

SENATE, No. 1772

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED FEBRUARY 13, 2020

Sponsored by:

Senator FRED H. MADDEN, JR.

District 4 (Camden and Gloucester)

Senator TROY SINGLETON

District 7 (Burlington)

SYNOPSIS

Authorizes issuance of Rowan University alumni license plates.

CURRENT VERSION OF TEXT

As introduced.



1 AN ACT authorizing the issuance of Rowan University alumni
2 license plates and supplementing Title 39 of the Revised
3 Statutes.

4

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

7

8 1. a. Upon proper application, the Chief Administrator of the
9 New Jersey Motor Vehicle Commission shall issue Rowan
10 University alumni license plates for any motor vehicle owned or
11 leased and registered in this State. In addition to the registration
12 number and other markings or identification otherwise prescribed
13 by law, the license plates shall display appropriate words or a
14 slogan and emblem honoring Rowan University. The chief
15 administrator shall, in consultation with the Rowan University
16 Alumni Association, select the design and color scheme of the
17 Rowan University alumni license plates. The Rowan University
18 alumni license plates shall be subject to the provisions of chapter 3
19 of Title 39 of the Revised Statutes, except as hereinafter otherwise
20 provided.

21 b. Application for issuance of Rowan University alumni license
22 plates shall be made to the chief administrator on forms and in a
23 manner prescribed by the chief administrator. In order to be
24 deemed complete, an application shall be accompanied by a fee of
25 \$50, payable to the New Jersey Motor Vehicle Commission, which
26 shall be in addition to the fees otherwise prescribed by law for the
27 registration of a motor vehicle. The chief administrator shall collect
28 annually, subsequent to the year of issuance of the Rowan
29 University alumni license plates, a \$10 fee for the license plates in
30 addition to the fees otherwise prescribed by law for the registration
31 of a motor vehicle. The additional fees required by this subsection
32 shall be deposited in the "Rowan University License Plate Fund"
33 created pursuant to subsection c. of this section.

34 c. There is created in the Department of the Treasury a special
35 non-lapsing fund to be known as the "Rowan University License
36 Plate Fund." There shall be deposited in the fund the amount
37 collected from all license plate fees collected pursuant to subsection
38 b. of this section, less the amounts necessary to reimburse the
39 commission for administrative costs pursuant to subsection d. of
40 this section. Monies deposited in the fund shall be appropriated
41 annually to the Rowan University Alumni Association to be used to
42 support the organization's mission and programs. Monies deposited
43 in the fund shall be held in interest-bearing accounts in public
44 depositories as defined pursuant to section 1 of P.L.1970, c.236
45 (C.17:9-41), and may be invested or reinvested in securities
46 approved by the State Treasurer. Interest or other income earned on
47 monies deposited into the fund, and any monies which may be

1 appropriated or otherwise become available for purposes of the
2 fund, shall be credited to and deposited in the fund for use as set
3 forth in P.L. , c. (C.) (pending before the Legislature as
4 this bill).

5 d. Prior to the deposit of the additional fees collected pursuant
6 to subsection b. of this section into the “Rowan University License
7 Plate Fund,” amounts thereof as are necessary shall be used to
8 reimburse the commission for all costs reasonably and actually
9 incurred, as stipulated by the chief administrator for:

10 (1) designing, producing, issuing, renewing, and publicizing the
11 availability of the Rowan University alumni license plates; and

12 (2) any computer programming changes that may be initially
13 necessary to implement the Rowan University alumni license plate
14 program in an amount not to exceed \$150,000.

15 The chief administrator shall annually certify to the State
16 Treasurer the average cost per license plate incurred in the
17 immediately preceding year by the commission in producing,
18 issuing, renewing, and publicizing the availability of the Rowan
19 University alumni license plates. The annual certification of the
20 average cost per license plate shall be approved by the Joint Budget
21 Oversight Committee, or its successor.

22 In the event that the average cost per license plate as certified by
23 the chief administrator and approved by the Joint Budget Oversight
24 Committee, or its successor, is greater than the \$50 application fee
25 established in subsection b. of this section in two consecutive fiscal
26 years, the chief administrator may discontinue the issuance of
27 Rowan University alumni license plates.

28 e. The chief administrator shall notify eligible motorists of the
29 opportunity to obtain Rowan University alumni license plates by
30 publicizing the availability of the license plates on the
31 commission’s website. The Rowan University Alumni Association
32 President and any other individual or entity designated by the
33 Rowan University Alumni Association, may publicize the
34 availability of the Rowan University alumni license plates in any
35 manner that the Rowan University Alumni Association deems
36 appropriate.

37 f. The chief administrator and the Rowan University Alumni
38 Association President shall develop and enter into a memorandum
39 of agreement setting forth the procedures to be followed in carrying
40 out their respective responsibilities under P.L. , c., (C.)
41 (pending before the Legislature as this bill).

42 g. The Rowan University Alumni Association President shall
43 appoint a representative who shall act as a liaison between the
44 Rowan University Alumni Association and the commission. The
45 liaison shall represent the Rowan University Alumni Association in
46 any and all communications with the commission regarding the

1 Rowan University alumni license plates established by
2 P.L. , c. (C.) (pending before the Legislature as this bill).

3

4 2. a. State or public funds shall not be used by the commission
5 for the initial cost of:

6 (1) designing, producing, issuing, and publicizing the availability
7 of Rowan University alumni license plates; or

8 (2) any computer programming changes which may be necessary
9 to implement the Rowan University alumni license plate program
10 established by P.L. , c. (C.) (pending before the
11 Legislature as this bill).

12 b. The Rowan University Alumni Association or an individual
13 or entity designated by the Rowan University Alumni Association,
14 shall contribute non-public monies in an amount to be determined
15 by the chief administrator, not to exceed a total of \$25,000, to be
16 used to offset the initial costs incurred by the commission for
17 designing, producing, issuing, and publicizing the availability of
18 Rowan University alumni license plates, and any computer
19 programming which may be necessary to implement the program.
20 Concerned organizations and individual donors may contribute
21 monies to the Rowan University Alumni Association to be used to
22 offset the initial costs incurred by the commission for the Rowan
23 University alumni license plates authorized by
24 P.L. , c. (C.) (pending before the Legislature as this bill).

25 c. The commission shall not begin designing, producing,
26 issuing, or publicizing the availability of Rowan University alumni
27 license plates, or making any necessary programming changes, until
28 the following requirements have been met:

29 (1) The Rowan University Alumni Association or an individual
30 or entity designated by the Rowan University Alumni Association,
31 has provided the commission with the non-public monies necessary,
32 as determined by the chief administrator pursuant to subsection b.
33 of this section, to offset the initial costs incurred by the commission
34 in establishing the Rowan University alumni license plate program;
35 and

36 (2) The liaison appointed by the Rowan University Alumni
37 Association President pursuant to subsection g. of section 1 of
38 P.L. , c. (C.) (pending before the Legislature as this bill)
39 has provided the commission with not less than 500 completed
40 applications for Rowan University alumni license plates. These
41 applications shall constitute the initial order for Rowan University
42 alumni license plates and shall be accompanied by a fee
43 representing the total cost of the initial order. The fee shall be
44 determined by multiplying the number of sets of license plates
45 being ordered by the applicable initial fee for each set of license
46 plates as set forth in subsection b. of section 1 of
47 P.L. , c. (C.) (pending before the Legislature as this bill).

1 3. This act shall take effect immediately, but shall remain
2 inoperative until the first day of the 13th month following the date
3 on which the conditions set forth in paragraphs (1) and (2) of
4 subsection c. of section 2 of this act have been satisfied. The chief
5 administrator may take anticipatory acts in advance of that date as
6 may be necessary for the timely implementation of this act. This
7 act shall expire if the conditions set forth in paragraphs (1) and (2)
8 of subsection c. of section 2 of this act are not satisfied by the last
9 day of the 15th month following enactment.

10
11
12 STATEMENT

13
14 This bill authorizes the Chief Administrator of the New Jersey
15 Motor Vehicle Commission (commission) to issue special Rowan
16 University alumni license plates.

17 The bill provides that the design of the Rowan University alumni
18 license plate is to display appropriate words or a slogan and an
19 emblem honoring Rowan University. The chief administrator, in
20 consultation with the Rowan University Alumni Association
21 President, is to select the design and color scheme of the Rowan
22 University alumni license plates.

23 In addition to all fees otherwise required by law for the
24 registration of a motor vehicle, there is an application fee of \$50
25 and an annual renewal fee of \$10 for the Rowan University alumni
26 license plates. After the deduction of the cost of designing,
27 producing, issuing, renewing, and publicizing the plates and of any
28 computer programming changes that are necessary to implement the
29 license plate program, additional fees will be deposited into a
30 special non-lapsing fund known as the "Rowan University License
31 Plate Fund." The proceeds of the fund are to be annually
32 appropriated to the Rowan University Alumni Association to be
33 used to support the organization's mission and programs.

34 The chief administrator is required to annually certify the
35 average cost of producing, issuing, renewing, and publicizing the
36 availability of the specialty license plates. If the average cost per
37 plate exceeds \$50 in two consecutive fiscal years, the chief
38 administrator may discontinue the license plate program. The bill
39 also requires that the Rowan University Alumni Association
40 President appoint a liaison to represent the Rowan University
41 Alumni Association in all communications with the commission
42 regarding the Rowan University alumni license plates.

43 The bill provides that State or other public funds are not to be
44 used by the commission for the initial cost to implement the Rowan
45 University alumni license plate program. The bill requires the
46 Rowan University Alumni Association or an individual or entity
47 designated by the Rowan University Alumni Association to

1 contribute non-public monies, not to exceed \$25,000, to offset the
2 initial costs to design, produce, issue, and publicize the license
3 plates and for computer programming changes which may be
4 necessary to implement the program. The bill authorizes Rowan
5 University Alumni Association to receive funds from private
6 sources to be used to offset the initial costs.

7 The chief administrator is not required to design, produce, issue,
8 or publicize the availability of the license plates, until: (1) the
9 Rowan University Alumni Association or the individual or entity
10 designated by the Rowan University Alumni Association has
11 provided the commission with the money necessary to offset the
12 initial costs incurred by the commission in establishing the license
13 plate program; and (2) the Rowan University Alumni Association
14 liaison has provided the commission with a minimum of 500
15 completed applications for the license plates.

16 The provisions of the bill will remain inoperative until the first
17 day of the 13th month to allow the Rowan University Alumni
18 Association time to provide the commission with the completed
19 applications and fees required pursuant to the bill. The bill expires
20 on the last day of the 12th month if sufficient applications and fees
21 to offset the initial costs are not received by that date.

22 Rowan University was founded in 1923 as a normal school with
23 a mission to train teachers for South Jersey classrooms and has
24 since evolved into a comprehensive public research university with
25 a strong regional reputation and rich history. In June 1967, Rowan
26 University served as the location for the historic summit between
27 President Lyndon Johnson and Soviet Premier Alexei Kosygin,
28 which led to a thaw in the Cold War and eased world tensions. In
29 July 1992, industrialist Henry Rowan donated \$100 million to the
30 institution, which at the time was the largest gift ever given to a
31 public college or university in the history of higher education.
32 Later that year, the school changed its name to Rowan College of
33 New Jersey to recognize its benefactors' generosity. Later evolving
34 into Rowan University, it stands as one of only 56 institutions in the
35 country with accredited programs in business, education,
36 engineering and medicine. Today, Rowan University's nearly
37 89,000 active alumni hold bachelor's degrees from 57 majors, 46
38 master's degree concentrations, and four doctoral degree programs
39 in colleges and schools across four campuses.