

By Senator Constantine

22-175B-04

1 A bill to be entitled
2 An act relating to specialty license plates;
3 amending s. 320.08053, F.S.; increasing the
4 number of motor vehicle owners who must
5 indicate, according to a scientific sample
6 survey, that they intend to purchase a proposed
7 specialty plate; defining the term "scientific
8 sample survey"; amending s. 320.08056, F.S.;
9 increasing the number of plates that must be
10 purchased to prevent a plate from being
11 discontinued; providing an effective date.

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13 Be It Enacted by the Legislature of the State of Florida:

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15 Section 1. Paragraph (b) of subsection (1) of section
16 320.08053, Florida Statutes, is amended to read:

17 320.08053 Requirements for requests to establish
18 specialty license plates.--

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

22 (b) The results of a scientific sample survey of
23 Florida motor vehicle owners that indicates at least 30,000
24 ~~15,000~~ motor vehicle owners intend to purchase the proposed
25 specialty license plate at the increased cost. As used in this
26 paragraph, the term "scientific sample survey" means
27 information that is gathered from a representative subset of
28 the population as a whole.The sample survey of registered
29 motor vehicle owners must be performed independently of the
30 requesting organization by an organization that conducts
31 similar sample surveys as a normal course of business. Prior

1 to conducting a sample survey for the purposes of this
2 section, a requesting organization must obtain a determination
3 from the department that the organization selected to conduct
4 the survey performs similar surveys as a normal course of
5 business and is independent of the requesting organization.

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

10 Section 2. Paragraph (a) of subsection (8) of section
11 320.08056, Florida Statutes, is amended to read:

12 320.08056 Specialty license plates.--

13 (8)(a) The department must discontinue the issuance of
14 an approved specialty license plate if:

15 1. Less than 16,000 ~~8,000~~ plates, including annual
16 renewals, are issued for that specialty license plate by the
17 end of the 3rd ~~5th~~ year of sales.

18 2. Less than 16,000 ~~8,000~~ plates, including annual
19 renewals, are issued for that specialty license plate during
20 any subsequent 3-year ~~5-year~~ period.

21 Section 3. This act shall take effect July 1, 2004.

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24 SENATE SUMMARY

25 Increases the number of persons who must indicate that
26 they intend to purchase a specialty plate from 15,000 to
27 30,000 before such plate may be issued. Increases the
28 number of plates that must be purchased to prevent a
29 plate from being discontinued from 8,000 in a 5-year
30 period to 16,000 in a 3-year period.
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