

1 A bill to be entitled
 2 An act relating to digital license plates; amending s.
 3 320.06, F.S.; deleting provisions relating to the
 4 authority of the Department of Highway Safety and
 5 Motor Vehicles to conduct a pilot program to evaluate
 6 the designs, concepts, and technologies for
 7 alternative license plates; amending s. 320.07, F.S.;
 8 exempting owners of digital license plates from
 9 certain penalties; creating s. 320.08069, F.S.;
 10 providing definitions; providing applicability;
 11 authorizing motor vehicles to be equipped with digital
 12 license plates by a certain date; authorizing the
 13 department to contract with digital license plate
 14 providers; providing department authority relating to
 15 the display and use of digital license plates;
 16 specifying requirements for digital license plates,
 17 digital license plate providers, and digital license
 18 plate consumers; authorizing the department to adopt
 19 rules; providing an effective date.

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

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 23 Section 1. Subsection (5) of section 320.06, Florida
 24 Statutes, is amended to read:
 25 320.06 Registration certificates, license plates, and

26 validation stickers generally.—

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

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

38 320.07 Expiration of registration; renewal required;
 39 penalties.—

40 (7) An owner of a digital license plate as described in s.
 41 320.08069 is not subject to the penalties in this section for
 42 failure to display a validation sticker if the vehicle was
 43 operated in compliance with this chapter and any rules adopted
 44 by the department governing the placement of digital license
 45 plates and registration renewal.

46 Section 3. Section 320.08069, Florida Statutes, is created
 47 to read:

48 320.08069 Digital license plates.—

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

50 (a) "Digital license plate" means an electronic display

51 that:

52 1. Is designed to display the information required in this
53 chapter to be included on a physical license plate;

54 2. Is designed to be placed on a motor vehicle registered
55 under this chapter in lieu of a physical license plate; and

56 3. Has been determined by the Department of Transportation
57 to have a display that is readable by current automated license
58 plate recognition hardware and software.

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

62 (2) APPLICABILITY.—Except as otherwise provided in this
63 section or a rule adopted under this section, a digital license
64 plate issued under this section is subject to the laws of this
65 state applicable to a physical license plate. However, digital
66 license plates issued under this section are exempt from s.
67 320.06(3) (a).

68 (3) DIGITAL LICENSE PLATE ISSUANCE.—

69 (a) By October 1, 2023, the department shall allow a motor
70 vehicle registered under this chapter to be equipped with a
71 digital license plate in lieu of a physical license plate issued
72 under s. 320.06 pursuant to a contract entered into by the
73 department and a digital license plate provider under paragraph
74 (b). However, the purchaser of a digital license plate must
75 first obtain a physical license plate from the department before

76 obtaining a digital license plate from a digital license plate
77 provider.

78 (b) The department may contract with digital license plate
79 providers for the issuance of digital license plates, including
80 any services related to the issuance of digital license plates.
81 The contract must include provisions governing the protection of
82 personal and motor vehicle registration data, including
83 geolocation data, obtained by a digital license plate provider
84 in the performance of its services.

85 (c) The department may authorize the display of the motor
86 vehicle's validation on each digital license plate in lieu of
87 the validation sticker. The validation must display the owner's
88 birth month, the license plate number, and the year of
89 expiration or appropriate renewal period if the owner is not a
90 natural person. The validation must be displayed in the upper
91 right corner of the digital license plate.

92 (d) The department may authorize the use of a digital
93 license plate for electronic toll collection, if such use has
94 been approved by the Department of Transportation or other
95 appropriate tolling authority, or to display a parking permit.

96 (e) The department may establish procedures for displaying
97 the following information on a digital license plate:

98 1. An emergency alert or other public safety alert issued
99 by a governmental entity, including an alert pursuant to s.
100 937.021.

101 2. Static logo displays, including unique displays for
 102 fleet license plates as described in s. 320.0657 and digital
 103 versions of specialty license plates as described in s.
 104 320.08058, special license plates for military service as
 105 authorized in s. 320.089, and special license plates for the
 106 Governor and federal and state legislators as authorized in s.
 107 320.0807.

108 3. Other displays that the department, in consultation
 109 with law enforcement agencies, determines are in the interest of
 110 public safety.

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

113 (a) Meet the specifications and requirements adopted under
 114 subsection (3).

115 (b) Include the same information required to be included
 116 on a physical license plate and legibly display that information
 117 at all times and in all light conditions.

118 (c) Have wireless connectivity capability.

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

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

123 (b) Make available a digital version of each specialty
 124 license plate authorized by the department, pursuant to
 125 procedures adopted by the department under paragraph (3) (e).

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

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

141 (7) RULEMAKING.—The department may adopt rules to
142 implement this section.

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