

SENATE, No. 3221

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED DECEMBER 7, 2020

Sponsored by:

Senator JOSEPH F. VITALE

District 19 (Middlesex)

Senator TROY SINGLETON

District 7 (Burlington)

SYNOPSIS

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

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 4/19/2021)

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 Commission.

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

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

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

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

40 "Special registration plates" shall collectively refer to dedicated
41 cause plates and organization plates.

42 "Sponsoring organization" means a community organization,
43 alumni organization, service organization, or government entity
44 which is seeking approval from the commission for a special
45 registration plate or which has been approved for the issuance of

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 special registration plates pursuant the provisions of P.L.1987, c.374
2 (C.39:3-27.35 et seq.).

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

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

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

26 d. A person who receives special registration plates pursuant to
27 this section shall be subject to the same laws and regulations
28 governing standard registration plates.

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

30

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

33 【Special organization vehicle registration plates shall be issued
34 subject to】 2. a. The board of the commission shall meet no less
35 than twice annually at a regularly scheduled meeting of the board to
36 consider the request of any sponsoring organization which has
37 applied for approval of the issuance of special registration plates.

38 b. A sponsoring organization, which seeks the approval for the
39 issuance of an organization plate, shall provide prior to the meeting
40 of the board of the commission, in a form and following a procedure
41 prescribed by the chief administrator, proof that the sponsoring
42 organization has met the following conditions:

43 【a. Each】 (1) The sponsoring organization 【shall appoint an
44 organization】 has appointed a representative who will act as a liaison
45 between the sponsoring organization and the 【division】 commission.

46 【b. The representative shall, upon】 (2) The application, on
47 behalf of 【any member, provide】 the sponsoring organization,

1 includes a copy of the charter of the sponsoring organization **【to the**
2 **division】**, which shall indicate the organization's lawful purpose and
3 a copy of the approval letter issued to the sponsoring organization by
4 the United States Internal Revenue Service, which shall **【also】**
5 provide proof of its nonprofit status.

6 **【c. The representative shall submit an organization】** (3) The
7 application, on behalf of the sponsoring organization, includes a
8 Certification of Membership **【when requested by the division and,**
9 **once the organization and a registration plate arrangement under**
10 **subsection d. are approved, forward a fee of no more than \$75.00 as**
11 **determined by the director for each set of special organization vehicle**
12 **registration plates, in addition to fees otherwise prescribed by law,**
13 **for these plates. The Certification of Membership】**, which shall be
14 printed at the organization's expense and contain the organization's
15 official letterhead, the location of the sponsoring organization's
16 headquarters or base of operations in this State, the signature of the
17 organization's representative, the total number of members in good
18 standing residing in the State, the names and addresses of
19 organization members requesting **【special organization vehicle**
20 **registration】** sets of organization plates as a part of the initial order,
21 and the present registration plate numbers of the vehicles of the
22 members requesting organization plates as a part of the initial order.

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

35 c. A sponsoring organization, which seeks the approval for the
36 issuance of a dedicated cause plate, shall provide prior to the meeting
37 of the board of the commission, in a form and following a procedure
38 prescribed by the chief administrator, proof that the sponsoring
39 organization has met the following conditions:

40 (1) The sponsoring organization has appointed a representative
41 who will act as a liaison between the sponsoring organization and the
42 commission.

43 (2) The application, on behalf of the sponsoring organization,
44 includes a copy of the charter of the sponsoring organization, which
45 shall indicate the organization's lawful purpose and a copy of the
46 approval letter issued to the sponsoring organization by the United
47 States Internal Revenue Service, which shall provide proof of its

1 nonprofit status, or, if the sponsoring organization is a government
2 entity, the legal citation for the statute pursuant to which the
3 government entity was established.

4 (3) The application, on behalf of the sponsoring organization,
5 includes an Explanation of Social Impact, which shall be printed at
6 the organization's expense and contain the organization's official
7 letterhead, the location of the sponsoring organization's headquarters
8 or base of operations in this State, the signature of the organization's
9 representative, the social cause for which the dedicated cause plate
10 shall be used to promote, the ways in which the revenue from the
11 dedicated cause plates shall be utilized, the names and addresses of
12 members of the public requesting sets of dedicated cause plates as a
13 part of the initial order, and the present registration plate numbers of
14 the vehicles of the members of the public requesting the dedicated
15 cause plates as a part of the initial order.

16 Dedicated cause plates shall only be approved for a sponsoring
17 organization which has as its primary purpose service to the general
18 public or the promotion of a social cause that generally impacts New
19 Jersey residents, including but not limited to, the promotion of public
20 health, education, the arts, sports and athletics, the environment, the
21 improvement of societal injustices, or issues that concern the general
22 welfare of all New Jersey residents.

23 (4) The application includes the name or initials the organization
24 wishes to be placed at the bottom of the plate and a logotype, graphic,
25 or identifying phrase that identifies the social cause that the dedicated
26 cause plate shall promote. If the sponsoring organization is a chapter
27 or branch of an international, national, or regional organization, the
28 chapter or branch shall obtain written authorization from the parent
29 organization to use the name, initials, logotype, graphic, or
30 identifying phrase of the parent organization; provided however, that
31 the use and arrangement of the name, initials, logotype, graphic, or
32 identifying phrase of the social cause on the registration plates shall
33 be in the sole discretion of the chief administrator.

34 d. The chief administrator and the sponsoring organization which
35 has been approved for the issuance of a special registration plate shall
36 develop and enter into a memorandum of agreement setting forth the
37 procedures to be followed in carrying out their respective
38 responsibilities in the creation of the special registration plates.

39 The number of the special registration plates to establish the initial
40 order for the special registration plates and the fees, which shall
41 offset the initial costs incurred by the commission for designing,
42 producing, issuing, and publicizing the availability of the special
43 registration plates, to accompany the initial order shall be prescribed
44 by the chief administrator and set forth in the memorandum of
45 agreement.

46 The fee prescribed by the chief administrator pursuant to this
47 subsection for the initial order of special registration plates shall be

1 paid to the commission prior to the manufacture of the special
2 registration plates.

3 A sponsoring organization which has been approved for a special
4 registration plate may solicit and collect a donation from individuals
5 applying for a set of the special registration plates, except that the
6 minimum required donation shall be the same for all applicants; shall
7 be posted for public viewing wherever information regarding the
8 availability of the special registration plates is advertised, listed, or
9 communicated by the sponsoring organization; and may not be
10 demand of individuals by the sponsoring organization as a
11 condition for the continued display of the plates.

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

17 f. **【The initial order for plates shall be for no less than 500**
18 **members of the organization in good standing and shall be**
19 **accompanied by the fees prescribed by the director, except that the**
20 **initial order for plates submitted by a service organization shall be**
21 **for no less than 175 members】** Prior to the manufacture of a
22 dedicated cause plate approved by the board of the commission, the
23 chief administrator shall, in conjunction with the State Treasurer,
24 create within the Department of the Treasury a special non-lapsing
25 fund to support the approved social cause for which the dedicated
26 cause plate was created.

27 Monies collected and deposited in the fund created for the
28 approved social cause, pursuant to subsection c. of section 1 of
29 P.L.1987, c.374 (C.39:3-27.35), shall be held in interest-bearing
30 accounts in a public depository as defined pursuant to section 1 of
31 P.L.1970, c.236 (C.17:9-41), and may be invested or reinvested in
32 securities approved by the State Treasurer. Interest or other income
33 earned on monies deposited into the fund, and any monies which may
34 be appropriated or otherwise become available for the purposes of
35 the fund, shall be credited to and deposited in the fund for use as
36 determined by the sponsoring organization, which has been approved
37 by the board of the commission pursuant to the provisions of
38 P.L.1987, c.374 (C.39:3-27.35 et seq.).

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

40

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

43 3. a. The **【director】** board of the commission shall have the sole
44 authority to make the final decision as to whether or not 【an】 a
45 sponsoring organization is approved for the issuance of 【special
46 organization vehicle】 special registration plates 【to its members】.

1 notwithstanding the sponsoring organization's compliance with
2 section 2 of P.L.1987, c.374 (C.39:3-27.36).

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

6 b. The chief administrator shall have the sole discretion to
7 determine which special registration plates shall be made available at
8 commission field offices. The chief administrator shall also have the
9 sole discretion to determine which special registration plates shall be
10 made available at motor vehicle dealerships or on the premises of
11 approved third parties performing the vehicle registration process.
12 The determination shall be based on sales volume, administrative
13 costs, available storage space, and any other factors which the chief
14 administrator deems appropriate.

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

16

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

19 **【The director shall have the right to suspend approval of any**
20 **organization granted permission to obtain special organization**
21 **vehicle registration plates on behalf of its members if the**
22 **organization:】**

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

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

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

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

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

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

45 b. **【Has perpetrated a fraud against the Division of Motor**
46 **Vehicles in obtaining special plates for its members】** Upon
47 discontinuance of the issuance of an organization plate or a dedicated

1 cause plate issued pursuant to P.L.1987, c.374 (C.39:3-27.35 et seq.),
2 the special registration plate shall no longer be offered for sale or
3 advertised by the commission and the sponsoring organization shall
4 not advertise the sale of the plate. A person who owns a motor
5 vehicle displaying valid special registration plates which have been
6 discontinued, may continue to display those plates on the person's
7 motor vehicle until the plates are recalled by the chief administrator,
8 provided the motor vehicle's registration is properly renewed, the
9 special registration plates remain legible, and the person is eligible
10 to display the special registration plates pursuant to section 3 of
11 P.L.1959, c.56 (C.39:3-33.5).

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

16 c. Upon the discontinuance of a dedicated cause plate issued
17 pursuant to P.L.1987, c.374 (C.39:3-27.35 et seq.), the commission
18 shall cease to collect any renewal fee established for the dedicated
19 cause plate. The commission shall remit any remaining revenue
20 generated through the annual renewal fees of the dedicated cause
21 plates to the funds established pursuant to section 2 of
22 P.L.1987, c.374 (C.39:3-27.36) or the causes that the dedicated cause
23 plates support in the first full State fiscal year after discontinuance of
24 the dedicated cause plates.

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

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

34

35 5. (New section) a. All special registration plates issued
36 pursuant to the following shall be known and referred to as
37 organization plates for the purposes of P.L. c. (C.) (pending
38 before the Legislature as this bill):

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

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

43 b. Notwithstanding the provisions of any law, rule, regulation,
44 or order to the contrary, the board of the commission may, upon the
45 chief administrator's recommendation, discontinue the production of
46 and prohibit new sales of any organization plate established pursuant
47 to the sections of law enumerated in subsection a. of this section if:

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

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

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

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

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

15 c. Upon discontinuance of an organization plate established
16 pursuant to the sections of law enumerated in subsection a. of this
17 section, the organization plate shall no longer be offered for sale or
18 advertised by the commission and the sponsoring organization shall
19 not advertise the sale of the plate. A person who owns a motor
20 vehicle displaying valid organization plates for which the
21 commission has discontinued, may continue to display those plates
22 on the person's motor vehicle until the plates are recalled by the chief
23 administrator, provided the motor vehicle's registration is properly
24 renewed, the special registration plates remain legible, and the person
25 is eligible to display the special registration plates pursuant to section
26 3 of P.L.1959, c.56 (C.39:3-33.5).

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

31

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

36 (1) coastal protection registration plates issued pursuant to
37 section 2 of P.L.1993, c.168 (C.39:3-27.48);

38 (2) animal welfare registration plates issued pursuant to section 1
39 of P.L.1993, c.184 (C.39:3-27.55);

40 (3) United States Olympic registration plates issued pursuant to
41 section 2 of P.L.1995, c.176 (C.39:3-27.62);

42 (4) Battleship U.S.S. New Jersey registration plates issued
43 pursuant to section 1 of P.L.1995, c.252 (C.39:3-27.67);

44 (5) historic preservation registration plates issued pursuant to
45 section 2 of P.L.1995, c.368 (C.39:3-27.73);

46 (6) shade tree and community forest preservation registration
47 plates issued pursuant to section 10 of P.L.1996, c.135 (C.39:3-
48 27.79);

- 1 (7) Pinelands preservation registration plates issued pursuant to
- 2 section 1 of P.L.1996, c.147 (C.39:3-27.85);
- 3 (8) Barnegat Bay Decoy and Baymen's Museum registration
- 4 plates or other maritime history or marine life preservation project
- 5 registration plates issued pursuant to section 3 of
- 6 P.L.1997, c.74 (C.39:3-27.86);
- 7 (9) "Conquer Cancer" registration plates issued pursuant to
- 8 section 1 of P.L.1997, c.92 (C.39:3-27.90);
- 9 (10) Liberty State Park registration plates issued pursuant to
- 10 section 2 of P.L.1997, c.195 (C.39:3-27.92);
- 11 (11) Meadowlands conservation registration plates issued
- 12 pursuant to section 9 of P.L.1999, c.31 (C.39:3-27.100);
- 13 (12) Deborah Heart and Lung Center registration plates issued
- 14 pursuant to section 1 of P.L.1999, c.354 (C.39:3-27.107);
- 15 (13) "Promote Agriculture" registration plates issued pursuant to
- 16 section 1 of P.L.2001, c.13 (C.39:3-27.116);
- 17 (14) law enforcement officer memorial registration plates issued
- 18 pursuant to section 2 of P.L.2001, c.41 (C.39:3-27.123);
- 19 (15) "Be An Organ Donor" registration plates issued pursuant to
- 20 section 1 of P.L.2001, c.164 (C.39:3-27.127);
- 21 (16) "United We Stand" registration plates issued pursuant to
- 22 section 2 of P.L.2002, c.52 (C.39:3-27.132);
- 23 (17) Omega Psi Phi registration plates issued pursuant to section
- 24 1 of P.L.2013, c.273 (C.39:3-27.144);
- 25 (18) Alpha Kappa Alpha registration plates issued pursuant to
- 26 section 1 of P.L.2014, c.90 (C.39:3-27.146);
- 27 (19) military veteran motorcycle registration plates issued
- 28 pursuant to section 1 of P.L.2017, c.193 (C.39:3-27.148);
- 29 (20) "Equality" registration plates issued pursuant to section 1 of
- 30 P.L.2017, c.279 (C.39:3-27.150);
- 31 (21) Delta Sigma Theta registration plates issued pursuant to
- 32 section 1 of P.L.2018, c.109 (C.39:3-27.152);
- 33 (22) "Humane State" registration plates issued pursuant to section
- 34 1 of P.L.2018, c.134 (C.39:3-27.154);
- 35 (23) breast cancer awareness registration plates issued pursuant
- 36 to section 1 of P.L.2019, c.281 (C.39:3-27.156);
- 37 (24) "Support Recovery" license plates issued pursuant to section
- 38 1 of P.L.2019, c.325 (C.39:3-27.158); and
- 39 (25) wildlife conservation registration plates issued pursuant to
- 40 section 1 of P.L.1993, c.119 (C.39:3-33.10).
- 41 b. Notwithstanding the provisions of any law, rule, regulation,
- 42 or order to the contrary, the board of the commission may, upon the
- 43 chief administrator's recommendation, discontinue the production
- 44 of, prohibit new sales of, and suspend the annual renewal fees for any
- 45 dedicated cause plate established pursuant to the sections of law
- 46 enumerated in subsection a. of this section if, following the effective
- 47 date of P.L. , c. (C.) (pending before the Legislature as this
- 48 bill):

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

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

7 (3) after a fiscal analysis conducted by the commission, the chief
8 administrator determines that it is no longer cost effective to produce
9 the dedicated cause plate and offer it for sale;

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

13 (5) the sponsoring organization has perpetrated fraud against the
14 commission in obtaining a dedicated cause plate.

15 c. Prior to the discontinuance of any dedicated cause plate
16 enumerated in subsection a. of this section, the chief administrator
17 shall notify the sponsoring organization of the commission's decision
18 to discontinue the dedicated cause plate. Not later than the first day
19 of the sixth month following the receipt of the commission's notice
20 to discontinue, an eligible sponsoring organization may apply, in
21 accordance with the provisions of P.L.1987, c.374 (C.39:3-27.35 et
22 seq.) to be approved by the board of the commission to have the
23 special registration plate reissued as an organization plate.

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

36 The chief administrator shall have the sole discretion to determine
37 whether replacement or duplicate registration plates shall be issued
38 for any dedicated cause plate for which the commission has
39 discontinued, if the plates are destroyed, lost, stolen, or mutilated.

40 e. Upon the discontinuance of a dedicated cause plate
41 established pursuant to the sections of law enumerated in subsection
42 a. of this section, the commission shall cease to collect any fee
43 established by law for the renewal of the dedicated cause plate. The
44 commission shall remit any remaining revenue generated through the
45 annual renewal fees of the dedicated cause plates to the statutorily
46 established funds or the causes those plates support in the first full
47 State fiscal year after discontinuance of the dedicated cause plates.

1 An entity or organization which receives revenues generated
2 through the issuance or renewal fees of a dedicated cause plate which
3 has been discontinued under this section may, if approved by the
4 chief administrator, solicit and collect voluntary donations from any
5 registrant displaying discontinued plates, in accordance with any
6 guidelines established by the chief administrator permitting
7 solicitation and collection.

8
9 7. Section 5 of P.L.1987, c.374 (C.39:3-27.39) is amended to
10 read as follows:

11 5. Pursuant to the "Administrative Procedure Act,"
12 P.L.1968, c.410 (C.52:14B-1 et seq.), the **【director】** chief
13 administrator may adopt rules and regulations governing the design,
14 issuance, and use of **【these vehicle】** special registration plates and
15 any other rules and regulations which may be necessary to effectuate
16 the purposes of P.L.1987, c.374 (C.39:3-27.35 et seq.) and P.L. , c.
17 (C.) (pending before the Legislature as this bill) including, but
18 not limited to, the nature of the documentation to be used as proof of
19 nonprofit status, definitions or classifications of community, alumni,
20 and service organizations, and procedures for the return of **【special**
21 **organization vehicle】** special registration plates from persons who
22 are no longer members in the approved sponsoring organization or
23 who have been convicted of any violation pursuant to section 3 of
24 P.L.1959, c.56 (C.39:3-33.5).
25 (cf: P.L.1987, c.374, s.5)

26
27 8. Section 1 of P.L.1999, c.192 (C.39:3-33a) is amended to read
28 as follows:

29 1. Whenever the **【Division of Motor Vehicles】** New Jersey
30 Motor Vehicle Commission is authorized to charge an additional
31 application fee for the issuance of a personalized, courtesy, or special
32 **【license】** registration plate, the **【division】** commission shall charge
33 that additional application fee only upon the initial issuance of the
34 plate. If a personalized, courtesy, or special registration plate is
35 issued to a lessee in a motor vehicle leasing agreement, upon
36 termination of the lease the lessee may apply to the **【director】** chief
37 administrator to have the plate reissued to another motor vehicle
38 leased or owned by the lessee upon payment of a fee **【of \$4.50】** to
39 be determined by the chief administrator. If a personalized, courtesy,
40 or special **【license】** registration plate is issued to an owner of a motor
41 vehicle, the owner may apply to the **【director】** chief administrator to
42 have the plate reissued to another motor vehicle leased or owned by
43 the owner upon payment of a fee **【of \$4.50】** to be determined by the
44 chief administrator. Nothing in this section shall be construed as
45 prohibiting the **【division】** commission from charging, at the time of
46 annual registration renewal, the payment of the additional fee which

1 has been required under any other section of law for a special
2 **【license】** registration plate.

3 (cf: P.L.1999, c.192, s.1)
4

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

7 1. a. The lessee in a motor vehicle leasing agreement or the
8 owner of a motor vehicle who obtains a base set of personalized,
9 courtesy, or special **【license】** registration plates with special
10 identifying marks may obtain and use subsequent sets in a series for
11 use upon other motor vehicles if **【they】** the motor vehicles are owned
12 or leased from the same or different lessor by that person, provided
13 that there is sufficient space for the series' subscript.

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

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

18 (cf: P.L.2004, c.91, s.1)
19

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

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

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

33 (b) has been convicted of a violation of N.J.S.2C:11-5 or section
34 1 of P.L.2017, c.165 (C.2C:11-5.3); or

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

40 (cf: P.L.2017, c.165, s.14)
41

42 11. The following sections of law are repealed:

43 Section 1 of P.L.1958, c.120 (C.39:3-27.2); and

44 Section 6 of P.L.1987, c.374 (C.39:3-27.40).
45

46 12. This act shall take effect on the first day of the thirteenth
47 month following the date of enactment, but the chief administrator

1 may take anticipatory action in advance of that date as may be
2 necessary for the timely implementation of this act.

3
4
5 STATEMENT

6
7 This bill restructures the current system for issuance of special
8 license plates, which may be issued to New Jersey drivers in place of
9 standard license plates.

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

13 1) statutorily-established special license plates, which honor or
14 recognize a person's affiliation with a certain group or organization;

15 2) statutorily-established dedicated cause special license plates,
16 which support statutorily-established funds or social causes; and

17 3) special organizational vehicle registration plates, which are
18 approved by the MVC for certain nonprofit alumni, community, or
19 service organizations upon application to the MVC.

20 The bill collectively refers to special license plates as "special
21 registration plates," and divides the plates into two categories:
22 "organization plates"; and "dedicated cause plates." The bill
23 maintains elements of the current system by permitting a sponsoring
24 organization to apply for and seek approval from the MVC for the
25 issuance of an organization plate, but adds to that system by
26 permitting a sponsoring organization to also apply directly to the
27 MVC for the issuance of a dedicated cause plate and by permitting
28 the MVC to phase out statutorily-established and MVC-established
29 special registration plates that no longer meet certain criteria. Under
30 the bill, the board of the MVC is to meet at least twice annually to
31 consider the request of any sponsoring organization that has applied
32 for a special registration plate.

33
34 Organization Plates

35 The bill defines "organization plate" to mean a license plate
36 bearing the name, initials, logotype, graphic, or identifying phrase of
37 a sponsoring organization, which comprises members of a
38 community, alumni, or service organization with common or shared
39 professions, interests, educational backgrounds, or military service
40 and has a method of determining membership or good standing in the
41 organization.

42 A sponsoring organization that seeks the approval for the issuance
43 of an organization plate is required to provide prior to the meeting of
44 the board of the MVC, in a form and following a procedure
45 prescribed by the chief administrator, proof that the sponsoring
46 organization has met the following conditions:

1 -- The sponsoring organization has appointed a representative who
2 will act as a liaison between the sponsoring organization and the
3 MVC.

4 -- The application includes a copy of the charter of the sponsoring
5 organization that indicates the organization's lawful purpose and a
6 copy of the approval letter issued to the sponsoring organization by
7 the Internal Revenue Service to provide proof of its nonprofit status.

8 -- The application includes a Certification of Membership, which
9 contains the organization's official letterhead, the location of the
10 sponsoring organization's headquarters or base of operations in New
11 Jersey, the signature of the organization's representative, the total
12 number of members in good standing residing in New Jersey, the
13 names and addresses of organization members requesting
14 organization plates as a part of the initial order, and the present
15 registration plate numbers of the vehicles of the members requesting
16 organization plates as a part of the initial order.

17 -- The application includes the name or initials the organization
18 wishes to be placed at the bottom of the plate and a logotype, graphic,
19 or identifying phrase of the sponsoring organization. If the
20 sponsoring organization is a chapter or branch of an international,
21 national, or regional organization, the chapter or branch is required
22 to obtain written authorization from the parent organization to use
23 the name, initials, logotype, graphic, or identifying phrase of the
24 parent organization; provided however, that the use and arrangement
25 on the registration plates will be in the sole discretion of the chief
26 administrator.

27 The chief administrator and a sponsoring organization that has
28 been approved are to develop and enter into a memorandum of
29 agreement setting forth the procedures to be followed in carrying out
30 the respective responsibilities in the creation of the special
31 registration plates, including the number of the special registration
32 plates to establish the initial order, the amount of fees to offset the
33 initial costs incurred by the MVC for designing, producing, issuing,
34 and publicizing the availability of the special registration plates to be
35 paid to the MVC prior to the manufacture of the special registration
36 plates.

37 Any person who is a member in good standing of a sponsoring
38 organization that has been approved for an organization plate may
39 apply to receive a set of organization plates after the payment of a
40 \$50 fee as well as all other fees required by law for the registration
41 of a motor vehicle.

42

43 Dedicated Cause Plates

44 The bill defines "dedicated cause plate" to mean a license plate
45 bearing the name, initials, logotype, graphic, or identifying phrase of
46 a social cause that generally impacts New Jersey residents, including
47 but not limited to, the promotion of public health, education, the arts,
48 sports and athletics, the environment, the improvement of societal

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

3 A sponsoring organization that seeks approval for the issuance of
4 a dedicated cause plate is to provide prior to the meeting of the board
5 of the MVC, in a form and following a procedure prescribed by the
6 chief administrator, proof that the sponsoring organization has met
7 the following conditions:

8 -- The sponsoring organization has appointed a representative who
9 will act as a liaison between the sponsoring organization and the
10 MVC.

11 -- The application includes: a copy of the charter of the sponsoring
12 organization that indicates the organization's lawful purpose and a
13 copy of the approval letter issued to the sponsoring organization by
14 the Internal Revenue Service to provide proof of its nonprofit status;
15 or, if the sponsoring organization is a government entity, the legal
16 citation for the statute pursuant to which the government entity was
17 established.

18 -- The application includes an Explanation of Social Impact that
19 contains the organization's official letterhead, the location of the
20 sponsoring organization's headquarters or base of operations in New
21 Jersey, the signature of the organization's representative, the social
22 cause for which the dedicated cause plate will be used to promote,
23 the ways in which the revenue from the dedicated cause plates will
24 be utilized, the names and addresses of members of the public
25 requesting sets of dedicated cause plates as a part of the initial order,
26 and the present registration plate numbers of the vehicles of the
27 members of the public requesting the dedicated cause plates as a part
28 of the initial order.

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

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

46 The chief administrator and the sponsoring organization that has
47 been approved are to develop and enter into a memorandum of
48 agreement setting forth the procedures to be followed in carrying out

1 their respective responsibilities in the creation of the special
2 registration plates, including the number of the special registration
3 plates to establish the initial order, the amount of fees to offset the
4 initial costs incurred by the MVC for designing, producing, issuing,
5 and publicizing the availability of the special registration plates to be
6 paid to the MVC prior to the manufacture of the special registration
7 plates.

8 Any person may apply to receive a set of dedicated cause plates
9 after the payment of a \$50 fee and a \$10 annual renewal fee, as well
10 as all other fees required by law for the registration of a motor
11 vehicle. The additional fees are to be deposited into a special non-
12 lapsing fund created to support the approved social cause for which
13 the dedicated cause plates were created. The chief administrator, in
14 conjunction with the State Treasurer, is required to create a special
15 non-lapsing fund before the MVC manufactures a dedicated cause
16 plate.

17

18 Discontinuance of Special Registration Plates

19 Under existing law, the chief administrator has the authority to
20 suspend previous approval of a special organization vehicle
21 registration plate only if the organization no longer qualifies for a
22 special plate under the law or has perpetrated fraud against the MVC
23 in obtaining plates for its members.

24 The bill expands this authority by permitting, but not requiring,
25 the MVC to discontinue, prohibit new sales of, and suspend any
26 annual renewal fees of any special registration plates established by
27 the MVC and certain statutorily-established special registration
28 plates enumerated in the bill, if:

29 -- for certain organization plates, the sponsoring organization of
30 the organization plate fails to comply with the provisions of State law
31 governing the use of special registration plates;

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

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

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

41 -- the MVC determines that the sponsoring organization is no
42 longer qualified for the type of special registration plate for which
43 the sponsoring organization has applied; or

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

46 A person who owns a motor vehicle displaying valid, yet
47 discontinued, special registration plates may continue to display
48 those plates on the person's motor vehicle until the plates are recalled

1 by the chief administrator, provided the motor vehicle's registration
2 is properly renewed, the special registration plates remain legible,
3 and the person is eligible to display the special registration plates
4 pursuant to law.

5
6 Special Provisions for the Discontinuance of Dedicated Cause Plates

7 Prior to the discontinuance of any statutorily-established
8 dedicated cause plate, the chief administrator is required to notify the
9 sponsoring organization of the MVC's decision to discontinue the
10 dedicated cause plate. Not later than the first day of the sixth month
11 following the receipt of the MVC's notice to discontinue, an eligible
12 sponsoring organization may apply to have the special registration
13 plate reissued as an organization plate.

14 Upon the discontinuance of a dedicated cause plate, the MVC is
15 to cease collecting any fee established by law for the renewal of the
16 dedicated cause plate. The MVC is required to remit any remaining
17 revenue generated through the annual renewal fees of the dedicated
18 cause plates to the statutorily established funds or the causes those
19 plates support in the first full fiscal year after discontinuance of the
20 dedicated cause plates.

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

27
28 Other Provisions

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

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

35 Finally, in order to prevent the potential abuse of certain special
36 registrations that are issued by the MVC but are technically only
37 valid for short durations of not more than 10 days, the bill repeals a
38 statutory provision permitting special registrations and special
39 registration plates for motor vehicles used in connection with a
40 convention, conference, meeting, pageant, parade, celebration, or
41 similar function.