

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.

123 (c) Have wireless connectivity capability.

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

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

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

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

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

145 (7) RULEMAKING.—The department may adopt rules to
146 implement this section.

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