February 9, 2012 - Introduced by Senators GROTHMAN, SCHULTZ and LAZICH, cosponsored by Representatives JACQUE, ENDSLEY, A. OTT, BIES, KOOYENGA, PRIDEMORE, THIESFELDT, WYNN, ZIEGELBAUER and KESTELL. Referred to Committee on Transportation and Elections.

AN ACT to amend 341.14 (6r) (b) 1., 341.14 (6r) (c) and 341.14 (6r) (fm) 7.; and to create 20.395 (5) (ei), 25.40 (1) (a) 30., 341.14 (6r) (b) 15., 341.14 (6r) (f) 62. and 341.14 (10) of the statutes; relating to: special distinguishing registration plates displaying the words Choose Life and making an appropriation.

Analysis by the Legislative Reference Bureau

Under current law, any group or organization may apply to the Department of Transportation (DOT) for designation as an authorized special group. If the application is approved, members of the authorized special group may obtain special distinguishing license plates for certain vehicles, including automobiles and motor homes, that are owned or leased by special group members. A fee, in addition to the regular registration fee for the particular kind of vehicle, is charged for the issuance or reissuance of most special plates.

Before October 2, 1998, authorized special groups whose members may obtain special plates were specifically enumerated in state law. With certain exceptions, current law provides that specific enumeration in state law of authorized special groups is limited to those special groups enumerated before October 2, 1998.

This bill establishes an authorized special group specifically enumerated in state law for persons interested in obtaining special plates that display the words “Choose Life” and the proceeds from which support the purposes and bylaws of Choose Life Wisconsin. In addition to the regular vehicle registration fee, special group members 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. However,
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DOT may not issue these special plates until DOT has obtained authority to use, without fee, any applicable trademark or service mark associated with these “Choose Life” special plates.

For further information see the state fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 20.395 (5) (ei) of the statutes is created to read:

20.395 (5) (ei) Payments to Choose Life Wisconsin. From the general fund, all moneys received under s. 341.14 (6r) (b) 15. for payments to Choose Life Wisconsin under s. 341.14 (10).

SECTION 2. 25.40 (1) (a) 30. of the statutes is created to read:

25.40 (1) (a) 30. Moneys received under s. 341.14 (6r) (b) 15. that are deposited into the general fund and credited to the appropriation account under s. 20.395 (5) (ei).

SECTION 3. 341.14 (6r) (b) 1. of the statutes is amended to read:

341.14 (6r) (b) 1. Subject to subd. 1m., upon application to register an automobile or motor home, or a motor truck, dual purpose motor home or dual purpose farm truck which has a gross weight of not more than 8,000 pounds, or a farm truck which has a gross weight of not more than 12,000 pounds, by any person who is a resident of this state and a member of an authorized special group, the department shall issue to the person special plates whose colors and design shall indicate that the vehicle is owned by a person who is a member of the applicable special group. The department may not issue any special group plates under par. (f) 55., 60., or 61r. until 6 months after the department has received information sufficient for the department to determine that any approvals required for use of any
logo, trademark, trade name or other commercial symbol designating the
professional football team or professional baseball team or associated with
Harley-Davidson, Inc., have been obtained. Subject to sub. subs. (9) (d) and (10) (d),
the department may not issue any special group plates under par. (f) 61m. or 62, until
the department has received information sufficient for the department to determine
that any license or other approval required for use of any logo, trademark or service
mark, trade name or other commercial symbol to be used on or in association with
these plates has been obtained. Notwithstanding s. 341.12 (2), if the department of
corrections does not have flat-plate technology available for use in manufacturing
license plates at quality and cost comparable to that available from the state of
Minnesota, the department of transportation may not issue any special group plates
under par. (f) 59. unless the department of transportation purchases the plates from
the state of Minnesota. Sections 16.70, 16.71, 16.72, 16.75, 16.752 to 16.755, 16.765,
16.77, and 16.82 do not apply to purchases of plates issued under par. (f) 59. from the
state of Minnesota.

**SECTION 4.** 341.14 (6r) (b) 15. of the statutes is created to read:

341.14 (6r) (b) 15. Subject to sub. (10) (d), a fee of $25 that is in addition to the
fee under subd. 2. shall be charged for the issuance or renewal of a plate issued on
an annual basis for the special group specified under par. (f) 62. Subject to sub. (10)
(d), a fee of $50 that is in addition to the fee under subd. 2. shall be charged for the
issuance or renewal of a plate issued on the biennial basis for the special group
specified under par. (f) 62. if the plate is issued or renewed during the first year of
the biennial registration period or $25 for the issuance or renewal if the plate is
issued or renewed during the 2nd year of the biennial registration period. All moneys
received under this subdivision in excess of $23,700 or of the initial cost of production
of the special group plate under par. (f) 62., whichever is less, shall be deposited into
the general fund and credited to the appropriation under s. 20.395 (5) (ei). To the
extent permitted under ch. 71, the fee under this subdivision is deductible as a
charitable contribution for purposes of the taxes under ch. 71.

SECTION 5. 341.14 (6r) (c) of the statutes, as affected by 2011 Wisconsin Act 32,
is amended to read:

341.14 (6r) (c) Special group plates shall display the word “Wisconsin”, the
name of the applicable authorized special group, a symbol representing the special
group, not exceeding one position, and identifying letters or numbers or both, not
exceeding 6 positions and not less than one position. Except as provided in this
paragraph, the department shall specify the design for special group plates, but the
department shall consult the president of the University of Wisconsin System before
specifying the word or symbol used to identify the special groups under par. (f) 35.
to 47., the secretary of natural resources before specifying the word or symbol used
to identify the special groups under par. (f) 50. and 59., the chief executive officer of
the professional football team and an authorized representative of the league of
professional football teams described in s. 229.823 to which that team belongs before
specifying the design for the applicable special group plate under par. (f) 55., the chief
trademark officer of Harley-Davidson Michigan, LLC before specifying the design
for the applicable special group plate under par. (f) 61r., the department of veterans
affairs before specifying the design for the special group plates under par. (f) 49d.,
49h., and 49s., and the department of tourism and chief executive officer of the
organization specified in par. (f) 55m. before specifying the design and word or
symbol used to identify the special group name for special group plates under par.
(f) 55m. Special group plates under par. (f) 50. shall be as similar as possible to
regular registration plates in color and design. Special group plates issued under par. (f) 62. shall display the words “Choose Life”. The department shall make available 2 designs for the special group plates under par. (f) 60. The department may not specify any design for the special group plates under par. (f) 60. unless the design is approved by the executive vice president of the Milwaukee Brewers Baseball Club LP. The word or symbol used to identify the special group under par. (f) 59. shall be different from the word or symbol used to identify the special group under par. (f) 50. and the design shall cover the entire plate. Special group plates under par. (f) 61m. shall display a logo or image of the lion associated with the Lions Clubs International. Special group plates under par. (f) 61r. shall display a bar and shield logo associated with Harley-Davidson, Inc., on the left portion of the plates and the words “share the road” on the bottom portion of the plates. Notwithstanding par. (e), special group plates under par. (f) 33m. and 48m. shall be the same color and design that was specified by the department for special group plates under par. (f) 33. and 48., respectively, immediately prior to January 1, 2007. The design for special group plates under par. (f) 33. and 48. shall be different from the design of special group plates under par. (f) 33m. and 48m., respectively.

**SECTION 6.** 341.14 (6r) (f) 62. of the statutes is created to read:

341.14 (6r) (f) 62. Persons interested in obtaining registration plates that display the words “Choose Life” and the proceeds from which support the purposes and bylaws of Choose Life Wisconsin.

**SECTION 7.** 341.14 (6r) (fm) 7. of the statutes, as affected by 2011 Wisconsin Act 32, is amended to read:

341.14 (6r) (fm) 7. After October 1, 1998, additional authorized special groups may only be special groups designated by the department under this paragraph. The
authorized special groups enumerated in par. (f) shall be limited solely to those
special groups specified under par. (f) on October 1, 1998. This subdivision does not
apply to the special groups specified under par. (f) 3m., 6m., 9g., 9m., 12g., 12m., 15m.,
19m., 33m., 48m., 49d., 49h., 49s., 54., 55., 55m., 56., 57., 58., 59., 60., 61., 61m., and
61r., and 62.

SECTION 8. 341.14 (10) of the statutes is created to read:

341.14 (10) (a) Subject to par. (c), from the appropriation under s. 20.395 (5)
(ei), the department shall make payments to Choose Life Wisconsin.

(b) For each year in which the department makes payments under par. (a),
Choose Life Wisconsin shall submit to the presiding officer of each house of the
legislature an audited financial statement of its use of the payments under this
subsection, prepared in accordance with generally accepted accounting principles.

(c) The department shall discontinue payments to Choose Life Wisconsin under
this subsection if Choose Life Wisconsin dissolves, becomes insolvent, files a petition
for bankruptcy, or is no longer exempt from taxation under section 501 (a) of the
Internal Revenue Code.

(d) 1. The department may not issue any plates under sub. (6r) (f) 62. unless
the approval specified in sub. (6r) (b) 1. for these plates provides for all of the
following:

a. That the approval is provided without fee and as a condition of receiving
payments under par. (a).

b. That the approval is irrevocable with respect to all plates issued for vehicles
after the plates are issued for these vehicles.

c. That, if the approval is withdrawn, the department may continue to renew
the registration of vehicles previously issued plates under sub. (6r) (f) 62., without
replacing those plates, but the department shall discontinue charging the fee
specified in sub. (6r) (b) 15. with respect to these renewals.

2. Notwithstanding sub. (6r) (b) 1. and (f) (intro.), if the approval specified in
sub. (6r) (b) 1. for plates issued under sub. (6r) (f) 62. is withdrawn, the department
shall discontinue issuing plates under sub. (6r) (f) 62. unless additional approval, as
specified in sub. (6r) (b) 1. and this paragraph, is obtained by the department.


(1) Notwithstanding section 16.42 (1) (e) of the statutes, if this subsection takes
effect in fiscal year 2012−13, in submitting information under section 16.42 of the
statutes for purposes of the 2013−15 biennial budget bill, the department of
transportation shall submit information concerning the appropriation under section
20.395 (5) (cq) of the statutes as though the total amount appropriated under section
20.395 (5) (cq) of the statutes for the 2012−13 fiscal year was $23,700 less than the
total amount that was actually appropriated under section 20.395 (5) (cq) of the
statutes for the 2012−13 fiscal year.

SECTION 10. Fiscal changes.

(1) In the schedule under section 20.005 (3) of the statutes for the appropriation
to the department of transportation under section 20.395 (5) (cq) of the statutes, as
affected by the acts of 2011, the dollar amount is increased by $23,700 for the fiscal
year in which this subsection takes effect to increase funding for special registration
plates displaying the words “Choose Life.”

SECTION 11. Effective date.

(1) This act takes effect on the first day of the 7th month beginning after
publication.