968, c.410 (C.52:14B-1 et seq.), the **【director】** chief  
48 administrator may adopt rules and regulations governing the design,

1 issuance, and use of **【these vehicle】** specialty registration plates and  
2 any other rules and regulations which may be necessary to  
3 effectuate the purposes of P.L.1987, c.374 (C.39:3-27.35 et seq.)  
4 including, but not limited to, the nature of the documentation to be  
5 used as proof of nonprofit status, definitions of community, alumni,  
6 and service organizations, and procedures for the return of **【special**  
7 **organization vehicle】** specialty registration plates from persons who  
8 are no longer members in the approved sponsoring organization or  
9 who have been convicted of any violation pursuant to section 3 of  
10 P.L.1959, c.56 (C.39:3-33.5).  
11 (cf: P.L.1987, c.374, s.5)  
12

13 5. (New section) a. All special registration plates issued  
14 pursuant to the following shall be known and referred to as  
15 specialty registration plates for the purposes of this section:

16 (1) Amateur radio call letter registration plates issued pursuant  
17 to section 1 of P.L.1968, c.247 (C.39:3-27.5); and

18 (2) Street rod registration plates issued pursuant to section 1 of  
19 P.L.1981, c.240 (C.39:3-27.27).

20 b. The chief administrator may, in the chief administrator's  
21 discretion, revoke the approval of or prohibit new sales of any  
22 specialty registration plate approved pursuant to  
23 P.L.1987, c.374 (C.39:3-27.35 et seq.) or established pursuant to the  
24 sections of law enumerated in paragraphs (1) or (2) of subsection a.  
25 of this section if:

26 (1) the sponsoring organization of the specialty registration  
27 plate fails to comply with the provisions of State law governing the  
28 use of registration plates;

29 (2) fewer than 500 sets of the specialty registration plates  
30 established prior to or after the effective date of P.L. , c.  
31 (C. ) (pending before the Legislature as this bill) have been  
32 sold in the first full fiscal year of sales after the effective date of  
33 P.L. , c. (C. ) (pending before the Legislature as this bill);

34 (3) after a fiscal analysis conducted by the commission, the  
35 chief administrator determines that it is no longer cost effective to  
36 produce the specialty registration plate and offer it for sale;

37 (4) the commission determines that the sponsoring organization  
38 is no longer qualified for a specialty registration plate under the  
39 provisions of P.L.1987, c.374 (C.39:3-27.35 et seq.); or

40 (5) the sponsoring organization has perpetrated fraud against the  
41 commission in obtaining specialty registration plates for its  
42 members.

43 c. Upon the revocation of approval of a sponsoring  
44 organization's specialty registration plate established pursuant to  
45 P.L.1987, c.374 (C.39:3-27.35 et seq.), the issuance of the plate  
46 shall be terminated and the sponsoring organization shall not  
47 advertise the sale of the plate. A person who owns a motor vehicle  
48 displaying valid specialty registration plates for which the chief

1 administrator has revoked approval, or for which new sales have  
2 been prohibited, may continue to display those plates on the  
3 person's motor vehicle until the plates are recalled by the chief  
4 administrator, provided the motor vehicle's registration is properly  
5 renewed and the registration plates remain legible.

6 d. Following the revocation of the chief administrator's  
7 approval of a specialty registration plate or a prohibition on new  
8 sales of a plate, if that specialty registration plate is approved by the  
9 chief administrator for continued display on properly registered  
10 vehicles, the sponsoring organization, if applicable, may solicit and  
11 collect voluntary donations from the registrant displaying the plates,  
12 in accordance with any guidelines established by the chief  
13 administrator permitting the solicitation and collection.

14 e. The chief administrator shall have the sole discretion to  
15 determine whether replacement or duplicate registration plates shall  
16 be issued for any specialty registration plate whose approval has  
17 been revoked, or for which new sales have been prohibited, if the  
18 plates are destroyed, lost, stolen, or mutilated.

19 f. A sponsoring organization that remains in good standing  
20 following the revocation or discontinuance of the specialty  
21 registration plate for which it had been previously approved may  
22 request the chief administrator to approve the manufacture of  
23 novelty products using the remaining stock of the discontinued  
24 plate. This request shall be subject to the approval of the chief  
25 administrator and the Commissioner of Corrections. The  
26 Department of Corrections shall provide for the manufacture of any  
27 novelty product approved pursuant to this subsection and the  
28 product shall then be issued to the sponsoring organization for a fee  
29 to be determined by the chief administrator. The fee shall be  
30 considered revenue of the commission and shall not be subject to  
31 the calculation of proportional revenue remitted to the commission  
32 pursuant to section 105 of P.L.2003, c.3 (C.39:2A-36).

33  
34 6. (New section) a. Following the effective date  
35 of P.L. , c. (C. ) (pending before the Legislature as this bill),  
36 the chief administrator may discontinue the production and issuance  
37 of any of the special license or registration plates enumerated in  
38 subsection b. of this section, from which a portion of the initial or  
39 annual renewal fees are dedicated to the support of a particular fund  
40 or cause, if:

41 (1) in the most recent full fiscal year, less than \$7,500 is derived  
42 from the annual renewal fee for the special license or registration  
43 plate, which fee is in addition to all fees otherwise required by law  
44 for the renewal of the registration of a motor vehicle and which is  
45 dedicated to the support of a particular cause or fund; and

46 (2) after a fiscal analysis conducted by the commission, the  
47 chief administrator determines that it is no longer cost effective to  
48 produce the plate and offer it for sale.

- 1       b. The provisions of subsection a. of this section shall apply to
- 2 following:
- 3       (1) coastal protection registration plates issued pursuant to
- 4 section 2 of P.L.1993, c.168 (C.39:3-27.48);
- 5       (2) animal welfare registration plates issued pursuant to section
- 6 1 of P.L.1993, c.184 (C.39:3-27.55);
- 7       (3) United States Olympic registration plates issued pursuant to
- 8 section 2 of P.L.1995, c.176 (C.39:3-27.62);
- 9       (4) Battleship U.S.S. New Jersey registration plates issued
- 10 pursuant to Section 1 of P.L.1995, c.252 (C.39:3-27.67);
- 11       (5) historic preservation registration plates issued pursuant to
- 12 section 2 of P.L.1995, c.368 (C.39:3-27.73);
- 13       (6) shade tree and community forest preservation registration
- 14 plates issued pursuant to section 10 of P.L.1996, c.135 (C.39:3-
- 15 27.79);
- 16       (7) Pinelands preservation registration plates issued pursuant to
- 17 section 1 of P.L.1996, c.147 (C.39:3-27.85);
- 18       (8) Barnegat Bay Decoy and Baymen's Museum license plates
- 19 or other maritime history or marine life preservation project
- 20 registration plates issued pursuant to section 3 of
- 21 P.L.1997, c.74 (C.39:3-27.86);
- 22       (9) "Conquer Cancer" registration plates issued pursuant to
- 23 section 1 of P.L.1997, c.92 (C.39:3-27.90);
- 24       (10) Liberty State Park registration plates issued pursuant to
- 25 section 2 of P.L.1997, c.195 (C.39:3-27.92);
- 26       (11) Meadowlands conservation registration plates issued
- 27 pursuant to section 9 of P.L.1999, c.31 (C.39:3-27.100);
- 28       (12) Deborah Heart and Lung Center registration plates issued
- 29 pursuant to section 1 of P.L.1999, c.354 (C.39:2-27.107);
- 30       (13) "Promote Agriculture" registration plates issued pursuant to
- 31 section 1 of P.L.2001, c.13 (C.39:3-27.116);
- 32       (14) law enforcement officer memorial registration plates
- 33 issued pursuant to section 2 of P.L.2001, c.41 (C.39:3-27.123);
- 34       (15) "Be An Organ Donor" registration plates issued pursuant to
- 35 section 1 of P.L.2001, c.164 (C.39:3-27.127);
- 36       (16) "United We Stand" registration plates issued pursuant to
- 37 section 2 of P.L.2002, c.52 (C.39:3-27.132);
- 38       (17) Omega Psi Phi registration plates issued pursuant to
- 39 section 1 of P.L.2013, c.273 (C.39:3-27.144);
- 40       (18) Alpha Kappa Alpha registration plates issued pursuant to
- 41 section 1 of P.L.2014, c.90 (C.39:3-27.146);
- 42       (19) military veteran motorcycle registration plates issued
- 43 pursuant to section 1 of P.L.2017, c.193 (C.39:3-27.148);
- 44       (20) "Equality" registration plates issued pursuant to section 1 of
- 45 P.L.2017, c.279 (C.39:3-27.150);
- 46       (21) Delta Sigma Theta registration plates issued pursuant to
- 47 section 1 of P.L.2018, c.109 (C.39:3-27.152);



1 (22) “Humane State” registration plates issued pursuant to  
2 section 1 of P.L.2018, c.134 (C.39:3-27.154);

3 (23) breast cancer awareness registration plates issued pursuant  
4 to section 1 of P.L.2019, c.281 (C.39:3-27.156); and

5 (24) wildlife conservation registration plates issued pursuant to  
6 section 1 of P.L.1993, c.119 (C.39:3-33.10).

7 c. A person who owns a motor vehicle displaying valid  
8 registration plates which have been discontinued under this section  
9 may continue to display those plates on the person’s motor vehicle  
10 until the plates are recalled by the chief administrator, provided the  
11 motor vehicle’s registration is properly renewed and the registration  
12 plates remain legible.

13 d. The chief administrator shall have the sole discretion to  
14 determine whether replacement or duplicate registration plates will  
15 be issued for any previously issued plates which have been  
16 discontinued under this section if the plates are destroyed, lost,  
17 stolen, or mutilated.

18 e. An entity or organization which receives revenues generated  
19 through the issuance or renewal fees of any registration plate which  
20 is discontinued under this section may, if approved by the chief  
21 administrator, solicit and collect voluntary donations from any  
22 registrant displaying discontinued plates, in accordance with any  
23 guidelines established by the chief administrator permitting  
24 solicitation and collection.

25

26 7. (New section) a. (1) Prior to the discontinuance of any  
27 special license plate or registration plate enumerated in paragraphs  
28 (1) through (24) of subsection b. of section 6 of P.L. , c.  
29 (C. ) (pending before the Legislature as this bill), but not later  
30 than the first day of the sixth month following the effective date of  
31 P.L. , c. (C. ) (pending before the Legislature as this bill), an  
32 organization or entity that receives revenues generated through the  
33 issuance or renewal fees of any special license or registration plate  
34 enumerated in paragraphs (1) through (24) of subsection b. of  
35 section 6 of P.L. , c. (C. ) (pending before the Legislature as  
36 this bill) may apply to be approved by the commission to serve as  
37 the sponsoring organization of the special license or registration  
38 plate from which the organization or entity receives funding. The  
39 chief administrator may approve more than one sponsoring  
40 organization for each plate.

41 (2) Any organization or entity that is approved to serve as a  
42 sponsoring organization pursuant to paragraph (1) of this subsection  
43 shall be deemed to have met all of the requirements of section 2 of  
44 P.L.1987, c.374 (C.39:3-27.36) concerning the procedure a  
45 sponsoring organization is to follow in seeking the approval of a  
46 specialty registration plate.

47 (3) Upon receiving the approval of the commission to serve as a  
48 sponsoring organization of any special license or registration plate

1 enumerated in paragraphs (1) through (24) of subsection b. of  
2 section 6 of P.L. , c. (C. ) (pending before the Legislature  
3 as this bill), that special license or registration plate shall henceforth  
4 be known as a specialty registration plate as defined in section 1 of  
5 P.L.1987, c.374 (C.39:3-27.35). A special registration plate and its  
6 sponsoring organization shall be subject to the provisions of  
7 P.L.1987, c.374 (C.39:3-27.35 et seq.) and any rules or regulations  
8 promulgated pursuant thereto.

9 b. On the first day of the sixth month following the effective  
10 date of P.L. , c. (C. ) (pending before the Legislature as this  
11 bill), the following fees shall apply:

12 (1) Notwithstanding any other law to the contrary, the fee for  
13 the issuance of specialty registration plates approved pursuant to  
14 P.L.1987, c.374 (C.39:3-27.35 et seq.) or any of the sections of law  
15 enumerated in paragraphs (1) and (2) of subsection a. of section 5  
16 of P.L. , c. (C. ) (pending before the Legislature as this bill)  
17 shall be \$35, in addition to the fees otherwise prescribed by law for  
18 the registration of motor vehicles.

19 (2) Notwithstanding any other law to the contrary, the fee for  
20 the issuance of any of the special license or registration plates  
21 approved pursuant to the sections of law enumerated in paragraphs  
22 (1) through (17) of subsection b. of section 6 of P.L. , c. (C. )  
23 (pending before the Legislature as this bill) shall be \$35, in addition  
24 to the fees otherwise prescribed by law for the registration of motor  
25 vehicles. The commission shall cease to remit any portion of the  
26 revenue generated through the issuance of those plates to the  
27 statutorily established funds or causes those plates support on the  
28 first day of the sixth month following the effective date of  
29 P.L. , c. (C. ) (pending before the Legislature as this bill).  
30 For any plates which have been issued prior to the effective date of  
31 P.L. , c. (C. ) (pending before the Legislature as this bill),  
32 the commission shall continue to collect any fee established by law  
33 for the renewal of the special license or registration plate, and the  
34 commission shall continue to remit the revenue generated from the  
35 renewal fee to the statutorily established funds or causes those  
36 plates support.

37 c. All fees generated through the issuance of specialty  
38 registration plates which have been approved pursuant to  
39 P.L.1987, c.374 (C.39:3-27.35 et seq.) following the effective date  
40 of P.L. , c. (C. ) (pending before the Legislature as this  
41 bill), and any fees generated pursuant to paragraphs (1) and (2) of  
42 subsection b. of this section, shall be revenues of the commission  
43 and shall not be subject to the calculation of proportional revenue  
44 remitted to the commission pursuant to section 105 of  
45 P.L. 2003, c.13 (C.39:2A-36).

46  
47 8. (New section) a. As used in this section and  
48 notwithstanding the provisions of subsection c. of this section,

1 “novelty plate” means a license plate which has markings and  
2 design that are identical or similar to those of a specialty  
3 registration plate approved by the chief administrator pursuant to  
4 the provisions of P.L.1987, c.374 (C.39:3-27.35 et seq.) or  
5 P.L. , c. (C. ) (pending before the Legislature as this bill),  
6 except that:

7 (1) A novelty plate shall not be authorized for vehicle  
8 registration and shall not be mounted on any part of a vehicle  
9 registered in this State or any other State which is permitted on  
10 public highways in this or any other state;

11 (2) The words “Novelty Plate” shall be printed on the bottom  
12 rim of the plate; and

13 (3) The name, initials, or abbreviation of the sponsoring  
14 organization, as defined in subsection b. of section 1 of  
15 P.L.1987, c.374 (C.39:3-27.35), requesting the novelty license plate  
16 shall replace the characters used for vehicle registration as long as  
17 the name, initials, or abbreviation do not coincide with any valid  
18 registration plate issued by the commission.

19 b. Upon the written request of a sponsoring organization, the  
20 chief administrator may approve the sale of novelty license plates  
21 by a sponsoring organization. The sponsoring organization shall,  
22 upon requesting novelty plates, remit a fee, to be determined by the  
23 chief administrator, per single novelty plate ordered. The minimum  
24 number of plates that may be ordered at any one time shall not be  
25 less than 100. No sales tax shall be imposed upon the issuance of  
26 novelty plates to a sponsoring organization by the commission. The  
27 sponsoring organization may offer the novelty plates for sale at a  
28 cost to be determined by the organization, and the organization  
29 shall comply with applicable sales tax laws of this State.

30 c. The commission may establish commemorative novelty  
31 license plates that are not associated with an approved sponsoring  
32 organization and offer them for sale, at a fee to be determined by  
33 the chief administrator, to the general public.

34 d. Any novelty plates approved by the commission pursuant to  
35 this section shall comply with the standards set forth in subsection  
36 h. of section 2 of P.L.1987, c.374 (C.39:3-27.36) for specialty  
37 registration plates, but it is not necessary for novelty plates to  
38 comply with the size and reflectorization requirements for general  
39 registration plates.

40 e. Any fees collected by the commission pursuant to this  
41 section shall be considered revenues of the commission and shall  
42 not be subject to the calculation of proportional revenue remitted to  
43 the commission pursuant to section 105 of P.L.2003, c.13 (C.39:2A-  
44 36).

45  
46 9. (New section) a. As used in this section, “short run  
47 graphic plate” means a license plate which bears the name, initials,  
48 logotype, graphic, or identifying phrase of a group or organization,

1 consisting of not more than 100 individuals, who have been  
2 recognized or honored as members of, or individuals affiliated with,  
3 a community or service organization that, in the determination of  
4 the chief administrator, has made extraordinary sacrifices.

5 b. The commission may, upon proper application therefor,  
6 issue short run graphic plates to members of a group or organization  
7 which has been approved by the chief administrator for the issuance  
8 of short run graphic plates. Short run graphic plates shall be  
9 displayed on motor vehicles owned or leased by the person  
10 receiving the plates in place of standard registration plates. The fee  
11 for any short run graphic plate shall be determined by the chief  
12 administrator at time the chief administrator approves the plate and  
13 shall be based on the cost to the commission to produce the plate.  
14 This fee shall be in addition to the fees otherwise prescribed by law  
15 for the registration of a motor vehicle. Any fees generated through  
16 the issuance of short run graphic plates shall be revenues of the  
17 commission and shall not be subject to the calculation of  
18 proportional revenue remitted to the commission pursuant to section  
19 105 of P.L.2003, c.3 (C.39:2A-36).

20 c. A short run graphic plate may only be established upon the  
21 written request to the chief administrator by any of the following  
22 individuals:

- 23 (1) the Governor;
- 24 (2) the Lieutenant Governor;
- 25 (3) a member of the Governor's staff, as defined in subsection  
26 m. of section 3 of P.L.1971, c.183 (C.52:13C-20);
- 27 (4) an officer or staff member of the Executive Branch of State  
28 government, as defined in subsection n. of section 3 of  
29 P.L.1971, c.183 (C.52:13C-20); or
- 30 (5) a member of the New Jersey State Legislature.

31 d. The person submitting a request for a short run graphic plate,  
32 or that person's designee, shall serve as a liaison between the group  
33 or organization for which the person is seeking approval of a short  
34 run graphic plate and the commission. The request shall include the  
35 following information:

- 36 (1) the name of the group or organization for which the  
37 requester is seeking approval of a short run graphic plate and the  
38 name of the person who will act as the liaison between the group or  
39 organization and the commission;
- 40 (2) a description of the group or organization's mission or  
41 purpose and any other information which the requester believes  
42 qualifies the group or organization for its own short run graphic  
43 plate;
- 44 (3) the name or initials to be placed at the bottom of the plate  
45 and a logotype, graphic, or identifying phrase; and
- 46 (4) any other information which the chief administrator may  
47 require.

1 e. The chief administrator shall have sole discretion over the  
2 approval, issuance, or discontinuance of short run graphic plates.  
3 The chief administrator shall not approve any short run graphic  
4 plate which violates any of the restrictions on the name, initials,  
5 logotype, graphic, or identifying phrase that may be placed on a  
6 specialty registration plates pursuant to subsection h. of section 2 of  
7 P.L.1987, c.374 (C.39:3-27.36). The use and arrangement of the  
8 name, initials, logotype, graphic, or identifying phrase on any short  
9 run graphic plate shall be in the sole discretion of the chief  
10 administrator.

11 f. The chief administrator may prescribe rules and regulations  
12 governing the approval, issuance, or discontinuance of short run  
13 graphic plates.

14  
15 10. Section 1 of P.L.1999, c.192 (C.39:3-33a) is amended to  
16 read as follows:

17 1. Whenever the **【Division of Motor Vehicles】** New Jersey  
18 Motor Vehicle Commission is authorized to charge an additional  
19 application fee for the issuance of **【a】** personalized, courtesy **【or】** ,  
20 special license **【plate】** , or specialty registration plates, the  
21 **【division】** commission shall charge that additional application fee  
22 only upon the initial issuance of **【the plate】** the plates. If **【a】**  
23 personalized, courtesy **【or】** , special **【plate is】** license, or specialty  
24 registration plates are issued to a lessee in a motor vehicle leasing  
25 agreement, upon termination of the lease the lessee may apply to  
26 the **【director】** chief administrator to have the **【plate】** plates  
27 reissued to another motor vehicle leased or owned by the lessee  
28 upon payment of a fee **【of \$4.50】** to be determined by the chief  
29 administrator. If **【a】** personalized, courtesy **【or】** , special license  
30 **【plate is】** , or specialty registration plates are issued to an owner of  
31 a motor vehicle, the owner may apply to the **【director】** chief  
32 administrator to have the **【plate】** plates reissued to another motor  
33 vehicle leased or owned by the owner upon payment of a fee **【of**  
34 **\$4.50】** to be determined by the chief administrator. Nothing in this  
35 section shall be construed as prohibiting the **【division】** commission  
36 from charging, at the time of annual registration renewal, the  
37 payment of the additional fee which has been required under any  
38 other section of law for a special license plate or a specialty  
39 registration plate.

40 (cf: P.L.1999, c.192, s.1)

41

42 11. Section 1 of P.L.2001, c.35 (C.39:3-33b) is amended to read  
43 as follows:

44 1. a. The lessee in a motor vehicle leasing agreement or the  
45 owner of a motor vehicle who obtains a base set of personalized,  
46 courtesy **【or】** , special license **【plates】** , or specialty registration

1 plates with special identifying marks may obtain and use  
2 subsequent sets in a series for use upon other motor vehicles if  
3 **【they】** the motor vehicles are owned or leased from the same or  
4 different lessor by that person, provided that there is sufficient  
5 space for the series' subscript.

6 b. The fees for the subsequent sets in a series shall be  
7 prescribed by the **【director】** chief administrator.

8 c. The chief administrator may promulgate rules and  
9 regulations to effectuate the purposes of **【this act】**  
10 P.L. 2001, c.35 (C.39:3-33b et seq.).  
11 (cf: P.L.2004, c.91, s.1)

12  
13 12. Section 3 of P.L.1959, c.56 (C.39:3-33.5) is amended to read  
14 as follows:

15 3. Except as provided for courtesy marks in section 2 of  
16 P.L.2000, c.15 (C.39:3-33.5a), **【no】** a particular identifying mark or  
17 **【special organization license plate】** or personalized license plate, or  
18 specialty registration plate issued pursuant to P.L.1987, c.374  
19 (C.39:3-27.35 et seq.) **【may】** shall not be issued to any applicant  
20 who:

21 (a) for the 10-year period **【next preceding】** prior to the date of  
22 application for a particular identifying mark or special organization  
23 license plate has been convicted of a violation of either **【section】**  
24 R.S.39:4-50, 【or section】 R.S.39:4-96 【of this Title】 , or section 2  
25 of P.L.1966, c.142 (C.39:4-50.2) or has been convicted of a  
26 violation of a law of a substantially similar nature in another  
27 jurisdiction; or

28 (b) has been convicted of a violation of N.J.S.2C:11-5 or section  
29 1 of P.L.2017, c.165 (C.2C:11-5.3); or

30 (c) for the two-year period **【next preceding his】** prior to the date  
31 of application for a particular identifying mark or personalized  
32 license plate, or a special organization license plate has had **【his】**  
33 driving privileges in this State or in another jurisdiction revoked or  
34 suspended for any reason whatsoever.

35 (cf: P.L.2017, c.165, s.14)

36  
37 13. (New section) The chief administrator may promulgate,  
38 pursuant to the “Administrative Procedure Act,”  
39 P.L.1968, c.410 (C.52:14B-1 et seq.), rules and regulations  
40 necessary to effectuate the purposes of P.L. , c. (C. )  
41 (pending before the Legislature as this bill).

42  
43 14. The following sections of law are repealed:  
44 Section 1 of P.L.1958, c.120 (C.39:3-27.2); and  
45 Section 4 of P.L.1987, c.374 (C.39:3-27.38).

1       15. This act shall take effect on the first day of the sixth month  
2 following the date of enactment, but the chief administrator may  
3 take anticipatory action in advance of that date as may be necessary  
4 for the timely implementation of this act.

5  
6  
7                                   STATEMENT

8  
9       This bill restructures the current system of special license plates  
10 which may be issued to New Jersey drivers in place of standard  
11 registration plates.

12       Under existing law, there are three main types of special license  
13 plates which are issued by the New Jersey Motor Vehicle  
14 Commission (MVC):

15       1) various statutorily-established special license plates that are  
16 meant to honor or recognize individuals' affiliations with certain  
17 groups or organizations;

18       2) dedicated cause special license plates that support statutorily  
19 identified funds and causes; and

20       3) special organizational vehicle registration plates, which are  
21 approved by the Chief Administrator of the MVC (chief  
22 administrator) for certain nonprofit alumni, community, or service  
23 organizations upon application to the MVC.

24  
25       Specialty License Plates

26       The bill maintains the current system of issuing special license  
27 plates to nonprofit organizations through an application to and  
28 approval of the MVC, but alters the existing system by:

29       - changing the name of special organizational vehicle registration  
30 plates to specialty registration plates;

31       - requiring a sponsoring organization that is seeking approval of  
32 a specialty registration plate to certify that it has at least 1,000  
33 members in good standing in this State;

34       - changing the fee that is required to be paid by a sponsoring  
35 organization to the MVC for specialty registration plates from no  
36 more than \$75 per set to a fee to be determined by the chief  
37 administrator;

38       - providing that specialty registration plates may only be  
39 approved for organizations, not including those consisting of  
40 military service veterans, that have the primary purpose of service  
41 to the community through specific programs that promote the  
42 improvement of public health, education, or welfare;

43       - requiring that the sponsoring organization maintain nonprofit  
44 status for at least five consecutive years prior to applying for a  
45 specialty registration plate, provide proof of nonprofit status  
46 through the submission of Internal Revenue Service documentation,  
47 and maintain its headquarters in this State, unless it is a branch of  
48 an international, national, or regional organization;

- 1       - requiring the sponsoring organization to have an active
- 2 telephone number published in a telephone directory in this State;
- 3       - prohibiting certain content on specialty registration plates,
- 4 including, but not limited to, anything that may be considered
- 5 offensive, promotes a product, or displays a political or religious
- 6 message; and
- 7       - allowing sponsoring organizations to solicit and collect
- 8 donations from persons applying for specialty registration plates as
- 9 a condition of issuance, and permitting continued solicitation and
- 10 collection of voluntary donations from drivers displaying specialty
- 11 registration plates.

#### 12

#### 13 Discontinuance of Specialty Registration Plates

14       Under existing law, the chief administrator has the authority to

15 revoke previous approval of a special organization vehicle

16 registration plate only if the organization no longer qualifies for a

17 special plate under the law or has perpetrated fraud against the

18 MVC in obtaining plates for its members.

19       This bill expands this authority by permitting, but not requiring,

20 the chief administrator to revoke the approval of, or prohibit new

21 sales of, specialty registration plates, amateur radio call letter

22 plates, and street rod registration plates, if:

- 23       - the sponsoring organization fails to comply with provisions of
- 24 State law governing the use of registration plates;
- 25       - fewer than 500 sets of new or existing specialty registration
- 26 plates are sold in the first full fiscal year of sales after the effective
- 27 date of the bill; or
- 28       - after a fiscal analysis, the MVC determines it is no longer cost
- 29 effective to produce a specialty registration plate and offer it for
- 30 sale.

31       If approved by the chief administrator, discontinued specialty

32 registration plates may continue to be displayed on properly

33 registered vehicles. The sponsoring organization of a discontinued

34 plate may solicit and collect voluntary donations, in accordance

35 with any guidelines established by the chief administrator.

36       If a sponsoring organization's approval is revoked or new sales

37 of its plate are prohibited, the organization may request the chief

38 administrator to approve the manufacture of novelty products using

39 the remaining stock of the discontinued plate, subject to the

40 approval of the chief administrator and the Commissioner of

41 Corrections, who would be responsible for the manufacture of such

42 novelty products. The products would be issued for a fee, to be

43 determined by the chief administrator, to the sponsoring

44 organization and the fees would be considered revenue of the MVC.

#### 45

#### 46 Discontinuance of Certain Dedicated Cause Plates

47       Under existing law, dedicated cause plates may only be

48 discontinued through an act of the Legislature. Under the bill, the



1 chief administrator may discontinue the production or issuance of a  
2 dedicated cause plate if:

3 - less than \$7,500 is derived from the annual renewal fee  
4 required under existing law for such a plate; and

5 - after fiscal analysis, the MVC determines that it is no longer  
6 cost effective to produce the plate and offer it for sale.

7 For any discontinued dedicated cause plate, the entity or  
8 organization which receives revenues generated through the  
9 issuance and renewal of the plate would be permitted to solicit and  
10 collect voluntary donations from those registrants who continue to  
11 display the discontinued plates.

12

### 13 Reclassification of Dedicated Cause Plates

14 Prior to the discontinuance of any dedicated cause plate, but not  
15 later than six month following the effective date, the bill directs any  
16 organization or entity which receives funds through the issuance  
17 and renewal of dedicated cause plates to apply to be approved by  
18 the MVC to become the sponsoring organization of the dedicated  
19 cause plate. From that point forward, the dedicated cause plate  
20 would be known as a specialty registration plate. The sponsoring  
21 organization of a plate would not be required to go through the  
22 approval process required for any specialty registration plate  
23 established after the effective date of the bill, but the sponsoring  
24 organization and specialty registration plate would be required to  
25 comply with all laws, rules, and regulations governing  
26 organizations and plates.

27 Six months following the effective date of the bill, which serves  
28 as the deadline for the reclassification of the dedicated cause plates,  
29 the fee for all specialty registration plates, including dedicated  
30 cause plates and certain other statutorily-established plates, is to  
31 become \$35. Six months following the effective date of the bill, all  
32 fees generated through the issuance of specialty registration plates,  
33 established both before and after the effective date, are to become  
34 revenues of the commission. At that time, the MVC is to cease to  
35 submit any revenue generated through the sale of dedicated cause  
36 plates to the funds or causes the plates support. However, the  
37 annual renewal fees required for dedicated cause plates would  
38 continue to be collected by the MVC and remitted to the funds or  
39 cause the plates support.

40

### 41 Novelty License Plates

42 The bill permits the chief administrator, upon the request of a  
43 sponsoring organization, to issue novelty license plates which are  
44 similar or identical to approved specialty registration plates, but  
45 which are not authorized for vehicle registration and may not be  
46 mounted on any motor vehicle. The sponsoring organization would  
47 have to request a minimum of 100 plates per order and may make  
48 such plates available for sale at a cost to be determined by the

1 organization. The bill also permits the MVC to establish and sell  
2 commemorative novelty license plates as a way of generating  
3 revenue for the MVC.

4

5 Short Run Graphic Plates

6 The bill authorizes the chief administrator to establish short run  
7 graphic plates. As is the case with specialty registration plates,  
8 short run graphic plates would bear the name, initials, logotype,  
9 graphic, or identifying phrase of a group or organization. These  
10 plates would be limited to recognizing groups of less than 100  
11 people who have been recognized or honored as members or  
12 individuals affiliated with a community or service organization that,  
13 in the chief administrator's determination, has made extraordinary  
14 sacrifices. These plates may only be established upon the written  
15 request of a member of the Legislature or certain officers of the  
16 Executive Branch, which includes, but is not limited to, the  
17 Governor or Lieutenant Governor.

18

19 Other Provisions

20 The bill changes the fee for transferring personalized, courtesy,  
21 special license, or specialty registration plates to another motor  
22 vehicle from \$4.50 to an amount to be determined by the chief  
23 administrator.

24 Finally, in order to prevent the potential abuse of certain special  
25 registrations that are issued by the chief administrator but are  
26 technically only valid for short durations of not more than 10 days,  
27 the bill repeals a statutory provision permitting special registrations  
28 and special registration plates for motor vehicles used in connection  
29 with a convention, conference, meeting, pageant, parade,  
30 celebration, or similar function.