

REVENUE: Revenue statement issued

FISCAL: Fiscal statement issued

Action: Do Pass
Vote: 8 - 0 - 0
Yeas: Frederick, Greenlick, Harker, Parrish, Thompson, Weidner, Gilliam, Tomei
Nays: 0
Exc.: 0
Prepared By: Jennifer Kellar, Administrator
Meeting Dates: 3/23, 4/4

WHAT THE MEASURE DOES: Directs Oregon Department of Transportation (ODOT) to issue Keep Kids Safe license plates. Directs ODOT to deposit net proceeds from surcharge on plates to account designated by Children's Trust Fund of Oregon Foundation.

ISSUES DISCUSSED:

- Importance of child abuse prevention programs
- Marketing and promotion strategies
- Research of other states utilizing similar programs
- Programs that would benefit from license plate proceeds
- Revenue from Keep Kids Safe plates will assist in funding services in Oregon counties
- Need for innovate funding sources as traditional program funding is reduced or eliminated
- License plate programs; specialty and group plates
- Keep Kids Safe license plate would be a group plate
- Group and specialty plate chart of types, availability and revenue history
- Start-up and on-going costs of license plate
- Statutory requirement for minimum initial order and annual sales orders for plate issuance continuation
- Allows the public to make a statement and support their communities' efforts toward child abuse prevention
- Aside from revenue source benefit, license plates can bring awareness and visibility to issue
- Protections that funds derived from sale of plates is used solely for child abuse prevention programs

EFFECT OF COMMITTEE AMENDMENT: No amendment.

BACKGROUND: House Bill 3250 adds Keep Kids Safe registration plates to current statutes regarding specialized group license plates and stipulates that net proceeds generated by surcharges are to be deposited into an account designated by the Children's Trust Fund of Oregon Foundation for child abuse prevention programs. Similar measures have been sponsored during the last two legislative sessions.