

**REVENUE:** Revenue statement issued

**FISCAL:** Minimal fiscal impact, no statement issued

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**Action:** Do Pass as Amended and Be Printed Engrossed

**Vote:** 4 - 0 - 1

**Yeas:** George L., Monnes Anderson, Starr, Metsger

**Nays:** 0

**Exc.:** Deckert

**Prepared By:** Janet Adkins, Administrator

**Meeting Dates:** 4/18, 4/30

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**WHAT THE MEASURE DOES:** Authorizes a “share-the-road” license plate as a nonprofit group plate under the existing group plate program. Adds a \$10 surcharge for the two-year registration period and directs the revenue generated into accounts designated by the Bicycle Transportation Alliance and Cycle Oregon. Directs the department to work with the two bicycle groups on design of the plate.

**ISSUES DISCUSSED:**

- Importance of the share-the-road message
- Interest in plate
- Proliferation of license plates and requests for additional types
- Benefits of cycling
- Willingness of groups to pay initial start-up costs

**EFFECT OF COMMITTEE AMENDMENT:** Authorizes the plate as a nonprofit group plate instead of a new plate type.

**BACKGROUND:** Ten states currently offer share-the-road license plates. The purpose of the plates is to raise awareness of the presence of cyclists on the road and the additional precautions that drivers and cyclists can take to prevent accidents and save lives. Such precautions include reducing speed and giving cyclists additional space and time when passing or when the cyclist is crossing an intersection. Bicycles should be considered vehicles and given the appropriate right of way. The Department of Transportation (ODOT) recently initiated a share-the-road public education campaign that complements the educational purpose of the proposed license plate.

Senate Bill 789 was introduced at the request of Tom Jefferson in memory of his wife, who was killed while cycling. Cycling clubs have expressed willingness to pay the \$28,000 in upfront costs to ODOT for programming, plate design, and production; \$10,000 of this amount is refundable if 1,000 plates are sold in the first year. The one-time surcharge in the measure is in addition to the standard plate fee.