

**CALIFORNIA HEALTH FACILITIES FINANCING AUTHORITY (Authority)**

**STAFF SUMMARY RECOMMENDATION**

**RESOLUTION DELEGATING POWERS TO THE EXECUTIVE DIRECTOR IN  
CONNECTION WITH SUBMISSION OF AN APPLICATION TO THE  
CALIFORNIA DEPARTMENT OF MOTOR VEHICLES TO SPONSOR  
A SPECIALIZED LICENSE PLATE PROGRAM**

**Resolution No. 2025-04**

**September 25, 2025**

---

**PURPOSE OF THE REQUEST:**

Staff is requesting the Authority authorize the Executive Director, or the Deputy Executive Director, in the Executive Director's absence, to:

1. Apply to the California Department of Motor Vehicles to sponsor a Specialized License Plate Program, execute and deliver all documents related to this application, and take any further necessary actions to effectuate this application;
2. Receive and accept monetary donations from any statutorily acceptable sources in connection with this application and the design of the license plate, including a unique image, as authorized in statute; and
3. Carry out any additional actions needed to submit this application.

**BACKGROUND:**

California Vehicle Code ("CVC") Section 5156 (a)(1) authorizes a state agency to apply to the Department of Motor Vehicles ("DMV") to sponsor a Specialized License Plate Program ("Program"). Section 15438(d) of the California Health Facilities Financing Authority Act (Government Code Section 15430 et seq.) ("Act"), authorizes the Authority to receive and accept gifts, grants, or donations of money from any individual, association, or corporation. Section 15436 of the Act further authorizes the Authority to delegate such powers and duties to the Executive Director, or any other official or employee of the Authority, as it may deem proper.

The DMV Program, established in 2007, enables state agencies to promote their official policy, mission, or work through the sale of specialized license plates (CVC Sections 5151-5160). After deducting administrative costs, the DMV deposits all additional revenues from specialized license plate sales into the Specialized License Plate Fund within the State Treasury. Upon legislative appropriation, funds are allocated to each sponsoring agency in proportion to the state program's revenues (CVC Section 5157(c)). Each sponsoring agency is required to expend all funds received through this Program exclusively for programs that promote the state agency's official policy, mission, or work.

The California Children’s Hospital Association (“CCHA”) has approached the Authority to work together to develop a specialized license plate. Given the Authority’s longstanding collaboration with CCHA in administering the Children’s Hospital Programs of 2004, 2008, and 2018 (“Children’s Hospital Programs”), and the alignment of this initiative with the Authority’s mission, staff proposes that the Authority work with CCHA, the DMV, and any other necessary parties to develop a specialty license plate under the Program .

Revenues generated in connection with the Authority’s efforts under the Program would be awarded as grants to the 13 Children’s Hospitals participating currently in the Children’s Hospital Programs. Unlike the efforts to date under the Children’s Hospital Program, which limit reimbursement to certain capital expenditures (construction, expansion, renovation, furnishing, equipment, and, in some cases, property acquisition), the Program would support additional hospital expenditures not covered by the Authority’s efforts under the Current activities with the Children’s Hospital Programs. Such expenditures may include salary support for health care professionals (like art and music therapists, in-hospital educators, and Child Life Specialists), individuals who help children engage in social activities, and recreational amenities (like wheelchair-accessible playgrounds).

The Authority would be responsible for designing the license plate. Current specialized plates include designs supporting California Agriculture, California Museums, UCLA, and Pet Lovers. These plates have a unique decal that, in some cases, were developed in partnership with private corporations (e.g., The California Museums Plate featuring Charles Schulz’s Snoopy character). Staff proposes doing the same with a private corporation to assist in design development and potentially provide financial support to offset related startup costs.

**RECOMMENDATION:**

Staff recommends the approval of Resolution No. 2025-04 to authorize the Executive Director, or the Deputy Executive Director, in the Executive Director’s absence, to:

1. Apply to the California Department of Motor Vehicles to sponsor a Specialized License Plate Program, execute and deliver all documents related to this application, and take any further necessary actions to effectuate this application;
2. Receive and accept monetary donations from any legally acceptable source in connection with this application; and
3. Carry out any additional actions needed to submit this application.

Staff will inform the Authority of any actions taken at a Board meeting following the date the application is approved by the DMV.

**RESOLUTION NO. 2025-04**

**RESOLUTION OF THE CALIFORNIA HEALTH FACILITIES FINANCING  
AUTHORITY DELEGATING POWERS TO THE EXECUTIVE DIRECTOR IN  
CONNECTION WITH SUBMISSION OF AN APPLICATION TO THE  
CALIFORNIA DEPARTMENT OF MOTOR VEHICLES TO SPONSOR  
A SPECIALIZED LICENSE PLATE PROGRAM**

**WHEREAS**, the California Health Facilities Financing Authority (the “Authority”) was created under the California Health Facilities Financing Authority Act (Gov. Code, §15430 et seq.)(the “Act”); and

**WHEREAS**, Government Code Section 15436 of the Act authorizes the Authority to delegate to the Executive Director, or any other official or employee of the Authority, such powers and duties as it may deem proper;

**WHEREAS**, California Vehicle Code Section 5156 (a)(1) authorizes a state agency to apply to the California Department of Motor Vehicles (“DMV”) to sponsor a Specialized License Plate Program;

**WHEREAS**, the DMV’s “California New Plate Sponsor Information Packet,” which details guidelines and operating parameters for the Specialized License Plate Program, are attached hereto as Exhibit A and incorporated herein by this reference; and

**WHEREAS**, Government Code Section 15438(d) of the Act authorizes the Authority to receive and accept gifts, grants, or donations of money from any individual, association, or corporation;

**NOW, THEREFORE, BE IT RESOLVED** by the California Health Facilities Financing Authority as follows:

**SECTION 1.** For and on behalf of the Authority, the Executive Director, or the Deputy Executive Director, in the Executive Director’s absence, are hereby authorized and directed to do, or cause to be done, any of the following:

- a) Apply to the DMV for the sponsorship of a Specialized License Plate Program (the “Application”), and to execute and deliver, in the name and on behalf of the Authority, any and all applications, agreements, certificates, instruments, or other documents, and to take such further actions, as may be necessary, desirable, or appropriate to carry out the foregoing and to comply with the requirements of the DMV in connection therewith.
- b) Receive and accept donations of moneys from any source authorized under the Act in connection with the Authority’s Application.

- c) Do any and all things and to execute and deliver any and all other documents or contracts that the Executive Director, or the Deputy Executive Director, deem necessary, convenient, or advisable in connection with the Authority's Application.

**SECTION 2.** The Executive Director or, in the Executive Director's absence, the Deputy Executive Director, shall report to the Authority any actions taken pursuant to Section 1 at a subsequent Authority meeting once the Application is approved by the DMV.

**SECTION 3.** This Resolution takes effect immediately upon its adoption.

Date of Adoption: \_\_\_\_\_

**EXHIBIT A**

**DMV Specialized License Plate Program**  
**California New Plate Sponsor Information Packet**



*California New  
Plate Sponsor  
Information Packet*



February 2024

# Table of Contents

Introduction .....	2
Sponsor Information for Specialized License Plates .....	3
Specifications .....	3
Minimum 7,500 Pre-Paid Orders are Obtained .....	4
SLP Program Costs .....	5
Post Implementation.....	7
Appropriations .....	7
Expenditure Restrictions .....	7
Annual Reporting .....	7
Minimum Number of Outstanding & Valid License Plates.....	7
California Vehicle Code Sections 5151-5160 .....	8
California Vehicle Code Sections 5101, 5106, and 5108 .....	13
Article 3.1 Section 160.04 .....	14
Article 3.3 .....	16
Acronyms .....	19
Examples .....	20
Example A – Sponsor Application .....	20
Example B – Letter of Acceptance ... ..	22
Example C – Request for 12-Month Extension .....	23
Example D – Plate Design Template .....	24
Example E – California Highway Patrol (CHP) Plate Approval Letter .....	25
Example F – Marketing Materials .....	26
<ul style="list-style-type: none"> <li>• Sample Plate Application Form</li> <li>• Sample Web Pages</li> <li>• Frequently Asked Questions (FAQs)</li> </ul>	
Example G – Plate Purchase Spreadsheet .....	34
Example H – Fee Allocation Breakdown .....	35

# INTRODUCTION

The California Department of Motor Vehicles (DMV), Policy Division (POL), is responsible for providing potential plate sponsors with information on how to begin a new Specialized License Plate (SLP) program.

Where should a state agency begin? The first step is to review all of the applicable California Vehicle Code (CVC) Sections that apply to an SLP program. CVC, Article 8.6, identifies the necessary information, including:

- State Agency Definition (CVC Section 5151)
- Application (CVC Section 5152)
- Design or Message (CVC Section 5154)
- Design Criteria (CVC Section 5155)
- Sponsorship and Issuance (CVC Section 5156)
- Fees (CVC Section 5157)
- Retention (CVC Section 5158)
- Use of Revenue (CVC Section 5159)
- Annual Accounting Report (CVC Section 5160)

There are also California Code of Regulations (CCR), Title 13, Articles 3.1 and 3.3 – Special Interest License Plates. These regulations cover:

## Article 3.1

- License Plate Program Sponsor Application (Section 160.04)

## Article 3.3

- Information Required on a Special Interest/Environmental License Plate (ELP; also known as personalized license plates) Application (Section 206.00)
- Assignment of ELPs to a Leased or Company Vehicle (Section 206.02)
- Receipt of ELPs as a Gift (Section 206.04)
- Surrender of Current Plates (Section 206.06)
- Delivery of ELPs (Section 206.08)
- Retention of ELPs (Section 206.10)
- Cancellation of ELPs (Section 206.12)

## **DMV CONTACT INFORMATION:**

The POL Special Plates & Customer Support Unit has oversight responsibilities for the SLP program. For any questions or concerns, please contact **(916) 610-1909**. You will be referred to an SLP Liaison for assistance.



# SPONSOR INFORMATION FOR SPECIALIZED LICENSE PLATES

**Note: Subject to change without notice**

Legislation effective January 1, 2007, allows “**state agency**,” to sponsor a specialized license plate program that promotes the official policy, mission, or work of the sponsoring **state agency**.

Please refer to CVC Sections 5151 through 5160.

## SPECIFICATIONS:

- The **state agency** must submit an Application for Sponsoring of Specialized License Plate Program to DMV, which contains a financial plan stating the purpose(s) for which the revenue will be used. Refer to Example A.
- The **state agency** has 12-months to collect the 7,500 applications **once the Application for Sponsoring of Specialized License Plate Program is approved by DMV**. DMV will provide the state agency with a letter of acceptance. Refer to example B.

An additional 12-months can be granted to collect the 7,500 pre-paid applications *if* the **state agency** submits a written request for an extension. The written request must be received *prior to* the expiration of the original 12-month period. Refer to Example C.

**NOTE:** If the agency elects to request additional 12-months, the agency shall contact each applicant who has submitted an application with the appropriate fees or deposits to determine if the applicant wishes a refund of fees or deposits or requests the continuance of the holding of the application and fees or deposits until that time that the agency has received 7,500 applications (CVC Section 5156 (b)(2)).

The total collection period to accept pre-paid applications cannot exceed 24-months.

- It is the **state agency’s** responsibility to design the license plate decal prototype. Refer to size specifications in Example D – Special License Plate Template (REG 933). The plate prototype **must** be submitted and approved prior to marketing the design.
  1. The design or message (slogan) on the plate **must** publicize or promote the official policy, mission, or work of the sponsoring **state agency**.

**NOTE:** CVC Section 5155 (a) ... a space not larger than two inches by three inches to the left of the numerical series and a space not larger than five-eighths of an inch in height below the numerical series for a distinctive design, decal, or descriptive message.

CCR Section 160.04: A message of no more than 5/8th inch high and 5 inches wide to be printed beneath the registration number, and that uses four colors or fewer, that are distinct from the color used by the department for the registration number.

2. Use of color in the SLP design. Refer to design criteria CVC Section 5155 (page 8).

**NOTE:** A single uniform color background is not a full plate graphic.

3. DMV requires that the **state agency** provide the logo, design, and slogan for approval.

- After the plate design is approved by DMV and CHP, DMV will authorize plate samples to be manufactured.
- The DMV will send plate samples to the **state agency** for plate design approval. If the plate design does not meet the needs of the **state agency**, the SLP Liaison will assist in obtaining new plate samples with design changes.
- Plate samples will be provided to CHP to ensure legibility, reflectivity, and visibility requirements are met. CHP will provide an approval letter if testing requirements are met. Refer to Example E.
- The **state agency** is responsible for the design and printing of the application brochure(s), advertisements, Frequently Asked Questions, and website. The **state agency must** submit samples of all materials for review by DMV **prior to** public distribution. Refer to Example F.
- The **state agency** will collect and hold pre-paid applications and fees until a minimum of 7,500 applications with fees are received.
- The **state agency** is responsible for tracking all pre-paid applications on the required DMV format.

**NOTE:** Plates purchased with donated funds must be sequential and tracked separately.

The **state agency must** submit an alphabetical listing of all applications submitted by type (sequential, original ELP, or ELP exchanges). The **state agency liaison must** contact the SLP Liaison to provide a template for collecting information from plate applicants. Refer to Example G.

**NOTE:** The accuracy of key data entry for the data being collected by the **state agency** is critical in preventing any future delays in issuance of plates by DMV.

- The **state agency must** establish an account to deposit individual checks.
- The **state agency must** prepare monthly reports for submission to DMV indicating:
  1. Number of applications collected to date by type (sequential, original ELP and ELP exchanges). An ELP exchange is when a personalized plate configuration was previously issued and the plate owner chooses to exchange it for the new plate type.
  2. Fees collected to date by type (sequential, original ELP, or ELP exchange).
  3. Total number of all applications for its SLP program.
  4. Number of all applications and all fees to date.

#### **MINIMUM 7,500 PRE-PAID PLATE ORDERS ARE OBTAINED, THEN:**

- The **state agency must** submit to DMV, a minimum of 7,500 valid pre-paid applications with the payment for all applications, along with a summary of the monthly reports for audit purposes indicating:
  1. Total number of applications by type (sequential, original ELP, ELP exchange).

2. Total fees collected by type (sequential, original ELP, ELP exchange).

3. Total number of applications and fees.

- Arrangements **must** be made to process the payment once the minimum orders are obtained and should be coordinated between DMV and the **state agency prior to** the transfer of funds. Please contact the SLP Liaison to help coordinate this effort.

- DMV will initiate the necessary programming for plate issuance.

**NOTE:** It generally takes 10-12 months to implement programming from the date the 7,500 valid pre-paid plate applications are received.

- Once programming is in place, plate applications will then be processed by DMV staff:

1. **Sequential** (random alpha/numerical order) plates will be issued directly to plate applicants. The vehicle the new plate will be assigned to must be currently registered.

2. **ELP** (personalized alpha and/or numeric selected by plate applicant):

a. All original ELP configurations will be manually reviewed to determine if the plate meaning meets the Code of Regulations, Title 13 provisions.

b. If unacceptable, a refund will be issued to the applicant and a denial letter with an explanation issued.

c. If acceptable, the ELP reservations will be made and orders will be forwarded to the California Prison Industry Authority for manufacturing.

**NOTE:** This will add an additional 8-12 weeks to the process.

d. Once plates are manufactured, the plates will be mailed to the field office or auto club the applicant designates. The vehicle the new plate will be assigned to must be currently registered.

### **SLP PROGRAM COSTS:**

There are costs associated with the ongoing support and implementation of a new SLP program once the initial plate orders are processed and the program established. CVC Section 5157 (c) provides that DMV may recoup its administrative costs associated with these programs.

**For initial pre-paid orders** – Programming costs to implement a new plate program are approximately \$400,000. Monies collected for each application are split between the SLP fund, ELP fund (for personalized plates), and the DMV Administrative Service Fee (ASF). Refer to page 5 and Example H.

**NOTE:** DMV may adjust ASF bi-annually.

After deducting programming costs and ASF for the initial pre-paid SLP applications, the remainder of the monies will be allocated as follows:

1. Sequential plate configurations go into the designated SLP fund.
2. ELP configurations go into two different funds:
  - a. The SLP fund for the **state agency** plate program.
  - b. ELP fund for the portion of fees that is attributable to ELP fees.

**NOTE:** DMV implementation costs are deducted from the SLP fund.

**For ongoing orders** – an ASF deduction will be taken for ongoing DMV administrative costs from each SLP application after the new plate program is established.

**NOTE:** For annual renewal of SLPs, there is no ASF collected. The fee portion attributable to the SLP will go into the SLP fund.

*Example of Initial Plate Orders submitted to DMV:*

<u>Plate Type Sold</u>	<u>Plate Fee</u>	<u>Total Collected</u>
4,000 ELPs	\$103	\$412,000
3,500 Sequentials	\$50	<u>\$175,000</u>
	<b>Submitted to DMV</b>	<b>\$587,000</b>

Using existing statutes and ASF costs for plate orders, costs are split between:

<u>ELPs Sold – 4,000</u>	<u>Plate Fee</u>	<u>Percent</u>	<u>Funds</u>
<b>SLP Fund</b>	<b>\$19.87</b>	<b>9.64%</b>	<b>\$79,480</b>
ELP Fund	\$53.00	61.11%	\$212,000
ASF	<u>\$30.13</u>	29.25%	<u>\$120,520</u>
	\$103.00		\$412,000
<u>Sequentials Sold – 3,500</u>	<u>Plate Fee</u>	<u>Percent</u>	<u>Funds</u>
<b>SLP Fund</b>	<b>\$37.72</b>	<b>75.44%</b>	<b>\$132,020</b>
ASF	<u>\$12.28</u>	24.56%	<u>\$42,980</u>
	\$50.00	100%	\$175,000

**In this example, \$79,480 (ELP) + \$132,020 (Sequential) for a total of \$211,500 allocated to the State Agency Fund from the initial plate orders will not be available to the sponsoring state agency. These funds will go toward DMV’s implementation costs estimated at \$400,000 leaving an implementation cost balance of \$188,500 (\$400,000-\$211,500=\$188,500). It may take several months after implementation for the State Agency Fund to accrue monies to cover the remaining implementation cost balance due to DMV.**

Also refer to Example H.

## **POST IMPLEMENTATION**

### **APPROPRIATIONS:**

Refer to CVC Section 5157(c) which states, in part, "Upon appropriation by the Legislature, the moneys in that fund shall be allocated to each sponsoring agency, in proportion to the amount in the fund that is attributable to the agency's specialized license plate program. The sponsoring agency shall expend all funds received exclusively for project and programs that promote the state agency's official policy, mission, or work."

### **EXPENDITURE RESTRICTIONS:**

Refer to CVC Section 5159 which states, "A state agency that is eligible to participate in a specialized license plate program pursuant to this article and receives funds from the additional fees collected from the sale of specialized plates shall not expend annually more than 25 percent of those funds on administrative costs, marketing, or other promotional activities associated with encouraging application for, or renewal of, the specialized plates."

### **ANNUAL REPORTING:**

Refer to CVC Section 5160 which states, in part, "A state agency authorized under this article to offer specialized license plates shall prepare and submit an annual accounting report to the department by June 30. The report shall include an accounting of all revenues and expenditures associated with the specialized license plate program."

### **MINIMUM NUMBER OF OUTSTANDING and VALID LICENSE PLATES**

Refer to CVC 5156 (c) (1) which states, If the number of outstanding and valid specialized license plates in a particular program, except as provided in subdivision (d), provided for in this article is less than 7,500, the department shall notify the sponsoring agency of that fact and shall inform the agency that if that number is less than 7,500 one year from the date of that notification, the department will no longer issue or replace those specialized license plates.

## **California Vehicle Code Sections 5151-5160 (as of 2/2017)**

### **5151.**

(a) As used in this article, "state agency" means a state office, officer, department, division, bureau, board, or commission, or any other state body or agency.

(b) It is the intent of the Legislature that this article contains the authority for specialized license plates for state agencies.

*(Added by Stats. 2006, Ch. 454, Sec. 3. Effective January 1, 2007.)*

### **5152.**

A person described in Section 5101 may apply for a specialized license plate under this article, in lieu of regular license plates.

*(Added by Stats. 2006, Ch. 454, Sec. 3. Effective January 1, 2007.)*

### **5154.**

Specialized license plates issued under this article shall have a design or contain a message that publicizes or promotes a state agency, or the official policy, mission, or work of a state agency.

*(Added by Stats. 2006, Ch. 454, Sec. 3. Effective January 1, 2007.)*

### **5155.**

The design criteria for a specialized license plate are as follows:

(a) Except as provided in Section 5161, the license plate for a passenger vehicle, commercial vehicle, or trailer shall provide a space not larger than two inches by three inches to the left of the numerical series and a space not larger than five-eighths of an inch in height below the numerical series for a distinctive design, decal, or descriptive message as authorized by this article. The license plates shall be issued in sequential numerical order or, pursuant to Section 5103, in a combination of numbers or letters.

(b) Specialized license plates authorized under this article may be issued for use on a motorcycle. That license plate shall contain a five-digit configuration issued in sequential numerical order or, pursuant to Section 5103, in a combination of numbers or letters. There shall be a space to the left of the numerical series for a distinctive design or decal and the characters shall contrast sharply with the uniform background color. A motorcycle plate containing a full plate graphic design is not authorized.

(c) Specialized license plates may be issued as environmental license plates, as defined in Section 5103.

*(Amended by Stats. 2012, Ch. 39, Sec. 112. Effective June 27, 2012.)*

### **5156.**

(a) (1) A state agency may apply to the department to sponsor a specialized license plate program, and the department shall issue specialized license plates for that program, if the agency complies with all of the requirements of this article.

(2) The department shall not issue specialized license plates to a state agency for a vehicle that is exempt from the payment of registration fees pursuant to Section 9101 or 9103.

(b) Except as provided in subdivision (d), the department shall not establish a specialized license plate program for an agency until the department has received not less than 7,500 applications for that agency's specialized license plates. The agency shall collect and hold applications for the plates. Once the agency has received at least 7,500 applications, it shall submit the applications, along with the necessary fees, to the department. The department shall not issue a specialized license plate until the agency has received and submitted to the department not less than 7,500 applications for that particular specialized license plate within the time period prescribed in this section. Advance payment to the department by the agency representing the department's estimated or actual administrative costs associated with the issuance of a particular specialized license plate shall not constitute compliance with this requirement. The agency shall have 12 months, following the date of approval of the agency's initial application to sponsor a specialized license plate program, to receive the required number of applications. If, after that 12 months, 7,500 applications have not been received, the agency shall immediately do either of the following:

(1) Refund to all applicants all fees or deposits that have been collected.

(2) Contact the department to indicate the agency's intent to undertake collection of additional applications and fees or deposits for an additional period, not to exceed 12 months, in order to obtain the minimum 7,500 applications. If the agency elects to exercise the option under this subparagraph, it shall contact each applicant who has submitted an application with the appropriate fees or deposits to determine if the applicant wishes a refund of fees or deposits or requests the continuance of the holding of the application and fees or deposits until that time that the agency has received 7,500 applications. The agency shall refund the fees or deposits to an applicant so requesting. The agency shall not collect and hold applications for a period exceeding 24 months following the date of approval of the agency's initial application to sponsor a specialized license plate program.

**(c) (1) If the number of outstanding and valid specialized license plates in a particular program, except as provided in subdivision (d), provided for in this article is less than 7,500, the department shall notify the sponsoring agency of that fact and shall inform the agency that if that number is less than 7,500 one year from the date of that notification, the department will no longer issue or replace those specialized license plates.**

(2) Those particular specialized license plates that were issued prior to the discontinuation provided by paragraph (1) may continue to be used and attached to the vehicle for which they were issued and may be renewed, retained, or transferred pursuant to this code.

(d) (1) The Department of Veterans Affairs may sponsor a Gold Star Family specialized license plate program and the department may establish this specialized license plate program in the absence of 7,500 paid applications as provided in subdivision (d) of Section 5157.

(2) The Department of Veterans Affairs shall, upon receiving proof of eligibility from an applicant, authorize the department to issue Gold Star Family specialized license plates for a vehicle owned by an eligible family member of a member of the Armed Forces of the United States who was killed in the line of duty while on active duty during wartime service, or during an international terrorist attack that has been recognized by the United States Secretary of Defense as an attack against the United States or a foreign nation friendly to the United States, or during military operations while serving outside the United States, including commonwealths, territories, and possessions of the United States, or as part of a peacekeeping force, which includes personnel assigned to a force engaged in a peacekeeping operation authorized by the United Nations Security Council. An eligible family member is defined as all of the following:

(A) A person who is otherwise eligible under this article to register a motor vehicle.

(B) A person who shows proof from the United States Department of Veterans Affairs or the Department of Defense that the member who was in the Armed Forces of the United States was killed in the line of duty while on active duty in the military.

(C) A person who bears, and shows proof satisfactory to the Department of Veterans Affairs of, one of the following relationships to the member of the Armed Forces killed in the line of duty while serving on active duty:

- (i) Widow.
- (ii) Widower.
- (iii) Biological parent.
- (iv) Adoptive parent.
- (v) Stepparent.
- (vi) Foster parent in loco parentis.
- (vii) Biological child.
- (viii) Adoptive child.
- (ix) Stepchild.
- (x) Sibling.
- (xi) Half-sibling.
- (xii) Grandparent.
- (xiii) Grandchild.

(3) Upon the death of a person issued a Gold Star Family specialized license plate, the license plate shall be transferred to the surviving spouse, if he or she requests, or shall be returned to the department within 60 days after the death of the plate holder or upon the expiration of the vehicle registration, whichever occurs first.

(e) (1) The Department of Veterans Affairs shall apply to the department to sponsor a veterans specialized license plate program, and the department shall issue license plates for that program if the Department of Veterans Affairs meets the requirements prescribed by this section.

(2) The design of the veterans specialized license plate shall be identical to the design of the veterans special interest license plate issued pursuant to Section 5068 on or before January 1, 2010, and the decals for the plate shall be identical to those offered pursuant to Section 5068.

(3) Notwithstanding Section 5157, in addition to the regular fees for an original registration, a renewal of registration, or a transfer of registration, the following fees shall be paid by individuals applying for a special interest license plate or a decal issued under this subdivision:

(A) Fifty dollars (\$50) for the initial issuance of the plates and decals. The plates shall be permanent and shall not be required to be replaced.

(B) Forty dollars (\$40) for each renewal of registration that includes the continued display of the plates or decals.

(C) Fifteen dollars (\$15) for transfer of the plates to another vehicle.

(D) Thirty-five dollars (\$35) for replacement plates, if they become damaged or unserviceable.

(E) Ten dollars (\$10) for replacement decals, if they become damaged or unserviceable.

(F) Seventy-eight dollars (\$78) for the personalization of the plates.

(4) After deducting its administrative costs under this subdivision, the department shall deposit the revenue derived from the additional fees provided in paragraph (3) in the Veterans Service Office Fund created by Section 972.2 of the Military and Veterans Code.

*(Amended by Stats. 2013, Ch. 690, Sec. 1. Effective January 1, 2014.)*



**5157 (Sequential Plate Fees)**

(a) In addition to the regular fees for an original registration or renewal of registration, the following additional fees shall be paid for the issuance, renewal, or transfer of the specialized license plates:

(1) For the original issuance of the plates, fifty dollars (\$50).

(2) For a renewal of registration with the plates, forty dollars (\$40).

(3) For transfer of the plates to another vehicle, fifteen dollars (\$15).

(4) For each substitute replacement plate, thirty-five dollars (\$35).

(5) In addition, for the issuance of environmental license plates, as defined in Section 5103, with a specialized license plate design, the additional fees prescribed in Sections 5106 and 5108. The additional fees prescribed in Sections 5106 and 5108 shall be deposited in the California Environmental License Plate Fund.

(b) The Gold Star Family specialized license plate program as provided in subdivision (d) of Section 5156 shall not be subject to the fees specified in paragraphs (1), (2), and (5) of subdivision (a) and shall only be issued in a sequential series.

(c) Except as provided in paragraph (5) of subdivision (a), and **after deducting its administrative costs under this section, the department shall deposit the additional revenue derived from the issuance, renewal, transfer, and substitution of the specialized license plates in the Specialized License Plate Fund, which is hereby established in the State Treasury. Upon appropriation by the Legislature, the moneys in that fund shall be allocated to each sponsoring agency, in proportion to the amount in the fund that is attributable to the agency's specialized license plate program.** Except as authorized under Section 5159, the sponsoring agency shall expend all funds received under this section exclusively for projects and programs that promote the state agency's official policy, mission, or work.

(d) (1) The Department of Veterans Affairs may actively request and receive donations for the Gold Star Family License Plate Account which is hereby created in the Specialized License Plate Fund and which may consist of donations from public and private entities. Earnings generated by the Gold Star Family License Plate Account shall be retained by the account.

(2) Upon the determination of the department that there are sufficient funds in the Gold Star Family License Plate Account for this purpose, moneys in the Gold Star Family License Plate Account shall be available, upon appropriation by the Legislature, to the department for the necessary administrative costs of establishing the Gold Star Family specialized license plate program.

*(Amended by Stats. 2008, Ch. 309, Sec. 3. Effective January 1, 2009.)*

**5158.**

When payment of renewal fees is not required as specified in Section 4000, or when a person determines to retain the specialized license plate upon a sale, trade, or other release of the vehicle upon which the plate has been displayed, the person shall notify the department and the person may retain and use the plate as authorized by departmental regulations.

*(Added by Stats. 2006, Ch. 454, Sec. 3. Effective January 1, 2007.)*

**5159.**

A state agency that is eligible to participate in a specialized license plate program pursuant to this article and receives funds from the additional fees collected from the sale of specialized plates shall not expend annually more than 25 percent of those funds on administrative costs, marketing, or other promotional activities associated with encouraging application for, or renewal of, the specialized plates.

*(Added by Stats. 2006, Ch. 454, Sec. 3. Effective January 1, 2007.)*

**5160.**

*(a) A state agency authorized under this article to offer specialized license plates shall prepare and submit an annual accounting report to the department by June 30. The report shall include an accounting of all revenues and expenditures associated with the specialized license plate program.*

*(b) If a state agency submits a report pursuant to subdivision (a) indicating that the agency violated the expenditure restriction set forth in Section 5159, the department shall immediately cease depositing fees for that agency's specialized license plate program in the Specialized License Plate Fund established under Section 5157 and, instead, shall deposit those fees that would have otherwise been deposited in that fund in a separate fund created by the Controller, which fund is subject to appropriation by the Legislature. The department shall immediately notify the agency of this course of action. The depositing of funds in the account established pursuant to this subdivision shall continue until the agency demonstrates to the satisfaction of the department that the agency is in compliance or will comply with the requirements of Section 5159. If one year from the date that the agency receives the notice described in this subdivision, the agency is still unable to satisfactorily demonstrate to the department that it is in compliance or will comply with Section 5159, the department shall no longer issue or replace those specialized license plates associated with that agency. Those particular specialized license plates that were issued prior to the discontinuation provided by this subdivision may continue to be used and attached to the vehicle for which they were issued and may be renewed, retained, or transferred pursuant to this code.*

*(c) Upon receiving the reports required under subdivision (a), notwithstanding Section 7550.5 of the Government Code, the department shall prepare and transmit an annual consolidated report to the Legislature containing the revenue and expenditure data.*

*(Amended by Stats. 2007, Ch. 130, Sec. 233. Effective January 1, 2008.)*

## California Vehicle Code Sections 5101, 5106, 5108 (as of 2/2017)

### 5101.

Any person who is the registered owner or lessee of a passenger vehicle, commercial motor vehicle, motorcycle, trailer, or semitrailer registered or certificated with the department, or who makes application for an original registration or renewal registration of that vehicle, may, upon payment of the fee prescribed in Section 5106 and those fees required by Sections 5022 to 5024, inclusive, apply to the department for environmental license plates, in the manner prescribed in Section 5105, which plates shall be affixed to the passenger vehicle, commercial motor vehicle, motorcycle, trailer, or semitrailer for which registration is sought in lieu of the regular license plates.

*(Amended (as amended by Stats. 2000, Ch. 861, Sec. 28.5) by Stats. 2001, Ch. 826, Sec. 16. Effective January 1, 2002.)*

### 5106.

(a) In addition to the regular registration fee or a permanent trailer identification fee, the applicant shall be charged a fee of fifty-three dollars (\$53) for issuance of environmental license plates.

(b) In addition to the regular renewal fee or a permanent trailer identification fee for the vehicle to which the plates are assigned, the applicant for a renewal of environmental license plates shall be charged an additional fee of forty-three dollars (\$43). An applicant with a permanent trailer identification plate shall be charged an annual fee of forty-three dollars (\$43) for renewal of environmental license plates. However, applicants for renewal of prisoner-of-war special license plates issued under Section 5101.5 shall not be charged the additional renewal fee under this subdivision.

(c) When payment of renewal fees is not required as specified in Section 4000, the holder of any environmental license plate may retain the plate upon payment of an annual fee of forty-three dollars (\$43). The fee shall be due at the expiration of the registration year of the vehicle to which the environmental license plate was last assigned. However, applicants for retention of prisoner-of-war special license plates issued under Section 5101.5 shall not be charged the additional retention fee under this subdivision.

(d) Notwithstanding Section 9265, the applicant for a duplicate environmental license plate shall be charged a fee of forty-three dollars (\$43).

(e) This section shall become operative on July 1, 2017.

*(Repealed (in Sec. 42) and added by Stats. 2016, Ch. 340, Sec. 42.5. Effective September 13, 2016. Section operative **July 1, 2017**, by its own provisions.)*

### 5108.

(a) Whenever any person who has been issued environmental license plates applies to the department for transfer of the plates to another passenger vehicle, commercial motor vehicle, trailer, or semitrailer, a transfer fee of forty-three dollars (\$43) shall be charged in addition to all other appropriate fees.

(b) This section shall become operative on January 1, 2017.

*(Repealed (in Sec. 43) and added by Stats. 2016, Ch. 340, Sec. 44. Effective September 13, 2016. Section operative **January 1, 2017**, by its own provisions.)*

## Article 3.1 Section 160.04

# License Plate Programs Sponsor Application (as of 10, 2023)

### *Section 160.04. License Plate Program Sponsor Application*

At the time a plate program is requested, the sponsor shall:

(a) Submit to the department a CA Department of Motor Vehicles License Plate Template, form REG 933 (VER. 9/6/2016), incorporated here by reference, specifying the proposed plate design containing a distinctive design, decal or descriptive message that meets all of the following:

(1) A message of no more than 5/8th inch high and 5 inches wide to be printed beneath the registration number, and that uses four colors or fewer, that are distinct from the color used by the department for the registration number.

(2) Does not contain copyrighted material, or the commercial property, logo, slogan, message or motto of a non-governmental entity, either for-profit or non-profit, unless a valid Licensing Agreement or other evidence demonstrates the use of the material on a plate is authorized by the copyright or trademark holder(s);

(3) Incorporates the location, font and color of the word "California" or "Cal" in current use by the department on regular series plate;

(4) The design must meet the following standards after testing by the Department of California Highway Patrol (CHP):

(A) The registration number must be clear and legible to a person with 20/20 vision in daylight from a distance of 75 feet, and in darkness with low-beam headlights from 75 feet; and

(B) The registration number must be able to be accurately perceived by Automated License Plate Reader technology in use in California from a distance of 35 feet at daytime, dusk and nighttime.

(5) The image and message contain content that is required by the Vehicle Code and is suitable as government speech in the estimation of the department.

(b) The sponsor must agree in writing that it will waive any claims against the department and will indemnify and hold harmless the State of California, including the California Department of Motor Vehicles, from and against any and all claims, liabilities, costs, and expenses stemming from the issuance of the plate, including but not limited to responding to claims that the selected design causes injury to the civil or property, including intellectual property, rights of any person.

(c) The sponsor must develop and submit to the department for approval all marketing materials including but not limited to:

(1) All marketing tools, such as written or print documents or brochures, webpages, e-mail or electronic solicitation, mass media usage, or other tools, to be used in the marketing campaign for the proposed plate program;

(2) Samples of all written or electronic messages or images suitable for a brochure, e-mail and marketing materials that will be used to solicit potential participants; and

(d) The sponsor must submit to the department a financial plan stating the intended use of the revenue generated by the license plate program. The financial plan shall itemize expected administrative costs and marketing expenditures, as defined in section 160.00, and promotional activity expenditures, the sponsor will incur.

**Credits**

NOTE: Authority cited: Sections 1651 and 5110, Vehicle Code. Reference: Sections 4850, 4851, 5024, 5105, 5155, 5156, 5159 and 5160, Vehicle Code; and Walker v. Texas 135 S.Ct. 2239 (2015).

**HISTORY**

1. New section filed 11-20-2017; operative 1-1-2018 (Register 2017, No. 47).
2. Amendment of section and NOTE filed 7-26-2023; operative 10-1-2023 (Register 2023, No. 30).

This database is current through 1/12/24 Register 2024, No. 2.

Cal. Admin. Code tit. 13, § 160.04, 13 CA ADC § 160.04

## Article 3.3 (as of 3/2018)

### *Section 206.00. Information Required on a Special Interest/Environmental License Plate Application*

(a) An application for special interest/environmental license plates, as defined in Sections 5060 and 5103 of the Vehicle Code, shall be submitted in person or by mail to the department on a Special Interest License Plate Application, Form REG 17 (Rev. 7/2000), provided by the department and available on the Internet at [www.dmv.ca.gov](http://www.dmv.ca.gov).

(1) If the application is made in person, it shall be made to any department location which processes vehicle registrations.

(2) If the application is made by mail, it shall be sent to the Department of Motor Vehicles, P.O. Box 932345, Sacramento, CA 94232-3450, or to any department location which processes vehicle registrations.

(3) Another department-approved version of this form with a different revision date shall be acceptable if the content of the form is in substantial compliance with the requirements of this section.

(b) The application shall be accompanied by the applicable fee specified in Sections 4850, 5106 and 5108 of the Vehicle Code; the fee schedule is on the back of the form.

(c) The application shall include the following information:

(1) An indication of whether the application is for original plates, for replacement plates or to reassign, hold or release current plates.

(2) The purchaser's or plate owner's true full name.

(3) The mailing address of the person who will be the plate owner.

(4) The name of the recipient, if the plates are a gift.

(5) An indication of whether the license plates will be assigned to an auto, truck, trailer, or motorcycle, and the type of plate ordered.

(6) The location of the department or auto club office where the special interest/environmental license plates will be picked up or exchanged for the current license plates and registration, if the license plates will not be mailed.

(7) The applicant's first, second, and third choices of the configuration of letters and numbers to appear on the license plates and the meaning of each.

(A) The configuration shall comply with the specifications of Section 5105 of the Vehicle Code.

(B) When a desired configuration is not available, a letter shall not be substituted for a number, nor shall a number be substituted for a letter, to create another configuration of a similar appearance.

(C) The number zero shall not be used in the configuration.

(D) The department shall refuse any configuration that may carry connotations offensive to good taste and decency, or which would be misleading, based on criteria which includes, but is not limited to, the following:

1. The configuration has a sexual connotation or is a term of lust or depravity.

2. The configuration is a vulgar term; a term of contempt, prejudice, or hostility; an insulting or degrading term; a racially degrading term; or an ethnically degrading term.

3. The configuration is a swear word or term considered profane, obscene, or repulsive.

4. The configuration has a negative connotation to a specific group.

5. The configuration misrepresents a law enforcement entity.

6. The configuration has been deleted from regular series license plates.

7. The configuration is a foreign or slang word or term, or is a phonetic spelling or mirror image of a word or term falling into the categories described in subdivisions 1. through 6. above.

(8) If the plate is reassigned, held for future use or relinquished, complete the appropriate information as required:

(A) The special interest license plate number.

- (B) The Vehicle Identification Number (VIN) of the vehicle the plate was taken from.
- (C) If reassigned, the current license plate number of the vehicle it will be on and that vehicle's VIN.
- (D) An indication if the plate is being reserved for future use.
- (E) An indication of release of interest in the plate.
- (9) If the application is for replacement of lost, stolen or mutilated plates indicate whether one or two plates are needed.
- (10) A statement signed by the purchaser certifying under penalty of perjury under the laws of the State of California that the purchaser has provided true and correct information.
- (11) The date the application is signed.
- (12) The purchaser's daytime telephone number.
- (13) If the plate is being purchased as a gift, the plate owner specified in subdivision (c)(4), of this regulation, shall be the recipient, and the purchaser specified in subdivisions (c)(2), (10), and (12), of this regulation, shall be the applicant.
- (d) The department shall not honor a request for a change of choice or spacing in the letter/number configuration, or a request for a refund, after the license plate reservation is made, unless the request is due to departmental error.
- (1) If the department erred when making the special interest/environmental license plate reservation, and the plate owner requests a change, the plate owner shall be permitted to submit a new special interest/environmental license plates application without payment of additional fees.
- (2) If the department did not err when making the reservation, a new application and application fees shall be submitted for any change in the configuration.

#### ***Section 206.02. Assignment of Environmental License Plates to Leased or Company Vehicle***

- (a) If the applicant is the lessee of the vehicle to which the environmental license plates are to be assigned but the registration certificate does not show the applicant's name as the lessee, a statement of facts authorizing the use of the environmental license plates on the vehicle shall be required from the leasing company.
- (b) If the environmental license plates are to be assigned to a company vehicle, a statements of facts authorizing the use of the environmental license plates on the vehicle shall be required from the company.

#### ***Section 206.04. Receipt of Environmental License Plates as a Gift***

- (a) A statement of facts shall be required when the plates were ordered as a gift and the purchaser's name was incorrectly listed as the plate owner.
- (1) The statement of facts shall indicate that the plates are a gift to the registered owner or lessee of the vehicle to which the plates will be assigned and that no money changed hands.
- (2) The statement of facts shall be completed either by the original applicant or the recipient.

#### ***Section 206.06. Surrender of Current Plates***

- (a) When application for environmental license plates is made for a currently registered vehicle, and the vehicle to which the plates will be assigned is known, the current plates shall be surrendered to the department at the time of application, with the following exception:
  - (1) If the current plates are not available, the applicant shall complete a statement of facts.
  - (A) The statement of facts shall state that the applicant understands that the current plates are no longer valid and the applicant will destroy the plates.
  - 1. The plates shall be considered destroyed when they are mutilated in a manner which renders them useless.

(b) When the vehicle to which the plates will be assigned is unknown at the time of application, the current plates and registration certificate shall be surrendered when the environmental license plates are picked up and assigned to the vehicle, with the following exception:

(1) If the current plates are not available, the applicant shall complete a statement of facts.

(A) The statement of facts shall state that the applicant understands that the current plates are no longer valid and the applicant will destroy the plates.

1. The plates shall be considered destroyed when they are mutilated in a manner which renders them useless.

#### ***Section 206.08. Delivery of Environmental License Plates***

(a) When the vehicle to which the plates will be assigned is known and the registration documents are furnished at the time of application, the department shall mail the plates to the plate owner.

(b) When the vehicle to which the plates will be assigned is unknown or the registration documents are not furnished at the time of application, the department shall notify the plate owner when the plates have been delivered to the designated office.

(1) The department shall make three attempts by telephone or mail to contact the plate owner to pick up the plates and assign them to a vehicle.

(A) If the owner does not respond within four months of the first contact attempt, the department shall notify the owner in writing that priority to the plates will be lost in 30 days and the plates will be destroyed.

#### ***Section 206.10. Retention of Environmental License Plates***

(a) When payment of registration renewal fees is not required as specified in Vehicle Code Section 4000 for a vehicle to which the environmental license plate was last assigned, the environmental license plate owner shall be permitted to retain the plate upon payment of an annual retention fee of \$25, as specified in Vehicle Code Section 5106(c).

(1) If the annual retention fee is not paid by the expiration of the registration year for which payment of registration renewal fees is not required, the plate owner shall lose ownership and the letter/number configuration shall become available for reassignment.

#### ***Section 206.12. Cancellation of Environmental License Plates***

(a) Pursuant to Vehicle Code Section 5105, the department shall cancel and order the return of any environmental license plate previously issued which contains any configuration of letters and/or numbers which the department later determines may carry connotations offensive to good taste and decency.

(1) The department shall base this determination on the criteria specified in Section 206.00(c)(7)(D).

(b) The department shall notify the plate owner in writing of the cancellation and advise the plate owner of the options available for further action, as specified in Vehicle Code Section 5105(b).

(1) Pursuant to Vehicle Code Section 5105(b), the plate owner shall be entitled to a hearing by submitting a written request to the department no later than ten departmental business days after receiving the notification.



## ACRONYMS

<b>ACRONYM</b>	<b>DEFINITION</b>
ASF	Administrative Service Fee
CHP	California Highway Patrol
CVC	California Vehicle Code
DMV	Department of Motor Vehicles
ELP	Environmental License Plate (or Personalized)
FAQ	Frequently Asked Questions
ROD	Registration Operations Division
SILP	Special Interest License Plates (CVC Section 5060)
SLP	Specialized License Plate (CVC Section 5156)

# EXAMPLE A – SPONSOR APPLICATION

## APPLICATION FOR SPONSORSHIP OF SPECIALIZED LICENSE PLATE PROGRAM

The \_\_\_\_\_ (“sponsor agency”) hereby applies to the Department of Motor Vehicles (DMV) to sponsor a specialized license plate program in accordance with the requirements of Article 8.6 of the California Vehicle Code (CVC), commencing at Section 5151, and California Code of Regulations (CCR), Title 13, Article 3.1, Special Interest License Plates.

1. The program representative of the sponsor agency will be:

Name:  
Telephone:  
Fax:  
Email:

2. Enclosed with this application are the following materials:

- a. A completed form REG 933 (DMV License Plate Template)
- b. The marketing plan and samples required by 13 CCR 160.04(c)
- c. The financial plan required by 13 CCR 160.04(d)

3. By submitting this application, the sponsor agency acknowledges and agrees that:

- a. It understands the statutes, regulations, and requirements pertaining to specialized license plate programs, and understands its responsibilities in sponsoring such a program.
- b. The DMV will provide a written notice once the sponsorship application is approved and that no advertising of the proposed plate program nor use of marketing or promotional materials shall occur until the application and all such materials are approved by the DMV.
- c. During the period in which the sponsor agency is collecting applications for the proposed plate program, the sponsor agency shall submit a monthly report to DMV, which shall contain all the following information:
  - i. The number of applications collected to date by the type of license plate requested (sequential, personalized/ELP, or ELP exchanges from another special plate program).
  - ii. The fees collected to date by type of license plate (sequential, personalized/ELP, or ELP exchanges from another special plate program).
  - iii. The total number of all applications for its specialized license plates to date.
  - iv. The total of all fees collected to date.

DMV will provide direction on where to submit the report following approval of the application.

- d. The computer programming and testing of the DMV's database for this specialized license plate program will not begin until the DMV has approved the plate program and that programming and testing may take a year or more to complete.
- e. Once the plate program is approved and production begins, DMV will periodically submit a Special Plates Report to the sponsor agency, which will contain information pertaining to the program including, but not limited to: the monthly total number of specialized license plates for the sponsor agency, monthly fee totals collected by transaction type, monthly DMV Administrative Service Fees (ASF) by transaction type, and 12-month cumulative total fees collected and 12-month cumulative DMV ASF by transaction type. The transaction types will be categorized by original, renewal, retention, reassignment, duplicates, substitutes and exchanges. These categories will be further broken down by sequential and personalized (ELP) license plates.
- f. If the sponsor agency ever seeks to modify the design, logo, or message appearing on the specialized license plate, the agency must submit a revised application, including all materials required by 13 CCR 160.04, to the DMV to reflect this change. To ensure an orderly transition from the existing license plate, the revised application must be provided to the DMV no less than 180 days

*Continued on next page*

in advance of the date the sponsor agency would like the new version of the specialized license plate to be available to plate applicants. Upon DMV approval of the redesigned plate, it will enter production. New and replacement license plates will only be issued using the design currently in production, and the sponsor agency may be required to reimburse the DMV if any unused license plate stock is destroyed.

4. By submitting this application, the sponsor agency agrees to waive any claims against the DMV, and agrees to indemnify and hold harmless the State of California, including the DMV, from and against any and all claims, liabilities, costs, and expenses resulting from the issuance of specialized license plates for which the sponsor agency is the official sponsor, including but not limited to responding to claims that the selected design causes injury to the civil or property rights of any person.

Date: \_\_\_\_\_

\_\_\_\_\_  
(Enter Name), Director  
(Enter State Agency Name)

# EXAMPLE B – LETTER OF ACCEPTANCE

CALIFORNIA STATE TRANSPORTATION AGENCY  
OFFICE OF THE DIRECTOR  
DEPARTMENT OF MOTOR VEHICLES  
P. O. BOX 932328  
SACRAMENTO, CA 94232-3280

EDMUND G. BROWN JR., Governor



February 28, 2017

State Agency Director  
State Agency Name  
123 Fictitious Street, Suite 101  
Sacramento, CA 95816

Dear Ms. Director:

This is in response to your letter dated February 22, 2017, indicating your intent to pursue a Specialized License Plate (SLP) Program supporting the (Enter State Agency Plate Program Name).

Article 8.6 of the California Vehicle Code identifies the requirements for sponsorship of a plate program. A package of material was provided to your staff, which outlines the statutes and processes required to implement a new SLP program.

You indicate that you have reviewed and understand the SLP program requirements. The (Enter Agency Name) will have twelve months from the date of this letter to collect the 7,500 pre-paid applications required to implement the program. Please note, if the 7,500 minimum is not achieved by that date, you may submit a written request for a twelve-month extension.

We received your plate design and after plate samples are made, the plate designs must be approved by your agency, DMV, and the California Highway Patrol. You should be receiving the plate samples very soon.

We wish you and your organization every success in your endeavors to bring the (Enter Plate Program Name) to fruition, and look forward to working with your team to pursue this worthy goal.

If you have any additional questions, please contact Andrew Conway, Deputy Director of the Registration Operations Division, at (916) 657-8135.

Sincerely,

JEAN SHIOMOTO  
Director

Attachment

California Relay Telephone Service for the deaf or hard of hearing from TDD Phones: 1-800-735-2929; from Voice Phones: 1-800-735-2922

EXEC 001 (REV. 1/2017) DMVWeb

A Public Service Agency

# EXAMPLE C – REQUEST FOR 12-MONTH EXTENSION



STATE OF CALIFORNIA – NAME OF YOUR AGENCY  
**DEPARTMENT OF NAME YOUR DEPARTMENT**  
123 Fictitious Street, Suite 101  
Sacramento, CA 95816



EDMUND G. BROWN, JR.  
*Governor*

February 22, 2018

(Enter DMV Director Name), Director  
California Department of Motor Vehicles  
2415 1st Avenue, Mail Station F101  
Sacramento, CA 95818-2606

Dear Director (Enter Name):

Please accept this letter of intent from the (Enter Agency/Department Name) to undertake the collection of applications and deposits for the (Enter State Agency Plate Name) license plate for an additional 12 months, pursuant to California Vehicle Code Section 5156 (b) (2).

(Enter State Agency Name) began pre-selling the license plates on (Enter Date). To date, we have received (Enter Volume) pre-order applications and have deposited the funds into our special account. We have deposited (Enter Amount) into our (State Agency Fund Name) account. (Enter Agency) believes it will be successful in obtaining the requisite number of pre-paid plate applications to establish the (Enter State Agency Plate Name) with it's message "(Enter slogan)."

Funds received from the sale of (Enter State Agency Plate Name) will support.....

If you have any questions, please contact (Enter main contact name, title, phone number and email address).

Thank you for your consideration.

Sincerely,

NAME of Agency Director  
Director

Enclosures

# EXAMPLE D – PLATE DESIGN TEMPLATE

CA Department of Motor Vehicles License Plate Template



REG 933 (VER. 9/6/2016)

Space for artwork

Space for slogan

# EXAMPLE E – CHP PLATE APPROVAL LETTER

State of California

Transportation Agency

**M e m o r a n d u m**

Date: August 4, 2015

To: Department of Motor Vehicles  
Registration Operations Division  
2415 1st Avenue, MS D-405  
Sacramento, CA 95818

Attention: Ms. Kathy Mitchell, Manager III

From: **DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**  
Commercial Vehicle Section

File No.: 62.14309.20308.062-2015-07095

Subject: VISIBILITY TEST ON BREAST CANCER AWARENESS SPECIAL  
INTEREST LICENSE PLATES

The two sample Breast Cancer Awareness special interest license plates (white background plate and pink background plate) your department provided appear to meet the requirements set forth in Sections 4850 and 4852 of the California Vehicle Code (CVC) and Division 3, Chapter 1, Article 8.6 CVC. Attached are the results of the visibility test conducted as outlined in Senate Resolution 43. If you require any further information or assistance, please contact Officer Caleb Howard, of my staff, at (916) 843-3400.

  
B. S. JOHNSON, Captain  
Commander

Attachments

*Safety, Service, and Security*  
CHP 51 (Rev. 03-11) OPI 076

*An Internationally Accredited Agency*

# EXAMPLE F – MARKETING MATERIALS

Hard copy application form to download and mail with payment. *Please note fees displayed are outdated!*



**PLATE TYPE:** (Annual Renewal fees are lower and will be paid directly to the DMV)

- Original sequential** \$50  
(Six characters of letters and numbers selected for you)
- Original personalized** \$98  
(Six characters of letters and/or numbers you select)
- Exchange** \$98  
(Exchange an existing personalized plate you currently own; six characters maximum)

**NOTE:**  
Original/Exchange  
plate fee is currently  
**\$103)**

Complete this form and return it with a check, money order or cashier's check payable to:  
**DHCS - Every Woman Counts**  
**Attn: Pink Plate**  
**P.O. Box 997417, MS 4600**  
**Sacramento CA 95899-7417**

**VEHICLE TYPE:**

- Auto**
- Truck**
- Trailer**
- Motorcycle**  
(five characters maximum)

**RESERVING A GIFT PLATE:**

- I am reserving this plate as a gift**  
(Recipient name must match the registered vehicle owner of the intended vehicle listed in the section below)

**Recipient's name:** \_\_\_\_\_

**PLEASE PRINT PURCHASER'S INFORMATION:**

Current license plate of intended vehicle:

First Name: \_\_\_\_\_ Middle: \_\_\_\_\_ Last Name: \_\_\_\_\_

Street Address, Apt. #: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**DMV OR AAA OFFICE PICK-UP LOCATION:**

For personalized and personalized exchanges only. When plates are ready, you will notified by mail and your plate will be sent to your local DMV or AAA Office. Sequential plates will be mailed to the address the DMV has on file.

**PERSONALIZE YOUR PLATE:**

For personalized plates, write characters in the boxes as you wish them to appear on the license plate. Clarify letters and numbers by writing the number "one" as "1" and write the letter "i" as "I." The number "zero" may not be used. Indicate full spaces with an asterisk "\*" and a slash "/" for a half-space. The plate meaning **MUST** be shown.

1<sup>st</sup> Choice:       1<sup>st</sup> Choice Meaning: \_\_\_\_\_

2<sup>nd</sup> Choice:       2<sup>nd</sup> Choice Meaning: \_\_\_\_\_

3<sup>rd</sup> Choice:       3<sup>rd</sup> Choice Meaning: \_\_\_\_\_



## SAMPLE WEB PAGES

Note: Not all web pages included in sample.

07018

EARLY DETECTION SAVES LIVES

California  
**PINK RIBBON**  
LICENSE PLATE

Our Mission News Order License Plate FAQ History

California  
**PINKPL**  
EARLY DETECTION SAVES LIVES

Pre-order and reserve your  
California Pink Ribbon License Plate  
today by clicking here

We need 7,500 paid orders before California DMV manufactures the Pink Ribbon License Plate.

To order online, click the above image or [Order License Plate](#) at the top of the page.

To order by mail, download the order form in PDF format, [here](#). Complete the form and return it with a check, money order or cashier's check as indicated.

## Our Mission

Our mission is to educate, promote and raise funds for Breast Cancer Awareness in California. Early detection saves lives. We can think of no better way to spread this message than through the California Pink Ribbon License Plate.

All funds generated from sales of the California Pink Ribbon License Plate will be deposited into the Breast Cancer Control Account, which funds the Every Woman Counts (EWC) program (click [here](#)). EWC is administered by the California Department of Health Care Services (DHCS) and provides free clinical breast exams and mammograms to California's underserved women.

The mission of the EWC is to save lives by preventing and reducing the devastating effects of cancer for Californians through education, early detection, diagnosis, and integrated preventive services, with special emphasis on the underserved. The EWC program partners with county departments of public health and county health consortia across California to provide women with local, easy access to screenings.

We know that early detection is critical in treating breast cancer and increasing survival rates. Money generated from the California Pink Ribbon License Plate will allow more women across California to get regular breast exams and mammograms, potentially saving the lives of countless women.

For Press and Booking information, please contact:

**Melissa Berger**

**Melissa Berger Public Relations**

437 S. Cochran #6, Los Angeles CA 90036

email: [Melissa@mbergerpr.com](mailto:Melissa@mbergerpr.com)



Follow us on



For additional information, contact:  
[PinkPlate@dhcs.ca.gov](mailto:PinkPlate@dhcs.ca.gov)

Partner Information  
[CLICK HERE](#)



# California PINK RIBBON LICENSE PLATE



BE ONE OF THE FIRST TO HAVE  
A CALIFORNIA PINK RIBBON LICENSE PLATE  
ON YOUR VEHICLE!

Plates





Cart: 0 item(s) - \$

## Personalized Plate

An **Original Personalized California Pink Ribbon License Plate** consists of six letters and numbers you select.

1. Select the **Vehicle Type**.
2. If you are reserving the plate as a gift, click the checkbox and indicate the **Gift Recipient's Name** in the space provided.
3. Enter the **1st, 2nd and 3rd choice** options as well as each option's **meaning**. Enter all 3 in order of preference in case your selection is already in use. *(Indicate full spaces with an asterisk "\*" and a slash "/" for a half-space.)*
4. **When checking out**, if the Billing Address information doesn't match what is on the **DMV record**, please use the Shipping Information option to provide this information.
5. **EACH ORDER INCLUDES BOTH THE FRONT AND THE BACK PLATE. ORDER ONLY ONCE PER VEHICLE!**



Choose your own letters

\$98

**Original Personalized is \$103 as of 7/1/17**

Stock Status: In Stock

Delivery Status: Awaiting 7,500 Paid Orders

### Vehicle Plate Type \*

Which type of vehicle are you going to place the Pink Ribbon License Plate on?

- Auto
- Truck
- Trailer
- Motorcycle (five characters maximum)

I am reserving this plate as a gift

[Click here](#)

# FREQUENTLY ASKED QUESTIONS

Used to provide to potential plate applicants information.

What is the California Pink Ribbon License Plate?

How does the process work?

Who can pre-order these plates?

How much do the plates cost?

Where will the fees go?

Are the fees tax deductible?

How can I help?

If I already own a personalized plate, can I keep it?

I currently have a different specialized license plate - can I switch to the California Pink Ribbon License Plate?

How long will it take to get the plates?

Will I be able to give these plates as a gift?

What will you do with the information I provide on the order form?

Can I get a California Pink Ribbon License Plate if I currently have a disabled plate?

What do I do if I move or have a change of vehicle before I receive my new California Pink Ribbon License Plate?

## What is the California Pink Ribbon License Plate?

The California Pink Ribbon License Plate is an idea started by four women, all breast cancer survivors, who wanted to do something to promote early detection and help more women and families survive this terrible disease. We have all seen specialized license plates on vehicles across California. The California Pink Ribbon License Plate is the newest option California drivers can purchase.

## How does the process work?

Pre-order the California Pink Ribbon License Plate by clicking the Order License Plate button above. Once you place your pre-order and a total of 7,500 orders are received, the applications and funds will be forwarded to the DMV. It may take up to twelve months for programming to be implemented and orders placed. It will take additional time for personalized plates or exchanges to be manufactured

## Who can pre-order these plates?

Anyone who has a current California-registered vehicle including automobile, truck, trailer, motorcycle, or commercial vehicles may order the California Pink Ribbon License Plate.

*Continued on next page*

### How much do the plates cost?

The California Pink Ribbon License Plate costs a fee in addition to your normal registration fee. To pre-order a sequentially numbered plate (a random set of six numbers and letters selected by the DMV); the cost will be \$50 (\$40 per year to renew plus your normal registration fee). Personalized plates (where you select up to six numbers and/or letters) cost \$98 (\$78 per year to renew plus your normal registration fee). **Note: As of 7/1/17, fees increased to \$103 and \$83 respectively.**

### Where will the fees go?

A portion of funds generated from sales for the California Pink Ribbon License Plate will be deposited into the Breast Cancer Control Account, which funds the Every Woman Counts (EWC) program ([click here](#)).

EWC is administered by the California Department of Health Care Services (DHCS) and provides free clinical breast exams and mammograms to California's underserved women. The mission of the EWC is to save lives by preventing and reducing the devastating effects of cancer for Californians through education, early detection, diagnosis, and integrated preventive services, with special emphasis on the underserved. EWC partners with county departments of public health and county health consortia across California to provide women with local, easy access to screenings.

We know that early detection is critical in treating breast cancer and increasing survival rates. Money generated from the California Pink Ribbon License Plate will allow more women across California to get regular breast exams and mammograms, potentially saving the precious lives of countless women.

### Are the fees tax deductible?

A portion of the California Pink Ribbon License Plate purchase price and renewal fee is considered a charitable contribution and is tax deductible to the extent permitted by law. For questions about your taxes, consult a tax professional.

### How can I help?

Spread the word! Tell your friends, family, and co-workers to order their California Pink Ribbon License Plate. Email this web site to everyone you know that lives, works, and recreates in California. Be sure to use the hashtag **#PinkPlate** whenever you can!

### If I already own a personalized plate, can I keep it?

If your personalized plates have 6 characters or less, you can keep your configuration. The addition of the pink ribbon on the left side of the plate takes the place of the seventh character. Because of this, the maximum number of characters allowed on the plate is six. Your registration fees will include the cost of the personalization (your six chosen letters and/or numbers) plus the cost of the California Pink Ribbon License Plate.

*Continued on next page*

**I currently have a different specialized license plate - can I switch to the California Pink Ribbon License Plate?**

Yes. Converting from another specialized license plate will cost the same as setting up a new California Pink Ribbon License Plate, \$50 for a sequential numbered plate or \$**103** for a personalized plate.

**How long will it take to get the plates?**

After receiving 7,500 paid orders, the DMV will produce and distribute the California Pink Ribbon License Plate. The DMV production process may take up to 12 months.

**Will I be able to give these plates as a gift?**

Yes. You may give a California Pink Ribbon License Plate as a gift. Go to the Order License Plate page and complete the web or paper pledge form and fill it out on behalf of your gift recipient. The person receiving the gift must have a current California registration for the vehicle they plan to place the plates onto.

**What will you do with the information I provide on the order form?**

We will not share your information or send unsolicited emails/mailings or make unsolicited phone calls. You do have the option to sign up for future Department of Health Care Services (DHCS) health information e-mails. If you do not sign up for these health information e-mails, your information will only be used to contact you regarding your California Pink Ribbon License Plate order.

**Can I get a California Pink Ribbon License Plate if I currently have a disabled plate?**

DMV allows disabled persons and disabled veterans to display Special Interest License Plates only in lieu of Disabled Person or Disabled Veteran plates. In such cases, a parking placard must be displayed in the vehicle to receive the parking privileges.

**What do I do if I move or have a change of vehicle before I receive my new California Pink Ribbon License Plate?**

You can update your order information by clicking on the Order License Plate button at the top and log in into your account. Alternatively, you may also update your information by contacting [PinkPlate@dhcs.ca.gov](mailto:PinkPlate@dhcs.ca.gov).

# EXAMPLE G – PLATE PURCHASE SPREADSHEET

Special Interest License Plate Pre-Paid Application Template  
(2/2017)

No	Plate Type	Fee	Last Name	First Name	Middle	Address	Apt./Suite	City	State	Zip Code	Phone	Current Plate #	E-mail	Vehicle Type	Field for pickup	ELP Choice #1	Meaning	ELP Choice #2	Meaning
1	S	\$50	Smith	John	H	555 Main St.		Los Angeles	CA	92020	203-555-7890	5JAC644	johnsmith200@aol.net	A					
2	P	\$103	Johnson	Susan	A	6877 Oakland Dr.		Modesto	CA	95777	707-555-3289	6B8C889	test1234@yahoo.com	C		MOVICAR	Mom's car	MOVRID	Mom's Ride
3	E	\$103	Jones	Sally	J	2499 Mission Wv.	Apt. 346	San Diego	CA	94335	290-555-6453	MVRYDE	1234test@sbcglobal.net	M/C					
4	S	\$103	Dickens	Charles	J	24 Ashbury		Sacramento	CA	95818	290-555-6453		dickens@sbcglobal.net	T					

**Plate Type Legend:**  
 S = Sequential (\$50)  
 P = Personalized (\$103)  
 E = Exchange (\$103)-From current ELP to new ELP plate type

**Vehicle Type Legend:**  
 A = Automobile  
 C = Commercial (pickups, etc.)  
 M/C = Motorcycle  
 T = Permanent Trailer Identification



## EXAMPLE H –FEE ALLOCATION BREAKDOWN

This is a sample only of the possible fee breakdown between the State Agency (SA), the ELP Fund (for personalized plates), and the ASF. Where the description indicates SA FUND, the SA receives that portion of the funds. For registration renewals, the SA retains 100% of the SA Plate fee.

<b>State Agency (SA) Plate Name</b>			
<b>FEE</b>	<b>PERCENT</b>	<b>ABBREVIATION</b>	<b>DESCRIPTION</b>
<b>Original ELP</b>			
<b>\$103.00</b>	<b>100.00%</b>	SA ORIG ELP	SA ELP Original
<b>\$19.87</b>	<b>19.29%</b>	<b>SA ORIG ELP</b>	<b>SA Fund</b>
\$53.00	51.46%	SA ORIG ELP	ELP Fund
\$30.13	29.25%	SA ELP ASF	ASF
<b>\$103.00</b>	<b>100.00%</b>		
<b>Original ELP-Single Plate</b>			
<b>\$103.00</b>	<b>100.00%</b>	SA ORIG ELP SP	SA ELP Original Single Plate
<b>\$26.65</b>	<b>25.87%</b>	<b>SA ORIG ELP SP</b>	<b>SA Fund</b>
\$53.00	51.46%	SA SP ELP	ELP Fund
\$23.35	22.67%	SA SP ELP ASF	ASF
<b>\$103.00</b>	<b>100.00%</b>		
<b>Duplicate ELP</b>			
<b>\$78.00</b>	<b>100.00%</b>	SA DUP	SA ELP Duplicate
<b>\$ 9.44</b>	<b>12.10%</b>	<b>SA DUP</b>	<b>SA ELP Duplicate</b>
\$43.00	55.13%	SA DUP ELP	ELP Fund
\$25.56	32.77%	SA DUP ASF	ASF
<b>\$78.00</b>	<b>100.00%</b>		
<b>Duplicate ELP Single Plate</b>			
<b>\$78.00</b>	<b>100.00%</b>	SA DUP SP	Duplicate Single Plate
<b>\$15.65</b>	<b>20.06%</b>	<b>SA DUP SP</b>	<b>SA Fund</b>
\$43.00	55.13%	SA DUP SP ELP	ELP Fund
\$19.35	24.81%	SA DUP SP ASF	ASF
<b>\$78.00</b>	<b>100.00%</b>		
<b>ELP Reassignment</b>			
<b>\$58.00</b>	<b>100.00%</b>	SA RSMT ELP	SA ELP Reassignment
<b>\$ 5.59</b>	<b>9.64%</b>	<b>SA RSMT ELP</b>	<b>SA Fund</b>
\$43.00	74.14%	SA ELP RSMT	ELP Fund
\$9.41	16.22%	SA ELP R ASF	ASF
<b>\$58.00</b>	<b>100.00%</b>		

*Continue on next page*

<b>State Agency (SA) Plate Name</b>				
<b>FEE CODE</b>	<b>FEE</b>	<b>PERCENT</b>	<b>ABBREVIATION</b>	<b>DESCRIPTION</b>
<b>Original Sequential</b>				
<b>900</b>	\$50.00	100.00%	SA ORIG SEQ	SA Original Sequential
<b>G16</b>	<b>\$29.75</b>	<b>59.50%</b>	<b>SA ORIG SEQ</b>	<b>SA Fund</b>
G17	\$20.25	40.50%	SA ASF	ASF
	<b>\$50.00</b>	<b>100.00%</b>		
<b>Original Sequential-Single Plate</b>				
<b>917</b>	\$50.00	100.00%	SA SEQ ORIG SP	SA Sequential Original Single Plate
<b>G18</b>	<b>\$37.72</b>	<b>75.44%</b>	<b>SA SEQ ORIG SP</b>	<b>SA Fund</b>
G19	\$12.28	24.56%	SA SP ASF	ASF
	<b>\$50.00</b>	<b>100.00%</b>		
<b>Sequential-Substitute</b>				
<b>934</b>	\$35.00	\$100.00	SA SEQ SUB	SA Sequential Substitute
<b>G20</b>	<b>\$14.69</b>	<b>41.97%</b>	<b>SA SEQ SUB</b>	<b>SA Fund</b>
G21	\$20.31	58.03%	SA SUB ASF	ASF
	<b>\$35.00</b>	<b>100.00%</b>		
<b>Sequential-Substitute-Single Plate</b>				
<b>935</b>	\$35.00	\$100.00	SA SEQ SUB SP	SA Sequential Substitute Single Plate
<b>G22</b>	<b>\$22.66</b>	<b>64.74%</b>	<b>SA SEQ SUB SP</b>	<b>SA Fund</b>
G23	\$12.34	35.26%	SA SEQ SUB SP ASF	ASF
	<b>\$35</b>	<b>100%</b>		
<b>Sequential Reassignment</b>				
<b>941</b>	\$15.00	100.00%	SA SEQ RSMT	SA Sequential Reassignment
<b>G28</b>	<b>\$5.59</b>	<b>37.27%</b>	<b>SA SEQ RSMT</b>	<b>SA Fund</b>
G29	\$9.41	62.73%	SA RSMT ASF	ASF
	<b>\$15.00</b>	<b>100%</b>		