

SENATE FLOOR SUBSTITUTE FOR
HOUSE BILL 363

56TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2023

AN ACT

RELATING TO MOTOR VEHICLES; CREATING A STANDARDIZED
REGISTRATION PLATE FOR PUBLIC PURPOSES; CREATING A SPECIAL
REGISTRATION DECAL FOR SMOKEY BEAR FIRE PREVENTION AWARENESS;
REQUIRING THE MOTOR VEHICLE DIVISION OF THE TAXATION AND
REVENUE DEPARTMENT TO APPLY FOR A LICENSE TO USE THE SMOKEY
BEAR IMAGE AND NAME; 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] STANDARDIZED REGISTRATION PLATES FOR
PUBLIC PURPOSES--SPECIAL REGISTRATION DECALS.--

A. The division shall issue standardized
registration plates with a special registration decal as may be
authorized by statute for public purposes. Twelve dollars

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underscored material = new
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1 (\$12.00) of the initial fee collected for each registration
2 plate with a special registration decal shall be retained by
3 the department and is appropriated to the department for the
4 development, manufacture and issuance of the registration plate
5 and decal. No two owners shall be issued identically lettered
6 or numbered registration plates.

7 B. Public purpose registration plates, on the
8 standardized areas, shall:

9 (1) display the colors of the state flag, with
10 red lettering on a yellow background;

11 (2) display the phrases "New Mexico USA" and
12 "Land of Enchantment";

13 (3) provide a space for applying a special
14 registration decal, centered at the left edge of the plate
15 between the attachment holes, beginning one-fourth inch in from
16 the edge of the plate and having the following dimensions:

17 (a) four and one-eighth inches in
18 height; and

19 (b) three and one-eighth inches in
20 width; and

21 (4) provide a vehicle registration number, to
22 be assigned by the division, that consists of five alphanumeric
23 characters displayed to the right of the special decal area.

24 C. Special registration decals, except for the
25 standard dimensions specified in Paragraph (3) of Subsection B

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1 of this section, shall be left to the design discretion of the
2 division, in consultation with the public purpose interest
3 group that requests the special registration decal.

4 D. Special registration decals, when authorized by
5 statute for a particular public purpose interest group, shall
6 meet the requirements specified in this subsection prior to
7 development and issuance by the division. The public purpose
8 interest group, no later than the effective date of the
9 authorizing statute, shall:

10 (1) provide evidence acceptable to the
11 division that it will generate a minimum number of prepaid
12 applications as determined by the division for the special
13 registration decal;

14 (2) provide a prepayment to the division in an
15 amount sufficient to cover the initial order for the special
16 registration decal;

17 (3) provide a sample of the requested artwork
18 design in a format specified by the manufacturer for the
19 specialized registration decal; and

20 (4) in cases where the authorizing statute
21 includes revenue-sharing with distribution directed to a
22 particular group or fund, show that the recipient is a
23 governmental entity or a fund authorized for the use of a
24 governmental entity.

25 E. The division may promulgate rules for

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1 implementation of the provisions of this section."

2 SECTION 2. A new section of the Motor Vehicle Code is
3 enacted to read:

4 "[NEW MATERIAL] LICENSE PLATES WITH SPECIAL REGISTRATION
5 DECALS--FEES.--

6 A. The division shall issue registration plates
7 with special decals pursuant to Section 1 of this 2023 act for
8 statutorily authorized purposes and fees pursuant to this
9 section, which fees shall be in addition to the regular motor
10 vehicle registration fees.

11 B. The division shall issue a registration plate
12 and special registration decal as specified by this 2023 act
13 commemorating Smokey Bear fire prevention awareness for an
14 initial fee of fifty dollars (\$50.00). The owner shall pay a
15 renewal fee of forty dollars (\$40.00) each year to retain and
16 renew the Smokey Bear fire prevention awareness registration
17 plate and special registration decal. The division shall apply
18 for a long-term license from the United States department of
19 agriculture forest service to use the image and name of Smokey
20 Bear for the special registration decal. The division shall
21 use all fees collected to pay for any licensing fee required
22 for the use of the Smokey Bear name or image. After payment
23 for any licensing fee, all fees collected except twelve dollars
24 (\$12.00) of the initial fee shall be distributed to the energy,
25 minerals and natural resources department for forest fire

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1 prevention."

2 SECTION 3. EFFECTIVE DATE.--The effective date of the
3 provisions of this act is January 1, 2024.

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