

# ANDRÉ JACQUE

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TO: Members of the Assembly Committee on Transportation

FROM: Representative André Jacque

DATE: September 24, 2013

RE: Assembly Bill 206

Chairman Ripp and Committee Members:

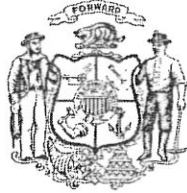
Thank you for holding this hearing on Assembly Bill 206, which Sen. Lazich and I have proposed to authorize a "Choose Life" specialty license plate and provide another option for Wisconsin residents to showcase their support and raise funds for non-profit, volunteer driven Wisconsin pregnancy care centers which provide vital services for women and their families. This idea was first proposed to me late last session by a number of constituents after the legislature's passage of a resolution honoring crisis pregnancy centers and designating October 2013 as Pregnancy Care Month. As you know, there are a number of other specialty license plates in Wisconsin, including those that celebrate and recognize the University System, Endangered Resources, Celebrate Children, the Green Bay Packers, Ducks Unlimited, Golf Wisconsin, Wisconsin Women Health Foundation, Donate Life Wisconsin, the Milwaukee Brewers, and the Lions Club. I am confident, however, that based on the enthusiastic support I have received, and the proven track record of similar plates in many other states, that "Choose Life" plates would soon be among the most popular designs in Wisconsin.

State-authorized "Choose Life" plates are currently available to residents in 29 states including Iowa, Indiana and Ohio and have proven to be very popular with the public, raising over \$17 Million for worthy charitable organizations since they first became available in Florida in 2000. I have introduced Amendment 1 to Assembly Bill 206 which effectively requires a pre-production funding contribution for Choose Life plates. Over 830,000 Choose Life plates have sold nationwide and feedback on current demand for them in Wisconsin indicates that there will be no problem or issue with selling the amount necessary to repay Choose Life Wisconsin for funding the production upfront, which they have indicated willingness to do.

According to the amendment, the Department of Transportation will not issue or begin development work on "Choose Life" plates until it receives contributions totaling the lesser of \$23,700 or DOT's final estimate of its initial costs of production of the plates. Special plate development costs are funded from DOT's appropriation for gifts and donations, rather than DOT's appropriation for DMV operations. When DOT receives contributions totaling the amount of its final estimate or \$23,700 (whichever is less) it will commence and complete development work on these plates within one year.

There is a June 30, 2017 deadline for DOT to receive the contributions necessary to produce the specialty plates, and if DOT does not receive sufficient contributions by this date, DOT will not develop them and must promptly return to each contributor his or her contributions, minus up to \$2.50 per contributor to cover DOT's costs associated with the return of the contributions. Again, however, Choose Life WI is willing to provide funding and order volume is not anticipated to be an issue. If DOT receives more contributions than needed, DOT must promptly return all contributions received after it has met its threshold, minus up to \$2.50 per contributor. Contributions are not applied toward registration fees. When DOT begins issuing these "Choose Life" special plates, the full amount of the annual \$25 payment is directed to Choose Life Wisconsin.

Thank you for hearing Assembly Bill 206, I am happy to entertain any questions you may have.



# Mary Lazich

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Wisconsin State Senator  
Senate District 28

Assembly Committee on Transportation  
September 24, 2013  
Assembly Bill 206

Greetings committee members and thank you for a public hearing about Assembly Bill 206 (AB 206). AB 206 creates a Wisconsin Choose Life license plate. Twenty-four states have Choose Life license plates available.

Once the cost incurred by the Department of Transportation is paid for by people purchasing the Choose Life license plate, the \$25 annual fee will go to Choose Life Wisconsin. Choose Life Wisconsin is a 501(c)3 organization and intends to donate the funds from the Choose Life license plate to groups and organizations dedicated to providing resources and education about life-affirming issues.

Thank you for your attention to AB 206.





## WISCONSIN CATHOLIC CONFERENCE

### **TESTIMONY ON ASSEMBLY BILL 206: “CHOOSE LIFE” LICENSE PLATES**

Presented to the Assembly Transportation Committee  
By Barbara Sella, Associate Director  
September 24, 2013

The Wisconsin Catholic Conference (WCC) supports Assembly Bill 206, which would permit Wisconsin residents to obtain special license plates with the words “Choose Life.”

Wisconsin already has a “Celebrate Children” license plate, which raises money for early childhood development; a “Donate Life” plate, which promotes life-saving organ donation; and a Wisconsin Women’s Health Foundation plate, which promotes education and community-based health programs for women and children.

The “Choose Life” plate would likewise help women and children in our state by making more resources available to them. Pregnancy help centers provide a range of services depending on their focus, but all are committed to empowering women who choose life for their children.

Just as the Catholic Church advances the dignity of each human person by advocating on behalf of the hungry, the homeless, the uninsured, the migrant, the imprisoned, so too she supports assisting pregnant and parenting women who face day-to-day challenges securing clothing, diapers, formula, cribs, car seats, etc. for their children.

We therefore urge you to support this bill.



**Testimony of**

**Heather Weininger  
Legislative Director  
Wisconsin Right to Life**

**In support of  
AB 206**

**Before the Senate Committee on  
Transportation**

**September 24, 2013**

I am Heather Weininger, Legislative Director for Wisconsin Right to Life, and I am testifying in support of Assembly Bill 206. Thank you Mr. Chairman for the opportunity to voice Wisconsin Right to Life's support.

**AB 206**

Choose Life plates have already met great success in states that have passed similar legislation. Currently, 29 states have these specialty plates. In these states, there have been untold stories of women who are faced with an unplanned pregnancy and are able to seek alternatives to abortion because pregnancy centers are receiving funds from the sale of the Choose Life plates.

The additional funds that will be brought in from the sale of these plates will play a direct role in helping more women have access to pregnancy centers throughout Wisconsin and learn about adoption as an alternative to abortion as well as providing vital assistance to women who choose to raise their children.

In other states, pregnancy centers have used funds to train staff who are then able to work with women who come to them in order to learn about what options are available to them. As funding comes in from the sale of the plates, then it is possible for pregnancy centers to continue their work in Wisconsin.

It is our hope at Wisconsin Right to Life that the bill will be passed out of committee today and brought to the Assembly floor for a vote.

Thank you for your time and thoughtful consideration in support of AB 206.





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**Testimony in Support of Assembly Bill 206  
Assembly Committee on Transportation  
Julaine K. Appling, WFA President  
September 24, 2013**

Thank you, Chairman Ripp and committee members, for the opportunity to testify today in support of Assembly Bill 206. I am Julaine Appling, president of Wisconsin Family Action, an organization dedicated to strengthening, preserving and promoting marriage, family, life and liberty in The Badger state. I am also president of Choose Life Wisconsin, Inc.

Choose Life Wisconsin, Inc., is a non-stock, not-for-profit Wisconsin corporation organized as a public interest educational and charitable organization as defined in § 501(c)(3) of the Internal Revenue Code. Choose Life's application for recognition as an exempt organization is pending with the Internal Revenue Service.

This bill authorizes the creation of a specialty license plate that bears the words "Choose Life" and an appropriate, tasteful image. As has been indicated already, this plate has great precedent in other states that have already made this plate available to their citizens. Many of these states have experienced excellent sales of these plates, and we anticipate that Wisconsin sales will be robust. That said, we do support the amendment that has been offered regarding payment for costs related to the production of the plate and see that as a prudent measure for the state to take to ensure taxpayers are not on the hook in any way for the price of this specialty license plate.

To clarify why we are asking the state legislature to approve this plate, it is important to know that when we began this effort, we were hopeful that we would be able to utilize the administrative option. However, as we delved more deeply into the pertinent statutes, we realized state law requires that we pursue the legislative route for this type of plate.

Excitement about this license plate is running high among Wisconsin citizens. Any time we have mentioned the plate on social media or in public events, we have received unsolicited comments such as, "Finally." "It's about time," and my personal favorite, "Yikes. I was determined my next license plate would be the Packers plate, but this plate makes my decision very hard!" Given the enthusiasm across the state, we look forward to promoting the sale of these plates to private citizens who want to pay the additional fee.

We urge committee members to support AB 206 and move it to the full Assembly. Thank you for your time today.

# Pro-Life Wisconsin



*Defending them all...*

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Testimony in Support of Assembly Bill 206: "Choose Life" Wisconsin specialty license plate  
Assembly Committee on Transportation  
By Matt Sande, Director of Legislation, Pro-Life Wisconsin

September 24, 2013

Good afternoon Chairman Ripp and Committee members. My name is Matt Sande and I serve as director of legislation for Pro-Life Wisconsin. Thank you for this opportunity to express our support for Assembly Bill (AB) 206, legislation establishing a "Choose Life" Wisconsin specialty license plate. The "Choose Life" plate will provide a wonderful opportunity for Wisconsinites to express their pro-life beliefs and facilitate and encourage adoption as a positive, life-affirming choice for women with unplanned pregnancies.

Choose Life Wisconsin, Inc. will disburse the proceeds from the sale of the plates to pregnancy care centers throughout the state. Julaine Appling serves at the non-profit organization's president, I as vice-president, and attorney Kirby Brandt as secretary/treasurer. In addition to the regular vehicle registration fee, those who purchase the plate are required to pay a \$15 fee for issuance or reissuance of the special plates and a \$25 annual fee that provides funds to Choose Life Wisconsin, Inc. Initial funds will cover Department of Transportation (DOT) costs of plate production, and thereafter all funds will be distributed to pregnancy care centers.

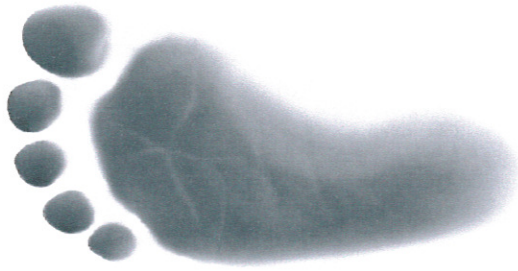
Beginning with Florida in 2000, twenty-nine states have established "Choose Life" license plates raising over \$17 million for adoption assistance. Pro-Life Wisconsin would like to see Wisconsin be the 30th state (and the 8th Midwestern state following Iowa, Ohio, Indiana, Kentucky, Missouri, North and South Dakota) to produce and sell a "Choose Life" license plate. Over 830,000 "Choose Life" plates have sold nationwide. We have experienced increasing demand for a "Choose Life" license plate in Wisconsin over the last five years. We are confident that the plate will sell quickly. Accordingly, we support Assembly Amendment 1 to AB 206 requiring receipt of contributions for plate production prior to plate development.

Assembly Bill 206 has been carefully worded to avoid conflict with Senate Joint Resolution 4, the constitutional amendment creating a transportation fund "lockbox." All moneys received in excess of the DOT plate production costs will be deposited into the general fund, not the transportation fund. The bill has no long-range fiscal impact to the state.

Pro-Life Wisconsin is very proud of the "Choose-Life" Wisconsin plate design sporting our state's signature red, white, and black colors, an image of a baby's ink footprint, and the positive "Choose Life" moniker.

Thank you for your consideration of this long-awaited legislation. I am happy to answer any questions committee members may have for me.

○ **WISCONSIN** ○



**10000A**

○ **Choose Life!** ○