



Oregon

Kate Brown, Governor

Department of Transportation

Director's Office

355 Capitol St. NE, MS 11

Salem, OR 97301

DATE: March 9, 2015

TO: Senate Committee on Business and Transportation

FROM: Amy Joyce, Legislative Liaison

SUBJECT: SB 472, increased issuance of Pacific Wonderland license plate

INTRODUCTION

The bill will increase the maximum number of Pacific Wonderland plates that may be sold. At the current limit, the plates are estimated to sell out in approximately 12 – 16 months.

DISCUSSION

The Pacific Wonderland plate went on sale in March of 2010. Taking out the first three months, which had abnormally high sales, and each February which has lower plates sales across the board, monthly sales have ranged from a high of 713 (October 2014) to a low of 314 in November of 2010. Yearly and monthly average sales have been slowly increasing since the initial year, which had abnormally high sales due to its introductory push.

If this maximum number of plates to be issued is increased under the terms of the bill, DMV will change its computer system to accommodate additional plate configurations. Because this is an expansion of an existing plate program, the costs and administrative work is not nearly as high as introducing a brand new license plate. As with all Specialty license plates, the cost to do the work is not eligible for Highway Funds under Oregon's Constitutional restrictions.

SUMMARY

The Pacific Wonderland plate has been moderately and consistently popular and is making slow and steady gains in monthly and yearly sales averages. At the current rate of sales, DMV forecasts the current statutory maximum of 40,000 plates sets to be sold in about one year.