
Bill as
Introduced

HB 335-FN-A - AS INTRODUCED

2011 SESSION

11-0032

03/09

HOUSE BILL **335-FN-A**

AN ACT establishing multi-use number plates.

SPONSORS: Rep. Rhodes, Hills 22; Rep. Hinch, Hills 19; Rep. Umberger, Carr 1;
Rep. Williams, Merr 11

COMMITTEE: Transportation

ANALYSIS

This bill establishes multi-use number plates, which entitle eligible entities to receive a portion of the additional fee charged for the plates.

Explanation: Matter added to current law appears in *bold italics*.
Matter removed from current law appears [~~in brackets and struck through~~].
Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.

STATE OF NEW HAMPSHIRE

In the Year of Our Lord Two Thousand Eleven

AN ACT establishing multi-use number plates.

Be it Enacted by the Senate and House of Representatives in General Court convened:

1 New Chapter; Multi-Use Plates. Amend RSA by inserting after chapter 261-A the following new chapter:

CHAPTER 261-B

MULTI-USE PLATES

261-B:1 Multi-Use Plates Authorized. The department shall issue multi-use plates upon receipt of an application meeting the requirements of RSA 261-B:3. Except as otherwise provided in this chapter, multi-use plates shall have the same effect and be issued in the same manner as other number plates. Multi-use number plates shall include the design submitted by the applicant and bear a registration number beginning with a letter of the alphabet designated by the director for the applicant. Multi-use number plates shall retain the "live free or die" logo. The department shall not issue vanity multi-use plates.

261-B:2 Eligibility. The department shall only accept an application for multi-use plates from an agency of the state of New Hampshire or an entity that is determined by the Internal Revenue Service to be a tax exempt organization pursuant to section 501(c)(3) of the Internal Revenue Code and registered with the attorney general.

261-B:3 Application.

I. An application for multi-use plates shall provide:

- (a) Verification of the applicant's eligibility under RSA 261-B:2.
- (b) A design to be placed on the applicant's plate series, which shall occupy an area no more than 3 inches wide by 4 inches high on the plate surface.
- (c) The owner's name and vehicle registration information for at least 1,000 vehicles, which will be issued the initial multi-use plates in the applicant's plate series.
- (d) Sixty dollars for each vehicle listed pursuant to subparagraph (c).

II. After successful submission of the application information under paragraph I, the applicant shall verify annually the applicant's continuing eligibility. Failure to verify eligibility shall result in the termination of the applicant's multi-use plate series.

261-B:4 Issuance and Renewal; Fees.

I.(a) The fee for multi-use number plates shall be \$60 per year per set, which shall be in addition to any other registration and number plate fees. Plates issued for vehicles listed by the applicant under RSA 261-B:3, I(c) shall be exempt from this fee for the first year.

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(b) The department shall retain from fees collected under this chapter an amount as is necessary to recover production and administrative costs as approved by the fiscal committee of the general court. The remaining funds shall be paid to the state treasurer, who shall pay 60 percent of such funds to the applicant entity and 40 percent to the highway fund.

II. Multi-use plates shall be issued only upon application for a new registration or renewal of an existing registration. Persons shall not be permitted to transfer an existing registration to a multi-use plate registration except during the registration renewal month.

III. Multi-use plates shall only be issued by the division and shall not be available from municipal clerks or other agents of the division.

IV. Multi-use plates may be used on passenger motor vehicles and recreation vehicles.

2 Effective Date. This act shall take effect July 1, 2011.

HB 335 FISCAL NOTE

AN ACT establishing multi-use number plates.

FISCAL IMPACT:

The Department of Safety states this bill may increase state restricted revenue and expenditures by an indeterminable amount in FY 2012 and each year thereafter, and increase local revenue by an indeterminable amount in FY 2013 and each year thereafter. There will be no fiscal impact on county revenue, or county and local expenditures.

METHODOLOGY:

The Department of Safety states this bill establishes multi-use plates to be issued in a minimum block of 1,000 sets of plates to eligible tax exempt organizations and state agencies. Entities must submit an application with verification of their eligibility, a 3" x 4" design to be applied to the plates, a list containing the owner's name and vehicle registration information for at least 1,000 vehicles to be issued, and a fee of \$60 for each owner listed. The multi-use plate fee of \$60 is an annual fee and is in addition to any other registration or plate fees. The Department cannot estimate the number of entities that will wish to issue these plates or the number of 1,000-plate blocks each will request. For each block of 1,000 plates, the Department assumes \$60,000 of annual gross revenue. Of the proposed fees, the Department shall retain an amount necessary to recover production and administration costs as approved by the fiscal committee of the general court. The remaining funds shall be paid to the state treasurer, who shall pay 60% to the applicant entity and 40% to the highway fund.

For this new plate type, the Department assumes a one-time cost of \$107,100 for 612 hours of consultant work to make the necessary programming changes to its system. For each run of 1,000 plates, the Department also assumes the following costs: 1 roll of sheeting for \$2,000, emblem design to attach to each plate for \$10,000 (1,000 sets x 2 plates per set x \$5.00 cost), and mailing costs of \$2,410 (1,000 pairs x \$2.41 mailing cost), for a total cost of each plate run of \$14,410.

Once cost recovery of the one-time programming charges is complete, applicant entities could expect to receive at least \$27,354 annually ($\$60,000$ annual revenue - $\$14,410$ cost per run = $\$45,590$ x 60% = $\$27,354$), with the state highway fund receiving the remaining $\$18,326$ ($\$45,590$ x 40%) of revenue. Depending on the number of renewals in each year, the annual

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revenue per 1,000 plate block could reach \$36,000 ($\$60,000 \times 60\%$) to the applicant entity, and \$24,000 ($\$60,000 \times 40\%$) to the highway fund, but those plateholders who turn in the special plates and those who wish to purchase the special plates would result in net revenues somewhere in between.

The Department points out these estimates assume that one multi-use plate type will be manufactured and individual emblems will be attached to that one plate type. If a new plate type needs to be manufactured for each eligible organization that applies, state expenditures would increase significantly due to the programming consultant costs. Also, the Department states, pursuant to RSA 235:23, highway fund expenditures for local aid would increase by 12% of any amount recorded in the highway fund as net revenue for this program. Local revenues would increase by a corresponding amount.

Amendments

Sen. Rausch, Dist. 19
April 12, 2011
2011-1401s
03/10

Amendment to HB 335-FN-A

1 Amend the bill by replacing all after the enacting clause with the following:

2
3 1 Statement of Intent.

4 I. The general court wishes to avoid the proliferation of specialty number plates that has
5 become prevalent in some states and to reaffirm that the primary purposes of number plates on
6 vehicles are to provide a ready means of identification of vehicles and their owners and to provide
7 revenues for the state's highway fund. The general court recognizes the value of number plates for
8 law enforcement and crime prevention purposes and that they are used by police officers, victims of
9 crimes, and witnesses to crimes to establish the identity of perpetrators and to clear innocent
10 persons of accusations. It is therefore important that number plates be legible and easily
11 recognizable from a distance and that the number of plate types be limited sufficiently to avoid
12 duplication of numbering schemes and to make the plates easily recognizable as to the state or
13 province that issues them and as to the unique plate type.

14 II. The general court further recognizes the issuance of license plates and the fees collected
15 from number plate issuance as a valuable source of user-based revenue for the highway fund and the
16 importance of number plates as a ready indication that a vehicle is properly licensed and has paid
17 the appropriate fee.

18 III. The general court declares that although not the primary purpose of number plates they
19 can be a source of pride, such as indicating prior military service or affiliation with a nonprofit or
20 charitable organization, but in consideration of New Hampshire's rich and diverse social fabric they
21 should not be used as tools to promote specific religious or political beliefs or to advertise businesses,
22 and should not contain designs that reasonable persons would find offensive to good taste.

23 IV. The general court declares its intent to limit the future issuance of specialty number
24 plates by establishing multi-use plates with a consistent and unique numbering scheme and
25 appearance and that future proposals to establish specialty number plates shall conform to the
26 provisions of this act.

27 2 New Chapter; Multi-Use Plates. Amend RSA by inserting after chapter 261-A the following
28 new chapter:

29 CHAPTER 261-B

30 MULTI-USE PLATES

31 261-B:1 Multi-Use Plates Authorized.

32 I. The department shall issue multi-use plates upon receipt of an application meeting the

1 requirements of RSA 261-B:3. Except as otherwise provided in this chapter, multi-use plates shall
2 have the same effect and be issued in the same manner as other number plates. Multi-use number
3 plates shall include the design submitted by the applicant and approved by the director and shall
4 bear a registration number beginning with a letter of the alphabet designated by the director for the
5 applicant. Multi-use number plates shall retain the "live free or die" logo. The department shall not
6 issue vanity multi-use plates.

7 II. The director shall review all designs submitted to ensure that the design meets the
8 requirements of this chapter and is not capable of an obscene interpretation nor a design which a
9 reasonable person would find offensive to contemporary community standards of good taste. The
10 director shall deny the use of any design that does not meet these criteria.

11 261-B:2 Eligibility.

12 I. The department shall only accept an application for multi-use plates from an agency of the
13 state of New Hampshire or an entity that is determined by the Internal Revenue Service to be a tax
14 exempt organization pursuant to section 501(c)(3) of the Internal Revenue Code and registered with
15 the attorney general.

16 II. The department shall not approve applications for multi-use plates from religious
17 organizations, political parties, or political advocacy groups, or as advertisements for businesses.

18 III. The department shall approve the following multi-use plate types:

19 (a) Number plates supporting New Hampshire public higher education which
20 incorporate the mascots of the university of New Hampshire, Plymouth state university, Keene state
21 college, and the community college system of New Hampshire.

22 (b) Number plates bearing the insignia of the branch of military service in which the
23 registered owner of the vehicle has honorably served or is serving, upon presentation of satisfactory
24 proof of such affiliation.

25 (c) Number plates bearing appropriate insignia for vehicles owned by certified
26 firefighters or licensed emergency medical technicians upon presentation of satisfactory proof of such
27 affiliation in good standing. In such cases the portion of the fees payable to the applicant under
28 RSA 261-B:4, I(b) shall be paid to the fire standards and training and emergency medical services
29 fund established in RSA 21-P:12-d.

30 (d) Number plates bearing the insignia of the Boston Red Sox, with the portion of the
31 fees payable to the applicant under RSA 261-B:4, I(b) paid to the Children's Hospital at Dartmouth.

32 (e) Number plates bearing the insignia of other New Hampshire or New England
33 professional sports teams with the fees payable to the applicant under RSA 261-B:4, I(b) paid an
34 appropriate registered charitable organization supported by the team.

35 (f) Such other plates as the director from time to time may approve for issuance provided
36 they meet the criteria in this chapter.

37 261-B:3 Application.

Amendment to HB 335-FN-A

- Page 3 -



1 I. An application for multi-use plates shall provide:

2 (a) Verification of the applicant's eligibility under RSA 261-B:2.

3 (b) A design to be placed on the applicant's plate series, which shall occupy an area no
4 more than 3 inches wide by 4 inches high on the plate surface.

5 (c) The owner's name, date of birth, and vehicle registration information for at least
6 1,000 vehicles which will be issued the initial multi-use plates in the applicant's plate series.

7 (d) Forty dollars for each vehicle listed pursuant to subparagraph (c).

8 II. After successful submission of the application information under paragraph I and review
9 of the design under RSA 261-B:1, the applicant shall verify annually the applicant's continuing
10 eligibility. Failure to verify eligibility shall result in the termination of the applicant's multi-use
11 plate series.

12 261-B:4 Issuance and Renewal; Fees.

13 I.(a) The fee for multi-use number plates shall be \$40 per year per set, which shall be in
14 addition to any other registration and number plate fees. Plates issued for vehicles listed by the
15 applicant under RSA 261-B:3, I(c) shall be exempt from this fee for the first year.

16 (b) The department shall retain from fees collected under this chapter an amount as is
17 necessary to recover production and administrative costs as approved by the fiscal committee of the
18 general court. The remaining funds shall be paid to the state treasurer, who shall pay 60 percent of
19 such funds to the applicant entity and 40 percent to the highway fund.

20 II. Multi-use plates may be issued at any time during the registration period; however, there
21 shall be no proration of the multi-use plate fees.

22 III. Multi-use plates shall only be issued by the division and shall not be available from
23 municipal agents or other agents of the division.

24 IV. Multi-use plates may be used on passenger motor vehicles and self-propelled recreation
25 vehicles.

26 V. If the annual subscription to any multi-use plate series falls below 750 vehicles, the
27 director may terminate the issuance of new plates for that series. If the annual subscription to any
28 multi-use plate series falls below 500 vehicles, the director shall terminate that series.

29 3 Prospective Repeal. RSA 261-B, relative to multi-use plates, is repealed.

30 4 Effective Date.

31 I. Section 3 of this act shall take effect January 1, 2015.

32 II. The remainder of this act shall take effect January 1, 2012.

Amendment to HB 335-FN-A

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20 or charitable organization, but in consideration of New Hampshire's rich and diverse social fabric
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Committee Minutes

**SENATE CALENDAR NOTICE
TRANSPORTATION**

- ✓ Senator Jim Rausch Chairman
- ✓ Senator David Boutin V Chairman
- Senator James Forsythe
- ✓ Senator Molly Kelly
- ✓ Senator Nancy Stiles

*Start: 9:50
End: 10:28*

For Use by Senate Clerk's Office ONLY	
<input type="checkbox"/> Bill Status	
<input type="checkbox"/> Docket	
<input type="checkbox"/> Calendar	
Proof: <input type="checkbox"/> Calendar	<input type="checkbox"/> Bill Status

Date: March 24, 2011

HEARINGS

Thursday

3/31/2011

TRANSPORTATION

LOB 103

9:00 AM

(Name of Committee)

(Place)

(Time)

EXECUTIVE SESSION MAY FOLLOW

- | | | |
|-----------|------------|---|
| 9:00 AM | HB72-FN-A | establishing a state aeronautical fund. |
| 9:15 AM | HB134 | relative to eligibility for walking disability plates. |
| ✓ 9:30 AM | HB335-FN-A | establishing multi-use number plates. |
| 10:00 AM | HB347 | exempting from nondisclosure the records of accidents involving and violations by county, city, and town employees and officials. |
| 10:15 AM | HB397 | relative to image display devices in motor vehicles. |
| 10:30 AM | HB558 | relative to exchanging Haseltine Street in Plaistow for a section of NH 121A from the intersection of Haseltine and Main Streets to the border with Haverhill, Massachusetts. |
| 11:00 AM | HB218 | repealing the New Hampshire rail transit authority. |

Sponsors:

HB72-FN-A

Rep. Chris Nevins
Rep. Beverly Rodeschin

Rep. David Campbell
Sen. Jeb Bradley

Rep. Lynne Ober
Sen. Sharon Carson

Rep. Kenneth Weyler
Sen. Nancy Stiles

HB134

Rep. Carol McGuire

HB335-FN-A

Rep. Brian Rhodes

Rep. Richard Hinch

Rep. Karen Umberger

Rep. Robert Williams

HB347

Rep. Neal Kurk

HB397

Rep. Sherman Packard
Sen. David Boutin

Rep. John Hikel

Rep. Kevin Waterhouse

Sen. Jim Rausch

HB558

Rep. Norman Major
Sen. Chuck Morse

Rep. Kenneth Weyler

Rep. Marie Sapicnza

Rep. Jeffrey Oligny

HB218

Rep. Dan McGuire
Rep. Mark Warden

Rep. Jon Richardson

Rep. Daniel Itse

Rep. Gregory Sorg

Danielle Barker 271-3091

Sen. Jim Rausch

Chairman

Transportation Committee

Hearing Report

TO: Members of the Senate

FROM: Danielle Barker, Legislative Aide

RE: Hearing report on HB 335-FN-A – establishing multi-use number plates.

HEARING DATE: March 31, 2011

MEMBERS OF THE COMMITTEE PRESENT: Sen. Rausch, Sen. Boutin, Sen. Kelly and Sen. Stiles

MEMBERS OF THE COMMITTEE ABSENT: Sen. Forsythe

Sponsor(s): Rep. Rhodes, Hills 22; Rep. Hinch, Hills 19; Rep. Umberger, Carr 1; Rep. Williams, Merr 11

What the bill does: This bill establishes multi-use number plates, which entitle eligible entities to receive a portion of the additional fee charged for the plates.

Who supports the bill: Rep. Williams, Rep. Umberger, Rep. Rhodes, Rep. Packard, Rick Bailey of the New Hampshire Department of Safety Division of Motor Vehicles and Martha Jackson representing the University of New Hampshire

Who opposes the bill: No one

Summary of testimony received:

Senator Rausch opened the public hearing on House Bill 335-FN-A and recognized Representative Rhodes, Representative Umberger and Representative Packard to introduce the bill.

Representative Rhodes, the prime sponsor, said this bill was an attempt to end the continual license plate bills introduced each year. He told the Committee a small group came together with Assistant Commissioner Sweeney to find a solution. The group determined the new plate would look exactly the same as the current New Hampshire plate, but would have a 4x3 space featuring the qualifying organization's logo. He stated they wanted to set serious limits on the plate. Representative Rhodes said all money would

have to be put up front by the qualifying organization. They would have to receive the requests for the plate and a check before they would order the sheeting to make the license plates. He said the State currently has a contract with 3M for the sheeting, which covers 1,200 plates. They spoke with 3M and they said they could do this.

Senator Boutin asked about the cost in case the plate did not sell well.

Representative Packard stated that before any plate would be issued the qualifying organization would have to submit 1,000 applications and a check for the 1,000 applications; this would eliminate the cost to the State. He stated about 14 years ago the House Transportation Committee came up with an idea similar to this bill to eliminate all of the plate bills. The bill did not work though because the threshold was not large enough. He stated he did not know if this bill would work, but there are numerous changes from the original bill 14 years ago. He believes the threshold would be difficult to attain and therefore it would limit the amount of qualifying organizations tremendously. He suggested an amendment for a three year sunset.

Senator Boutin asked if Representative Packard could explain the rationale behind lowering the plate fee from \$60 to \$40.

Representative Packard said he thought the original cost was too high.

Senator Stiles asked if she was the 1,201 person, would she still be able to get that plate, and what would happen if only one additional person after the 1,200 wanted a plate.

Representative Packard said yes, she would still be able to get the plate and if after the initial run they sold that many they would anticipate selling more.

Representative Umberger said they envision the first 1,000 people order the plate, the sheeting is run, and then anyone after that would come to Concord to receive the plate just as they would receive any other special plate.

Senator Rausch asked if the qualifying organization had to have \$40,000 to present before they would run the sheeting.

Representative Umberger said that was correct.

Senator Rausch asked about the second year requiring and 500 plates.

Representative Packard said if one individual plate type falls below 500 in yearly registration they would stop issuing the plate. He said if there are 200 plates sitting on a shelf and 50 people came in and bought those plates then there would be 1,050 plates still registered in New Hampshire. He stated if

the registration of that plate falls below 500, the plate would no longer be offered.

Representative Umberger stated the only difference between the multi-use plates and the vanity or conservation plates is that there is a requirement for an initial 1,000 plates to be purchased first.

Senator Boutin asked how section 261-B:4 (b) worked.

Representative Packard said after the expenses are paid, any money above the expenses would go 60% to the qualifying organization and 40% to the Highway Fund.

Senator Stiles asked if the qualifying organization needed to have individual application or if they could have someone like the University of New Hampshire (UNH) advertise and buy 1,000 plates to sell themselves.

Representative Packard said that they could theoretically buy 1,000 plates if they wanted to, but he does not believe that someone would take that risk.

Representative Rhodes said it was their intent to receive a name with the check for each individual who buys a plate.

Senator Boutin asked what an eligible qualifying organization was.

Representative Umberger said the qualifying organization, regardless of what their title is, has to donate the money they receive to a 501(c)3 or 4 organization in New Hampshire.

Senator Rausch recognized Martha Jackson to speak.

Ms. Jackson is in support of the bill. She represents the UNH Alumni Association. She stated they support this bill as a revenue generator. She feels a plate like this would encourage loyalty to the State and UNH.

Senator Rausch recognized Rick Bailey to speak.

Director Bailey is in support of the bill. He represents the New Hampshire Department of Safety Division of Motor Vehicles (DMV). He explained the DMV is in support of this bill because of the amount of license plate bills brought in each year. The DMV's concern has always been the logistics of how it should be done. He believes this bill as amended would be the best way to make it sustainable as it has a regular and manageable fee structure.

Senator Rausch asked about a person buying a plate with this qualifying organization and what would happen if, for example, UNH gets the required 1,000 plates, and everyone had a different birthday.

Director Bailey explained for the first 1,000 plates the person would pay the \$40 up front and then an additional \$40 during their birth month to renew their registration. He said they did not want to prorate the fees for different people's birth month.

Senator Kelly asked about the cost to the State.

Director Bailey said for the first 1,000 the cost would be more expensive because the DMV would have to cover the cost of the sheeting. He said the \$4 plate fee might be able to cover that cost though. He said there would only be an additional cost if there was something in the logo that required two sheetings to be run to get the logo proper.

Senator Boutin asked about the \$4 plate fee.

Director Bailey explained the first time a person receives a set of plates they pay \$4 for that set. There is a \$40 fee to get and keep the plate each year. The first initial year will cost \$44 to include the cost of the issuance of the plates.

With no one else wishing to speak Senator Rausch closed the public hearing.

Funding:

FISCAL IMPACT:

The Department of Safety states this bill may increase state restricted revenue and expenditures by an indeterminable amount in FY 2012 and each year thereafter, and increase local revenue by an indeterminable amount in FY 2013 and each year thereafter. There will be no fiscal impact on county revenue, or county and local expenditures.

METHODOLOGY:

The Department of Safety states this bill establishes multi-use plates to be issued in a minimum block of 1,000 sets of plates to eligible tax exempt organizations and state agencies. Entities must submit an application with verification of their eligibility, a 3" x 4" design to be applied to the plates, a list containing the owner's name and vehicle registration information for at least 1,000 vehicles to be issued, and a fee of \$60 for each owner listed. The multi-use plate fee of \$60 is an annual fee and is in addition to any other registration or plate fees. The Department cannot estimate the number of entities that will wish to issue these plates or the number of 1,000-plate blocks each will request. For each block of 1,000 plates, the Department assumes \$60,000 of annual gross revenue. Of the proposed fees, the Department shall retain an amount necessary to recover production and administration costs as approved by the fiscal committee of the general court. The remaining funds shall be paid to the state treasurer, who shall pay 60% to the applicant entity and 40% to the highway fund.

For this new plate type, the Department assumes a one-time cost of \$107,100 for 612 hours of consultant work to make the necessary programming changes to its system. For each run of 1,000 plates, the Department also assumes the following costs: 1 roll of sheeting for \$2,000, emblem design to attach to each plate for \$10,000 (1,000 sets x 2 plates per set x \$5.00 cost), and mailing costs of \$2,410 (1,000 pairs x \$2.41 mailing cost), for a total cost of each plate run of \$14,410.

Once cost recovery of the one-time programming charges is complete, applicant entities could expect to receive at least \$27,354 annually (\$60,000 annual revenue - \$14,410 cost per run = \$45,590 x 60% = \$27,354), with the state highway fund receiving the remaining \$18,326 (\$45,590 x 40%) of revenue. Depending on the number of renewals in each year, the annual revenue per 1,000 plate block could reach \$36,000 (\$60,000 x 60%) to the applicant entity, and \$24,000 (\$60,000 x 40%) to the highway fund, but those plateholders who turn in the special plates and those who wish to purchase the special plates would result in net revenues somewhere in between.

The Department points out these estimates assume that one multi-use plate type will be manufactured and individual emblems will be attached to that one plate type. If a new plate type needs to be manufactured for each eligible organization that applies, state expenditures would increase significantly due to the programming consultant costs. Also, the Department states, pursuant to RSA 235:23, highway fund expenditures for local aid would increase by 12% of any amount recorded in the highway fund as net revenue for this program. Local revenues would increase by a corresponding amount.

Action: The Committee took no action at this time.

DCB

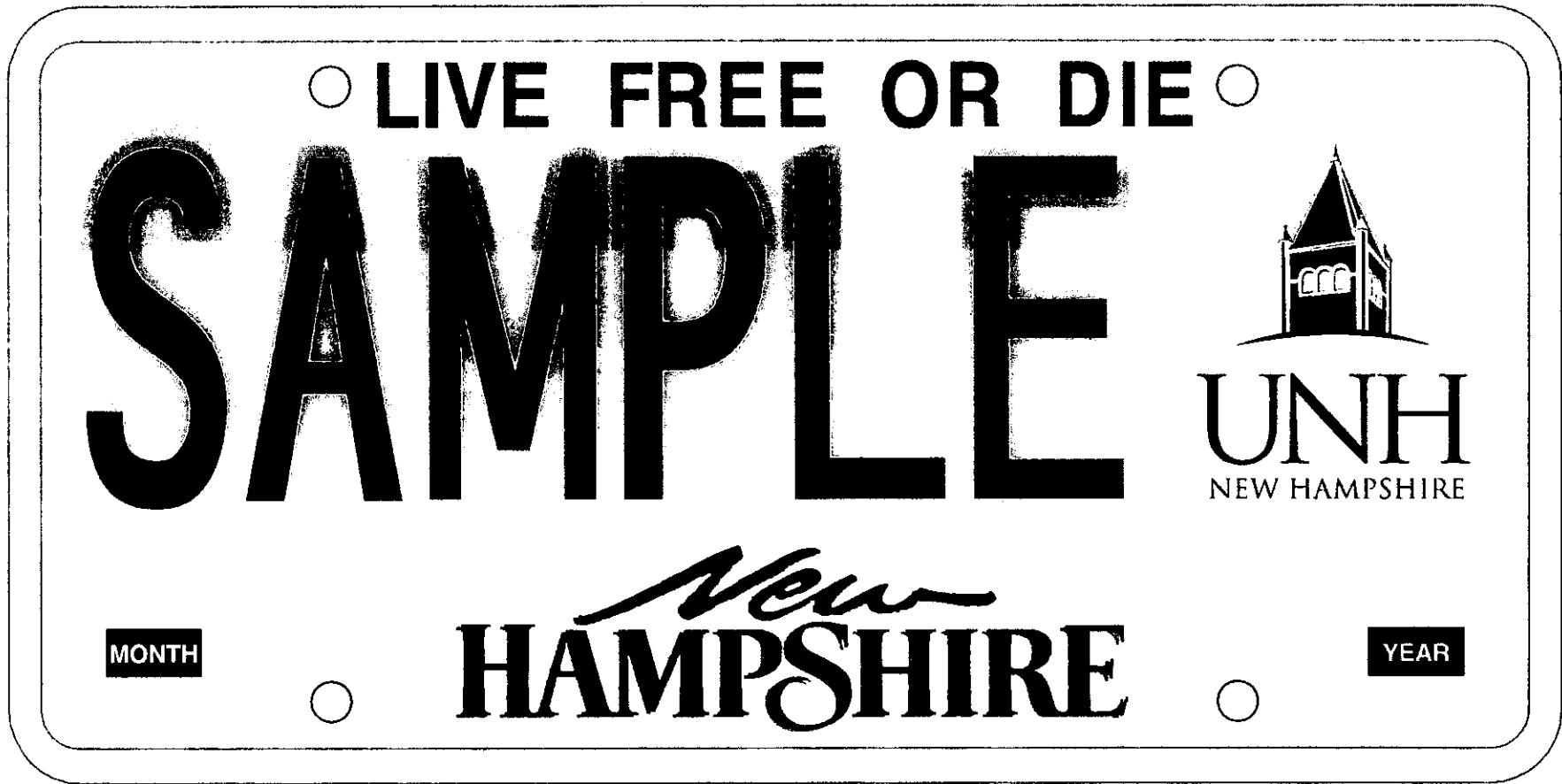
[file: HB 0335 report]

Date: April 4, 2010

Speakers

Testimony

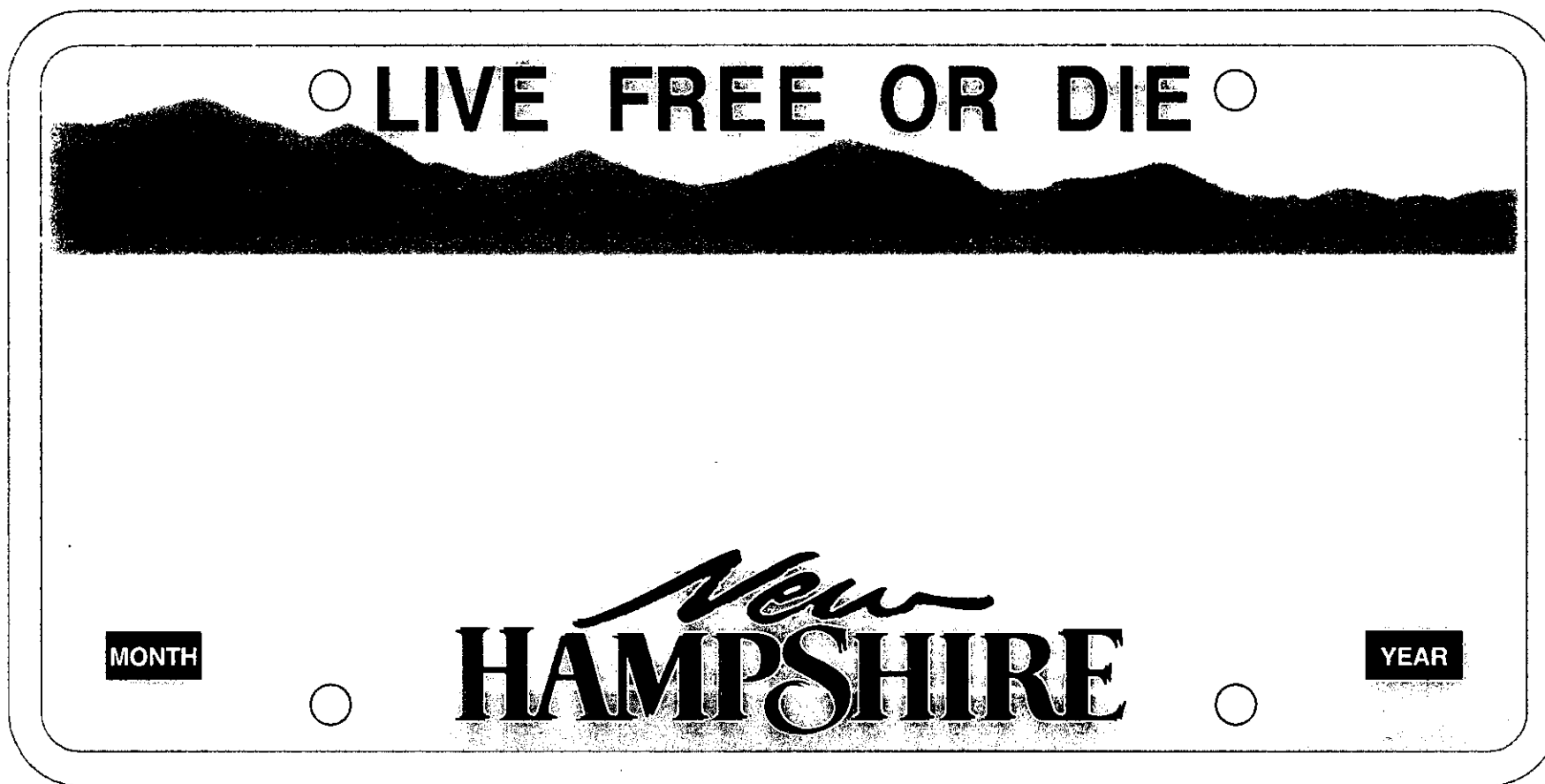
NH UNH SPECIALTY PLATE WITH LOGO



This electronic proof to be referenced for graphic placement only. Colors may vary from this proof and actual sample plates.

FEBRUARY 25, 2011

NH SPECIALTY PLATE BASE



This electronic proof to be referenced for graphic placement only. Colors may vary from this proof and actual sample plates.
FEBRUARY 25, 2011



UNIVERSITY of NEW HAMPSHIRE
ALUMNI ASSOCIATION

**Written Testimony to the NH State Senate Transportation Committee
by University of New Hampshire
Alumni Association Board President, Martha Foley Jackson '76, '96G
March 31, 2011**

Good morning. My name is Martha Foley Jackson and I am a proud alumna of the University of New Hampshire. I also have the pleasure of serving as the President of the UNH Alumni Association's Board of Directors. I am writing to express the enthusiastic support of the University of New Hampshire, and the UNH Alumni Association, for House Bill 335, which would establish multi-use number plates and generate some revenue for eligible entities, like the University of New Hampshire.

The UNH alumni body numbers over 127,000 with almost half of those living here in New Hampshire. Our programs and services aim to keep alumni connected with one another and with UNH, developing a spirit of loyalty and affinity for their alma mater. This affinity is displayed in many ways including wearing university apparel, applying decals on vehicles, flying flags, buying signature products, reading the UNH Magazine, and supporting other affinity products such as credit cards and insurance programs. Many of our programs are aimed at prospective and current students in order to develop mutually beneficial lifelong relationships long before they leave campus after graduation. We believe that HB 335 provides a wonderful and highly visible way that our alumni, and others, could demonstrate their support for UNH. Building and enhancing alumni loyalty and connections to UNH is critical for us.

In the university's new strategic plan that President Huddleston released last year, an important component is elevating the level of alumni engagement in order to strengthen the overall quality of the university. With a proud and fully engaged alumni body, UNH can look to our alumni and friends for many types of support, not the least of which is private philanthropic support in these challenging economic times.

License plates would be an additional means for students, parents, alumni, and friends to display their loyalty for UNH and for the university to enjoy increased visibility. Similar programs have been quite successful in states including Florida, Ohio, and Pennsylvania, raising not only pride and affinity but additional revenue for their public institutions. New Hampshire has already witnessed great success with the Moose license plates and accompanying grant program.

The marketing and public relations value of that can't be understated, particularly when the program results in shared revenue for the state and eligible entities, like the university. The leadership at UNH, and the Alumni Association, strongly endorses HB 335.

Thank you for your time. I would be happy to answer any questions.

Committee Report

STATE OF NEW HAMPSHIRE
SENATE
REPORT OF THE COMMITTEE

Date: April 28, 2011

THE COMMITTEE ON Transportation

to which was referred House Bill 335-FN-A

AN ACT establishing multi-use number plates.

Having considered the same, the committee recommends that the Bill:

OUGHT TO PASS WITH AMENDMENT

BY A VOTE OF: 4-0

AMENDMENT # 1658s

Senator Jim Forsythe
For the Committee

Danielle Barker 271-3091

New Hampshire General Court - Bill Status System

Docket of HB335

Docket Abbreviations

Bill Title: establishing multi-use number plates.*Official Docket of HB335:*

Date	Body	Description
1/21/2011	H	Introduced 1/6/2011 and referred to Transportation; HJ 11 , PG. 182
2/8/2011	H	Public Hearing: 3/1/2011 11:30 AM LOB 203
2/23/2011	H	Executive Session: 3/2/2011 LOB 203 3:00 PM or immediately after House session
3/1/2011	H	Continued Executive Session If Necessary: 3/9/2011 9:30 AM LOB 203
3/3/2011	H	Committee Report: Ought to Pass for Mar 15 (Vote 14-0; RC); HC 22 , PG.569
3/17/2011	H	Ought to Pass: MA VV; HJ 30 , PG.991
3/23/2011	S	Introduced and Referred to Transportation; SJ 11 , Pg.191
3/24/2011	S	Hearing: 3/31/11, Room 103, LOB, 9:30 a.m.; SC17
4/28/2011	S	Committee Report: Ought to Pass with Amendment #2011-1658s , 5/4/11; SC22
5/4/2011	S	Committee Amendment 1658s, Not Voted On; SJ 15
5/4/2011	S	Sen. Forsythe Moved Laid on Table, MA, VV; SJ 15 , Pg.310

NH House

NH Senate

Other Referrals

COMMITTEE REPORT FILE INVENTORY

ORIGINAL REFERRAL RE-REFERRAL

1. THIS INVENTORY IS TO BE SIGNED AND DATED BY THE COMMITTEE AIDE AND PLACED INSIDE THE FOLDER AS THE FIRST ITEM IN THE COMMITTEE FILE.
2. PLACE ALL DOCUMENTS IN THE FOLDER FOLLOWING THE INVENTORY IN THE ORDER LISTED.
3. THE DOCUMENTS WHICH HAVE AN "X" BESIDE THEM ARE CONFIRMED AS BEING IN THE FOLDER.
4. THE COMPLETED FILE IS THEN DELIVERED TO THE CALENDAR CLERK.

- DOCKET (Submit only the latest docket found in Bill Status)
- COMMITTEE REPORT
- CALENDAR NOTICE
- HEARING REPORT
- HANDOUTS FROM THE PUBLIC HEARING
- PREPARED TESTIMONY AND OTHER SUBMISSIONS
- SIGN-UP SHEET(S)

ALL AMENDMENTS (passed or not) CONSIDERED BY COMMITTEE:

- AMENDMENT # 16585 - AMENDMENT # _____
 - AMENDMENT # _____ - AMENDMENT # _____

ALL AVAILABLE VERSIONS OF THE BILL:

AS INTRODUCED AS AMENDED BY THE HOUSE
 FINAL VERSION AS AMENDED BY THE SENATE

OTHER (Anything else deemed important but not listed above, such as amended fiscal notes): _____

IF YOU HAVE A RE-REFERRED BILL, YOU ARE GOING TO MAKE UP A DUPLICATE FILE FOLDER

DATE DELIVERED TO SENATE CLERK 7/21/11 Janielle Bantec
 BY COMMITTEE AIDE