

ASSEMBLY, No. 1001

STATE OF NEW JERSEY

220th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2022 SESSION

Sponsored by:

Assemblywoman VERLINA REYNOLDS-JACKSON

District 15 (Hunterdon and Mercer)

SYNOPSIS

Changes current system for creation, issuance, administration, and discontinuance of various types of special license plates.

CURRENT VERSION OF TEXT

Introduced Pending Technical Review by Legislative Counsel.



1 AN ACT concerning the issuance of certain license plates, revising
2 various parts of the statutory law, and supplementing Title 39 of
3 the 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 **[A]** 1. a. As used in P.L.1987, c.374 (C.39:3-27.35 et seq.) and
11 P.L. , c. (C.) (pending before the Legislature as this bill):

12 "Alumni organization" means a non-profit organization which
13 requires its members to be either graduates, former students, or
14 benefactors of a specific post-secondary educational institution or
15 educational organization.

16 "Commission" means the New Jersey Motor Vehicle
17 Commission.

18 "Community organization" means a non-profit organization,
19 other than an alumni or service organization as defined in this
20 subsection, which performs some type of philanthropic community
21 service and which, in the discretion of the Chief Administrator of
22 the New Jersey Motor Vehicle Commission, qualifies for the
23 issuance of special registration plates.

24 "Dedicated cause plate" means a license plate bearing the name,
25 initials, logotype, graphic, or identifying phrase of a social cause
26 that generally impacts New Jersey residents, including but not
27 limited to, the promotion of public health, education, the arts, sports
28 and athletics, the environment, the improvement of societal
29 injustices, or issues that concern the general welfare of all New
30 Jersey residents.

31 "Organization plate" means a license plate bearing the name,
32 initials, logotype, graphic, or identifying phrase of a sponsoring
33 organization, which comprises members of a community, alumni, or
34 service organization with common or shared professions, interests,
35 educational backgrounds, or military service and has a method of
36 determining membership or good standing in the organization.

37 "Service organization" means a non-profit organization which
38 the Chief Administrator of the New Jersey Motor Vehicle
39 Commission determines to have as its primary purpose the
40 advancement of United States military veterans' causes and interests
41 or the honoring of all or some veterans of any branch of the United
42 States military.

43 "Special registration plates" shall collectively refer to dedicated
44 cause plates and organization plates.

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 “Sponsoring organization” means a community organization,
2 alumni organization, service organization, or government entity
3 which is seeking approval from the commission for a special
4 registration plate or which has been approved for the issuance of
5 special registration plates pursuant the provisions of P.L.1987,
6 c.374 (C.39:3-27.35 et seq.).

7 b. The commission may issue, upon proper application
8 therefore and payment of a \$50 fee in addition to the fees otherwise
9 prescribed by law for the registration of a motor vehicle, a set of
10 organization plates to any person who is a member in good standing
11 of a [nonprofit community, alumni or service] sponsoring
12 organization in the State, which has been approved by the
13 [director] board of the commission pursuant to the provisions of
14 [this act may be issued special organization vehicle registration
15 plates] P.L.1987, c.374 (C.39:3-27.35 et seq.), to be displayed on a
16 motor [vehicles] vehicle owned or leased by that person in place of
17 standard registration plates.

18 c. The commission may issue, upon proper application
19 therefore and payment of a \$50 fee in addition to the fees otherwise
20 prescribed by law for the registration of a motor vehicle, a set of
21 dedicated cause plates to any person to be displayed on a motor
22 vehicle owned or leased by that person in place of standard
23 registration plates.

24 The chief administrator shall collect annually, subsequent to the
25 year of issuance, a \$10 fee for the dedicated cause plates in addition
26 to the fees otherwise prescribed by law for the registration of a
27 motor vehicle. The additional fees shall be deposited into a special
28 non-lapsing fund created, pursuant to subsection f. of section 2 of
29 P.L.1987, c.374 (C.39:3-27.36), to support the approved social
30 cause for which the dedicated cause plates were created.

31 d. A person who receives special registration plates pursuant to
32 this section shall be subject to the same laws and regulations
33 governing standard registration plates.

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

35
36 2. Section 2 of P.L.1987, c.374 (C.39:3-27.36) is amended to
37 read as follows:

38 **【Special organization vehicle registration plates shall be issued**
39 **subject to】** 2. a. The board of the commission shall meet no less
40 than twice annually at a regularly scheduled meeting of the board to
41 consider the request of any sponsoring organization which has
42 applied for approval of the issuance of special registration plates.

43 b. A sponsoring organization, which seeks the approval for the
44 issuance of an organization plate, shall provide prior to the meeting
45 of the board of the commission, in a form and following a
46 procedure prescribed by the chief administrator, proof that the
47 sponsoring organization has met the following conditions:

1 **【a. Each】** (1) The sponsoring organization **【shall appoint an**
2 **organization】** has appointed a representative who will act as a
3 liaison between the sponsoring organization and the **【division】**
4 commission.

5 **【b. The representative shall, upon】** (2) The application, on
6 behalf of **【any member, provide】** the sponsoring organization,
7 includes a copy of the charter of the sponsoring organization **【to the**
8 **division】** , which shall indicate the organization's lawful purpose
9 and a copy of the approval letter issued to the sponsoring
10 organization by the United States Internal Revenue Service, which
11 shall **【also】** provide proof of its nonprofit status.

12 **【c. The representative shall submit an organization】** (3) The
13 application, on behalf of the sponsoring organization, includes a
14 Certification of Membership **【when requested by the division and,**
15 once the organization and a registration plate arrangement under
16 subsection d. are approved, forward a fee of no more than \$75.00 as

17 determined by the director for each set of special organization

18 vehicle registration plates, in addition to fees otherwise prescribed

19 by law, for these plates. The Certification of Membership**】** , which
20 shall be printed at the organization's expense and contain the

21 organization's official letterhead, the location of the sponsoring

22 organization's headquarters or base of operations in this State, the

23 signature of the organization's representative, the total number of

24 members in good standing residing in the State, the names and

25 addresses of organization members requesting **【special organization**

26 **vehicle registration】** sets of organization plates as a part of the

27 initial order, and the present registration plate numbers of the

28 vehicles of the members requesting organization plates as a part of

29 the initial order.

30 **【d. The representative also shall submit to the division】** (4)
31 The application includes the name or initials the organization
32 wishes to be placed at the bottom of the plate and a logotype,
33 graphic, or identifying phrase of the sponsoring organization. 【The】
34 If the sponsoring organization is a chapter or branch of an
35 international, national, or regional organization, the chapter or
36 branch shall obtain written authorization from the parent
37 organization to use the name, initials, logotype, graphic, or
38 identifying phrase of the parent organization; provided however,
39 that the use and arrangement of the name, initials, **【or】** logotype,
40 graphic, or identifying phrase of the sponsoring organization on the
41 registration plates shall be in the sole discretion of the **【director】**
42 chief administrator.

43 c. A sponsoring organization, which seeks the approval for the
44 issuance of a dedicated cause plate, shall provide prior to the
45 meeting of the board of the commission, in a form and following a

1 procedure prescribed by the chief administrator, proof that the
2 sponsoring organization has met the following conditions:

3 (1) The sponsoring organization has appointed a representative
4 who will act as a liaison between the sponsoring organization and
5 the commission.

6 (2) The application, on behalf of the sponsoring organization,
7 includes a copy of the charter of the sponsoring organization, which
8 shall indicate the organization's lawful purpose and a copy of the
9 approval letter issued to the sponsoring organization by the United
10 States Internal Revenue Service, which shall provide proof of its
11 nonprofit status, or, if the sponsoring organization is a government
12 entity, the legal citation for the statute pursuant to which the
13 government entity was established.

14 (3) The application, on behalf of the sponsoring organization,
15 includes an Explanation of Social Impact, which shall be printed at
16 the organization's expense and contain the organization's official
17 letterhead, the location of the sponsoring organization's
18 headquarters or base of operations in this State, the signature of the
19 organization's representative, the social cause for which the
20 dedicated cause plate shall be used to promote, the ways in which
21 the revenue from the dedicated cause plates shall be utilized, the
22 names and addresses of members of the public requesting sets of
23 dedicated cause plates as a part of the initial order, and the present
24 registration plate numbers of the vehicles of the members of the
25 public requesting the dedicated cause plates as a part of the initial
26 order.

27 Dedicated cause plates shall only be approved for a sponsoring
28 organization which has as its primary purpose service to the general
29 public or the promotion of a social cause that generally impacts
30 New Jersey residents, including but not limited to, the promotion of
31 public health, education, the arts, sports and athletics, the
32 environment, the improvement of societal injustices, or issues that
33 concern the general welfare of all New Jersey residents.

34 (4) The application includes the name or initials the organization
35 wishes to be placed at the bottom of the plate and a logotype,
36 graphic, or identifying phrase that identifies the social cause that the
37 dedicated cause plate shall promote. If the sponsoring organization
38 is a chapter or branch of an international, national, or regional
39 organization, the chapter or branch shall obtain written
40 authorization from the parent organization to use the name, initials,
41 logotype, graphic, or identifying phrase of the parent organization;
42 provided however, that the use and arrangement of the name,
43 initials, logotype, graphic, or identifying phrase of the social cause
44 on the registration plates shall be in the sole discretion of the chief
45 administrator.

46 d. The chief administrator and the sponsoring organization
47 which has been approved for the issuance of a special registration
48 plate shall develop and enter into a memorandum of agreement

1 setting forth the procedures to be followed in carrying out their
2 respective responsibilities in the creation of the special registration
3 plates.

4 The number of the special registration plates to establish the
5 initial order for the special registration plates and the fees, which
6 shall offset the initial costs incurred by the commission for
7 designing, producing, issuing, and publicizing the availability of the
8 special registration plates, to accompany the initial order shall be
9 prescribed by the chief administrator and set forth in the
10 memorandum of agreement.

11 The fee prescribed by the chief administrator pursuant to this
12 subsection for the initial order of special registration plates shall be
13 paid to the commission prior to the manufacture of the special
14 registration plates.

15 A sponsoring organization which has been approved for a special
16 registration plate may solicit and collect a donation from
17 individuals applying for a set of the special registration plates,
18 except that the minimum required donation shall be the same for all
19 applicants; shall be posted for public viewing wherever information
20 regarding the availability of the special registration plates is
21 advertised, listed, or communicated by the sponsoring organization;
22 and may not be demanded of individuals by the sponsoring
23 organization as a condition for the continued display of the plates.

24 e. **【Special organization vehicle】** Special registration plates
25 shall not be provided to any commercially registered vehicle or any
26 motorcycle, unless approved by law or by the chief administrator
27 prior to the effective date of P.L. , c. (C.) (pending before
28 the Legislature as this bill).

29 f. **【The initial order for plates shall be for no less than 500**
30 **members of the organization in good standing and shall be**
31 **accompanied by the fees prescribed by the director, except that the**
32 **initial order for plates submitted by a service organization shall be**
33 **for no less than 175 members】** Prior to the manufacture of a
34 dedicated cause plate approved by the board of the commission, the
35 chief administrator shall, in conjunction with the State Treasurer,
36 create within the Department of the Treasury a special non-lapsing
37 fund to support the approved social cause for which the dedicated
38 cause plate was created.

39 Monies collected and deposited in the fund created for the
40 approved social cause, pursuant to subsection c. of section 1 of
41 P.L.1987, c.374 (C.39:3-27.35), shall be held in interest-bearing
42 accounts in a public depository as defined pursuant to section 1 of
43 P.L.1970, c.236 (C.17:9-41), and may be invested or reinvested in
44 securities approved by the State Treasurer. Interest or other income
45 earned on monies deposited into the fund, and any monies which
46 may be appropriated or otherwise become available for the purposes
47 of the fund, shall be credited to and deposited in the fund for use as
48 determined by the sponsoring organization, which has been

1 approved by the board of the commission pursuant to the provisions
2 of P.L.1987, c.374 (C.39:3-27.35 et seq.).
3 (cf: P.L.1989, c.49, s.2)
4

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

7 3. a. The **【director】** board of the commission shall have the sole
8 authority to make the final decision as to whether or not **【an】** a
9 sponsoring organization is approved for the issuance of **【special**
10 **organization vehicle】** special registration plates **【to its members】**,
11 notwithstanding the sponsoring organization's compliance with
12 section 2 of P.L.1987, c.374 (C.39:3-27.36).

13 The board of the commission shall also have the sole discretion
14 to determine the number of sponsoring organizations that will be
15 approved for issuance of special registration plates in any fiscal
16 year.

17 b. The chief administrator shall have the sole discretion to
18 determine which special registration plates shall be made available
19 at commission field offices. The chief administrator shall also have
20 the sole discretion to determine which special registration plates
21 shall be made available at motor vehicle dealerships or on the
22 premises of approved third parties performing the vehicle
23 registration process. The determination shall be based on sales
24 volume, administrative costs, available storage space, and any other
25 factors which the chief administrator deems appropriate.

26 (cf: P.L.1987, c.374, s.3)
27

28 4. Section 4 of P.L.1987, c.374 (C.39:3-27.38) is amended to
29 read as follows:

30 **【The director shall have the right to suspend approval of any**
31 **organization granted permission to obtain special organization**
32 **vehicle registration plates on behalf of its members if the**
33 **organization:】**

34 4. a. **【No longer qualifies according to the provisions of this**
35 **act; or】** The board of the commission may, upon the chief
36 administrator's recommendation, discontinue the production of,
37 prohibit new sales of, and suspend any annual renewal fees of any
38 special registration plate approved pursuant to P.L.1987, c.374
39 (C.39:3-27.35 et seq.) if, following the effective date of P.L. ,
40 c. (C.) (pending before the Legislature as this bill):

41 (1) fewer than 500 sets of the special registration plates have
42 been sold in the first full State fiscal year of sales after the effective
43 date of P.L. , c. (C.) (pending before the Legislature as this
44 bill);

45 (2) in the most recent full State fiscal year, the revenue derived
46 from the annual renewal fees, which is dedicated to the support of
47 the particular fund or cause, is less than \$7,500;

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

4 (4) the commission determines that the sponsoring organization
5 is no longer qualified, under the provisions of P.L.1987, c.374
6 (C.39:3-27.35 et seq.), for the type of special registration plate for
7 which the sponsoring organization has applied; or

8 (5) the sponsoring organization has perpetrated fraud against the
9 commission in obtaining a special registration plate.

10 b. **【Has perpetrated a fraud against the Division of Motor**
11 **Vehicles in obtaining special plates for its members】** Upon
12 discontinuance of the issuance of an organization plate or a
13 dedicated cause plate issued pursuant to P.L.1987, c.374 (C.39:3-
14 27.35 et seq.), the special registration plate shall no longer be
15 offered for sale or advertised by the commission and the sponsoring
16 organization shall not advertise the sale of the plate. A person who
17 owns a motor vehicle displaying valid special registration plates
18 which have been discontinued, may continue to display those plates
19 on the person's motor vehicle until the plates are recalled by the
20 chief administrator, provided the motor vehicle's registration is
21 properly renewed, the special registration plates remain legible, and
22 the person is eligible to display the special registration plates
23 pursuant to section 3 of P.L.1959, c.56 (C.39:3-33.5).

24 The chief administrator shall have the sole discretion to
25 determine whether replacement or duplicate registration plates shall
26 be issued for any special registration plate which has been
27 discontinued, if the plates are destroyed, lost, stolen, or mutilated.

28 c. Upon the discontinuance of a dedicated cause plate issued
29 pursuant to P.L.1987, c.374 (C.39:3-27.35 et seq.), the commission
30 shall cease to collect any renewal fee established for the dedicated
31 cause plate. The commission shall remit any remaining revenue
32 generated through the annual renewal fees of the dedicated cause
33 plates to the funds established pursuant to section 2 of
34 P.L.1987, c.374 (C.39:3-27.36) or the causes that the dedicated
35 cause plates support in the first full State fiscal year after
36 discontinuance of the dedicated cause plates.

37 An entity or organization which receives revenues generated
38 through the issuance or renewal fees of a dedicated cause plate
39 issued pursuant to P.L.1987, c.374 (C.39:3-27.35 et seq.) which has
40 been discontinued under this section may, if approved by the chief
41 administrator, solicit and collect voluntary donations from any
42 registrant displaying discontinued plates, in accordance with any
43 guidelines established by the chief administrator permitting
44 solicitation and collection.

45 (cf: P.L.1987, c.374, s.4)

46
47 5. (New section) a. All special registration plates issued
48 pursuant to the following shall be known and referred to as

1 organization plates for the purposes of P.L. c. (C.)
2 (pending before the Legislature as this bill):

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

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

7 b. Notwithstanding the provisions of any law, rule, regulation,
8 or order to the contrary, the board of the commission may, upon the
9 chief administrator's recommendation, discontinue the production
10 of and prohibit new sales of any organization plate established
11 pursuant to the sections of law enumerated in subsection a. of this
12 section if:

13 (1) the sponsoring organization of the organization plate fails to
14 comply with the provisions of State law governing the use of
15 special registration plates;

16 (2) fewer than 500 sets of the organization plates have been sold
17 in the first full State fiscal year of sales after the effective date of
18 P.L. , c. (C.) (pending before the Legislature as this bill);

19 (3) after a fiscal analysis conducted by the commission, the
20 chief administrator determines that it is no longer cost effective to
21 produce the organization plate and offer it for sale;

22 (4) the commission determines that the sponsoring organization
23 is no longer qualified for an organization plate under the provisions
24 of P.L.1987, c.374 (C.39:3-27.35 et seq.); or

25 (5) the sponsoring organization has perpetrated fraud against the
26 commission in obtaining organization plates for its members.

27 c. Upon discontinuance of an organization plate established
28 pursuant to the sections of law enumerated in subsection a. of this
29 section, the organization plate shall no longer be offered for sale or
30 advertised by the commission and the sponsoring organization shall
31 not advertise the sale of the plate. A person who owns a motor
32 vehicle displaying valid organization plates for which the
33 commission has discontinued, may continue to display those plates
34 on the person's motor vehicle until the plates are recalled by the
35 chief administrator, provided the motor vehicle's registration is
36 properly renewed, the special registration plates remain legible, and
37 the person is eligible to display the special registration plates
38 pursuant to section 3 of P.L.1959, c.56 (C.39:3-33.5).

39 The chief administrator shall have the sole discretion to
40 determine whether replacement or duplicate registration plates shall
41 be issued for any organization plate for which the commission has
42 discontinued, if the plates are destroyed, lost, stolen, or mutilated.

43
44 6. (New section) a. All special registration plates issued
45 pursuant to the following shall be known and referred to as
46 dedicated cause plates for the purposes of P.L. c. (C.)
47 (pending before the Legislature as this bill):

- 1 (1) coastal protection registration plates issued pursuant to
2 section 2 of P.L.1993, c.168 (C.39:3-27.48);
- 3 (2) animal welfare registration plates issued pursuant to section
4 1 of P.L.1993, c.184 (C.39:3-27.55);
- 5 (3) United States Olympic registration plates issued pursuant to
6 section 2 of P.L.1995, c.176 (C.39:3-27.62);
- 7 (4) Battleship U.S.S. New Jersey registration plates issued
8 pursuant to section 1 of P.L.1995, c.252 (C.39:3-27.67);
- 9 (5) historic preservation registration plates issued pursuant to
10 section 2 of P.L.1995, c.368 (C.39:3-27.73);
- 11 (6) shade tree and community forest preservation registration
12 plates issued pursuant to section 10 of P.L.1996, c.135 (C.39:3-
13 27.79);
- 14 (7) Pinelands preservation registration plates issued pursuant to
15 section 1 of P.L.1996, c.147 (C.39:3-27.85);
- 16 (8) Barnegat Bay Decoy and Baymen's Museum registration
17 plates or other maritime history or marine life preservation project
18 registration plates issued pursuant to section 3 of
19 P.L.1997, c.74 (C.39:3-27.86);
- 20 (9) "Conquer Cancer" registration plates issued pursuant to
21 section 1 of P.L.1997, c.92 (C.39:3-27.90);
- 22 (10) Liberty State Park registration plates issued pursuant to
23 section 2 of P.L.1997, c.195 (C.39:3-27.92);
- 24 (11) Meadowlands conservation registration plates issued
25 pursuant to section 9 of P.L.1999, c.31 (C.39:3-27.100);
- 26 (12) Deborah Heart and Lung Center registration plates issued
27 pursuant to section 1 of P.L.1999, c.354 (C.39:3-27.107);
- 28 (13) "Promote Agriculture" registration plates issued pursuant to
29 section 1 of P.L.2001, c.13 (C.39:3-27.116);
- 30 (14) law enforcement officer memorial registration plates issued
31 pursuant to section 2 of P.L.2001, c.41 (C.39:3-27.123);
- 32 (15) "Be An Organ Donor" registration plates issued pursuant to
33 section 1 of P.L.2001, c.164 (C.39:3-27.127);
- 34 (16) "United We Stand" registration plates issued pursuant to
35 section 2 of P.L.2002, c.52 (C.39:3-27.132);
- 36 (17) Omega Psi Phi registration plates issued pursuant to section
37 1 of P.L.2013, c.273 (C.39:3-27.144);
- 38 (18) Alpha Kappa Alpha registration plates issued pursuant to
39 section 1 of P.L.2014, c.90 (C.39:3-27.146);
- 40 (19) military veteran motorcycle registration plates issued
41 pursuant to section 1 of P.L.2017, c.193 (C.39:3-27.148);
- 42 (20) "Equality" registration plates issued pursuant to section 1
43 of P.L.2017, c.279 (C.39:3-27.150);
- 44 (21) Delta Sigma Theta registration plates issued pursuant to
45 section 1 of P.L.2018, c.109 (C.39:3-27.152);
- 46 (22) "Humane State" registration plates issued pursuant to
47 section 1 of P.L.2018, c.134 (C.39:3-27.154);

1 (23) breast cancer awareness registration plates issued pursuant
2 to section 1 of P.L.2019, c.281 (C.39:3-27.156);
3 (24) “Support Recovery” license plates issued pursuant to section
4 1 of P.L.2019, c.325 (C.39:3-27.158); and
5 (25) wildlife conservation registration plates issued pursuant to
6 section 1 of P.L.1993, c.119 (C.39:3-33.10).
7 b. Notwithstanding the provisions of any law, rule, regulation,
8 or order to the contrary, the board of the commission may, upon the
9 chief administrator’s recommendation, discontinue the production
10 of, prohibit new sales of, and suspend the annual renewal fees for
11 any dedicated cause plate established pursuant to the sections of law
12 enumerated in subsection a. of this section if, following the
13 effective date of P.L. , c. (C.) (pending before the
14 Legislature as this bill):
15 (1) fewer than 500 sets of the dedicated cause plates have been
16 sold in the first full State fiscal year of sales after the effective date
17 of P.L. , c. (C.) (pending before the Legislature as this bill);
18 (2) in the most recent full State fiscal year, the revenue derived
19 from the initial or annual renewal fees, which is dedicated to the
20 support of the particular fund or cause, is less than \$7,500;
21 (3) after a fiscal analysis conducted by the commission, the
22 chief administrator determines that it is no longer cost effective to
23 produce the dedicated cause plate and offer it for sale;
24 (4) the commission determines that the sponsoring organization
25 is no longer qualified for a dedicated cause plate under the
26 provisions of P.L.1987, c.374 (C.39:3-27.35 et seq.); or
27 (5) the sponsoring organization has perpetrated fraud against the
28 commission in obtaining a dedicated cause plate.
29 c. Prior to the discontinuance of any dedicated cause plate
30 enumerated in subsection a. of this section, the chief administrator
31 shall notify the sponsoring organization of the commission’s
32 decision to discontinue the dedicated cause plate. Not later than the
33 first day of the sixth month following the receipt of the
34 commission’s notice to discontinue, an eligible sponsoring
35 organization may apply, in accordance with the provisions of
36 P.L.1987, c.374 (C.39:3-27.35 et seq.) to be approved by the board
37 of the commission to have the special registration plate reissued as
38 an organization plate.
39 d. Upon discontinuance of the issuance of a dedicated cause
40 plate established pursuant to the sections of law enumerated in
41 subsection a. of this section, the dedicated cause plate shall no
42 longer be offered for sale or advertised by the commission and the
43 sponsoring organization shall not advertise the sale of the plate. A
44 person who owns a motor vehicle displaying valid dedicated cause
45 plates which have been discontinued, may continue to display those
46 plates on the person’s motor vehicle until the plates are recalled by
47 the chief administrator, provided the motor vehicle’s registration is
48 properly renewed, the registration plates remain legible, and the

1 person is eligible to display the special registration plates pursuant
2 to section 3 of P.L.1959, c.56 (C.39:3-33.5).

3 The chief administrator shall have the sole discretion to
4 determine whether replacement or duplicate registration plates shall
5 be issued for any dedicated cause plate for which the commission
6 has discontinued, if the plates are destroyed, lost, stolen, or
7 mutilated.

8 e. Upon the discontinuance of a dedicated cause plate
9 established pursuant to the sections of law enumerated in subsection
10 a. of this section, the commission shall cease to collect any fee
11 established by law for the renewal of the dedicated cause plate.
12 The commission shall remit any remaining revenue generated
13 through the annual renewal fees of the dedicated cause plates to the
14 statutorily established funds or the causes those plates support in
15 the first full State fiscal year after discontinuance of the dedicated
16 cause plates.

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

24
25 7. Section 5 of P.L.1987, c.374 (C.39:3-27.39) is amended to
26 read as follows:

27 5. Pursuant to the "Administrative Procedure Act,"
28 P.L.1968, c.410 (C.52:14B-1 et seq.), the **【director】** chief
29 administrator may adopt rules and regulations governing the design,
30 issuance, and use of **【these vehicle】** special registration plates and
31 any other rules and regulations which may be necessary to
32 effectuate the purposes of P.L.1987, c.374 (C.39:3-27.35 et seq.)
33 and P.L. , c. (C.) (pending before the Legislature as this
34 bill) including, but not limited to, the nature of the documentation
35 to be used as proof of nonprofit status, definitions or classifications
36 of community, alumni, and service organizations, and procedures
37 for the return of 【special organization vehicle】 special registration
38 plates from persons who are no longer members in the approved
39 sponsoring organization or who have been convicted of any
40 violation pursuant to section 3 of P.L.1959, c.56 (C.39:3-33.5).
41 (cf: P.L.1987, c.374, s.5)

42
43 8. Section 1 of P.L.1999, c.192 (C.39:3-33a) is amended to
44 read as follows:

45 1. Whenever the **【Division of Motor Vehicles】** New Jersey
46 Motor Vehicle Commission is authorized to charge an additional
47 application fee for the issuance of a personalized, courtesy, or

1 special **license** registration plate, the **division** commission shall
 2 charge that additional application fee only upon the initial issuance
 3 of the plate. If a personalized, courtesy, or special registration plate
 4 is issued to a lessee in a motor vehicle leasing agreement, upon
 5 termination of the lease the lessee may apply to the **director** chief
 6 administrator to have the plate reissued to another motor vehicle
 7 leased or owned by the lessee upon payment of a fee **of \$4.50** to
 8 be determined by the chief administrator. If a personalized,
 9 courtesy, or special **license** registration plate is issued to an
 10 owner of a motor vehicle, the owner may apply to the **director**
 11 chief administrator to have the plate reissued to another motor
 12 vehicle leased or owned by the owner upon payment of a fee **of**
 13 **\$4.50** to be determined by the chief administrator. Nothing in this
 14 section shall be construed as prohibiting the **division** commission
 15 from charging, at the time of annual registration renewal, the
 16 payment of the additional fee which has been required under any
 17 other section of law for a special **license** registration plate.
 18 (cf: P.L.1999, c.192, s.1)

19
 20 9. Section 1 of P.L.2001, c.35 (C.39:3-33b) is amended to read
 21 as follows:

22 1. a. The lessee in a motor vehicle leasing agreement or the
 23 owner of a motor vehicle who obtains a base set of personalized,
 24 courtesy, or special **license** registration plates with special
 25 identifying marks may obtain and use subsequent sets in a series for
 26 use upon other motor vehicles if **they** the motor vehicles are
 27 owned or leased from the same or different lessor by that person,
 28 provided that there is sufficient space for the series' subscript.

29 b. The fees for the subsequent sets in a series shall be
 30 prescribed by the **director** chief administrator.

31 c. The chief administrator may promulgate rules and
 32 regulations to effectuate the purposes of this act.

33 (cf: P.L.2004, c.91, s.1)
 34

35 10. Section 3 of P.L.1959, c.56 (C.39:3-33.5) is amended to read
 36 as follows:

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

42 (a) for the 10-year period **next preceding** prior to the date of
 43 application for a particular identifying mark or special organization
 44 license plate has been convicted of a violation of either **section**
 45 R.S.39:4-50, **or section** R.S.39:4-96 **of this Title** , or section 2
 46 of P.L.1966, c.142 (C.39:4-50.2) or has been convicted of a

1 violation of a law of a substantially similar nature in another
2 jurisdiction; or
3 (b) has been convicted of a violation of N.J.S.2C:11-5 or section
4 1 of P.L.2017, c.165 (C.2C:11-5.3); or
5 (c) for the two-year period **【next preceding his】** prior to the date
6 of application for a particular identifying mark, personalized license
7 plate, or a special **【organization license】** registration plate has had
8 **【his】** driving privileges in this State or in another jurisdiction
9 revoked or suspended for any reason whatsoever.
10 (cf: P.L.2017, c.165, s.14)

11
12 11. The following sections of law are repealed:
13 Section 1 of P.L.1958, c.120 (C.39:3-27.2); and
14 Section 6 of P.L.1987, c.374 (C.39:3-27.40).

15
16 12. This act shall take effect on the first day of the thirteenth
17 month following the date of enactment, but the chief administrator
18 may take anticipatory action in advance of that date as may be
19 necessary for the timely implementation of this act.

STATEMENT

20
21
22
23
24 This bill restructures the current system for issuance of special
25 license plates, which may be issued to New Jersey drivers in place
26 of standard license plates.

27 Under existing law, there are three main types of special
28 registration plates that are issued by the New Jersey Motor Vehicle
29 Commission (MVC):

- 30 1) statutorily-established special license plates, which honor or
- 31 recognize a person's affiliation with a certain group or organization;
- 32 2) statutorily-established dedicated cause special license plates,
- 33 which support statutorily-established funds or social causes; and
- 34 3) special organizational vehicle registration plates, which are
- 35 approved by the MVC for certain nonprofit alumni, community, or
- 36 service organizations upon application to the MVC.

37 The bill collectively refers to special license plates as "special
38 registration plates," and divides the plates into two categories:
39 "organization plates"; and "dedicated cause plates." The bill
40 maintains elements of the current system by permitting a sponsoring
41 organization to apply for and seek approval from the MVC for the
42 issuance of an organization plate, but adds to that system by
43 permitting a sponsoring organization to also apply directly to the
44 MVC for the issuance of a dedicated cause plate and by permitting
45 the MVC to phase out statutorily-established and MVC-established
46 special registration plates that no longer meet certain criteria.
47 Under the bill, the board of the MVC is to meet at least twice

1 annually to consider the request of any sponsoring organization that
2 has applied for a special registration plate.

3 Organization Plates

4 The bill defines “organization plate” to mean a license plate
5 bearing the name, initials, logotype, graphic, or identifying phrase
6 of a sponsoring organization, which comprises members of a
7 community, alumni, or service organization with common or shared
8 professions, interests, educational backgrounds, or military service
9 and has a method of determining membership or good standing in
10 the organization.

11 A sponsoring organization that seeks the approval for the
12 issuance of an organization plate is required to provide prior to the
13 meeting of the board of the MVC, in a form and following a
14 procedure prescribed by the chief administrator, proof that the
15 sponsoring organization has met the following conditions:

16 -- The sponsoring organization has appointed a representative
17 who will act as a liaison between the sponsoring organization and
18 the MVC.

19 -- The application includes a copy of the charter of the
20 sponsoring organization that indicates the organization's lawful
21 purpose and a copy of the approval letter issued to the sponsoring
22 organization by the Internal Revenue Service to provide proof of its
23 nonprofit status.

24 -- The application includes a Certification of Membership, which
25 contains the organization's official letterhead, the location of the
26 sponsoring organization's headquarters or base of operations in
27 New Jersey, the signature of the organization's representative, the
28 total number of members in good standing residing in New Jersey,
29 the names and addresses of organization members requesting
30 organization plates as a part of the initial order, and the present
31 registration plate numbers of the vehicles of the members
32 requesting organization plates as a part of the initial order.

33 -- The application includes the name or initials the organization
34 wishes to be placed at the bottom of the plate and a logotype,
35 graphic, or identifying phrase of the sponsoring organization. If the
36 sponsoring organization is a chapter or branch of an international,
37 national, or regional organization, the chapter or branch is required
38 to obtain written authorization from the parent organization to use
39 the name, initials, logotype, graphic, or identifying phrase of the
40 parent organization; provided however, that the use and
41 arrangement on the registration plates will be in the sole discretion
42 of the chief administrator.

43 The chief administrator and a sponsoring organization that has
44 been approved are to develop and enter into a memorandum of
45 agreement setting forth the procedures to be followed in carrying
46 out the respective responsibilities in the creation of the special
47 registration plates, including the number of the special registration
48 plates to establish the initial order and the amount of fees to offset

1 the initial costs incurred by the MVC for designing, producing,
2 issuing, and publicizing the availability of the special registration
3 plates to be paid to the MVC prior to the manufacture of the special
4 registration plates.

5 Any person who is a member in good standing of a sponsoring
6 organization that has been approved for an organization plate may
7 apply to receive a set of organization plates after the payment of a
8 \$50 fee as well as all other fees required by law for the registration
9 of a motor vehicle.

10 Dedicated Cause Plates

11 The bill defines “dedicated cause plate” to mean a license plate
12 bearing the name, initials, logotype, graphic, or identifying phrase
13 of a social cause that generally impacts New Jersey residents,
14 including but not limited to, the promotion of public health,
15 education, the arts, sports and athletics, the environment, the
16 improvement of societal injustices, or issues that concern the
17 general welfare of all New Jersey residents.

18 A sponsoring organization that seeks approval for the issuance of
19 a dedicated cause plate is to provide prior to the meeting of the
20 board of the MVC, in a form and following a procedure prescribed
21 by the chief administrator, proof that the sponsoring organization
22 has met the following conditions:

23 -- The sponsoring organization has appointed a representative
24 who will act as a liaison between the sponsoring organization and
25 the MVC.

26 -- The application includes: a copy of the charter of the
27 sponsoring organization that indicates the organization's lawful
28 purpose and a copy of the approval letter issued to the sponsoring
29 organization by the Internal Revenue Service to provide proof of its
30 nonprofit status; or, if the sponsoring organization is a government
31 entity, the legal citation for the statute pursuant to which the
32 government entity was established.

33 -- The application includes an Explanation of Social Impact that
34 contains the organization's official letterhead, the location of the
35 sponsoring organization's headquarters or base of operations in
36 New Jersey, the signature of the organization's representative, the
37 social cause for which the dedicated cause plate will be used to
38 promote, the ways in which the revenue from the dedicated cause
39 plates will be utilized, the names and addresses of members of the
40 public requesting sets of dedicated cause plates as a part of the
41 initial order, and the present registration plate numbers of the
42 vehicles of the members of the public requesting the dedicated
43 cause plates as a part of the initial order.

44 Dedicated cause plates are to only be approved for a sponsoring
45 organization that has as its primary purpose service to the general
46 public or the promotion of a social cause that generally impacts
47 New Jersey residents, including but not limited to, the promotion of
48 public health, education, the arts, sports and athletics, the

1 environment, the improvement of societal injustices, or issues that
2 concern the general welfare of all New Jersey residents.

3 -- The application includes the name or initials the organization
4 wishes to be placed at the bottom of the plate and a logotype,
5 graphic, or identifying phrase that identifies the social cause that the
6 dedicated cause plate will promote. If the sponsoring organization
7 is a chapter or branch of an international, national, or regional
8 organization, the chapter or branch is required to obtain written
9 authorization from the parent organization to use the name, initials,
10 logotype, graphic, or identifying phrase of the parent organization;
11 provided however, that the use and arrangement on the registration
12 plates are to be in the sole discretion of the chief administrator.

13 The chief administrator and the sponsoring organization that has
14 been approved are to develop and enter into a memorandum of
15 agreement setting forth the procedures to be followed in carrying
16 out their respective responsibilities in the creation of the special
17 registration plates, including the number of the special registration
18 plates to establish the initial order and the amount of fees to offset
19 the initial costs incurred by the MVC for designing, producing,
20 issuing, and publicizing the availability of the special registration
21 plates to be paid to the MVC prior to the manufacture of the special
22 registration plates.

23 Any person may apply to receive a set of dedicated cause plates
24 after the payment of a \$50 fee and a \$10 annual renewal fee, as well
25 as all other fees required by law for the registration of a motor
26 vehicle. The additional fees are to be deposited into a special non-
27 lapsing fund created to support the approved social cause for which
28 the dedicated cause plates were created. The chief administrator, in
29 conjunction with the State Treasurer, is required to create a special
30 non-lapsing fund before the MVC manufactures a dedicated cause
31 plate.

32 Discontinuance of Special Registration Plates

33 Under existing law, the chief administrator has the authority to
34 suspend previous approval of a special organization vehicle
35 registration plate only if the organization no longer qualifies for a
36 special plate under the law or has perpetrated fraud against the
37 MVC in obtaining plates for its members.

38 The bill expands this authority by permitting, but not requiring,
39 the MVC to discontinue, prohibit new sales of, and suspend any
40 annual renewal fees of any special registration plates established by
41 the MVC and certain statutorily-established special registration
42 plates enumerated in the bill, if:

43 -- for certain organization plates, the sponsoring organization of
44 the organization plate fails to comply with the provisions of State
45 law governing the use of special registration plates;

46 -- fewer than 500 sets of the special registration plates have been
47 sold in the first full fiscal year of sales after the effective date of the
48 bill;

1 -- in the most recent full fiscal year, the revenue derived from the
2 fees, which are dedicated to the support of the particular fund or
3 cause, is less than \$7,500;

4 -- after a fiscal analysis conducted by the MVC, the chief
5 administrator determines that it is no longer cost effective to
6 produce the special registration plate and offer it for sale;

7 -- the MVC determines that the sponsoring organization is no
8 longer qualified for the type of special registration plate for which
9 the sponsoring organization has applied; or

10 -- the sponsoring organization has perpetrated fraud against the
11 MVC in obtaining a special registration plate.

12 A person who owns a motor vehicle displaying valid, yet
13 discontinued, special registration plates may continue to display
14 those plates on the person's motor vehicle until the plates are
15 recalled by the chief administrator, provided the motor vehicle's
16 registration is properly renewed, the special registration plates
17 remain legible, and the person is eligible to display the special
18 registration plates pursuant to law.

19 Special Provisions for the Discontinuance of Dedicated Cause
20 Plates

21 Prior to the discontinuance of any statutorily-established
22 dedicated cause plate, the chief administrator is required to notify
23 the sponsoring organization of the MVC's decision to discontinue
24 the dedicated cause plate. Not later than the first day of the sixth
25 month following the receipt of the MVC's notice to discontinue, an
26 eligible sponsoring organization may apply to have the special
27 registration plate reissued as an organization plate.

28 Upon the discontinuance of a dedicated cause plate, the MVC is
29 to cease collecting any fee established by law for the renewal of the
30 dedicated cause plate. The MVC is required to remit any remaining
31 revenue generated through the annual renewal fees of the dedicated
32 cause plates to the statutorily established funds or the causes those
33 plates support in the first full fiscal year after discontinuance of the
34 dedicated cause plates.

35 An entity or organization which receives revenues generated
36 through the issuance or renewal fees of a dedicated cause plate
37 which has been discontinued may, if approved by the chief
38 administrator, solicit and collect voluntary donations from any
39 registrant displaying discontinued plates, in accordance with any
40 guidelines established by the chief administrator permitting
41 solicitation and collection.

42 Other Provisions

43 The bill changes the fee for transferring personalized, courtesy,
44 or special registration plates to another motor vehicle from \$4.50 to
45 an amount to be determined by the chief administrator.

46 Under the bill, the chief administrator has the sole authority to
47 determine which special registration plates are to be made available
48 at MVC field offices and motor vehicle dealerships.

1 Finally, in order to prevent the potential abuse of certain special
2 registrations that are issued by the MVC but are technically only
3 valid for short durations of not more than 10 days, the bill repeals a
4 statutory provision permitting special registrations and special
5 registration plates for motor vehicles used in connection with a
6 convention, conference, meeting, pageant, parade, celebration, or
7 similar function.