

**ASSEMBLY, No. 1570**

**STATE OF NEW JERSEY**  
**220th LEGISLATURE**

PRE-FILED FOR INTRODUCTION IN THE 2022 SESSION

**Sponsored by:**

**Assemblyman WILLIAM F. MOEN, JR.**

**District 5 (Camden and Gloucester)**

**Co-Sponsored by:**

**Assemblywoman Lopez**

**SYNOPSIS**

Authorizes issuance of Rowan University alumni license plates.

**CURRENT VERSION OF TEXT**

Introduced Pending Technical Review by Legislative Counsel.



1 AN ACT authorizing the issuance of Rowan University alumni license  
2 plates and supplementing Title 39 of the Revised Statutes.

3

4 **BE IT ENACTED** by the Senate and General Assembly of the State  
5 of New Jersey:

6

7 1. a. Upon proper application, the Chief Administrator of the  
8 New Jersey Motor Vehicle Commission shall issue Rowan  
9 University alumni license plates for any motor vehicle owned or  
10 leased and registered in this State. In addition to the registration  
11 number and other markings or identification otherwise prescribed by  
12 law, the license plates shall display appropriate words or a slogan and  
13 emblem honoring Rowan University. The chief administrator shall,  
14 in consultation with the Rowan University Alumni Association,  
15 select the design and color scheme of the Rowan University alumni  
16 license plates. The Rowan University alumni license plates shall be  
17 subject to the provisions of chapter 3 of Title 39 of the Revised  
18 Statutes, except as hereinafter otherwise provided.

19 b. Application for issuance of Rowan University alumni license  
20 plates shall be made to the chief administrator on forms and in a  
21 manner prescribed by the chief administrator. In order to be deemed  
22 complete, an application shall be accompanied by a fee of \$50,  
23 payable to the New Jersey Motor Vehicle Commission, which shall  
24 be in addition to the fees otherwise prescribed by law for the  
25 registration of a motor vehicle. The chief administrator shall collect  
26 annually, subsequent to the year of issuance of the Rowan University  
27 alumni license plates, a \$10 fee for the license plates in addition to  
28 the fees otherwise prescribed by law for the registration of a motor  
29 vehicle. The additional fees required by this subsection shall be  
30 deposited in the "Rowan University License Plate Fund" created  
31 pursuant to subsection c. of this section.

32 c. There is created in the Department of the Treasury a special  
33 non-lapsing fund to be known as the "Rowan University License  
34 Plate Fund." There shall be deposited in the fund the amount  
35 collected from all license plate fees collected pursuant to subsection  
36 b. of this section, less the amounts necessary to reimburse the  
37 commission for administrative costs pursuant to subsection d. of this  
38 section. Monies deposited in the fund shall be appropriated annually  
39 to the Rowan University Alumni Association to be used to support  
40 the organization's mission and programs. Monies deposited in the  
41 fund shall be held in interest-bearing accounts in public depositories  
42 as defined pursuant to section 1 of P.L.1970, c.236 (C.17:9-41), and  
43 may be invested or reinvested in securities approved by the State  
44 Treasurer. Interest or other income earned on monies deposited into  
45 the fund, and any monies which may be appropriated or otherwise  
46 become available for purposes of the fund, shall be credited to and  
47 deposited in the fund for use as set forth in P.L. , c. (C. )  
48 (pending before the Legislature as this bill).

1 d. Prior to the deposit of the additional fees collected pursuant  
2 to subsection b. of this section into the “Rowan University License  
3 Plate Fund,” amounts thereof as are necessary shall be used to  
4 reimburse the commission for all costs reasonably and actually  
5 incurred, as stipulated by the chief administrator for:

6 (1) designing, producing, issuing, renewing, and publicizing the  
7 availability of the Rowan University alumni license plates; and

8 (2) any computer programming changes that may be initially  
9 necessary to implement the Rowan University alumni license plate  
10 program in an amount not to exceed \$150,000.

11 The chief administrator shall annually certify to the State  
12 Treasurer the average cost per license plate incurred in the  
13 immediately preceding year by the commission in producing, issuing,  
14 renewing, and publicizing the availability of the Rowan University  
15 alumni license plates. The annual certification of the average cost  
16 per license plate shall be approved by the Joint Budget Oversight  
17 Committee, or its successor.

18 In the event that the average cost per license plate as certified by  
19 the chief administrator and approved by the Joint Budget Oversight  
20 Committee, or its successor, is greater than the \$50 application fee  
21 established in subsection b. of this section in two consecutive fiscal  
22 years, the chief administrator may discontinue the issuance of Rowan  
23 University alumni license plates.

24 e. The chief administrator shall notify eligible motorists of the  
25 opportunity to obtain Rowan University alumni license plates by  
26 publicizing the availability of the license plates on the commission’s  
27 website. The Rowan University Alumni Association President and  
28 any other individual or entity designated by the Rowan University  
29 Alumni Association, may publicize the availability of the Rowan  
30 University alumni license plates in any manner that the Rowan  
31 University Alumni Association deems appropriate.

32 f. The chief administrator and the Rowan University Alumni  
33 Association President shall develop and enter into a memorandum of  
34 agreement setting forth the procedures to be followed in carrying out  
35 their respective responsibilities under P.L. , c., (C. ) (pending  
36 before the Legislature as this bill).

37 g. The Rowan University Alumni Association President shall  
38 appoint a representative who shall act as a liaison between the Rowan  
39 University Alumni Association and the commission. The liaison shall  
40 represent the Rowan University Alumni Association in any and all  
41 communications with the commission regarding the Rowan  
42 University alumni license plates established by P.L. , c. (C. )  
43 (pending before the Legislature as this bill).

44  
45 2. a. State or public funds shall not be used by the commission  
46 for the initial cost of:

47 (1) designing, producing, issuing, and publicizing the availability  
48 of Rowan University alumni license plates; or

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1 (2) any computer programming changes which may be necessary  
2 to implement the Rowan University alumni license plate program  
3 established by P.L. , c. (C. ) (pending before the Legislature  
4 as this bill).

5 b. The Rowan University Alumni Association or an individual  
6 or entity designated by the Rowan University Alumni Association,  
7 shall contribute non-public monies in an amount to be determined by  
8 the chief administrator, not to exceed a total of \$25,000, to be used  
9 to offset the initial costs incurred by the commission for designing,  
10 producing, issuing, and publicizing the availability of Rowan  
11 University alumni license plates, and any computer programming  
12 which may be necessary to implement the program. Concerned  
13 organizations and individual donors may contribute monies to the  
14 Rowan University Alumni Association to be used to offset the initial  
15 costs incurred by the commission for the Rowan University alumni  
16 license plates authorized by P.L. , c. (C. ) (pending before  
17 the Legislature as this bill). Any amount remaining after the payment  
18 of the initial cost shall be deposited in the "Rowan University License  
19 Plate Fund" established pursuant to subsection c. of section 1 of  
20 P.L. , c. (C. ) (pending before the Legislature as this bill).

21 c. The commission shall not begin designing, producing,  
22 issuing, or publicizing the availability of Rowan University alumni  
23 license plates, or making any necessary programming changes, until  
24 the following requirements have been met:

25 (1) The Rowan University Alumni Association or an individual  
26 or entity designated by the Rowan University Alumni Association,  
27 has provided the commission with the non-public monies necessary,  
28 as determined by the chief administrator pursuant to subsection b. of  
29 this section, to offset the initial costs incurred by the commission in  
30 establishing the Rowan University alumni license plate program; and

31 (2) The liaison appointed by the Rowan University Alumni  
32 Association President pursuant to subsection g. of section 1 of  
33 P.L. , c. (C. ) (pending before the Legislature as this bill) has  
34 provided the commission with not less than 500 completed  
35 applications for Rowan University alumni license plates. These  
36 applications shall constitute the initial order for Rowan University  
37 alumni license plates and shall be accompanied by a fee representing  
38 the total cost of the initial order. The fee shall be determined by  
39 multiplying the number of sets of license plates being ordered by the  
40 applicable initial fee for each set of license plates as set forth in  
41 subsection b. of section 1 of P.L. , c. (C. ) (pending before  
42 the Legislature as this bill).

43  
44 3. This act shall take effect immediately, but shall remain  
45 inoperative until the first day of the 13th month following the date on  
46 which the conditions set forth in paragraphs (1) and (2) of subsection  
47 c. of section 2 of this act have been satisfied. The chief administrator  
48 may take anticipatory acts in advance of that date as may be

1 necessary for the timely implementation of this act. This act shall  
2 expire if the conditions set forth in paragraphs (1) and (2) of  
3 subsection c. of section 2 of this act are not satisfied by the last day  
4 of the 15th month following enactment.

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6

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STATEMENT

8

9 This bill authorizes the Chief Administrator of the New Jersey  
10 Motor Vehicle Commission (commission) to issue special Rowan  
11 University alumni license plates.

12 The bill provides that the design of the Rowan University alumni  
13 license plate is to display appropriate words or a slogan and an  
14 emblem honoring Rowan University. The chief administrator, in  
15 consultation with the Rowan University Alumni Association, is to  
16 select the design and color scheme of the Rowan University alumni  
17 license plates.

18 In addition to all fees otherwise required by law for the registration  
19 of a motor vehicle, there is an application fee of \$50 and an annual  
20 renewal fee of \$10 for the Rowan University alumni license plates.  
21 After the deduction of the cost of designing, producing, issuing,  
22 renewing, and publicizing the plates and of any computer  
23 programming changes that are necessary to implement the license  
24 plate program, additional fees are to be deposited into a special non-  
25 lapsing fund known as the "Rowan University License Plate Fund."  
26 The proceeds of the fund are to be annually appropriated to the  
27 Rowan University Alumni Association to be used to support the  
28 organization's mission and programs.

29 The chief administrator is required to annually certify the average  
30 cost of producing, issuing, renewing, and publicizing the availability  
31 of the specialty license plates. If the average cost per plate exceeds  
32 \$50 in two consecutive fiscal years, the chief administrator may  
33 discontinue the license plate program. The bill also requires that the  
34 Rowan University Alumni Association President appoint a liaison to  
35 represent the Rowan University Alumni Association in all  
36 communications with the commission regarding the Rowan  
37 University alumni license plates.

38 The bill provides that State or other public funds are not to be used  
39 by the commission for the initial cost to implement the Rowan  
40 University alumni license plate program. The bill requires the  
41 Rowan University Alumni Association or an individual or entity  
42 designated by the Rowan University Alumni Association to  
43 contribute non-public monies, not to exceed \$25,000, to offset the  
44 initial costs to design, produce, issue, and publicize the license plates  
45 and for computer programming changes which may be necessary to  
46 implement the program. The bill authorizes the Rowan University  
47 Alumni Association to receive funds from private sources to be used  
48 to offset the initial costs.

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1       The commission is not required to design, produce, issue, or  
2 publicize the availability of the license plates or make any necessary  
3 programming changes, until: (1) the Rowan University Alumni  
4 Association or the individual or entity designated by the Rowan  
5 University Alumni Association has provided the commission with  
6 the money necessary to offset the initial costs incurred by the  
7 commission in establishing the license plate program; and (2) the  
8 Rowan University Alumni Association liaison has provided the  
9 commission with a minimum of 500 completed applications for the  
10 license plates.

11       The provisions of the bill will remain inoperative until the first  
12 day of the 13th month after the date on which the appropriate  
13 applications and fees required to offset the initial costs incurred by  
14 the commission are provided to the commission. The bill expires on  
15 the last day of the 15th month after enactment if sufficient  
16 applications and fees to offset the initial costs are not received by that  
17 date.