

**ASSEMBLY, No. 2639**

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**STATE OF NEW JERSEY**

**219th LEGISLATURE**

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INTRODUCED FEBRUARY 13, 2020

**Sponsored by:**

**Assemblyman WILLIAM F. MOEN, JR.**

**District 5 (Camden and Gloucester)**

**Assemblyman VINCENT MAZZEO**

**District 2 (Atlantic)**

**Assemblywoman BETTYLOU DECROCE**

**District 26 (Essex, Morris and Passaic)**

**Co-Sponsored by:**

**Assemblywoman Lopez**

**SYNOPSIS**

Authorizes issuance of Rowan University alumni license plates.

**CURRENT VERSION OF TEXT**

As introduced.



**(Sponsorship Updated As Of: 10/22/2020)**

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  
48 appropriated or otherwise become available for purposes of the

1 fund, shall be credited to and deposited in the fund for use as set  
2 forth in P.L. , c. (C. ) (pending before the Legislature as  
3 this bill).

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

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

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

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

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

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

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

41 g. The Rowan University Alumni Association President shall  
42 appoint a representative who shall act as a liaison between the  
43 Rowan University Alumni Association and the commission. The  
44 liaison shall represent the Rowan University Alumni Association in  
45 any and all communications with the commission regarding the  
46 Rowan University alumni license plates established by  
47 P.L. , c. (C. ) (pending before the Legislature as this bill).

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

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

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

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

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

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

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

45  
46        3. This act shall take effect immediately, but shall remain  
47 inoperative until the first day of the 13th month following the date  
48 on which the conditions set forth in paragraphs (1) and (2) of

1 subsection c. of section 2 of this act have been satisfied. The chief  
2 administrator may take anticipatory acts in advance of that date as  
3 may be necessary for the timely implementation of this act. This  
4 act shall expire if the conditions set forth in paragraphs (1) and (2)  
5 of subsection c. of section 2 of this act are not satisfied by the last  
6 day of the 15th month following enactment.

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8  
9 STATEMENT

10  
11 This bill authorizes the Chief Administrator of the New Jersey  
12 Motor Vehicle Commission (commission) to issue special Rowan  
13 University alumni license plates.

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

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

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

40 The bill provides that State or other public funds are not to be  
41 used by the commission for the initial cost to implement the Rowan  
42 University alumni license plate program. The bill requires the  
43 Rowan University Alumni Association or an individual or entity  
44 designated by the Rowan University Alumni Association to  
45 contribute non-public monies, not to exceed \$25,000, to offset the  
46 initial costs to design, produce, issue, and publicize the license  
47 plates and for computer programming changes which may be  
48 necessary to implement the program. The bill authorizes Rowan

1 University Alumni Association to receive funds from private  
2 sources to be used to offset the initial costs.

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

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

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