

BILL ANALYSIS

Senate Research Center
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S.B. 246
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State Affairs
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As Filed

DIGEST

Currently, the state offers a non-standard license plate, called a specialty plate, which indicates the bearer's special status or displays artwork such as a college logo. In 1998, over \$3 million in fees were generated from one percent of the 16 million registered vehicles in Texas that carried a specialty plate. Although the Texas Department of Transportation (TXDOT) does not promote special plates, the revenue benefits the department and other state agencies. S.B. 246 requires TXDOT to promote the specialty plates by developing a brochure describing the various license plates available and mailing the brochure to prospective customers with license plate renewal forms.

PURPOSE

As proposed, S.B. 246 requires the Texas Department of Transportation to promote specialty plates with a brochure.

RULEMAKING AUTHORITY

This bill does not grant any additional rulemaking authority to a state officer, institution, or agency.

SECTION BY SECTION ANALYSIS

SECTION 1. Amends Chapter 502B, Transportation Code, by adding Section 502.057, as follows:

Sec. 502.057. PROMOTION OF SPECIALIZED LICENSED PLATES. Requires the Texas Department of Transportation (TXDOT) to create a brochure describing and promoting the available specialized state license plates. Requires the department to distribute the brochure to persons registering vehicles and to include the brochure in each mailed registration renewal notice.

SECTION 2. Requires TXDOT to submit to the lieutenant governor and speaker of the house of representatives an analysis on the effects the promotional activities in Section 502.057, Transportation Code, had on the sale of specialized license plates, and recommendations to improve the marketing of specialized license plates.

SECTION 3. Effective date: September 1, 1999.

SECTION 4. Emergency clause.