

HB 4061 STAFF MEASURE SUMMARY

Joint Committee On Transportation

Prepared By: Patrick Brennan, LPRO Analyst

Meeting Dates: 2/4, 2/11

WHAT THE MEASURE DOES:

Increases the surcharge for cultural vehicle registration plates from \$30 per pair to \$50 per pair.

REVENUE: Revenue statement issued

FISCAL: Minimal fiscal impact, no statement issued

ISSUES DISCUSSED:

- Cost of Cultural registration plates compared to other plate designs
- Number of plate designs in Oregon compared to other states
- Background on Cultural Trust

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

The Driver and Motor Vehicle (DMV) Services Division of the Oregon Department of Transportation (ODOT) issues vehicle registration plates required to legally operate a motor vehicle on Oregon roads. Oregon DMV provides several options for vehicle registration plates; the standard “tree plate” is issued to all vehicle owners unless they opt for one of several alternatives, each of which requires payment of an additional fee. Some of the alternatives are printed on the tree plate and feature a sticker for a university, fraternal organization, or nonprofit organization. Other plates include alternate designs, such as the salmon plate, Cultural Trust plate, Crater Lake plate, Share the Road plate, Wine Country plate, Portland Trail Blazers plate, Gray Whale plate, or Smokey Bear plate.

Prior to passage of House Bill 2730 (2015), each of these plates was created through legislation; following passage of that measure, an administrative process was put in place by which entities wishing to establish a new license plate design can collect pre-orders for the new plate design and, once sufficient pre-orders are collected, can apply to DMV to begin production.

The Cultural Trust vehicle registration plate was first issued in 2003, and was instituted to raise money for the Oregon Cultural Trust, which was itself created by the Legislative Assembly in 2001 to fund arts and culture throughout the state. The plate design features a painting by northwest artist Kelly Kievit, which was selected in an open competition and features an abstract color field. The Cultural Trust estimates that the program brings in approximately \$30,000 each month from the surcharge of \$30 per pair of plates.