

AMENDED IN ASSEMBLY AUGUST 2, 2010

AMENDED IN SENATE MAY 20, 2010

AMENDED IN SENATE MAY 13, 2010

AMENDED IN SENATE APRIL 14, 2010

AMENDED IN SENATE MARCH 24, 2010

SENATE BILL

No. 1453

Introduced by Senator Price

~~(Coauthor: Assembly Member Ma)~~

(Coauthors: Assembly Members Bradford, Fong, and Ma)

February 19, 2010

An act to add Section 1656.6 to the Vehicle Code, relating to vehicles.

LEGISLATIVE COUNSEL'S DIGEST

SB 1453, as amended, Price. Vehicles: digital electronic license plates.

Existing law requires the Department of Motor Vehicles, upon the registration of a vehicle, to issue to the owner of the vehicle license plates meeting specified requirements for the vehicle.

This bill would authorize the department to take specified actions for the purposes of developing and evaluating the *potential* use of digital electronic license plates, as defined. The bill would authorize the department to contract with a private vendor for the purposes of researching, reporting, developing, acquiring, and exploring the utilization of ~~the~~ digital electronic license plates. The bill would require the department, on or before January 1, 2013, *if it enters into a contract with a private vendor*, to submit to the Legislature a report on its investigation on the utilization of ~~the~~ digital electronic license plates.

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

- 1 SECTION 1. The Legislature finds and declares both of the
2 following:
- 3 (a) The Department of Motor Vehicles, by virtue of its
4 interaction with millions of California drivers and vehicle owners
5 each year, represents a valuable resource to the state and an
6 important public safety advocate and partner.
- 7 (b) The department, as are all state agencies and departments,
8 is experiencing budget reductions, furloughs, and other cost-saving
9 measures aimed at alleviating the current and expected budget
10 financial crisis of the state.
- 11 SEC. 2. Section 1656.6 is added to the Vehicle Code, to read:
- 12 1656.6. (a) The department may consider the use and
13 development of existing or emerging technologies for the creation
14 of a digital electronic license plate for the purpose of generating
15 revenue for the department and state.
- 16 (b) For the purposes of developing and evaluating the potential
17 use of a digital electronic license plate, the department may enter
18 into any of the following:
- 19 (1) A request for proposals.
20 (2) A memorandum of understanding.
21 (3) A letter of intent.
22 (4) Other instruments deemed appropriate by the department.
- 23 (c) (1) The department may enter into a contract with a private
24 vendor for the purposes of researching, reporting, developing,
25 acquiring, and exploring the utilization of a digital electronic
26 license plate.
27 (2) The contract shall include a requirement that the private
28 vendor pay for the costs of all activities identified in paragraph (1)
29 and any additional related costs identified by the department.
- 30 (d) On or before January 1, 2013, the department shall, *if it*
31 *enters into a contract under subdivision (c)*, submit to the
32 Legislature pursuant to Section 9795 of the Government Code a
33 report on its investigation of the utilization of digital electronic
34 license plates containing all of the following information:

1 (1) An explanation of how digital electronic license plates could
2 function as both a vehicle identifier and a mobile message display
3 unit, including all of the following:

4 (A) Restrictions the department may impose upon the message
5 displayed on the digital electronic license plate.

6 (B) The control that a registered owner may have over the
7 message displayed on the digital electronic license plate.

8 (C) Options for the driver of the vehicle to display and to change
9 the messages displayed on the digital electronic license plate.

10 (2) The effects of the use of the digital electronic license plates
11 on traffic safety, including, in consultation with the Department
12 of California Highway Patrol, a consideration of the onroad safety
13 impacts of digital electronic license plates through onroad testing
14 of these plates authorized by the Department of the California
15 Highway Patrol.

16 (3) The revenues to the state that may be generated by the use
17 of the digital electronic license plates, if any.

18 (4) Cost savings that may be realized by the department through
19 improved efficiency in the registration of vehicles, if any.

20 (5) The security and reliability of the digital electronic license
21 plates.

22 (6) Recommendations on the future use of digital electronic
23 license plates.

24 *(e) The requirement for submitting a report imposed under*
25 *subdivision (d) is inoperative on January 1, 2017, pursuant to*
26 *Section 10231.5 of the Government Code.*

27 (e)

28 (f) For purposes of this section, “digital electronic license plate”
29 is a license plate that may be used secondarily as a mobile message
30 display unit and that complies with Article 7 (commencing with
31 Section 4850) of Chapter 1 of Division 3 while in vehicle
32 identification mode.