# State of California Department of Motor Vehicles

Report to the Legislature of the State of California

# Consolidated Specialized License Plate Programs Report

In Accordance with Chapter 163 Statutes of 2000 and Chapter 454 Statutes of 2006

January 1, 2021, to December 31, 2021



Gavin Newsom Governor

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California State Transportation Agency

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#### INTRODUCTION AND SUMMARY

As established by Chapter 163 of the Statutes of 2000, California Vehicle Code (CVC) Section 5060(h)(1), and by Chapter 454 of the Statutes of 2006, CVC Section 5160(a), organizations supported by Special Interest and Specialized License Plate (SLP) must submit an annual report to the Department of Motor Vehicles (DMV) by June 30th, which should include an accounting of all revenue and expenditures associated with the SLP programs.

**Note:** The CVC refers to the plate programs as both Special Interest License Plate and SLP programs. For this report, both will be referred to as SLP programs.

CVC Sections 5060(h)(3) and CVC 5160(c) require DMV to provide an annual consolidated report to the Legislature. This is the eleventh annual consolidated report to the Legislature. The report is designed to reflect each organization's plate sales revenue, program expenditures, administrative costs, marketing, and promotional expenditures during the reporting period of January 1, 2021, through December 31, 2021.

Included in this year's consolidated report are the following plate programs:

#### Special Interest License Plates

- Arts
- Coastal
- Kids
- Lake Tahoe
- Veterans Organizations
- Yosemite
- Memorial

### **Specialized License Plates**

- CalAg
- Pet Lovers
- California Cultural/Historical Endowment
- Breast Cancer Awareness

Per CVC Sections 5060(g) and 5159, "A state agency that is eligible to participate in a specialized license plate program pursuant to this article and receives funds from the additional fees collected from the sale of specialized plates shall not expend annually more than 25 percent of those funds on administrative costs, marketing, or other promotional activities associated with encouraging application for, or renewal of, the specialized plates."

**Note #1:** The CalAg SLP program total expenditures for the 2020 calendar year included a reversal of a \$50,000 invoice that was charged to CalAg in error in the 2019 calendar year which caused the report to reflect a negative

16 percent of the specialized plate sales on administrative costs, marketing, or other promotional activities for the 2021 calendar year.

**Note #2:** The Pet Lovers SLP program expenditures reflect more than 25 percent of the specialized plate sales on administrative costs, marketing, or other promotional activities for the 2021 calendar year. California Department of Food and Agriculture will reevaluate their participation in the Specialty License Plate Program in future years.

Five license plate programs: California Legacy, Commemorative Collegiate UCLA, Firefighters, Gold Star Family, and Olympic Training Center (OTC) are not included in this report because the requirements of CVC Sections 5060 and 5151 pertain only to SLP programs contained within CVC Articles 8.4 and 8.6. California Legacy, OTC, and UCLA plate programs are governed in Article 8 (Special Plates) and the Firefighters Plate Program in Article 8.5 (Environmental License Plates). Although the Gold Star Family Plate Program is included in Article 8.6 (Specialized License Plates), it is considered a special recognition plate.

Program Specialized License Plates	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates	Percentage of Direct Expenditures Funded by Specialized License Plate Program Used for Marketing
Arts	\$1,348,759	\$44,745	\$44,745	3%
Coastal	\$1,149,000	\$712,741	\$149,396	13%
Kids (Public Health)	\$0*	\$165,436**	\$0	0%
Kids (Social Services)	\$3,127,851	\$3,170,814	\$615,882	20%
Lake Tahoe	\$806,428	\$395,770	\$31,949	4%
Veterans Org	\$935,665	\$803,992	\$50,000	5%
Yosemite***	\$582,131	\$582,131	\$0	0%
Memorial (Cal OES)	\$878,957	\$995,578	\$0	0%
Memorial (CDFA)	\$534,000	\$622,792	\$0	0%
CalAg	\$229,326	\$194,217	(\$37,730)	(16%)
Pet Lovers	\$240,720	\$387,007	\$76,292	32%
California Cultural/Historical Endowment	\$414,157	\$103,061	\$44,745	11%
Breast Cancer Awareness	\$200,111	\$77,000	\$0	0%

- \* Kids Child Health and Safety Fund 0279 is a depository for revenues from the Kids plate program and is administered by the California Department of Social Services (DSS). The 2021 calendar year fell in between the end of Department of Public Health (CDPH) last round of Contracts and the start of new Grants in late 2021. CDPH anticipates invoices that are not reflected in this report.
- \*\* Kids Expenditures from CDPH FORE (Fiscal Online Reporting Environment) Expenditure Analysis Reports for Fund 0279.
- \*\*\* Yosemite The entire administrative, marketing, and promotional budget for the Yosemite License plate program is funded from sources outside of the revenue from the SLP program.

**NOTE:** For expenditures that exceed revenue generated, some agencies carry a balance over that they invest in some form of expenditure the following year.

### **ARTS**



January 1, 2021, through December 31, 2021	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$105,371	\$0	\$0	0%
FEBRUARY	\$106,048	\$0	\$0	0%
MARCH	\$137,497	\$0	\$0	0%
APRIL	\$122,616	\$0	\$0	0%
MAY	\$114,373	\$0	\$0	0%
JUNE	\$114,057	\$0	\$0	0%
JULY	\$94,164	\$0	\$0	0%
AUGUST	\$113,147	\$0	\$0	0%
SEPTEMBER	\$118,500	\$0	\$0	0%
OCTOBER	\$101,882	\$0	\$0	0%
NOVEMBER	\$101,283	\$44,745	\$44,745	44%
DECEMBER	\$119,821	\$0	\$0	0%
TOTALS	\$1,348,759	\$44,745	\$44,745	3%

### COASTAL



January 1,	Revenue from	Expenditures	Expenditures for	Percentage of
2021, through	Specialized	Funded by	Administrative,	Administrative,
December 31,	License Plate	Specialized	Marketing, or	Marketing, or
2021	Program	License Plate	Promotional	Promotional
		Program	Activities	Activities
			Associated with	Associated with
			Specialized	Specialized
			License Plates	License Plates
JANUARY	\$95,750	\$59,892	\$1,400	1%
FEBRUARY	\$95,750	\$74,678	\$1,400	1%
MARCH	\$95,750	\$45,636	\$1,400	1%
APRIL	\$95,750	\$51,479	\$1,400	1%
MAY	\$95,750	\$56,233	\$24,754	26%
JUNE	\$95,750	\$103,738	\$43,642	46%
JULY	\$95,750	\$41,002	\$11,400	12%
AUGUST	\$95,750	\$61,971	\$11,400	12%
SEPTEMBER	\$95,750	\$53,555	\$26,400	28%
OCTOBER	\$95,750	\$55,073	\$6,400	7%
NOVEMBER	\$95,750	\$54,527	\$1,400	1%
DECEMBER	\$95,750	\$54,957	\$18,400	19%
TOTALS	\$1,149,000	\$712,741	\$149,396	13%

All figures represent the California Coastal Commission's (CCC) revenue and expenditures.

The CCC's revenue is provided annually each July. The line-item amounts reflect each fiscal year's appropriation received divided by twelve.

The one-time large expenditure for marketing, promotion, and administration as a percentage of revenue in June is the result of an expenditure for the Specialty License Plate Insert.

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021

### KIDS (DEPARTMENT OF PUBLIC HEALTH)



### (LOCAL ASSISTANCE FOR UNINTENTIONAL INJURY PREVENTION)

January 1,	Revenue from	Expenditures	Expenditures for	Percentage of
2021, through	Specialized	Funded by	Administrative,	Administrative,
December 31,	License Plate	Specialized	Marketing, or	Marketing, or
2021	Program*	License Plate	Promotional	Promotional
		Program	Activities	Activities
			Associated with	Associated with
			Specialized	Specialized
			License Plates	License Plates
JANUARY	\$0	\$0	\$0	0%
FEBRUARY	\$0	\$0	\$0	0%
MARCH	\$0	\$0	\$0	0%
APRIL	\$0	\$165,436	\$0	0%
MAY	\$0	\$0	\$0	0%
JUNE	\$0	\$0	\$0	0%
JULY	\$0	\$0	\$0	0%
AUGUST	\$0	\$0	\$0	0%
SEPTEMBER	\$0	\$0	\$0	0%
OCTOBER	\$0	\$0	\$0	0%
NOVEMBER	\$0	\$0	\$0	0%
DECEMBER	\$0	\$0	\$0	0%
TOTALS	\$0	\$165,436	\$0	0%

<sup>\*</sup> The Child Health and Safety Fund 0279 is a depository for revenues from the Kids plate program and is administered by the California Department of Social Services (DSS). The 2021 calendar year fell in between the end of Department of Public Health (CDPH) last round of Contracts and the start of new Grants in late 2021. CDPH anticipates invoices that are not reflected in this report.

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021

### KIDS (DEPARTMENT OF SOCIAL SERVICES)

January 1,	Revenue	Expenditures	Local	Expenditures	Percentage of
2021, through	from	Funded by	Assistance	for	Administrative,
December 31,	Specialized	Specialized	Expenditures	Administrative,	Marketing, or
2021	License Plate	License Plate	Funded by	Marketing, or	Promotional
	Program*	Program**	Specialized	Promotional	Activities
			License Plate	Activities	Associated
			Program***	Associated	with
				with	Specialized
				Specialized	License Plate
				License Plates	Plates
JANUARY	\$247,921	\$715,228	\$0	\$114,644	46%
FEBRUARY	\$238,750	(\$415,414)	\$0	\$0	0%
MARCH	\$314,467	\$0	\$0	\$0	0%
APRIL	\$274,189	\$0	\$0	\$0	0%
MAY	\$253,952	\$0	\$0	\$0	0%
JUNE	\$278,062	\$0	\$401,000	\$0	0%
JULY	\$250,154	\$398,346	\$0	\$61,830	25%
AUGUST	\$279,436	\$448,141	\$0	\$72,332	26%
SEPTEMBER	\$261,736	\$451,171	\$0	\$77,852	30%
OCTOBER	\$227,983	\$552,295	\$0	\$109,410	48%
NOVEMBER	\$240,730	\$477,147	\$0	\$76,722	32%
DECEMBER	\$260,471	\$543,900	\$401,000	\$103,092	40%
TOTALS	\$3,127,851	\$3,170,814	\$802,000	\$615,882	20%

<sup>\*</sup> These figures represent the total Kids Plate revenue for all the statutory programs under the Department of Social Services (DSS) and the California Department of Public Health (CDPH).

<sup>\*\*</sup> The spending cap for the FY 2021-2022 of \$2,663,000 was reached in February, hence the negative and zero dollar amounts from February through June.

<sup>\*\*\*</sup> Expenditures for DSS Local Assistance (per W&I, Section 18285(e)-child abuse prevention). June total represents half of the expenditures for FY 2021-2022; December represents half of the expenditures for FY 2022-2023 (as these allotments are made annually, not monthly).

### **LAKE TAHOE**



January 1, 2021, through December 31, 2021	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, or Promotional Activities Associated with	Percentage of Administrative, Marketing, or Promotional Activities Associated with
			Specialized	Specialized
			License Plates	License Plates
JANUARY	\$62,137	\$23,262	\$0	0%
FEBRUARY	\$62,287	\$12,490	\$0	0%
MARCH	\$74,030	\$32,915	\$9,632	13%
APRIL	\$69,067	\$28,330	\$7,362	11%
MAY	\$65,195	\$140,933	\$11,405	17%
JUNE	\$64,677	\$9,166	\$0	0%
JULY	\$54,412	\$19,824	\$561	1%
AUGUST	\$65,557	\$27,905	\$580	1%
SEPTEMBER	\$91,682	\$27,459	\$602	1%
OCTOBER	\$63,919	\$14,511	\$601	1%
NOVEMBER	\$62,050	\$20,861	\$601	1%
DECEMBER	\$71,414	\$38,115	\$604	1%
TOTALS	\$806,428	\$395,770	\$31,949	4%

### **VETERANS ORGANIZATIONS**



January 1,	Revenue	Expenditures	Expenditures for	Percentage of
2021, through	from	Funded by	Administrative,	Administrative,
December 31,	Specialized	Specialized	Marketing, or	Marketing, or
2021	License	License Plate	Promotional	Promotional
	Plate	Program	Activities	Activities
	Program		Associated with	Associated with
			Specialized	Specialized
			License Plates	License Plates
JANUARY	\$74,255	\$239,992	\$0	0%
FEBRUARY	\$70,148	\$0	\$0	0%
MARCH	\$93,030	\$0	\$0	0%
APRIL	\$84,027	\$0	\$50,000	60%
MAY	\$80,519	\$0	\$0	0%
JUNE	\$74,612	\$259,500	\$0	0%
JULY	\$67,051	\$0	\$0	0%
AUGUST	\$75,779	\$0	\$0	0%
SEPTEMBER	\$101,078	\$0	\$0	0%
OCTOBER	\$67,988	\$10,000	\$0	0%
NOVEMBER	\$69,022	\$0	\$0	0%
DECEMBER	\$78,155	\$294,500	\$0	0%
TOTALS	\$935,665	\$803,992	\$50,000	5%

### **YOSEMITE**



January 1, 2021, through December 31, 2021	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, or Promotional Activities Associated with	Percentage of Administrative, Marketing, or Promotional Activities Associated with
			Specialized License Plates	Specialized License Plates
JANUARY	\$141,737	\$0	\$0	0%
FEBRUARY	\$0	\$0	\$0	0%
MARCH	\$0	\$0	\$0	0%
APRIL	\$145,212	\$0	\$0	0%
MAY	\$0	\$0	\$0	0%
JUNE	\$0	\$0	\$0	0%
JULY	\$142,991	\$0	\$0	0%
AUGUST	\$0	\$0	\$0	0%
SEPTEMBER	\$0	\$0	\$0	0%
OCTOBER	\$152,192	\$0	\$0	0%
NOVEMBER	\$0	\$0	\$0	0%
DECEMBER	\$0	\$582,131	\$0	0%
TOTALS	\$582,131	\$582,131	\$0	0%

The entire administrative, marketing, and promotional budget for the Yosemite license plate program is funded from sources outside of the revenue from the special plate program.

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### MEMORIAL (CALIFORNIA OFFICE OF EMERGENCY SERVICES)



January 1, 2021, through December 31, 2021	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, or Promotional Activities Associated with Specialized	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized
LANULA DV	<b>#</b> (0.01.4	<b>#155,000</b>	License Plates	License Plates
JANUARY	\$62,014	\$155,983	\$0	0%
FEBRUARY	\$64,730	\$301,279	\$0	0%
MARCH	\$81,797	\$153,593	\$0	0%
APRIL	\$81,200	(\$34,939)	\$0	0%
MAY	\$76,236	(\$14,377)	\$0	0%
JUNE	\$96,414	\$41,696	\$0	0%
JULY	\$38,136	\$38,724	\$0	0%
AUGUST	\$76,487	\$78,339	\$0	0%
SEPTEMBER	\$96,428	\$89,541	\$0	0%
OCTOBER	\$68,045	\$65,292	\$0	0%
NOVEMBER	\$67,175	\$20,922	\$0	0%
DECEMBER	\$70,294	\$99,525	\$0	0%
TOTALS	\$878,957	\$995,578	\$0	0%

The figures (\$34,939) and (\$14,377) are the result of the following adjustments:

- Movement of indirect costs related to labor
- Journal voucher reversal
- Expenditure correction due to funding adjustment
- Expenditure correction due to grant closures

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021

### MEMORIAL (CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE)

January 1, 2021, through December 31, 2021	Revenue from Specialized License Plate	Expenditures Funded by Specialized License Plate	Expenditures for Administrative, Marketing, or Promotional	Percentage of Administrative, Marketing, or Promotional
	Program	Program	Activities Associated with	Activities Associated with
			Specialized	Specialized
I A NII I A DV	¢ 4.4 500	¢71.007	License Plates	License Plates
JANUARY	\$44,500	\$71,097	\$0	0%
FEBRUARY	\$44,500	\$80,995	\$0	0%
MARCH	\$44,500	\$6,422	\$0	0%
APRIL	\$44,500	\$25,238	\$0	0%
MAY	\$44,500	\$16,269	\$0	0%
JUNE	\$44,500	\$23,040	\$0	0%
JULY	\$44,500	\$3,034	\$0	0%
AUGUST	\$44,500	\$66,093	\$0	0%
SEPTEMBER	\$44,500	\$19,452	\$0	0%
OCTOBER	\$44,500	\$256,643	\$0	0%
NOVEMBER	\$44,500	\$54,510	\$0	0%
DECEMBER	\$44,500	\$0	\$0	0%
TOTALS	\$534,000	\$622,792	\$0	0%

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021

### CALAG [CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)]



January 1,	Revenue from	Expenditures	Expenditures for	Percentage of
2021, through	Specialized	Funded by	Administrative,	Administrative,
December 31,	License Plate	Specialized	Marketing, or	Marketing, or
2021	Program	License Plate	Promotional	Promotional
		Program	Activities	Activities
			Associated with	Associated with
			Specialized	Specialized
			License Plates	License Plates
JANUARY	\$19,430	\$738	\$0	0%
FEBRUARY	\$21,061	(\$55)	(\$55)	(0%)
MARCH	\$23,208	\$0	\$0	0%
APRIL	\$20,870	\$33,723	\$0	0%
MAY	\$16,503	\$148,646	\$0	0%
JUNE	\$18,349	(\$12,284)	(\$50,000)	(272%)
JULY	\$12,419	\$924	\$0	0%
AUGUST	\$19,065	\$3,854	\$3,854	20%
SEPTEMBER	\$27,953	\$6,192	\$5,192	19%
OCTOBER	\$15,583	\$9,062	\$3,279	21%
NOVEMBER	\$13,208	\$44,745	\$44,745	339%
DECEMBER	\$21,675	(\$41,329)	(\$44,745)	(206%)
TOTALS	\$229,326	\$194,217	(\$37,730)	(16%)

Credits in February (\$55) and (\$55), June (\$12,284) and (\$50,000), and December (\$41,329) and (\$44,745) were coded to the wrong program code in fiscal. The listed figures on the report are the corrected charges posted to the program.

The total expenditures for the 2020 calendar year included a reversal of an invoice in the amount of \$50,000 charged to CalAg in error in the 2019 calendar year. This correction caused a negative percentage for the total administrative, marketing, and promotional activities.

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### PET LOVERS [CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)]



January 1,	Revenue from	Expenditures	Expenditures for	Percentage of
2021, through	Specialized	Funded by	Administrative,	Administrative,
December 31,	License Plate	Specialized	Marketing, or	Marketing, or
2021	Program	License Plate	Promotional	Promotional
		Program	Activities	Activities
			Associated with	Associated with
			Specialized	Specialized
			License Plates	License Plates
JANUARY	\$18,707	\$4,847	\$4,847	26%
FEBRUARY	\$19,341	\$27,340	\$7,471	39%
MARCH	\$25,892	\$5,914	\$5,914	23%
APRIL	\$17,592	\$120,857	\$6,328	36%
MAY	\$18,009	\$2,742	\$2,742	15%
JUNE	\$21,673	\$1,584	\$1,584	7%
JULY	\$18,788	\$53,211	\$380	2%
AUGUST	\$19,013	\$354	\$354	2%
SEPTEMBER	\$23,462	\$14,226	\$24	0%
OCTOBER	\$19,686	\$70,567	\$414	2%
NOVEMBER	\$18,062	\$8,898	\$0	0%
DECEMBER	\$20,494	\$76,466	\$46,234	226%
TOTALS	\$240,720	\$387,007	\$76,292	32%

The program exceeded the 25 percent threshold for administrative, marketing, and promotional activities for participants in the Specialty License Plate Program. CDFA will reevaluate their participation in the Specialty License Plate Program in future years.

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### CALIFORNIA CULTURAL/HISTORICAL ENDOWMENT (SNOOPY)



January 1,	Revenue from	Expenditures	Expenditures for	Percentage of
2021, through	Specialized	Funded by	Administrative,	Administrative,
December 31,	License Plate	Specialized	Marketing, or	Marketing, or
2021	Program	License Plate	Promotional	Promotional
		Program	Activities	Activities
			Associated with	Associated with
			Specialized	Specialized
			License Plate	License Plates
JANUARY	\$33,012	\$0	\$0	0%
FEBRUARY	\$31,824	\$0	\$0	95%
MARCH	\$37,917	\$0	\$0	0%
APRIL	\$35,473	\$0	\$0	0%
MAY	\$32,300	\$0	\$0	0%
JUNE	\$44,826	\$0	\$0	0%
JULY	\$18,547	\$0	\$0	0%
AUGUST	\$33,642	\$40,768	\$0	0%
SEPTEMBER	\$46,821	\$40,768	\$0	0%
OCTOBER	\$32,169	\$0	\$0	0%
NOVEMBER	\$31,197	\$15,544	\$44,745	143%
DECEMBER	\$36,429	\$5,981	\$0	0%
TOTALS	\$414,157	\$103,061	\$44,745	11%

### **BREAST CANCER AWARENESS**



January 1, 2021, through December 31, 2021	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, or Promotional Activities Associated with Specialized License Plate	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$16,276	\$0	\$0	0%
FEBRUARY	\$15,454	\$0	\$0	0%
MARCH	\$20,107	\$0	\$0	0%
APRIL	\$16,557	\$0	\$0	0%
MAY	\$17,355	\$0	\$0	0%
JUNE	\$15,217	\$38,500	\$0	0%
JULY	\$12,406	\$0	\$0	0%
AUGUST	\$15,735	\$0	\$0	0%
SEPTEMBER	\$24,497	\$0	\$0	0%
OCTOBER	\$15,481	\$0	\$0	0%
NOVEMBER	\$14,291	\$0	\$0	0%
DECEMBER	\$16,735	\$38,500	\$0	0%
TOTALS	\$200,111	\$77,000	\$0	0%