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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

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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Fiscal impact reports (FIRs) are prepared by the Legislative Finance Committee (LFC) for standing finance committees of the NM Legislature. The LFC does not assume responsibility for the accuracy of these reports if they are used for other purposes.

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## FISCAL IMPACT REPORT

**ORIGINAL DATE** 03/01/13  
**LAST UPDATED** \_\_\_\_\_ **HB** 625  
**SPONSOR** Lewis  
**SHORT TITLE** Heritage Series License Plates **SB** \_\_\_\_\_  
**ANALYST** Boerner

### REVENUE (dollars in thousands)

Estimated Revenue			Recurring or Nonrecurring	Fund Affected
FY13	FY14	FY15		
	Indeterminate*	Indeterminate*	Recurring	TRD/DOT Operating Funds

(Parenthesis ( ) Indicate Revenue Decreases)

\*Dependent upon the number of special licenses sold.

### ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)

	FY13	FY14	FY15	3 Year Total Cost	Recurring or Nonrecurring	Fund Affected
<b>Total</b>		\$0.0	\$0.0	\$0.0		TRD Operating Funds

(Parenthesis ( ) Indicate Expenditure Decreases)

HB488 and SB496 offer a conflicting vision for the design and issuance of special plates. HB185 and HB282 would establish special plates in honor of masons and the Albuquerque Isotopes.

### SOURCES OF INFORMATION

LFC Files

#### Responses Received From

Taxation and Revenue Department (TRD)

### SUMMARY

#### Synopsis of Bill

This bill adds a new section to the Motor Vehicle Code to require the issuance of a series of heritage registration plates, which would have logos symbolizing some of the major factors, events, persons and natural resources that have taken the state into its second century of statehood. The language lists twenty-one themes to be included on the plates, including green

Roswell aliens, horned toads, Las Cruces, historic Route 66, Gambel's quail, butterflies and Merriam's wild turkey, as well as many suggested design features to go along with these themes.

Four new plates are to be made available each year, but after the first ten are issued, no further heritage plates will be manufactured until at least one hundred people have expressed interest in purchasing a specific new one. The secretary of TRD is required to consult with other states to determine the most effective, inexpensive and cost-effective method of implementing the new heritage registration plates section.

The fee for these heritage plates is seventeen dollars in addition to the regular fee. For an additional ten dollars the plate can be personalized.

Revenue received for a Route 66 heritage plate is appropriated to the Department of Transportation to fund the revitalization and preservation of historic Route 66. All other heritage plate fees are appropriated to TRD.

### **FISCAL IMPLICATIONS**

No major fiscal impacts noted.

### **TECHNICAL ISSUES**

The bill specifies that the Gambel's quail heritage plate shall incorporate a larger and different design than the depiction currently used on the Wildlife special plate, and that the current quail plate shall be discontinued once current stock is exhausted. However, no similar determination is made regarding replacement of the current Route 66 and Las Cruces plates.

CEB/blm