

HOUSE OF REPRESENTATIVES STAFF ANALYSIS

BILL #: HB 401 Specialty License Plates

SPONSOR(S): Bullard

TIED BILLS: **IDEN./SIM. BILLS:** SB 2010

| REFERENCE | ACTION | ANALYST | STAFF DIRECTOR |
|---|--------|---------------|----------------|
| 1) <u>Committee on Infrastructure</u> | _____ | <u>Suarez</u> | <u>Miller</u> |
| 2) <u>Economic Expansion & Infrastructure Council</u> | _____ | _____ | _____ |
| 3) <u>Policy & Budget Council</u> | _____ | _____ | _____ |
| 4) _____ | _____ | _____ | _____ |
| 5) _____ | _____ | _____ | _____ |

SUMMARY ANALYSIS

HB 401 provides for the creation of an "I Believe" specialty license plate. The annual use fee of \$25 per tag shall be distributed to Faith in Teaching, Inc.

Specialty license plates must be specifically authorized by Florida Statute. Section 320.08053, F.S., establishes requirements that organizations must meet to create a new specialty license plate, including a scientific survey performed by an independent sampling firm indicating that 30,000 motor vehicle owners would purchase the proposed plate at the increased cost, long and short term marketing plans addressing revenues and expenditures, and a \$60,000 application fee, among other requirements. As of February 25, 2008, there are 109 specialty license plates available for purchase in the state.

The fiscal impact of this bill is approximately \$60,000 to the Department of Highway Safety and Motor Vehicles (DHSMV) for implementation of the new specialty license plate. The fiscal impact will be offset by the application fee of \$60,000 paid to the DHSMV by the sponsoring organization.

Faith in Teaching, Inc. has not met all of the statutory application requirements to pursue legislation for the "I Believe" specialty license plate. A scientific survey conducted by an independent survey firm indicating 30,000 motor vehicle owners would purchase the proposed plate at the increased cost was rejected by DHSMV. Section 320.08053(1), F.S., requires that applications submitted for specialty license plates must be completed no later than 90 days before the convening of the next regular session of the legislature.

This act shall take effect July 1, 2008.

FULL ANALYSIS

I. SUBSTANTIVE ANALYSIS

A. HOUSE PRINCIPLES ANALYSIS:

Provides Limited Government – The bill appears to increase the size of government in that it requires the Department of Highway Safety and Motor Vehicles (DHSMV) to develop and provide for the manufacture of a new license plate, and therefore requires county tax collectors offices to maintain an appropriate inventory and administer the new plate.

B. EFFECT OF PROPOSED CHANGES:

Present Situation

Currently, specialty license plates are available to any owner or lessee of a motor vehicle who is willing to pay an annual use fee for the privilege. Annual use fees ranging from \$15 to \$25, paid in addition to required license taxes and service fees, are distributed to an organization or organizations in support of a particular cause or charity signified in the plate's design and designated in statute. The Legislature may create a specialty license plate under its own initiative, or it can do so at the request of an organization. Under s. 320.08053, F.S., an organization may seek legislative authorization for a new specialty licensed plate by meeting a number of requirements.

An organization is first required to submit to the Department of Highway Safety and Motor Vehicles (DHSMV) the following:

- A request for the plate describing it in general terms.
- The results of a professional, independent, and scientific sample survey of Florida residents indicating that 30,000 vehicle owners intend to purchase the plate at the increased cost.
- An application fee of \$60,000 defraying the DHSMV's cost for reviewing the application, developing the new plate, and providing for the manufacture and distribution of the first run of plates.
- A marketing strategy for the plate and a financial analysis of anticipated revenues and planned expenditures.

These requirements must be satisfied at least 90 days prior to the convening of the next regular session of the Legislature. Once the requirements are met, DHSMV notifies the committees of the House of Representatives and Senate with jurisdiction over the issue, and the organization is free to find sponsors and pursue legislative action.

Effect of Proposed Changes

This bill amends ss. 320.08056 and 320.08058, F.S.; authorizing the DHSMV to develop and issue an "I Believe" license plate upon payment of the appropriate license taxes and a \$25 special use fee.

Annual use fees collected from the sale of this license plate shall be distributed to Faith in Teaching, Inc. They will administer the fees and use the proceeds as follows:

- All revenue collected from annual fees may be retained by Faith in Teaching, Inc., until all startup costs for developing and establishing the plate have been recovered.
- After all startup costs have been recovered, up to 15 percent of the annual use fee revenue may be used for administrative costs, and up to 10 percent may be used for promotion and marketing of the plate.
- Remaining revenues may be used by Faith in Teaching, Inc., to fund activities, programs, and projects that promote faith-based education for youth within the state.

The fiscal impact incurred as a result of this bill is approximately \$60,000. This impact is offset by the \$60,000 application fee Faith in Teaching, Inc., is required to pay. Revenue generated from the sale of this license plate is based on public interest and cannot be predicted.

Faith in Teaching, Inc., has not met the application and statutory requirements to pursue legislation for the "I Believe" specialty license plate. Applicants are required to submit a scientific survey performed by an independent survey firm indicating that 30,000 motor vehicle owners would purchase the proposed plate at the increased cost. DHSMV rejected the survey submitted by Faith in Teaching, Inc., for reasons beyond the control of Faith in Teaching, Inc.¹ Section 320.08053(1), F.S., requires that applications submitted for specialty license plates must be completed no later than 90 days before the convening of the next regular session of the legislature. Additionally, because DHSMV rejected the survey, it was not submitted to the Auditor General for validation that the organization has met all statutory requirements.²

C. SECTION DIRECTORY:

Section 1. Amends s. 320.08056(4), F.S., providing for a \$25 annual use fee for the "I Believe" specialty license plate.

Section 2. Amends s. 320.08058(65), F.S., creating the "I Believe" specialty license plate: providing for plate design and providing for the distribution and uses of the annual use fees.

Section 3. Provides an effective date of July 1, 2008.

¹ Upon review of the independent survey, DHMSV determined that a random sample survey was not conducted and that respondents from past surveys were used as part of the current survey. Letter from DHSMV to Mrs. Carla E. Mallen, Faith in Teaching, Inc., February 6, 2008.

² Section 320.08053(1)(b), F.S.

II. FISCAL ANALYSIS & ECONOMIC IMPACT STATEMENT

A. FISCAL IMPACT ON STATE GOVERNMENT:

1. Revenues:

See FISCAL COMMENTS section below.

2. Expenditures:

See FISCAL COMMENTS section below.

B. FISCAL IMPACT ON LOCAL GOVERNMENTS:

1. Revenues:

None.

2. Expenditures:

None.

C. DIRECT ECONOMIC IMPACT ON PRIVATE SECTOR:

Persons who elect to purchase the specialty license plate will be required to pay an annual use fee of \$25 in addition to applicable taxes and administrative charges. The fee from the "I Believe" license plate will be distributed to Faith in Teaching, Inc., for: (1) funding activities, programs, and projects that promote faith-based education for youth within the state; (2) recovery of all startup costs for developing and establishing the plate; and (3) administration, promotion and marketing of the plate.

It is impossible to determine how many people will purchase the plates because the sale of this license plate will be based upon public interest. Therefore, the aggregate impact to the private sector cannot be determined.

D. FISCAL COMMENTS:

Implementation of HB 401 will cost DHSMV approximately \$60,000 in contract programming, development labor, and product purchasing costs for the creation of the "I Believe" license plate. This fiscal impact is offset by the statutory application fee of \$60,000, which has been submitted to DHSMV by Faith in Teaching, Inc., for the creation of this specialty license plate. If the specialty license plate is not approved by the Legislature, the application fee will be refunded to Faith in Teaching, Inc.

III. COMMENTS

A. CONSTITUTIONAL ISSUES:

1. Applicability of Municipality/County Mandates Provision:

Not applicable because the bill does not appear to: require counties or cities to spend funds or take action requiring the expenditure of funds; reduce the authority that cities or counties have to raise revenues in the aggregate; or reduce the percentage of a state tax shared with cities or counties.

2. Other:

None.

B. RULE-MAKING AUTHORITY:

No additional rule making authority is required to implement the full provisions of this bill.

C. DRAFTING ISSUES OR OTHER COMMENTS:

Drafting Issues

The DHSMV recommends that this act take effect October 1, 2008 instead of July 1, 2008 to allow time for implementation. The sponsor's staff has indicated that the sponsor is willing to offer an amendment to change the effective date.

D. STATEMENT OF THE SPONSOR

No statement submitted.

IV. AMENDMENTS/COUNCIL SUBSTITUTE CHANGES