

HOUSE BILL 251

**56TH LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION, 2024**

INTRODUCED BY

Mark Duncan and Luis M. Terrazas and Patricia A. Lundstrom  
and Harlan Vincent and William F. Burt

AN ACT

RELATING TO MOTOR VEHICLES; PROVIDING THAT SPECIAL REGISTRATION LOGOS SHALL BE MADE AS ATTACHABLE DECALS AND STANDARDIZED SPECIAL REGISTRATION PLATES SHALL BE MADE WITH A BLANK SPACE TO ATTACH A LOGO; DEPLETING EXISTING MANUFACTURED PLATES BEFORE CREATING ATTACHABLE LOGOS; REQUIRING THE MOTOR VEHICLE DIVISION OF THE TAXATION AND REVENUE DEPARTMENT TO APPLY FOR A LICENSE TO USE THE SMOKEY BEAR IMAGE AND NAME; PROVIDING FOR THE ISSUANCE OF A SMOKEY BEAR FIRE PREVENTION SPECIAL REGISTRATION PLATE; MAKING AN APPROPRIATION.

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

SECTION 1. Section 66-3-424 NMSA 1978 (being Laws 2003, Chapter 172, Section 1 and Laws 2003, Chapter 174, Section 1 and Laws 2003, Chapter 175, Section 1 and Laws 2003, Chapter 176, Section 1 and Laws 2003, Chapter 177, Section 1 and Laws

.227452.1

underscoring material = new  
[bracketed material] = delete

underscored material = new  
~~[bracketed material] = delete~~

1 2003, Chapter 178, Section 1 and Laws 2003, Chapter 179,  
2 Section 1 and Laws 2003, Chapter 180, Section 1 and Laws 2003,  
3 Chapter 181, Section 1 and Laws 2003, Chapter 197, Section 1  
4 and Laws 2003, Chapter 198, Section 1 and Laws 2003, Chapter  
5 201, Section 1 and Laws 2003, Chapter 211, Section 1 and also  
6 Laws 2003, Chapter 212, Section 1) is amended to read:

7 "66-3-424. STANDARDIZED SPECIAL REGISTRATION PLATES  
8 ~~[WITH]~~--ATTACHABLE LOGOS.--

9 A. Standardized special registration plates with  
10 logos may be authorized by statute to show state support for  
11 worthy public purposes. The authorizing statute shall provide  
12 for collection of fees that, at a minimum, will cover the costs  
13 to the division of development, manufacture and issuance of the  
14 special registration plates and logos. Logos shall be made as  
15 attachable decals, and the standardized special registration  
16 plates shall be made with a blank space for a logo to be  
17 attached. For special registration plates manufactured  
18 pursuant to this section before June 16, 2024, any remaining  
19 supply of the manufactured plates shall be depleted before  
20 developing and issuing attachable logos.

21 B. Standardized special registration plates, on the  
22 standardized areas, shall:

23 (1) display the colors of the state flag, red  
24 lettering on a yellow background;

25 (2) display the phrases "New Mexico USA" and

.227452.1

1 "Land of Enchantment";

2 (3) provide a space for applying the special  
3 registration logo, centered at the left edge of the plate,  
4 between the attachment holes, beginning one-fourth inch in from  
5 the edge of the plate and having the following dimensions:  
6 four and one-eighth inches in height and three and one-eighth  
7 inches in width; and

8 (4) provide a vehicle registration number, to  
9 be assigned by the division, that consists of five alphanumeric  
10 characters displayed to the right of the special logo area.

11 C. Special registration logos, except for the  
12 standard dimension specified in Paragraph (3) of Subsection B  
13 of this section, shall be left to the design discretion of the  
14 division, in consultation with the public purpose interest  
15 group that requests the special registration plate.

16 D. Standardized special registration plates with  
17 logos, when authorized by statute for a particular public  
18 purpose interest group, shall meet the requirements specified  
19 in this subsection prior to plate issuance by the division.  
20 The public purpose interest group, no later than the effective  
21 date of the authorizing statute:

22 (1) shall provide evidence acceptable to the  
23 division that it will generate a minimum number of prepaid  
24 applications as determined by the division for the special  
25 registration plate with logo;

.227452.1

underscored material = new  
[bracketed material] = delete

1 (2) shall provide a prepayment to the division  
2 in an amount sufficient to cover the plate and logo cost of the  
3 initial order;

4 (3) shall provide a sample of the requested  
5 artwork design in a format specified by the plate manufacturer  
6 for the specialized logo; and

7 (4) in cases where the authorizing statute  
8 includes revenue-sharing with distribution directed to a  
9 particular group or fund, shall show that the recipient is a  
10 governmental entity or a fund authorized for the use of a  
11 governmental entity.

12 E. The division may promulgate rules for  
13 implementation of the provisions of this section."

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

16 "[NEW MATERIAL] SPECIAL SMOKEY BEAR FIRE PREVENTION  
17 REGISTRATION PLATE.--

18 A. The division shall apply for a long-term license  
19 from the United States department of agriculture forest service  
20 to use the image and name of Smokey Bear on a standardized  
21 special registration plate to raise fire prevention awareness  
22 and to raise money for state forest fire prevention efforts.

23 B. Upon finalizing a license agreement pursuant to  
24 Subsection A of this section, the division shall issue a  
25 standardized Smokey Bear fire prevention special registration

.227452.1

underscoring material = new  
~~[bracketed material] = delete~~

1 plate with a logo designed pursuant to Section 66-3-424 NMSA  
2 1978 indicating that the recipient supports forest fire  
3 prevention awareness.

4 C. For an initial fee of fifty dollars (\$50.00),  
5 which shall be in addition to the regular motor vehicle  
6 registration fees, the owner of a vehicle may apply for  
7 issuance of a Smokey Bear fire prevention awareness special  
8 registration plate. The vehicle owner shall pay a renewal fee  
9 of forty dollars (\$40.00) each year to retain and renew the  
10 Smokey Bear forest fire prevention special registration plate.

11 D. After payment for any licensing fee required for  
12 the use of the Smokey Bear name or image, the revenue from the  
13 additional fee for a Smokey Bear fire prevention special  
14 registration plate shall be distributed as follows:

15 (1) ten dollars (\$10.00) of the initial fee  
16 collected shall be retained by and is appropriated to the  
17 department to defray the cost of making and issuing the special  
18 registration plate with the Smokey Bear logo; and

19 (2) the remaining portion of the initial  
20 registration fee and the entire portion of subsequent renewal  
21 fees remaining after payment of licensing fees shall be  
22 distributed to the energy, minerals and natural resources  
23 department for forest fire prevention."

24 SECTION 3. EFFECTIVE DATE.--The effective date of the  
25 provisions of this act is July 1, 2024.

.227452.1