

SENATE BILL NO. 194

INTRODUCED BY J. COHENOUR

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4 A BILL FOR AN ACT ENTITLED: "AN ACT GENERALLY REVISING REQUIREMENTS FOR GENERIC  
5 SPECIALTY LICENSE PLATES; AUTHORIZING THE DEPARTMENT OF JUSTICE TO PROVIDE A GENERIC  
6 SPECIALTY LICENSE PLATE SPONSOR WITH A LIST OF APPLICANTS FOR THAT LICENSE PLATE AND  
7 THEIR CONTACT INFORMATION; PROHIBITING THE SPONSOR FROM SHARING, DISTRIBUTING, OR  
8 SELLING THE NAMES OR CONTACT INFORMATION; ALLOWING AN APPLICANT TO OPT OUT OF HAVING  
9 THE APPLICANT'S NAME OR CONTACT INFORMATION SHARED WITH A SPONSOR; PROVIDING A  
10 PENALTY; AND AMENDING SECTION 61-3-474, MCA."

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12 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MONTANA:

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14 **Section 1.** Section 61-3-474, MCA, is amended to read:

15 **"61-3-474. Responsibility for design of generic specialty license plates -- numbering -- rulemaking**  
16 **-- approval -- registration decal -- listing of plate sponsors -- distribution list.** (1) The department shall:

- 17 (a) design the background and general format of generic specialty license plates;
- 18 (b) in consultation with the department of corrections, determine which license plate processing system  
19 is the most efficient and versatile manufacturing method for the production of generic specialty license plates;
- 20 (c) use a numbering system for generic specialty license plates that is distinctive from the numbering  
21 system required under 61-3-332 or used for collegiate license plates;
- 22 (d) adopt rules that prescribe:
  - 23 (i) the minimum and maximum number of characters that a generic specialty license plate may display;
  - 24 (ii) the general placement of the sponsor's name, identifying phrase, and graphic; and
  - 25 (iii) any specifications or limitations on the use or choice of color or detail in the sponsor's graphic design.

26 (2) All sponsor names, identifying phrases, and graphics intended for use on generic specialty license  
27 plates must be approved by the department prior to the manufacture of the plates.

28 (3) Upon the issuance of generic specialty license plates, a registration decal must be affixed to the  
29 license plates as provided in 61-3-332.

30 (4) The department shall maintain a list of the sponsors that have been approved to promote the sale

1 and issuance of generic specialty license plates, the initial distribution date for sale of each sponsored generic  
2 specialty license plate, and the donation fee established by the sponsor for each sponsored generic specialty  
3 license plate. The department shall, upon request, make copies of this list available to interested members of the  
4 public.

5 (5) (a) At the request of a sponsor, the department shall provide the sponsor a list of the names and  
6 contact information for all persons who have been issued that sponsor's generic speciality license plate. The  
7 department may not make a list of names and contact information available to anyone else, pursuant to 2-6-1017.

8 (b) The sponsor may not sell, distribute, or share the names or contact information received from the  
9 department with any other person or organization. Violation of this subsection (5)(b) is a misdemeanor.

10 (c) The department shall include a section on the application for a generic specialty license plate that  
11 allows the applicant to opt out of having the applicant's name and contact information included on a list  
12 assembled by the department pursuant to subsection (5)(a).

13 ~~(5)(6)~~ The department may, in its discretion, revoke its previous approval of a sponsor's generic specialty  
14 license plate sponsorship if:

15 (a) the sponsor fails to comply with the provisions of 61-3-472 through 61-3-481;

16 (b) fewer than 400 sets of a sponsor's generic specialty license plate have been sold or renewed in the  
17 12-month period immediately preceding the third anniversary of the date of initial distribution of the sponsored  
18 generic specialty license plate; or

19 (c) the department has reliable information that the sponsor is no longer qualified for sponsorship under  
20 61-3-472 through 61-3-481.

21 ~~(6)(7)~~ (a) Upon revocation of a sponsor's generic specialty license plate sponsorship status, the issuance  
22 and sale of the sponsor's generic specialty license plates must be terminated.

23 (b) A person who owns a motor vehicle displaying valid generic specialty license plates affiliated with  
24 a sponsor whose sponsorship status has been revoked may continue to display those generic specialty license  
25 plates on the person's motor vehicle until the motor vehicle's registration is renewed.

26 (c) Following revocation of a sponsor's sponsorship status, the department may not issue replacements  
27 or duplicates of generic specialty license plates affiliated with that sponsor."

28 - END -