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576-03914-21

Proposed Committee Substitute by the Committee on Appropriations  
(Appropriations Subcommittee on Transportation, Tourism, and  
Economic Development)

A bill to be entitled

An act relating to the Digital License Plate Pilot Program; amending s. 320.06, F.S.; deleting provisions relating to the authority of the Department of Highway Safety and Motor Vehicles to conduct a pilot program to evaluate the designs, concepts, and technologies for alternative license plates; amending s. 320.07, F.S.; exempting owners of digital license plates from certain penalties; creating s. 320.08069, F.S.; creating the Digital License Plate Pilot Program within the department; providing the purpose of the program; defining terms; providing applicability; requiring the department to begin administering the program on a specified date; authorizing the department to contract with digital license plate providers; providing additional authorizations to the department relating to the pilot program; providing for the distribution of fees from the sale of digital license plates; specifying requirements for digital license plates and for digital license plate providers; providing requirements for consumers of digital license plates; authorizing the department to adopt rules; providing an effective date.

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



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27 Section 1. Subsection (5) of section 320.06, Florida  
28 Statutes, is amended to read:

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

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

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

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

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

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

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



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56 and to determine the feasibility of digital license plates.

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

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

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

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

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

67 (2) APPLICABILITY.—Except as otherwise provided by this  
68 section or a rule adopted under this section, a digital license  
69 plate issued under this section is subject to the laws of this  
70 state applicable to a physical license plate; however, digital  
71 license plates issued under this section are exempt from s.  
72 320.06(3)(a).

73 (3) DIGITAL LICENSE PLATE PILOT PROGRAM.—

74 (a) Beginning July 1, 2021, the department shall administer  
75 the program. The program must be limited to installation and use  
76 of digital license plates on government-owned motor vehicles as  
77 described in s. 320.0655.

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



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

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

99           (e) The department may authorize the use of a digital  
100 license plate for electronic toll collection, if such use has  
101 been approved by the Department of Transportation or other  
102 appropriate tolling authority, or to display a parking permit.

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

105           1. An emergency alert or other public safety alert issued  
106 by a governmental entity, including an alert pursuant to s.  
107 937.021;

108           2. Static logo displays, including unique displays for  
109 fleet license plates, digital versions of specialty license  
110 plates as described in s. 320.08058, and special license plates  
111 for military service authorized in s. 320.089, and for the  
112 Governor and federal and state legislators as authorized in s.  
113 320.0807; and



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

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

119 (a) Meet the specifications and requirements adopted under  
120 subsection (3);

121 (b) Include the same information required to be included on  
122 a physical license plate and legibly display that information at  
123 all times and in all light conditions; and

124 (c) Have wireless connectivity capability.

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

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

129 (b) Make available a digital version of each specialty  
130 license plate authorized by the department; and

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

137 (6) DIGITAL LICENSE PLATE CONSUMERS.—A consumer who chooses  
138 to purchase a digital license plate must purchase a digital  
139 license plate directly from a digital license plate provider. In  
140 addition to any fees associated with the purchase of a digital  
141 license plate, the consumer is also responsible for paying to  
142 the department all applicable motor vehicle fees in this



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143 chapter, including any annual use fees pursuant to s. 320.08056  
144 associated with any specialty license plate the consumer wishes  
145 to display on the digital license plate.

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

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