



Mary Lazich

President
Wisconsin State Senate

**Assembly Committee on Transportation
Assembly Bill 754
February 2, 2016**

Thank you Chair Ripp for scheduling Assembly Bill 754 (AB 754) a public hearing, and thank you committee members for attention to AB 754. AB 754 provides a necessary fix to streamline the process of creating specialty plates.

Current law allows non-profit groups to apply to the Department of Transportation (DOT) for specialty license plates. The specialty plate is merely a license plate and may not be used for fundraising efforts.

Specialty plates that include fundraising for a group are enumerated by the legislature.

AB 754 would allow groups to apply to DOT for a specialty license plate for fundraising purposes. The process to obtain specialty plates, with \$25.00 going to a group, would start with an application, a deposit of \$15,500, and a petition with 500 signers interested in purchasing the plate. After the application is completed, the DOT posts the application on its website for thirty days for public review. If objections are not raised, the plate is approved. If there is an objection, the plate moves to the legislature's transportation committees for passive review.

To avoid a build-up of underutilized plates, the bill allows the discontinuation of any specialty plate issued at the time the number of registrations falls below 500. Groups have three years from the issuance to reach the 500 plate threshold.

AB 754 simplifies the specialty license plates process for DOT and significantly decreases legislative involvement.

I ask the committee approve AB 754. Thank you for your attention.



DAVE MURPHY

State Representative • 56th Assembly District

**Assembly Committee on Transportation
Assembly Bill 754
February 2, 2016**

Chairman Ripp and members,

Thank you for hearing Assembly Bill 754 about special distinguishing registration plates issued by the Wisconsin Department of Transportation (DOT).

I was pleased to cosponsor this legislation with Senator Mary Lazich. We are working to make specialty plate creation and distribution more cost effective in Wisconsin.

Non-profit groups can currently apply for specialty plates with the DOT, and these are not used for fundraising. Specialty plates that fundraise are created by statute. This bill would allow groups to apply for fundraising specialty plates as long as they follow a new process. The DOT will be outlining that process in their testimony.

This bill also creates the discontinuation of a specialty plate if the registrations for it fall below 500 orders in a three years. Our intent is to streamline this process and reduce legislative involvement in these decisions while clearly outlining the steps that must be taken to acquire this type of plate.

Thank you for your attention.

Dave Murphy



Wisconsin Department of Transportation

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DATE: February 2, 2016

TO: Members, Assembly Committee on Transportation
The Honorable Keith Ripp, Chair

FROM: Tom Rhatican, Assistant Deputy Secretary
Wisconsin Department of Transportation

SUBJECT: Assembly Bill 754 (special distinguishing registration plates issued by DOT)

Chairman Ripp and Committee Members:

I would like to provide some important background information as you consider 2015 Wisconsin Assembly Bill 754 (AB 754). AB 754 makes a number of changes to the process and requirements for the Wisconsin Department of Transportation (WisDOT) to designate authorized special groups and issue special vehicle registration plates to group members. The Department has no position on AB 754.

Special License Plates in Wisconsin – Current Law

The Department currently offers a total of 112 special group license plates, including 56 different variations of military plates and an additional 56 specialty plate variants. This total also includes the three new special plates enumerated in Wisconsin Statutes during the 2013-14 legislative session: Law Enforcement Memorial; Trout Unlimited; and In God We Trust.

Under the existing process for designating authorized special groups, there are two different authorization processes for fundraiser plates and non-fundraiser plates.

I. Fundraising License Plates

Currently in Wisconsin, there are 14 fundraising license plates. Under current law, a fundraising license plate must be enumerated in state statute and, thus, cannot be created under the existing process outlined in the Administrative Code.

II. Non-Fundraising License Plates

Non-fundraising plates are either enumerated in state statute or created under the existing process specified in the administrative code. Thus far, only two groups have been designated authorized special groups and have had authorized special group plates: Lao Veterans and Freemasons.

A. *Administrative Code Applications - Eligibility*

The group must meet all of the following criteria specified in s. 341.14(6r)(fm)1., Wis. Stats., to be designated an authorized special group:

1. The group or organization is not organized or operated for profit.
2. The group or organization is not a political committee, as defined in s. 11.01 (4), or a political group, as defined in s. 11.01 (10).
3. The group or organization is not a church, a synagogue, a mosque or any organization, whether or not organized under ch. 187, that operates under a creed.
4. The group or organization does not promote, practice or encourage hatred or any form of discrimination.
5. The group or organization does not carry connotations offensive to good taste or decency, or that would be misleading, or in conflict with the enumeration or designation of any other authorized special group.

B. *Administrative Code Applications - Fee Deposit:*

The group must submit a fee deposit of \$15,500 with the Department. WisDOT keeps \$3,500 for costs associated with data processing, and will refund the group \$15 multiplied by the number of plates sold during the first year, up to \$12,000 (this would represent 800 plates sold during the first year of plate sales).

New Process for Authorizing Special Groups and Issuing Special License Plates

AB 754 makes various modifications to the process and requirements for WisDOT to designate authorized special groups and issue special plates to group members, which include the following:

- Requires an application for designation as an authorized special group to include at least 500 signatures from Wisconsin residents who affirm their intent to obtain special plates associated with the group, once these plates become available.
- Eliminates the prohibition that the Department may not assist in fundraising efforts – allowing fundraiser plates and non-fundraiser plates to use this special group designation process.
- Requires the special group application to include a payment to WisDOT of \$15,500 for the Department's initial costs of production of the special plates, and eliminates the provision that the applicant is entitled to a partial refund based on the number of special plates issued in the first year.

➤ *Application Process*

- Under this proposal, DMV would no longer have to authority to deny applications for authorized special groups. DMV would merely facilitate the application process, which the bill specifies as follows:
 1. The process begins with DMV receiving a completed authorized special group application. Applications must include the following: 1) Payment of \$15,500; and 2) Signatures of 500 residents on a form prescribed by the Department.
 2. After receiving the completed application, a notice of application will be posted on the Department's website. The notice identifies the group applying for designation and describes the process by which a resident of this state may object to the designation.
 3. Any resident of this state may object to the designation within 30 days after the Department's notice.
 - a. The objection must be submitted by writing to WisDOT in a manner prescribed by the Department.
 - b. Objections to the designation of a group as an authorized group may be based on grounds stipulated in the bill or other grounds.
 4. If no objection is received after 30 days, the Department will designate the group as an authorized special group. If WisDOT does receive a timely objection, the Department will refer the application to the respective transportation standing committees in each house of the legislature.
 - a. If the chairperson of each standing committee does not notify the Department within 14 days that the committee has scheduled a meeting to review the application, the application is approved.
 - b. If within 14 days the chairperson of either standing committee notifies the Department that the committee has scheduled a meeting for the purpose of reviewing the application, the application is only approved if each standing committee designates the group as an authorized special group.
 5. If an application is approved, DMV will then have one year to complete the development of the new special plate. If an application is denied, the Department will return the payment to the group.

For additional information on Wisconsin specialty license plates, visit: wisconsindmv.gov.

If you have any questions, please contact me or Nate Yahn, WisDOT legislative advisor, at (608) 266-1114.

SPECIAL GROUP LICENSE PLATES

(February 2015)

Plate Name	Year	Fundraiser Plate (X)	Total issued in FY15	Valid Registrations (as of 7/6/15)	Total Issued FY07 - FY15*
Ducks Unlimited	2001	X	98	1,315	1,193
Endangered Resources Wolf	1995	X	270	10,651	20,184
Endangered Resources Badger	2010	X	494	3,175	3,984
Endangered Resources Eagle	2015	X	n/a	n/a	n/a
Golf Wisconsin	2006	X	43	498	844
Harley-Davidson	2011	X	681	2,908	3,630
Higher Education (13 University variations)	1990	X	826	8,831	12,877
In God We Trust	2015	X	579	561	579
Celebrate Children	1999	X	118	3,553	2,226
Lion's Club	2010	X	12	272	323
Donate Life	2008	X	96	616	843
Milwaukee Brewer (modern)	2010	X	638	3,731	5,254
Milwaukee Brewer (vintage)	2010	X	682	5,517	7,611
Military Group (56 variations)	1989		2,162	21,663	34,385
Green Bay Packers	2001	X	1,423	15,958	12,975
Wisconsin Salutes Veterans	2007		186	1,162	2,112
Trout Unlimited	2015	X	155	155	155
Women's Health Foundation	2006	X	27	262	471
Amateur Radio			126	2,831	1,256
Antique Motorcycle			4	52	24
Antique			116	4,042	1,063
Collector Special			119	3,738	1,611
Collector Motorcycle			759	19,665	12,535
Collector			7,881	163,210	68,954
Civil Air Patrol			67	2,217	4,108
Rescue Squad			0	0	0
Disabled			5,364	36,557	43,633
Disabled Motorcycle			91	722	798
Emergency Medical Technician			178	574	689
Firefighter (red and white)			607	1,952	2,274
Firefighter (white)			387	8,871	15,128
Gold Star Family			33	438	603
Hobbyist Motorcycle			39	768	587
Historic Military Motorcycle			2	11	13
Historic Military			54	342	435
Hobbyist			1,106	16,535	11,569
Law Enforcement Memorial	2015		237	247	247
Medal of Honor			0	5	5
Freemason and Lao Veteran			43	580	275
Marquette University			172	1,747	2,197
Disabled Veteran			404	3,233	5,772
US Veteran Motorcycle			171	2,295	2,624
Wisconsin National Guard			30	613	981
Ex-Prisoner of War			6	246	85

* 7/1/2006 through 6/30/2015.



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TO: Chairperson Ripp and Members of the Assembly Transportation Committee

FROM: Gina Dennik-Champion, MSN, RN, MSHA
Executive Director Wisconsin Nurses Association

DATE: February 2, 2016

RE: Support of AB 754/SB 538 - Relating to: special distinguishing registration plates issued by the Department of Transportation and making appropriations.

Thank you, Chairperson Ripp for scheduling a hearing on AB 754. AB 754 and the companion bill SB 538 provides for modification of the process and requirements for the Department of Transportation regarding the designation of authorized special groups and to issue special motor vehicle registration plates to group members.

My name is Gina Dennik-Champion and I am the Executive Director of the Wisconsin Nurses Association. The Wisconsin Nurses Association supports efforts that can have a significant impact on the sustainability of a nursing workforce for the future. In the 2014 RN Workforce Report, nurses reported that the cost of tuition and fees as the top barrier to in pursuing additional nursing education. These responses were from all regions of Wisconsin. One such effort to address this is that is actively supported is the concept of providing educational scholarships to nurses using the fees collected through the issuing of a special license plate. WNA believes that AB 754/SB 538 is a mechanism that can increase the nursing supply, visibility and pride regarding our profession throughout the state.

We view AB754/SB 538 as bills that can assist groups who support similar initiatives through the development of proposed modifications that increase the role of the Department of Transportation. WNA wishes to extend sincere thanks to Representative Murphy for his sponsorship of AB754 and Senator Mary Lazich for her sponsorship of SB538 and to you Chairperson Ripp for your co-sponsorship and allowing this hearing today. WNA thanks the members of the Committee for receiving our testimony today. We ask that AB 754 be supported by all of the members of this Committee and request swift passage.

I would like to answer any questions you may have.

Reference: Wisconsin 2014 Registered Nursing Survey Report, July 2015. Wisconsin Center for Nursing.
www.wicenterfornursing.org