

**HB**

**217**

<TARGET><BILL>HB 217</BILL><SUBJECT>HB  
217</SUBJECT><COMM>HSTA29</COMM></TARGET>



**CS FOR HOUSE BILL NO. 217(STA)**

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-NINTH LEGISLATURE - SECOND SESSION

BY THE HOUSE STATE AFFAIRS COMMITTEE

Offered:

Referred:

Sponsor(s): REPRESENTATIVE KREISS-TOMKINS

**A BILL**

**FOR AN ACT ENTITLED**

1 **"An Act relating to special request registration plates commemorating the arts; and**  
2 **relating to the Alaska State Council on the Arts."**

3 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 \* **Section 1.** AS 28.10.181(u) is amended to read:

5 (u) Special request plates commemorating the arts. Upon application by the  
6 owner of a motor vehicle, the department may issue registration plates  
7 commemorating the arts. The commissioner, after consulting with the Alaska State  
8 Council on the Arts, shall determine the design and color of plates commemorating the  
9 arts. **The commissioner shall choose a new design for the plates commemorating**  
10 **the arts every four years and discontinue issuance of the previous design.** The  
11 department may disapprove the issuance of registration plates under this subsection  
12 when the requested plates are a duplication of an existing registration.

13 \* **Sec. 2.** AS 28.10.421(d)(15) is amended to read:

14 (15) special request plates commemorating the arts ..... **\$50** [\$150]

1 plus the fee required for that vehicle under (b), (c), (h), or (i) of this section; the fee  
2 required by this paragraph shall be collected only on the first issuance and the  
3 replacement of the special request plates [BIENNIALY IN THE SAME  
4 MANNER AS THE FEE REQUIRED UNDER (b), (c), (h), OR (i) OF THIS  
5 SECTION]; the commissioner of administration shall separately account for the fees  
6 received under this paragraph that the department deposits in the general fund;  
7 notwithstanding (g) of this section, the annual estimated balance in the account that is  
8 in excess of the cost of issuing special request plates may be appropriated by the  
9 legislature to pay the artist of the winning design and for the support of programs  
10 benefiting the arts;

11 \* **Sec. 3.** AS 44.27 is amended by adding a new section to read:

12 **Sec. 44.27.070. Competition for the design of the special request plate**  
13 **commemorating the arts.** (a) The council shall hold a competition every four years to  
14 select a design for the special request plate commemorating the arts under  
15 AS 28.10.181(u). The council shall select a panel of judges to judge the submissions  
16 for the contest and shall include the previous design winner on the panel. The panel  
17 shall select the top submissions, and the council shall conduct a public vote to  
18 determine the winner of the competition. The council shall use the winning design  
19 when consulting with the commissioner of administration under AS 28.10.181(u).

20 (b) The council shall, in consultation with the Department of Administration,  
21 recommend an amount to be appropriated from the annual estimated balance in the  
22 account under AS 28.10.421(d)(15) to pay an artist for a winning design.

23 \* **Sec. 4.** The uncodified law of the State of Alaska is amended by adding a new section to  
24 read:

25 TRANSITION. The Alaska State Council on the Arts shall hold the first design  
26 competition within one year after the effective date of this Act.

*1/20/15  
Heard v Heled*

29-LS0999N  
Martin  
1/25/16

*Keller Moved*

**CS FOR HOUSE BILL NO. 217( )**

IN THE LEGISLATURE OF THE STATE OF ALASKA  
TWENTY-NINTH LEGISLATURE - SECOND SESSION

BY

Offered:  
Referred:

Sponsor(s): REPRESENTATIVE KREISS-TOMKINS

*to adapt version N  
Keller moved 1/20/15  
set was adapted  
2/2 Public test.  
Closed*

**A BILL**

**FOR AN ACT ENTITLED**

1 "An Act relating to special request registration plates commemorating the arts; and  
2 relating to the Alaska State Council on the Arts."

3 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 \* **Section 1.** AS 28.10.181(u) is amended to read:

5 (u) Special request plates commemorating the arts. Upon application by the  
6 owner of a motor vehicle, the department may issue registration plates  
7 commemorating the arts. The commissioner, after consulting with the Alaska State  
8 Council on the Arts, shall determine the design and color of plates commemorating the  
9 arts. The commissioner shall choose a new design for the plates commemorating  
10 the arts every four years and discontinue issuance of the previous design. The  
11 department may disapprove the issuance of registration plates under this subsection  
12 when the requested plates are a duplication of an existing registration.

13 \* **Sec. 2.** AS 28.10.421(d)(15) is amended to read:

14 (15) special request plates commemorating the arts ..... ~~\$35~~ <sup>\$50</sup> [\$150]

*Amend # 1  
Keller Moved  
& Passed*

1 plus the fee required for that vehicle under (b), (c), (h), or (i) of this section; the fee  
2 required by this paragraph shall be collected only on the first issuance and the  
3 replacement of the special request plates [BIENNIALY IN THE SAME  
4 MANNER AS THE FEE REQUIRED UNDER (b), (c), (h), OR (i) OF THIS  
5 SECTION]; the commissioner of administration shall separately account for the fees  
6 received under this paragraph that the department deposits in the general fund;  
7 notwithstanding (g) of this section, the annual estimated balance in the account that is  
8 in excess of the cost of issuing special request plates may be appropriated by the  
9 legislature to pay the artist of the winning design and for the support of programs  
10 benefiting the arts;

11 \* **Sec. 3.** AS 44.27 is amended by adding a new section to read:

12 **Sec. 44.27.070. Competition for the design of the special request plate**  
13 **commemorating the arts.** (a) The council shall hold a competition every four years to  
14 select a design for the special request plate commemorating the arts under  
15 AS 28.10.181(u). The council shall select a panel of judges to judge the submissions  
16 for the contest and shall include the previous design winner on the panel. The panel  
17 shall select the top submissions, and the council shall conduct a public vote to  
18 determine the winner of the competition. The council shall use the winning design  
19 when consulting with the commissioner of administration under AS 28.10.181(u).

20 (b) The council shall, in consultation with the Department of Administration,  
21 recommend an amount to be appropriated from the annual estimated balance in the  
22 account under AS 28.10.421(d)(15) to pay an artist for a winning design.

23 \* **Sec. 4.** The uncodified law of the State of Alaska is amended by adding a new section to  
24 read:

25 TRANSITION. The Alaska State Council on the Arts shall hold the first design  
26 competition within one year after the effective date of this Act.



ALASKA STATE  
COUNCIL ON THE ARTS

22 January 2016

Dear House State Affairs Committee Members,

I am writing today to share my enthusiastic support of HB217, which would create an arts license plate for Alaska. Artists have the unique ability to translate the overwhelming power of *place* in Alaska to visual imagery, and this program would be a wonderful way to spotlight Alaska's cultural and artistic riches, while also brightening up citizens' experiences at the DMV!

We at the Alaska State Council on the Arts gladly welcome the responsibility of managing this program. One of our specialties is conducting professional and transparent selection processes for artists of high caliber. We have the knowledge, capacity and infrastructure already in place, and will be able to hit the ground running once HB217 is enacted. Indeed, we have been increasingly partnering with non-arts entities (for example, the US Forest Service and the early childhood education organization *thread*) to develop and help them manage calls for artists.

This program is a win-win—it would rely on no state revenue; in fact, it would further diversify the revenue streams of the Alaska State Council on the Arts by providing a modest income source from the sales of the license plates. The artists who are selected will enjoy a great boost of exposure, and a bit of income, too—we strongly believe that artists should be paid for their work.

What I like most about the program is that it will rotate every four years, so we will have a chance to spotlight more than just one artist. And they will become collector's items! A lot of states have arts license plates, but none of them have an element where new artists are selected to design them on a regular basis. This is a quintessentially Alaskan innovation that should be applauded.

I hope you will join me and the arts community in supporting this worthwhile bill.

Sincerely,

Shannon Daut  
Executive Director  
Alaska State Council on the Arts



PO Box 101883 Anchorage, AK 99510  
www.akarts.org

1/21/16

Dear House State Affairs committee members:

I am writing in enthusiastic support of HB 217, which would create a statewide competition for an Alaskan artist to have his or her artwork featured on a special-issue license plate every four years, celebrating not only the vitality of the arts in Alaska, but the spirit of our great state. This competition will provide artists from all over Alaska the opportunity to submit original designs, and it will enhance public awareness and appreciation of Alaska's extraordinary arts community and artistic traditions. It will provide an everyday reminder for Alaskans that art is not something elitist, but something accessible to everyone, and it will make a chore we all share—purchasing or renewing license plates for our vehicles—an opportunity for fun and celebration.

The method of design selection specified in the bill—winnowing of the entries to a few finalists by a qualified artistic panel, followed by selection of the final winning design by statewide popular vote—will both insure selection of a high quality and meaningful design and enhance public involvement and appreciation.

The four-year run of each license plate design provided for in the bill will provide significant exposure for the selected Alaskan artist and widespread recognition, but also provide for newly-inspired images and fresh opportunities for other artists and renewed public involvement in a timely manner.

The limited-edition plates produced as a result of this competition will not only cover all costs, but provide a modest stream of revenue for the Alaska State Council on the Arts, the state arts agency which exists to foster the development of the arts for all Alaskans through education, partnerships, grants, and services.

The program provided for in this well-crafted bill is a "win" for the arts, for Alaska's artists, and for all Alaskans. Thank you for your support of this program.

Sincerely,

A handwritten signature in black ink that reads "Kesler Woodward". The signature is written in a cursive, flowing style.

Kesler Woodward  
President, Alaska Arts and Culture Foundation

# ALASKA LEGISLATURE

*Representative Jonathan Kreiss-Tomkins*

Angoon · Coffman Cove · Craig · Edna Bay · Elfin Cove · Game Creek · Hollis · Hoonah · Kake · Kasaan · Klawock · Kupreanof · Naukati · Pelican Petersburg · Point Baker · Port Alexander · Port Protection · Sitka · Tenakee Springs · Thorne Bay · Whale Pass

## **Summary of Changes Ver E to Ver N**

In the CS to be introduced in House State Affairs on 1/26/2016, version N includes a provision in the bill for the designing artists to receive a portion of the proceeds of the net profit of the license plates. The portion will be decided by the Department of Administration in consultation with the Alaska State Council on the Arts.

29-LS0999\N  
Martin  
1/25/16

**CS FOR HOUSE BILL NO. 217( )**  
**IN THE LEGISLATURE OF THE STATE OF ALASKA**  
**TWENTY-NINTH LEGISLATURE - SECOND SESSION**

**BY**

**Offered:**  
**Referred:**

**Sponsor(s): REPRESENTATIVE KREISS-TOMKINS**

**A BILL**  
**FOR AN ACT ENTITLED**

1 **"An Act relating to special request registration plates commemorating the arts; and**  
2 **relating to the Alaska State Council on the Arts."**

3 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 **\* Section 1.** AS 28.10.181(u) is amended to read:

5 (u) Special request plates commemorating the arts. Upon application by the  
6 owner of a motor vehicle, the department may issue registration plates  
7 commemorating the arts. The commissioner, after consulting with the Alaska State  
8 Council on the Arts, shall determine the design and color of plates commemorating the  
9 arts. **The commissioner shall choose a new design for the plates commemorating**  
10 **the arts every four years and discontinue issuance of the previous design.** The  
11 department may disapprove the issuance of registration plates under this subsection  
12 when the requested plates are a duplication of an existing registration.

13 **\* Sec. 2.** AS 28.10.421(d)(15) is amended to read:

14 (15) special request plates commemorating the arts ..... **\$35** [\$150]

1 plus the fee required for that vehicle under (b), (c), (h), or (i) of this section; the fee  
2 required by this paragraph shall be collected only on the first issuance and the  
3 replacement of the special request plates [BIENNIALLY IN THE SAME  
4 MANNER AS THE FEE REQUIRED UNDER (b), (c), (h), OR (i) OF THIS  
5 SECTION]; the commissioner of administration shall separately account for the fees  
6 received under this paragraph that the department deposits in the general fund;  
7 notwithstanding (g) of this section, the annual estimated balance in the account that is  
8 in excess of the cost of issuing special request plates may be appropriated by the  
9 legislature to pay the artist of the winning design and for the support of programs  
10 benefiting the arts;

11 \* **Sec. 3.** AS 44.27 is amended by adding a new section to read:

12 **Sec. 44.27.070. Competition for the design of the special request plate**  
13 **commemorating the arts.** (a) The council shall hold a competition every four years to  
14 select a design for the special request plate commemorating the arts under  
15 AS 28.10.181(u). The council shall select a panel of judges to judge the submissions  
16 for the contest and shall include the previous design winner on the panel. The panel  
17 shall select the top submissions, and the council shall conduct a public vote to  
18 determine the winner of the competition. The council shall use the winning design  
19 when consulting with the commissioner of administration under AS 28.10.181(u).

20 (b) The council shall, in consultation with the Department of Administration,  
21 recommend an amount to be appropriated from the annual estimated balance in the  
22 account under AS 28.10.421(d)(15) to pay an artist for a winning design.

23 \* **Sec. 4.** The uncodified law of the State of Alaska is amended by adding a new section to  
24 read:

25 TRANSITION. The Alaska State Council on the Arts shall hold the first design  
26 competition within one year after the effective date of this Act.

29-LS0999E  
Martin  
1/21/16

**CS FOR HOUSE BILL NO. 217( )**  
**IN THE LEGISLATURE OF THE STATE OF ALASKA**  
**TWENTY-NINTH LEGISLATURE - SECOND SESSION**

**BY**

**Offered:**  
**Referred:**

**Sponsor(s): REPRESENTATIVE KREISS-TOMKINS**

**A BILL**  
**FOR AN ACT ENTITLED**

1 **"An Act relating to special request registration plates commemorating the arts; and**  
2 **relating to the Alaska State Council on the Arts."**

3 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 **\* Section 1.** AS 28.10.181(u) is amended to read:

5 (u) Special request plates commemorating the arts. Upon application by the  
6 owner of a motor vehicle, the department may issue registration plates  
7 commemorating the arts. The commissioner, after consulting with the Alaska State  
8 Council on the Arts, shall determine the design and color of plates commemorating the  
9 arts. The commissioner shall choose a new design for the plates commemorating  
10 the arts every four years and discontinue issuance of the previous design. The  
11 department may disapprove the issuance of registration plates under this subsection  
12 when the requested plates are a duplication of an existing registration.

13 **\* Sec. 2.** AS 28.10.421(d)(15) is amended to read:

14 (15) special request plates commemorating the arts ..... \$35 [\$150]

1 plus the fee required for that vehicle under (b), (c), (h), or (i) of this section; the fee  
2 required by this paragraph shall be collected only on the first issuance and the  
3 replacement of the special request plates [BIENNIALY IN THE SAME  
4 MANNER AS THE FEE REQUIRED UNDER (b), (c), (h), OR (i) OF THIS  
5 SECTION]; the commissioner of administration shall separately account for the fees  
6 received under this paragraph that the department deposits in the general fund;  
7 notwithstanding (g) of this section, the annual estimated balance in the account that is  
8 in excess of the cost of issuing special request plates may be appropriated by the  
9 legislature for the support of programs benefiting the arts;

10 \* **Sec. 3.** AS 44.27 is amended by adding a new section to read:

11 **Sec. 44.27.070. Competition for the design of the special request plate**  
12 **commemorating the arts.** The council shall hold a competition every four years to  
13 select a design for the special request plate commemorating the arts under  
14 AS 28.10.181(u). The council shall select a panel of judges to judge the submissions  
15 for the contest and shall include the previous design winner on the panel. The panel  
16 shall select the top submissions, and the council shall conduct a public vote to  
17 determine the winner of the competition. The council shall use the winning design  
18 when consulting with the commissioner of administration under AS 28.10.181(u).

19 \* **Sec. 4.** The uncodified law of the State of Alaska is amended by adding a new section to  
20 read:

21 **TRANSITION.** The Alaska State Council on the Arts shall hold the first design  
22 competition within one year after the effective date of this Act.

**ALASKA LEGISLATURE**  
*Representative Jonathan Kreiss-Tomkins*

Angoon · Coffman Cove · Craig · Edna Bay · Elfin Cove · Game Creek · Hollis · Hoonah · Kake · Kasaan · Klawock · Kupreanof · Naukati · Pelican Petersburg · Point Baker · Port Alexander · Port Protection · Sitka · Tenakee Springs · Thorne Bay · Whale Pass

rep.jonathan.kreiss-tomkins@akleg.gov

Committees:  
Education  
Fisheries  
Rules  
State Affairs



Juneau, Alaska 99801 (Jan. – April)  
State Capitol, Room 426  
(907) 465-3732

Sitka, Alaska 99835 (May – Dec.)  
201 Katlian Street, Ste. 103  
(907) 747-4665

**HB 217 Summary of Changes:  
Ver H to H STA Blank CS**

The committee substitute introduced in H STA contains one change to the introduced bill. Instead of \$50, the license plates will cost \$35.

The decrease in price is to make sure the plate be available to a wide and inclusive group of Alaskans while still covering the costs associated with the plates.

# ALASKA LEGISLATURE

*Representative Jonathan Kreiss-Tomkins*

Angoon · Coffman Cove · Craig · Edna Bay · Elfin Cove · Game Creek · Hollis · Hoonah · Kake · Kasaan · Klawock · Kupreanof · Naukati · Pelican Petersburg · Point Baker · Port Alexander · Port Protection · Sitka · Tenakee Springs · Thorne Bay · Whale Pass

rep.jonathan.kreiss-tomkins@akleg.gov

Committees:  
Education  
Fisheries  
Rules  
State Affairs



Juneau, Alaska 99801 (Jan. – April)  
State Capitol, Room 426  
(907) 465-3732

Sitka, Alaska 99835 (May – Dec.)  
201 Katlian Street, Ste. 103  
(907) 747-4665

## **HB 217 Alaska License Plate Competition Act (ALPCA) Sponsor Statement**

This bill creates an *American Idol*-esque statewide competition for Alaskan artists to have their artwork featured on a special-issue license plate for a limited-edition run of four years.

Artists from across Alaska, from Ketchikan to Anchorage to Kotzebue and beyond, will submit their best piece of work that captures the spirit of Alaska (and can be transposed onto a license plate) to a jury of celebrated and celebrity artists selected by Alaska State Council on the Arts. The jury will select finalists from the submissions. The finalists will go to a statewide vote to select the winning license plate design.

The design that wins the competition is produced for a limited-edition four-year run, and Alaskans can choose the plate for their vehicles (or otherwise, for mementos or artwork). The plate will cost \$35, with a portion of revenues, after cost, going to support operations of the Alaska State Council on the Arts.

After four years the Department of Administration will retire the plate, and the process will begin again with a new statewide competition.

# ALASKA LEGISLATURE

*Representative Jonathan Kreiss-Tomkins*

Angoon · Coffman Cove · Craig · Edna Bay · Elfin Cove · Game Creek · Hollis · Hoonah · Kake · Kasaan · Klawock · Kupreanof · Naukati · Pelican Petersburg · Point Baker · Port Alexander · Port Protection · Sitka · Tenakee Springs · Thorne Bay · Whale Pass

rep.jonathan.kreiss-tomkins@akleg.gov

Committees:  
Education  
Fisheries  
Rules  
State Affairs



Juneau, Alaska 99801 (Jan. – April)  
State Capitol, Room 426  
(907) 465-3732

Sitka, Alaska 99835 (May – Dec.)  
201 Katlian Street, Ste. 103  
(907) 747-4665

## **HB 217: Alaska License Plate Competition Act (ALPCA) Sectional Analysis**

### **Section 1.**

Section 1 provides for the creation of new specialty license plates that commemorate the arts. The commissioner of the Department of Administration will work with the Alaska State Council on the Arts to choose a new design for the plates every four years, and retire the old one.

### **Section 2.**

The plates will cost drivers a one time fee of \$35. The revenue generated will first cover the production of the plates, and then go to programs that benefit the arts at the discretion of the legislature.

### **Section 3.**

The Council will hold a competition every four years and appoint a panel of judges to choose the best submissions as finalists to design the plates. The Council will organize a public vote on the finalists to select the winning design.

# Fiscal Note

State of Alaska  
2016 Legislative Session

Bill Version: HB 217  
Fiscal Note Number: \_\_\_\_\_  
( ) Publish Date: \_\_\_\_\_

Identifier: HB217-DOA-DMV-1-22-16  
Title: AK SPIRIT LICENSE PLATES  
Sponsor: KREISS-TOMKINS  
Requester: House State Affairs

Department: Department of Administration  
Appropriation: Motor Vehicles  
Allocation: Motor Vehicles  
OMB Component Number: 2348

**Expenditures/Revenues**

Note: Amounts do not include inflation unless otherwise noted below. (Thousands of Dollars)

	FY2017	Included in	Out-Year Cost Estimates				
	Appropriation Requested	Governor's FY2017 Request	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
<b>OPERATING EXPENDITURES</b>	<b>FY 2017</b>	<b>FY 2017</b>					
Personal Services							
Travel							
Services							
Commodities							
Capital Outlay							
Grants & Benefits							
Miscellaneous							
<b>Total Operating</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

**Fund Source (Operating Only)**

None							
<b>Total</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

**Positions**

Full-time							
Part-time							
Temporary							

<b>Change in Revenues</b>							
---------------------------	--	--	--	--	--	--	--

Estimated **SUPPLEMENTAL (FY2016) cost:** 0.0 *(separate supplemental appropriation required)*  
*(discuss reasons and fund source(s) in analysis section)*

Estimated **CAPITAL (FY2017) cost:** 0.0 *(separate capital appropriation required)*  
*(discuss reasons and fund source(s) in analysis section)*

**ASSOCIATED REGULATIONS**

Does the bill direct, or will the bill result in, regulation changes adopted by your agency? No  
If yes, by what date are the regulations to be adopted, amended or repealed?

**Why this fiscal note differs from previous version:**

Not applicable, initial version.

Prepared By: <u>Amy Erickson, Director</u>	Phone: <u>(907)269-5574</u>
Division: <u>Motor Vehicles</u>	Date: <u>01/21/2016 12:35 PM</u>
Approved By: <u>Sheldon Fisher, Commissioner</u>	Date: <u>02/22/16</u>
Agency: <u>Department of Administration</u>	

FISCAL NOTE ANALYSIS

STATE OF ALASKA  
2016 LEGISLATIVE SESSION

BILL NO. HB 217

**Analysis**

HB 217 amends AS 28.10.181 and requires DMV to create a license plate to commemorate the arts. Each design will be available to the public for four years. After that time a new design will be created and the existing design will be discontinued.

Designs will be selected by a competition held by the Alaska State Council on the Arts. Final design must be approved by the Commissioner of the Department of Administration (and consultation with law enforcement for readability).

**Associated costs to DMV:**

Each design set-up costs, \$250. the division will absorb this cost.

**Potential additional costs:**

Plate designs with multiple colors require special sheeting and ink canisters that are costly (\$3,000). Recommend limiting designs to two colors to avoid additional expense.

**HB 217 - Email Exchange with Alaska DMV Director**

**From:** Reid Magdanz [mailto:Re...@akleg.gov]  
**Sent:** Thursday, October 29, 2015 6:33 PM  
**To:** Erickson, Amy J (DOA)  
**Cc:** Mills, Andy J (DOA)  
**Subject:** Arts License Plates

Amy,

We've been working this summer on a bill that would amend the "special request plates commemorating the arts." The bill would create a quadrennial art competition, held by the Alaska State Council on the Arts, and have DMV issue a new arts plate design every four years.

We've talked with ASCA about the bill, and wanted to get DMV's perspective. Would you mind taking a look at this and getting back to me with any thoughts?

Thanks,

Reid

Reid Paaluk Magdanz  
Legislative Aide  
Office of Rep. Jonathan Kreiss-Tomkins  
reid.magdanz@akleg.gov  
907-747-4665

**From:** Erickson, Amy J (DOA) [mailto:[amy.erickson@alaska.gov](mailto:amy.erickson@alaska.gov)]  
**Sent:** Tuesday, November 03, 2015 1:00 PM  
**To:** Reid Magdanz  
**Cc:** Mills, Andy J (DOA); DOA DMV Sr Managers  
**Subject:** RE: Arts License Plates

Hi Reid,

I can't think of any objections from DMV's perspective.

Amy

**From:** Reid Magdanz [mailto:Re...@akleg.gov]  
**Sent:** Thursday, October 29, 2015 6:33 PM  
**To:** Erickson, Amy J (DOA)  
**Cc:** Mills, Andy J (DOA)  
**Subject:** RE: Re: Arts License Plates

Thanks for taking the time to look it over, Amy.

We'll let you if we make substantive changes.

Reid

Reid Paaluk Magdanz  
Legislative Aide  
Office of Rep. Jonathan Kreiss-Tomkins  
reid.magdanz@akleg.gov  
907-747-4665

## Specialty License Plate Sales Email from Coleen Greenshields, DMV

**From:** Greenshields, Coleen M (DOA) [mailto:[coleen.greenshields@alaska.gov](mailto:coleen.greenshields@alaska.gov)]

**Sent:** Tuesday, July 14, 2015 10:52 AM

**To:** Eli White

**Subject:** DMV special plate sales: 2010-2015

Hi Eli,

I have attached an excel spreadsheet with your requested information. A couple of things to note:

1. We don't have final numbers for FY2015 yet so this information is thru May 30, 2015. Also, some of the plates (NRA, Breast Cancer) became available in FY2013 and FY2014 so there is not five years of data available.
2. We have other specialty plates not included on this list because they are considered restricted due to requirements that must be met before they can be issued. Some examples are Purple Heart recipients, Prisoners of War, Gold Star Family, and Disabled Veterans. All of the license plates noted on this list are available to anyone.
3. I moved the plates that have a biennial renewal fee to the bottom of the table. These are plates that have a renewal fee attached to them each time the vehicle is registered. As an example the Veteran Commemorative plate costs a total of \$135 at first issuance. At each biennial registration the customer must pay \$35 to keep the plate. So in a sense they are not a "purchase" of a plate, however if they didn't pay the fee we would issue them a set of standard plates and change the information on their registration so I felt it was appropriate to include them on this list.

Please let me know if you have any questions.

Thank you.

*Coleen Greenshields*

*Administrative Officer II*

*Division of Motor Vehicles*

*1300 W Benson Blvd, Ste 400, Anchorage, AK 99503-3392*

*Ph: 907-269-3782 Fax: 907-333-8615*

License plates (2010 - May 2015)	2010	2011	2012	2013	2014	Thru May 30, 2015	Total	Price / plate	Cost / plate (estimate)	Total Revenue	Total Expenses	Net Revenue
Veteran Commerative	55	64	80	60	39	44	342	\$ 100	\$ 16.95	\$ 34,200	\$ 5,797	\$ 28,403
Support Our Troops	234	266	251	146	105	79	1,081	\$ 40	\$ 16.95	\$ 43,240	\$ 18,323	\$ 24,917
University of AK-Anchorage	11	14	10	8	7	10	60	\$ 50	\$ 16.95	\$ 3,000	\$ 1,017	\$ 1,983
University of AK-Fairbanks	8	14	18	14	10	3	67	\$ 50	\$ 16.95	\$ 3,350	\$ 1,136	\$ 2,214
University of AK-Southeast	1			1			2	\$ 50	\$ 16.95	\$ 100	\$ 34	\$ 66
Prince William Sound			1				1	\$ 50	\$ 16.95	\$ 50	\$ 17	\$ 33
Childrens Trust	29	45	37	41	32	19	203	\$ 100	\$ 16.95	\$ 20,300	\$ 3,441	\$ 16,859
Choose Life			14	46	24	15	99	\$ 30	\$ 16.95	\$ 2,970	\$ 1,678	\$ 1,292
NRA				177	215	141	533	\$ 50	\$ 16.95	\$ 26,650	\$ 9,034	\$ 17,616
Breast Cancer Awareness					319	248	567	\$ 50	\$ 16.95	\$ 28,350	\$ 9,611	\$ 18,739
Pro Family, Pro Choice				8	18	9	35	\$ 30	\$ 16.95	\$ 1,050	\$ 593	\$ 457

Plates with renewal fees	2010	2011	2012	2013	2014	Thru May 30, 2015	Total	Price / plate	Cost / plate (estimate)	Total Revenue	Total Expenses	Net Revenue
Veteran Commerative - Renewal	115	135	126	167	145	174	862	\$ 35	\$ 16.95	\$ 30,170	\$ 14,611	\$ 15,559
Support Our Troops - renewal	231	246	335	324	362	293	1,791	\$ 40	\$ 16.95	\$ 71,640	\$ 30,357	\$ 41,283
Choose Life - Renewal				14		25	39	\$ 30	\$ 16.95	\$ 1,170	\$ 661	\$ 509
Pro Family, Pro Choice - Renewal					7	6	13	\$ 30	\$ 16.95	\$ 390	\$ 220	\$ 170
NRA - Renewal				11	70	145	226	\$ 30	\$ 16.95	\$ 6,780	\$ 3,831	\$ 2,949

Plate	Initial Cost	Renewal Fee (paid biennially)
AK Nat'l Guard personnel	\$ 30	none
Vets (incl. retired and Lao vets)	\$ 30	none
Purple Heart Recipients	none	none
Owners of custom collector vehic	\$ 50	none
Iditarod race finishers	\$ 50	none
Veteran Commerative	\$ 100	\$35
Support Our Troops	\$ 40	\$40
University of AK-Anchorage	\$ 50	none
University of AK-Fairbanks	\$ 50	none
University of AK-Southeast	\$ 50	none
Prince William Sound	\$ 50	
Childrens Trust	\$ 100	
Choose Life	\$ 30	\$30
NRA	\$ 50	\$30
Breast Cancer Awareness	\$ 50	
Pro Family, Pro Choice	\$ 30	\$30

# LEGAL SERVICES

DIVISION OF LEGAL AND RESEARCH SERVICES  
LEGISLATIVE AFFAIRS AGENCY  
STATE OF ALASKA

(907) 465-3867 or 465-2450  
FAX (907) 465-2029  
Mail Stop 3101

State Capitol  
Juneau, Alaska 99801-1182  
Deliveries to: 129 6th St., Rm. 329

## MEMORANDUM

September 23, 2015

**SUBJECT:** Special request registration plates commemorating the arts  
(Work Order No. 29-LS0999H)

**TO:** Representative Jonathan Kreiss-Tomkins  
Attn: Reid Magdanz

**FROM:** Megan A. Wallace  
Legislative Counsel

Enclosed please find the draft bill you requested.

You also asked how the phrase "upon application by the owner of a motor vehicle" is interpreted in AS 28.10.181(u). Under current law, a vehicle owner may apply for registration plates commemorating the arts. This means that a registration plate commemorating the arts cannot be issued unless a vehicle owner applies for it. A vehicle owner is not required to apply for registration plates commemorating the arts. The statute also states that "the department may issue registration plates commemorating the arts." This means that the department has the discretion whether or not to issue registration plates commemorating the arts upon application. The draft bill provides that "[t]he commissioner shall choose a new design . . . every four years." This means that the commissioner does not have discretion as to whether to make a selection and must choose a new design every four years in anticipation of an application. If this is not how you intended the draft bill to operate, please advise.

MAW:dla  
15-461.dla

Enclosure



# LEGISLATIVE RESEARCH SERVICES

Alaska State Legislature  
Division of Legal and Research Services  
State Capitol, Juneau, AK 99801

(907) 465-3991 phone  
(907) 465-3908 fax  
research@akleg.gov

---

## Research Brief

TO: Representative Les Gara  
FROM: Jake Quarstad, Research Assistant  
DATE: January 8, 2015  
RE: Cost of Special Issue License Plates in Alaska  
*LRS Report 15.138*

---

*You wished to know the cost to the State of issuing a new license plate design and the amount the DMV charges for special issue license plates. You also asked whether the cost to the State is recovered through the fees paid by customers. You expressed particular interest in those plates designated for veterans and military service members.*

---

The Alaska Division of Motor Vehicles (DMV) offers a variety of special issue license plates that deviate from the state's standard design and may instead be personalized, denote military status or support for various organizations and causes. For example, special issue license plates in Alaska recognize breast cancer awareness, the Alaska Children's Trust, the University of Alaska Anchorage, and the National Rifle Association, among other things. While any Alaska resident may obtain these license plates, some special issue plates are *restricted* to use by those meeting necessary qualifications. For example, restricted license plates are available for veterans of the United States Armed Forces, recipients of the Purple Heart Medal, Prisoners of War (POW); and drivers of farm, historic, and experimental vehicles.

According to DMV director Amy Erickson, there is \$250 in administrative costs associated with the creation of a new specialty license plate design.<sup>1</sup> The current cost to produce a set of specialty license plates is \$16.95. However, this rate fluctuates quarterly according to the price of aluminum and postage. Ms. Erickson notes that in most instances these costs are covered by the plate fee charged to customers.

Standard license plates in Alaska cost \$30 per set, while special issue plates may cost considerably more with the intention of raising revenue for specific causes. For example, veterans programs are supported through funds collected by the purchase of commemorative veteran plates, available to any Alaska resident. There is a \$100 fee for the plates, as well as a \$35 fee at the time of renewal. Ms. Erickson reports that in Fiscal Year 2014 the Division collected \$5,027 of additional funds available for allocation to such programs.

Special issue restricted plates honoring service members vary in fee structure. There is a \$30 plate fee charged for veteran's plates and National Guard plates, while there is no charge for POW, Pearl Harbor Survivor, Purple Heart, or Gold Star Family plates.<sup>2</sup>

We hope this is helpful. If you have questions or need additional information, please let us know.

---

<sup>1</sup> Amy Erickson, Director, DMV, can be reached at (907) 269-5574.

<sup>2</sup> Further information on veteran's license plates can be found on the Alaska Division of Motor Vehicles (DMV) website at <http://doa.alaska.gov/dmv/plates/vets.htm>.



# NCSL MEMO

NATIONAL CONFERENCE *of* STATE LEGISLATURES

To: Eli White  
CC: Anne Teigen, Doug Shinkle  
From: Cardon Brandt  
Date: 7/16/2015  
Subject: State License Plate Competitions

Mr. White,

Specialty license plates are very common, as are competitions for designing them. The competition is generally held by an organization who then submits the winning design to the state for approval. States do not usually hold the actual competitions for specialty designs themselves, but states have held competitions for the design of their standard license plates in the past including Florida in 1985, Georgia in 2011, and Nebraska in 2009 –

- **Florida** - <http://capitaloutlook.com/site/redesign-of-florida-license-plate-lives-on-history/>
- **Georgia** - <http://www.timesfreepress.com/news/news/story/2011/aug/23/georgia-gets-new-tag/57066/>
- **Nebraska** - [http://journalstar.com/news/local/new-nebraska-license-plate-winner-announced/article\\_ddc2da04-b45b-5760-83db-138694ee16cc.html](http://journalstar.com/news/local/new-nebraska-license-plate-winner-announced/article_ddc2da04-b45b-5760-83db-138694ee16cc.html)

Instead, most states set out requirements in statute that must be met before a specialty design is approved and printed. The applicant, which must usually be an organization, may hold a competition to decide which design it will submit to the state for approval. If approved, there

is usually a further requirement of a minimum number of pre-orders that must be met before the specialty plate can go into production. For example, in Nebraska, there must be 500 paid pre-orders before the state will start production, while Colorado requires at least 3,000 signatures from people committed to purchasing the proposed license plate.

Below I have listed a few examples of state statutes that regulate the design and approval of specialty license plates and provided links to competitions being held by organizations in those states.

### **Nebraska -**

#### Code 1976 § 56-3-7780

§ 56-3-7780. Authority to issue special license plates; fees; minimum number of orders required.

(A) The department may issue "Vietnam Veterans" special motor vehicle license plates to owners of private passenger motor vehicles as defined in Section 56-3-630 and motorcycles registered in their names who are Vietnam War Veterans who served on active duty in Vietnam at any time during the period of February 28, 1961, to May 7, 1975. The motor vehicle owner must present the department with a DD214, or other official documentation that states that he was awarded the Vietnam Service Medal or that he served on active duty in Vietnam, along with his application for this special license plate. The special license plate may have imprinted on it an emblem, a seal, or other symbol that honors Vietnam War Veterans. The special license plate must be issued or revalidated for a biennial period which expires twenty-four months from the month it is issued. The fee for this special license plate is the regular motor vehicle registration fee contained in Article 5, Chapter 3 of this title and a special motor vehicle license fee of twenty dollars.

(B) Notwithstanding any other provision of law, from the fees collected pursuant to this section, the Comptroller General shall place sufficient funds into a special restricted account to be used by the Department of Motor Vehicles to defray the expenses of the department in producing and administering the special license plates. The remaining funds collected from the special motor vehicle license fee must be placed in the state's general fund.

(C) Before the department produces and distributes a plate authorized under this section, it must receive:

(1) four hundred or more prepaid applications for the special license plate or a deposit of four thousand dollars from the individual or organization seeking issuance of the license plate. If a deposit of four thousand dollars is made by an individual or organization pursuant to this section, the department must refund the four thousand dollars once an equivalent amount of license plate fees is collected for that organization's license plate. If the equivalent amount is not collected within four years of the first issuance of the license plate, then the department must retain the deposit; and

(2) a plan to market the sale of the special license plate that must be approved by the department.

(D) If the department receives less than three hundred biennial applications and renewals for a particular special license plate authorized under this section, it shall not produce additional special license plates in that series. The department shall continue to issue special license plates of that series until the existing inventory is exhausted.

<http://www.cattlenetwork.com/cattle-news/Neb-chooses-new-The-Beef-State-license-plate-design-215276581.html>

**Virginia -**

VA Code Ann. § 46.2-725

§ 46.2-725. Special license plates, generally

A. No series of special license plates shall be created or issued by the Commissioner or the Department except as authorized in this article. No special license plates in any series not provided for in this article and no registration decal for any such license plate shall be issued, reissued, or renewed on or after July 1, 1995. However, subject to the limitations contained in subdivisions 1 and 2 of subsection B of this section, the Commissioner may issue, when feasible, special license plates that are combinations of no more than two series of special license plates authorized in this article and currently issued by the Department; in addition to the state registration fee, the fee for any such combination shall be equal to the sum of the fees for the two series plus the fee for reserved numbers and letters, if applicable. The provisions of subdivisions 1 and 2 of subsection B of this section shall not apply to special license plates that are combinations of two series of special license plates authorized in this article and currently issued by the Department if one of the two combined designs, when feasible, incorporates or includes the international symbol of access.

B. Except as otherwise provided in this article:

1. No special license plates shall be considered for authorization by the General Assembly unless and until the individual, group, entity, organization, or other entity seeking the authorization of such special license plates shall have demonstrated to the satisfaction of the General Assembly that they meet the issuance requirements set forth in this subdivision. For the purposes of this article, each prepaid application shall be on a form prescribed by the Department and, excluding the vehicle registration fee, shall include the proposed or authorized fee for the issuance of the proposed or authorized special license plates and, if applicable, the annual fee for reserved numbers or letters prescribed under § 46.2-726. Once authorized by the General Assembly, no license plates provided for in this article shall be developed and issued by the Department until the Commissioner receives at least 450 prepaid applications therefor within 30 days of the effective date of the authorization associated with the applications. If the end of the 30-day period falls on a Saturday, Sunday, or holiday, the 30-day period shall end on the following business day.

2. No additional license plates shall be issued or reissued in any series that, after five or more years of issuance, has fewer than 200 active sets of plates. No such license plates shall be issued or reissued unless reauthorized by the General Assembly. Such reauthorized license plates shall remain subject to the provisions of this article.

3. The annual fee for the issuance of any license plates issued pursuant to this article shall be \$10 plus the prescribed fee for state license plates. Applications for all special license plates issued pursuant to this article shall be on forms prescribed by the Commissioner. All special license plates issued pursuant to this article shall be of designs prescribed by the Commissioner and shall bear unique letters and

numerals, clearly distinguishable from any other license plate designs, and be readily identifiable by law-enforcement personnel.

No other state license plates shall be required on any vehicles bearing special license plates issued under the provisions of this article.

All fees collected by the Department under this article shall be paid by the Commissioner into the state treasury and shall be set aside as a special fund to be used to meet the expenses of the Department.

C. The provisions of this article relating to registration fees shall apply only to those vehicles registered as passenger cars, motor homes, and pick-up or panel trucks, as defined in § 46.2-100. All other vehicle types registered with special license plates shall be subject to the appropriate special license plate fees, registration fees and other fees prescribed by law for such vehicle types.

D. For special license plates that generate revenues that are shared with entities other than the Department, hereinafter referred to as "revenue sharing special license plates," the General Assembly shall review all proposed revenue sharing special license plate authorizations to determine whether the revenues are to be shared with entities or organizations that (i) provide to the Commonwealth or its citizens a broad public service that is to be funded, in whole or in part, by the proposed revenue sharing special license plate authorization and (ii) are at least one of the following:

1. A nonprofit corporation as defined in § 501(c)(3) of the United States Internal Revenue Code;
2. An agency, board, commission, or other entity established or operated by the Commonwealth;
3. A political subdivision of the Commonwealth; or
4. An institution of higher education whose main campus is located in Virginia.

No revenue sharing special license plate authorization shall be approved if, as determined by the General Assembly, it does not meet the criteria set forth in this subsection.

<http://viriniaisforweddings.com/summer-kicks-off-license-plate-design-contest/>

## Colorado -

C.R.S.A. § 42-3-207

### § 42-3-207. Special plates--rules--new plates--retirement

(1)(a) Neither the department nor an authorized agent of the department shall collect any fee for the privilege of using a special plate unless such fee is expressly authorized by statute. The department or an authorized agent of the department shall not transfer money collected for the privilege of using a special plate unless such transfer is expressly authorized by statute.

(b)(I) A special license plate shall not be issued pursuant to this section unless such license plate was approved prior to January 1, 2001.

(II) Special license plates that have been approved pursuant to this section shall be retired, effective March 1, 2008, unless such plates are issued for at least three thousand vehicles. The executive director of the department shall promulgate rules to provide standards for the retirement of special license plates not issued for at least three thousand vehicles.

(2) Repealed by Laws 2012, Ch. 88, § 1, eff. April 6, 2012.

(3) The department shall not issue an approval notification letter to any business entity conducted for profit.

(4) The amount of taxes and fees for special license plates issued pursuant to this section shall be the same as the amount of taxes and fees specified for regular motor vehicle registration plus an additional one-time fee of twenty-five dollars. The additional fee shall be transmitted to the state treasurer, who shall credit the same to the highway users tax fund for allocation and expenditure as specified in section 43-4-205(5.5)(b), C.R.S.

(5) Before seeking legislative action to authorize a new group special license plate, the nonprofit organization requesting the new plate shall obtain, from the director of the department of revenue, written notification that the group has complied with the requirements for a group special license plate.

(6) The department shall verify that the nonprofit organization proposing a group special license plate has collected the signatures of at least three thousand persons committed to purchasing the proposed license plate.

(7) The remaining inventory of any group special license plate or alumni association license plate that has not been issued to the minimum number of vehicles specified in law may continue to be issued until the inventory of the plates is exhausted.

[http://www.denverpost.com/ci\\_27612763/design-contest-preservation-license-plate-underway](http://www.denverpost.com/ci_27612763/design-contest-preservation-license-plate-underway)

If you have any further questions, or if you would like additional information, please feel free to contact me at [cardon.brandt@ncsl.org](mailto:cardon.brandt@ncsl.org).

Sincerely,

Cardon Brandt  
Intern  
Transportation Program  
National Conference of State Legislatures  
[cardon.brandt@ncsl.org](mailto:cardon.brandt@ncsl.org)  
303-856-1556

ALASKA LEGISLATURE  
*Representative Jonathan Kreiss-Tomkins*

Angoon · Coffman Cove · Craig · Edna Bay · Elfin Cove · Game Creek · Hollis · Hoonah · Kake · Kasaan · Klawock · Kupreanof · Naukati · Pelican Petersburg · Point Baker · Port Alexander · Port Protection · Sitka · Tenakee Springs · Thorne Bay · Whale Pass

rep.jonathan.kreiss-tomkins@akleg.gov

Committees:  
Education  
Fisheries  
Rules  
State Affairs



Juneau, Alaska 99801 (Jan. – April)  
State Capitol, Room 426  
(907) 465-3732

Sitka, Alaska 99835 (May – Dec.)  
201 Katlian Street, Ste. 103  
(907) 747-4665

**To: Representative Bob Lynn**  
**Alaska State House**  
**Room 108**

**% Nancy Manley, H STA Committee Aide**

We would like to request a hearing in House State Affairs for HB 217, the Alaska Spirit Plate bill.

The staffer responsible for the bill is Berett Wilber, who can be reached at 465-6848 or [berett.wilber@akleg.gov](mailto:berett.wilber@akleg.gov).

Thanks for your time and consideration.

Best,

A handwritten signature in black ink, appearing to read "JKT", written over a horizontal line.

Rep. Jonathan Kreiss-Tomkins