

Bill No. CS for SB 1588

Amendment No. ____ Barcode 954992

CHAMBER ACTION

Senate

House

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Senator Constantine moved the following amendment:

Senate Amendment (with title amendment)

On page 1, line 15, through page 2, line 13, delete those lines

and insert:

Section 1. Section 320.08053, Florida Statutes, is amended to read:

320.08053 Requirements for requests to establish specialty license plates.--

(1) An organization that seeks authorization to establish a new specialty license plate for which an annual use fee is to be charged must submit to the department:

(a) A request for the particular specialty license plate being sought, describing the proposed specialty license plate in specific ~~general~~ terms, including a sample plate that conforms to the specifications set by the department and this chapter, and that is in substantially final form.

(b) The results of a scientific sample survey of Florida motor vehicle owners that indicates at least 30,000

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1 ~~15,000~~ motor vehicle owners intend to purchase the proposed
2 specialty license plate at the increased cost. As used in this
3 paragraph, the term "scientific sample survey" means
4 information that is gathered from a representative subset of
5 the population as a whole. The sample survey of registered
6 motor vehicle owners must be performed independently of the
7 requesting organization by an organization that conducts
8 similar sample surveys as a normal course of business. Prior
9 to conducting a sample survey for the purposes of this
10 section, a requesting organization must obtain a determination
11 from the department that the organization selected to conduct
12 the survey performs similar surveys as a normal course of
13 business and is independent of the requesting organization.
14 The methodology, results, and any evaluation by the department
15 of the scientific sample survey shall be validated by the
16 Auditor General as a condition precedent to submission of the
17 specialty license plate for approval by the Legislature.

18 (c) An application fee, not to exceed \$60,000, to
19 defray the department's cost for reviewing the application and
20 developing the specialty license plate, if authorized. State
21 funds may not be used to pay the application fee, except for
22 collegiate specialty license plates authorized in s.
23 320.08058(3) and (13). The specialty license plate application
24 provisions of this act shall not apply to any organization
25 which has requested and received the required forms for
26 obtaining a specialty license plate authorization from the
27 Department of Highway Safety and Motor Vehicles, has opened a
28 bank account for the funds collected for the specialty license
29 tag and has made deposits to such an account, and has obtained
30 signatures toward completing the requirements for the
31 specialty license tag. All applications requested on or after

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1 the effective date of this act must meet the requirements of
2 this act.

3 (d) A marketing strategy outlining short-term and
4 long-term marketing plans for the requested specialty license
5 plate and a financial analysis outlining the anticipated
6 revenues and the planned expenditures of the revenues to be
7 derived from the sale of the requested specialty license
8 plates.

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10 The information required under this subsection must be
11 submitted to the department at least 90 days before the
12 convening of the next regular session of the Legislature.

13 (2) If the specialty license plate requested by the
14 organization is approved by law, the organization must submit
15 the proposed art design for the specialty license plate to the
16 department, in a medium prescribed by the department, as soon
17 as practicable, but no later than 60 days after the act
18 approving the specialty license plate becomes a law. If the
19 specialty license plate requested by the organization is not
20 approved by the Legislature, the application fee shall be
21 refunded to the requesting organization.

22 (3) The department shall adopt rules providing
23 viewpoint-neutral specifications for the design of speciality
24 license plates that promote or enhance the readability of all
25 speciality license plates and that discourage counterfeiting.
26 The rules shall provide uniform specifications requiring
27 inclusion of the word "Florida" in the same location on each
28 specialty license plate, in such a size and location that is
29 clearly identifiable on the specialty license plate when
30 mounted on a vehicle, and shall provide specifications for the
31 size and location of any words or logos appearing on a

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1 specialty license plate.

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4 ===== T I T L E A M E N D M E N T =====

5 And the title is amended as follows:

6 On page 1, lines 3-8 delete those lines

7

8 and insert:

9 amending s. 320.08053, F.S.; revising
10 requirements for establishing a specialty
11 license plate; requiring submission of a sample
12 plate; increasing the number of motor vehicle
13 owners who must indicate, according to a
14 scientific sample survey, that they intend to
15 purchase a proposed specialty plate; defining
16 the term "scientific sample survey"; requiring
17 the Department of Highway Safety and Motor
18 Vehicles to adopt rules relating to design
19 specification for speciality license plates;
20 amending s. 320.08056, F.S.;

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