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HOUSE BILL 625

51ST LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2013

INTRODUCED BY

Tim D. Lewis

AN ACT

RELATING TO MOTOR VEHICLES; CREATING A HERITAGE SERIES OF
REGISTRATION PLATES; MAKING AN APPROPRIATION.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

SECTION 1. A new section of the Motor Vehicle Code is
enacted to read:

"~~[NEW MATERIAL]~~ HERITAGE REGISTRATION PLATES--PROCEDURES--
FEES.--

A. The department shall issue a series of heritage
registration plates with logos designed in accordance with
Subsection B of this section, symbolizing some of the major
factors, events, persons and natural resources that have
ushered the state into its second century of statehood. The
series of heritage registration plates shall include the
following themes:

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1 (1) New Mexico agriculture, honoring the role
2 of agriculture and small farms in the state's history;

3 (2) the space age, including the legend of
4 aliens landing near Roswell, celebrating the efforts of the
5 entire space industry and pioneers, but especially Dr. Robert
6 Goddard, the city of Roswell and the legend of the Chaves
7 county alien landing;

8 (3) the atomic age, celebrating the efforts
9 and contributions of Los Alamos and Sandia national
10 laboratories, White Sands missile range, the trinity site and
11 New Mexico state university;

12 (4) aviation, a quest for flight, in honor of
13 all New Mexico aeronauts, but especially the accomplishments of
14 Maxie Anderson, Ben Abruzzo and Larry Newman of the double
15 eagle 2 and the first recorded flight in New Mexico, a gas
16 balloon demonstration by Park Van Tassell on July 4, 1882 in
17 Albuquerque;

18 (5) bighorn sheep, celebrating the efforts of
19 countless conservationists and conservation groups, including
20 the boy scouts of America, in preserving and protecting
21 numerous species of animals that might have become extinct
22 without their efforts;

23 (6) the cattlemen, celebrating the vaqueros
24 and cowboys who worked the ranches and grasslands, Teddy
25 Roosevelt and the rough riders, as well as the city of Las

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1 Vegas;

2 (7) the cowboys;

3 (8) the duke, representing the duke of
4 Albuquerque and other conquistadors, the city of Albuquerque
5 and the Spanish heritage of the state;

6 (9) Gambel's quail;

7 (10) horned toads;

8 (11) las cruces, an historic depiction of
9 three grouped crosses as traditionally used to represent the
10 city of Las Cruces and the burial of the Mexican military and
11 missionary caravan party; this plate also symbolizes the
12 efforts of the missionaries of many faiths who came to New
13 Mexico and were an integral factor in the European settlement
14 of New Mexico;

15 (12) the lawmen, recognizing sheriff Pat
16 Garrett and the badge of solid gold he was reportedly given by
17 the citizenry after the shooting of outlaw William H. Bonney in
18 1881, and the efforts of all lawmen who have toiled to make the
19 state safe for the citizenry;

20 (13) Merriam's wild turkey;

21 (14) the oilmen;

22 (15) the railroads, recognizing not only the
23 role of the railroads and trade routes in state commerce and
24 prosperity, but also the city of Santa Fe as the initial
25 terminus of the Santa Fe trail and the initial goal of the

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1 railroad pioneers;

2 (16) roadrunners, the state bird;

3 (17) butterflies, symbolizing the all
4 abilities park located in the city of Rio Rancho and
5 representing the environment and the commitment of New Mexico
6 to encourage all children to fly free, to spread their wings
7 and to become all that they can be, where opportunity abounds,
8 where creativity and individualism are encouraged, where all
9 possess the power to succeed and where only the sky is the
10 limit;

11 (18) route 66;

12 (19) Smokey bear, symbolizing the entire
13 recreation, forest and grassland management and conservation
14 efforts and opportunities of the state, and especially the town
15 of Carrizozo where Smokey was found;

16 (20) the yucca, the state flower; and

17 (21) the Zia symbol, symbolizing the Native
18 American heritage of New Mexico and the unity, peace and
19 friendship of all people in New Mexico.

20 B. The design of specific registration plates
21 within the heritage series shall be within the discretion of
22 the secretary, except the following design details shall be
23 mandatory:

24 (1) the registration plate shall be yellow
25 with red lettering and a red border around the plate;

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1 (2) the symbol chosen for the theme of each
2 heritage registration plate may contain colors other than
3 yellow and red;

4 (3) the words "Land of Enchantment" shall be
5 displayed between the top mounting holes, except that for the
6 registration plate with the route 66 theme, the words "Sunshine
7 State" or "The Mother Road" as determined by the secretary,
8 shall be displayed between the top mounting holes;

9 (4) the words "New Mexico" shall be displayed
10 between the bottom mounting holes; and

11 (5) the individual registration plate
12 numbering system shall consist of five numbers, or if the plate
13 is personalized, shall consist of five letters, numbers,
14 characters or spaces.

15 C. The secretary shall make at least four new
16 heritage registration plates available each calendar year
17 beginning in 2013. The first ten themed heritage registration
18 plates shall be selected from among the designs specified in
19 Paragraphs (2), (3), (6), (8), (9), (11), (12), (15), (17),
20 (18), (19) and (21) of Subsection A of this section. After the
21 first ten themed heritage registration plates are designed and
22 manufactured, no further theme heritage registration plates
23 shall be manufactured until at least one hundred persons have
24 indicated interest in a manner specified by the secretary in
25 purchasing a heritage registration plate with a specific new

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1 theme.

2 D. For a fee of seventeen dollars (\$17.00), which
3 is in addition to the regular motor vehicle registration fee,
4 the owner of a vehicle may apply for issuance of a heritage
5 registration plate in a theme for which the secretary has
6 designed and issued a plate. The fee shall be required only
7 for the initial issuance of a heritage registration plate for a
8 specific theme.

9 E. For a fee of ten dollars (\$10.00), in addition
10 to the fee charged pursuant to Subsection D of this section,
11 the owner of a vehicle may apply for the issuance of a heritage
12 registration plate with personalized letters, numbers,
13 characters or spaces, subject to the approval of the secretary.
14 The fee shall be required only for the initial issuance of a
15 personalized heritage registration plate for a specific theme.

16 F. The secretary may provide for the issuance of
17 souvenir heritage registration plates for the same fees charged
18 for standard heritage registration plates, except no additional
19 fee shall be charged for personalization.

20 G. Except as provided in Subsection H of this
21 section, revenue from the additional fees for a heritage
22 registration plate is appropriated to the department.

23 H. Revenue received from a heritage registration
24 plate with the route 66 theme is appropriated to the department
25 of transportation for the purpose of funding the revitalization

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1 and preservation of historic route 66 in New Mexico pursuant to
2 the national scenic byways program.

3 I. The department may promulgate rules for
4 implementation of the provisions of this section.

5 J. The secretary shall consult with other states to
6 determine the most efficient, inexpensive and cost-effective
7 method to implement this section, with a goal of making the
8 plates affordable to all citizens, and with proceeds to benefit
9 the division and not private organizations. As feasible, the
10 director shall endeavor to incorporate the following design
11 features into the logos of the heritage plates:

12 (1) a green alien figure as used in the seal
13 of the city of Roswell;

14 (2) a circular representation of orbiting
15 atomic molecules;

16 (3) a depiction of the double eagle 2;

17 (4) the logo of the New Mexico cattlemen's
18 association if trademark permission can be obtained;

19 (5) two boots with a cowboy hat and lariat or
20 a depiction of Teddy Roosevelt or similar rough rider logo;

21 (6) a head and upper torso of a helmeted
22 figure, including usage of a traditional design if trademark
23 permission can be obtained, for el Capitan, the de Anza motor
24 lodge, the isotopes baseball team, the city of Albuquerque or
25 other such source;

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1 (7) an accurate Gambel's quail, or head
2 thereof, of larger and different design than the depiction
3 currently used on New Mexico special plates. The current quail
4 plate shall be used until current stock is exhausted and shall
5 thereafter be discontinued;

6 (8) an historic depiction of three grouped
7 crosses;

8 (9) a traditional six- or five-pointed star
9 badge, with the words "Sheriff, 1881, Lincoln County, NM"
10 written thereon;

11 (10) the blue and white circular Santa Fe
12 cross mark of the Atchison, Topeka and Santa Fe railway, if
13 copyright permission can be obtained;

14 (11) the logo of the New Mexico railrunner or
15 a depiction of a roadrunner bird;

16 (12) the butterfly design logo as used by the
17 all abilities park in Rio Rancho or similar design;

18 (13) the black and white route 66 sign as used
19 on special New Mexico motor vehicle registration plates. The
20 current plate shall be discontinued once existing stock is
21 exhausted, although the two plates may be simultaneously
22 issued;

23 (14) the logo of "Smokey bear" or the
24 department of game and fish logo; and

25 (15) a large red zia symbol of the size and

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1 design as used on the New Mexico centennial motor vehicle
2 registration plates."

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