

1 A bill to be entitled
2 An act relating to digital license plates; amending s.
3 320.01, F.S.; defining the term "digital license
4 plate"; amending s. 320.06, F.S.; authorizing the
5 Department of Highway Safety and Motor Vehicles to
6 conduct a pilot program to evaluate designs, concepts,
7 and technologies for digital, rather than alternative,
8 license plates; authorizing the department to
9 investigate the feasibility and use of digital license
10 plate designs, concepts, and technologies that, at a
11 minimum, meet certain prerequisites; requiring the
12 department to administer any such pilot program;
13 authorizing the department to contract with digital
14 license plate providers in implementing such a
15 program; providing timeframes for any such program;
16 requiring the department to make written
17 recommendations to the Governor and the Legislature;
18 authorizing the department to adopt rules; amending s.
19 320.07, F.S.; providing that an owner of a digital
20 license plate is not subject to penalties for failure
21 to display a validation sticker if certain conditions
22 are met; creating s. 320.08069, F.S.; providing
23 applicability; authorizing the department to allow a
24 registered motor vehicle to be equipped with an
25 approved digital license plate in lieu of a physical

26 license plate; providing requirements for purchasers
 27 of digital license plates; authorizing the department
 28 to contract with digital license plate providers for
 29 certain purposes; providing a requirement for such
 30 contract; specifying prohibited acts of digital
 31 license plate providers; providing a civil penalty for
 32 violations; authorizing the department to authorize
 33 digital license plates to display a motor vehicle's
 34 validation and to be used for electronic toll
 35 collection and to display parking permits, subject to
 36 certain requirements; requiring the department to
 37 establish procedures for displaying information on
 38 digital license plates; specifying requirements for
 39 digital license plates, digital license plate
 40 providers, and digital license plate consumers;
 41 authorizing the department to adopt rules; providing
 42 effective dates.

43
 44 Be It Enacted by the Legislature of the State of Florida:

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 46 Section 1. Subsection (46) is added to section 320.01,
 47 Florida Statutes, to read:

48 320.01 Definitions, general.—As used in the Florida
 49 Statutes, except as otherwise provided, the term:

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

51 meeting all specifications required by the department, which
52 must, at a minimum:

53 (a) Be designed to display the information required in
54 this chapter to be included on a physical license plate;

55 (b) Be designed to be placed on a motor vehicle registered
56 under this chapter in lieu of a physical license plate;

57 (c) Be designed to display any other information that the
58 department, in consultation with law enforcement agencies,
59 determines may improve public safety; and

60 (d) Have been determined by the Department of
61 Transportation to have a display readable by current toll
62 collection systems and current law enforcement automated license
63 plate recognition hardware and software.

64 Section 2. Subsection (6) of section 320.06, Florida
65 Statutes, is renumbered as subsection (7), subsection (5) is
66 amended, and a new subsection (6) is added to that section, to
67 read:

68 320.06 Registration certificates, license plates, and
69 validation stickers generally.—

70 (5) The department may conduct a pilot program to evaluate
71 the designs, concepts, and technologies for digital alternative
72 license plates as provided for in subsection (6). For purposes
73 of the pilot program, the department may ~~shall~~ investigate the
74 feasibility and use of digital alternative license plate
75 technologies that modernize license plates used in this state

76 and improve public safety, and the long-term cost impact to the
77 consumer. The pilot program shall be limited to license plates
78 that are used on government-owned motor vehicles as described in
79 s. 320.0655. Such license plates are exempt from the
80 requirements in paragraph (3)(a). For the purposes of this
81 subsection, digital license plate designs, concepts, and
82 technologies evaluated through a pilot program must include, but
83 are not limited to, the ability to:

84 (a) Display information required to be included on a metal
85 or paper license plate.

86 (b) Display safety alerts issued by a governmental entity,
87 such as emergency alerts, Amber Alerts, and Silver Alerts.

88 (c) Display static logos, including unique displays for
89 fleet license plates, digital versions of specialty license
90 plates, and special license plates.

91 (d) Display the registration status of the motor vehicle
92 to which the plate is affixed.

93 (e) Display any other information that the department, in
94 consultation with law enforcement agencies, determines may
95 improve public safety.

96 (f) Be readable by current toll collection systems and
97 current law enforcement automated license plate recognition
98 hardware and software, as determined by the Department of
99 Transportation.

100 (g) Connect to the Internet.

101 (h) Add and transfer data at the direction and discretion
 102 of the department.

103 (6) (a) The department may conduct a pilot program for the
 104 purpose of evaluating the designs, concepts, and technologies of
 105 digital license plates for use in this state and allowing
 106 government-owned vehicles registered under this chapter to be
 107 equipped with a digital license plate in addition to being
 108 issued a physical license plate.

109 (b) If the department conducts the pilot program, it must
 110 administer the program and allow government-owned motor vehicles
 111 registered under this chapter to be equipped with a digital
 112 license plate in addition to being issued a physical license
 113 plate under this section.

114 1. The department may contract with digital license plate
 115 providers to participate in the pilot program.

116 2. For each digital license plate provider contracted by
 117 the department to participate in the pilot program, the
 118 department shall select at least two geographic regions of this
 119 state and use at least 10 digital license plates in each region.
 120 The pilot program must be implemented in at least one urban
 121 region and one rural region of this state.

122 3. For each digital license plate provider contracted by
 123 the department to participate in the pilot program, the
 124 evaluation of the digital license plate designs, concepts, and
 125 technologies must conclude within 6 months after the execution

126 of a contract for participation in the pilot program. Within 8
127 months after the execution of a contract to participate in the
128 pilot program for the evaluation of the digital license plate
129 designs, concepts, and technologies, the department shall make
130 written recommendations to the Governor, the President of the
131 Senate, and the Speaker of the House of Representatives
132 regarding the implementation and use of the digital license
133 plate designs, concepts, and technologies.

134 (c) The department may adopt rules to implement this
135 subsection.

136 Section 3. Effective July 1, 2023, subsection (7) is added
137 to section 320.07, Florida Statutes, to read:

138 320.07 Expiration of registration; renewal required;
139 penalties.—

140 (7) An owner of a digital license plate as defined in s.
141 320.01(46) is not subject to the penalties in this section for
142 failure to display a validation sticker if the vehicle was
143 operated in compliance with this chapter and any rules adopted
144 by the department governing the placement of digital license
145 plates and registration renewal.

146 Section 4. Effective July 1, 2023, section 320.08069,
147 Florida Statutes, is created to read:

148 320.08069 Digital license plates.—

149 (1) APPLICABILITY.—Except as otherwise provided in this
150 section or rules adopted under this section, a digital license

151 plate issued under this section is subject to the laws of this
152 state applicable to a physical license plate. Physical license
153 plates must be renewed in accordance with the requirements of s.
154 320.06 relating to all fees due on an annual or semiannual
155 basis. However, digital license plates issued under this section
156 are exempt from s. 320.06(3)(a).

157 (2) DIGITAL LICENSE PLATE ISSUANCE.—

158 (a) The department may allow a motor vehicle registered
159 under this chapter to be equipped with a department-approved
160 digital license plate in lieu of a physical license plate issued
161 under s. 320.06. However, the purchaser of a digital license
162 plate must first obtain a physical license plate from the
163 department before obtaining a digital license plate. Physical
164 license plates must be renewed in accordance with the
165 requirements of s. 320.06 relating to all fees due on an annual
166 or semiannual basis.

167 (b) The department may contract with digital license plate
168 providers for the issuance of digital license plates, including
169 any services related to the issuance of digital license plates.
170 The contract must include provisions governing the protection of
171 personal and motor vehicle registration data obtained by a
172 digital license plate provider in the performance of its
173 services. A digital license plate provider may not sell or share
174 personal or motor vehicle registration data and may not store,
175 sell, or share geolocation data from the use of a digital

176 license plate. A digital license plate provider that violates
177 this paragraph is subject to a civil penalty not to exceed
178 \$5,000 per occurrence.

179 (c) The department may authorize the display of the motor
180 vehicle's validation on each digital license plate in lieu of
181 the validation sticker. The validation must display the owner's
182 birth month, the license plate number, and the year of
183 expiration or the appropriate renewal period if the owner is not
184 a natural person. The validation must be displayed in the upper
185 right corner of the digital license plate.

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

190 (e) The department shall establish procedures for
191 displaying information on a digital license plate, which may
192 include, but not be limited to:

193 1. An emergency alert or other public safety alert issued
194 by a governmental entity, including an alert pursuant to s.
195 937.021.

196 2. A company name or logo and unit number for fleet
197 license plates as described in s. 320.0657 and digital versions
198 of specialty license plates as described in s. 320.08058,
199 special license plates for military service as authorized in s.
200 320.089, and special license plates for the Governor and federal

201 and state legislators as authorized in s. 320.0807.

202 3. Other displays that the department, in consultation
203 with law enforcement agencies, determines are in the interest of
204 public safety.

205 (3) DIGITAL LICENSE PLATE REQUIREMENTS.—A digital license
206 plate issued under this section must:

207 (a) Meet the specifications and requirements adopted under
208 subsection (2).

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

212 (c) Have wireless connectivity capability.

213 (4) DIGITAL LICENSE PLATE PROVIDERS.—A digital license
214 plate provider with whom the department contracts shall:

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

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

219 (c) If a digital license plate displays a validation,
220 promptly update the display of the validation to reflect the
221 current registration period for the motor vehicle and, upon
222 request of the department, suspend the display of the validation
223 or indicate on the digital license plate that the registration
224 for the motor vehicle has expired.

225 (5) DIGITAL LICENSE PLATE CONSUMERS.—In addition to any

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226 fees associated with the purchase of a digital license plate,
227 the consumer is also responsible for paying to the department
228 all applicable motor vehicle fees required by this chapter,
229 including any annual use fees pursuant to s. 320.08056
230 associated with any specialty license plate the consumer wishes
231 to display on the digital license plate.

232 (6) RULEMAKING.—The department may adopt rules to
233 implement this section.

234 Section 5. Except as otherwise expressly provided in this
235 act, this act shall take effect July 1, 2022.