

1 A bill to be entitled

2 An act relating to the Digital License Plate Pilot
3 Program; amending s. 320.06, F.S.; deleting provisions
4 relating to the authority of the Department of Highway
5 Safety and Motor Vehicles to conduct a pilot program
6 to evaluate the designs, concepts, and technologies
7 for alternative license plates; amending s. 320.07,
8 F.S.; exempting owners of digital license plates from
9 certain penalties; creating s. 320.08069, F.S.;
10 creating the Digital License Plate Pilot Program
11 within the department; providing the purpose of the
12 program; providing definitions; providing
13 applicability; requiring the department to begin
14 administering the program on a specified date;
15 providing program requirements; authorizing the
16 department to contract with digital license plate
17 providers; providing additional authorizations to the
18 department relating to the program; specifying
19 requirements for digital license plates, digital
20 license plate providers, and digital license plate
21 consumers; authorizing the department to adopt rules;
22 providing an effective date.

23
24 Be It Enacted by the Legislature of the State of Florida:
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26 Section 1. Subsection (5) of section 320.06, Florida
 27 Statutes, is amended to read:

28 320.06 Registration certificates, license plates, and
 29 validation stickers generally.—

30 ~~(5) The department may conduct a pilot program to evaluate~~
 31 ~~the designs, concepts, and technologies for alternative license~~
 32 ~~plates. For purposes of the pilot program, the department shall~~
 33 ~~investigate the feasibility and use of alternative license plate~~
 34 ~~technologies and the long-term cost impact to the consumer. The~~
 35 ~~pilot program shall be limited to license plates that are used~~
 36 ~~on government-owned motor vehicles as described in s. 320.0655.~~
 37 ~~Such license plates are exempt from the requirements in~~
 38 ~~paragraph (3)(a).~~

39 Section 2. Subsection (7) is added to section 320.07,
 40 Florida Statutes, to read:

41 320.07 Expiration of registration; renewal required;
 42 penalties.—

43 (7) An owner of a digital license plate as described in s.
 44 320.08069 is not subject to the penalties of this section for
 45 failure to display a validation if the vehicle was operated in
 46 compliance with this chapter and any rules adopted by the
 47 department governing the placement of digital license plates and
 48 registration renewal.

49 Section 3. Section 320.08069, Florida Statutes, is created
 50 to read:

51 320.08069 Digital License Plate Pilot Program.—There is
52 created within the department the Digital License Plate Pilot
53 Program. The purpose of the program is to evaluate the design,
54 concepts, and technologies available for digital license plates
55 and to determine the feasibility of digital license plates.

56 (1) DEFINITIONS.—As used in this section, the term:

57 (a) "Digital license plate" means an electronic display
58 that is designed to:

59 1. Display the information required in this chapter to be
60 included on a physical license plate; and

61 2. Be placed on a motor vehicle registered under this
62 chapter in lieu of a physical license plate.

63 (b) "Digital license plate provider" means a person or an
64 entity engaged in the business of providing digital license
65 plate hardware and services to motor vehicle owners.

66 (2) APPLICABILITY.—Except as otherwise provided by this
67 section or a rule adopted under this section, a digital license
68 plate issued under this section is subject to the laws of this
69 state applicable to a physical license plate; however, digital
70 license plates issued under this section are exempt from s.
71 320.06(3)(a).

72 (3) DIGITAL LICENSE PLATE PILOT PROGRAM.—

73 (a) Beginning July 1, 2021, the department shall
74 administer the program. The program must be limited to
75 installation and use of digital license plates on government-

76 | owned motor vehicles as described in s. 320.0655.

77 | (b) By July 1, 2022, the department shall allow any motor
78 | vehicle registered under this chapter to be equipped with a
79 | digital license plate in lieu of a physical license plate issued
80 | under s. 320.06. However, the purchaser of a digital license
81 | plate must first obtain a physical license plate from the
82 | department before obtaining a digital license plate from a
83 | digital license plate provider.

84 | (c) The department may contract with one or more digital
85 | license plate providers for the issuance of digital license
86 | plates, including any services related to the issuance of
87 | digital license plates. The contract must include provisions
88 | governing the protection of personal and motor vehicle
89 | registration data obtained by a digital license plate provider
90 | in the performance of its services.

91 | (d) The department may authorize the display of the motor
92 | vehicle's validation on each digital license plate in lieu of
93 | the validation sticker. The validation must display the owner's
94 | birth month, the license plate number, and the year of
95 | expiration or appropriate renewal period if the owner is not a
96 | natural person. The validation must be displayed in the upper
97 | right corner of the digital license plate.

98 | (e) The department may authorize the use of a digital
99 | license plate for electronic toll collection, if such use has
100 | been approved by the Department of Transportation or other

101 appropriate tolling authority, or to display a parking permit.

102 (f) The department may establish procedures for displaying
103 the following information on a digital license plate:

104 1. An emergency alert or other public safety alert issued
105 by a governmental entity, including an alert pursuant to s.
106 937.021.

107 2. Static logo displays, including unique displays for
108 fleet license plates, digital versions of specialty license
109 plates as described in s. 320.08058, and special license plates
110 for military service as authorized in s. 320.089 and for the
111 Governor and federal and state legislators as authorized in s.
112 320.0807.

113 3. Other displays that the department, in consultation
114 with law enforcement agencies, determines are in the interest of
115 public safety.

116 (4) DIGITAL LICENSE PLATE REQUIREMENTS.—A digital license
117 plate issued under this section must:

118 (a) Meet the specifications and requirements adopted under
119 subsection (3).

120 (b) Include the same information required to be included
121 on a physical license plate and legibly display that information
122 at all times and in all light conditions; however, the digital
123 license plate may display the information in a smaller type size
124 when the motor vehicle is parked.

125 (c) Have wireless connectivity capability.

126 (5) DIGITAL LICENSE PLATE PROVIDERS.—A digital license
127 plate provider with whom the department contracts shall:

128 (a) Maintain an inventory of digital license plates issued
129 in this state by the digital license plate provider.

130 (b) Make available a digital version of each specialty
131 license plate authorized by the department.

132 (c) If a digital license plate displays a validation,
133 promptly update the display of the validation to reflect the
134 current registration period for the motor vehicle and, upon
135 request of the department, suspend the display of the validation
136 or indicate on the digital license plate that the registration
137 for the motor vehicle has expired.

138 (6) DIGITAL LICENSE PLATE CONSUMERS.—A consumer who
139 chooses to purchase a digital license plate must purchase a
140 digital license plate directly from a digital license plate
141 provider. In addition to any fees associated with the purchase
142 of a digital license plate, the consumer is also responsible for
143 paying to the department all applicable motor vehicle fees in
144 this chapter, including any annual use fees pursuant to s.
145 320.08056 associated with any specialty license plate the
146 consumer wishes to display on the digital license plate.

147 (7) RULEMAKING.—The department may adopt rules to
148 implement this section.

149 Section 4. This act shall take effect upon becoming a law.