# 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
Toks Omishakin, Secretary
California State Transportation Agency
Steve Gordon, Director
Department of Motor Vehicles


## Table of Contents

Introduction and Summary ..... ii
Consolidated Specialized License Plate Programs Report ..... 1
Arts ..... 2
Coastal ..... 3
Kids (Department of Public Health) - Local Assistance for Unintentional ..... 4 Injury Prevention
Kids (Department of Social Services) ..... 5
Lake Tahoe ..... 6
Veterans Organizations ..... 7
Yosemite ..... 8
Memorial (California Office of Emergency Services) ..... 9
Memorial (California Department of Food and Agriculture) ..... 10
CalAg ..... 11
Pet Lovers ..... 12
California Cultural/Historical Endowment ..... 13
Breast Cancer Awareness ..... 14

## 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 Specialized License Plates

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

CONSOLIDATED SPECIALIZED LICENSE PLATE PROGRAMS REPORT
JANUARY 1, 2021, THROUGH DECEMBER 31, 2021

| Program Specialized License Plates | Revenue from Specialized License Plate Program | Expenditures Funded by Specialized License Plate Program | Expenditures for Administrative, Marketing, or Promotional <br> 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.

## SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021
ARTS


| January 1, <br> 2021, through <br> December <br> 31,2021 | Revenue from <br> Specialized <br> License Plate <br> Program | Expenditures <br> Funded by <br> Specialized <br> License Plate <br> Program | Expenditures for <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> License Plates | Percentage of <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> 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 | $\$ 101,283$ | $\$ 44,745$ | $\$ 44,745$ | $\$ 0$ |
| DECEMBER | $\$ 119,821$ | $\$ 0$ | $\$ 44,745$ | $0 \%$ |
| TOTALS | $\$ 1,348,759$ | $\$ 44,745$ | $3 \%$ |  |

## SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021
COASTAL


| January 1, <br> 2021, through <br> December 31, <br> 2021 | Revenue from <br> Specialized <br> License Plate <br> Program | Expenditures <br> Funded by <br> Specialized <br> License Plate <br> Program | Expenditures for <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> License Plates | Percentage of <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities |
| :--- | ---: | ---: | ---: | ---: |
| Associated with |  |  |  |  |
| Specialized |  |  |  |  |
| License Plates |  |  |  |  |$|$

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.

## SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021
KIDS (DEPARTMENT OF PUBLIC HEALTH)

(LOCAL ASSISTANCE FOR UNINTENTIONAL INJURY PREVENTION)

| January 1, <br> 2021, through <br> December 31, <br> 2021 | Revenue from <br> Specialized <br> License Plate <br> Program* | Expenditures <br> Funded by <br> Specialized <br> License Plate <br> Program | Expenditures for <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> License Plates | Percentage of <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> 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 | $\$ 0$ | $\$ 165,436$ | $\$ 0$ | $0 \%$ |
| TOTALS | $\$ 0$ | $0 \%$ |  |  |

* 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.


# SPECIALIZED LICENSE PLATE PROGRAMS REPORT 

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021

## KIDS (DEPARTMENT OF SOCIAL SERVICES)

| January 1, 2021, through December 31, 2021 | Revenue from Specialized License Plate Program* | Expenditures Funded by Specialized License Plate Program** | Local <br> Assistance 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 Plate 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\% |

* 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).
** 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.
*** 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).


## SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021
LAKE TAHOE

$\left.\begin{array}{|l|r|r|r|r|}\hline \begin{array}{c}\text { January 1, } \\ \text { 2021, through } \\ \text { December 31, } \\ 2021\end{array} & \begin{array}{c}\text { Revenue } \\ \text { from } \\ \text { Specialized } \\ \text { License } \\ \text { Plate } \\ \text { Program }\end{array} & \begin{array}{c}\text { Expenditures } \\ \text { Funded by } \\ \text { Specialized } \\ \text { License Plate } \\ \text { Program }\end{array} & \begin{array}{c}\text { Expenditures for } \\ \text { Administrative, } \\ \text { Marketing, or } \\ \text { Promotional } \\ \text { Activities } \\ \text { Associated with } \\ \text { Specialized } \\ \text { License Plates }\end{array} & \begin{array}{c}\text { Percentage of } \\ \text { Administrative, } \\ \text { Marketing, or } \\ \text { Promotional } \\ \text { Activities }\end{array} \\ \text { Associated with } \\ \text { Specialized } \\ \text { License Plates }\end{array}\right]$

## SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021

## VETERANS ORGANIZATIONS



| January 1, <br> 2021, through <br> December 31, <br> 2021 | Revenue <br> from <br> Specialized <br> License <br> Plate <br> Program | Expenditures <br> Funded by <br> Specialized <br> License Plate <br> Program | Expenditures for <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> License Plates | Percentage of <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities |
| :---: | ---: | ---: | ---: | ---: |
| Associated with |  |  |  |  |
| Specialized |  |  |  |  |
| License Plates |  |  |  |  |$|$

## SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021
YOSEMITE

$\left.\begin{array}{|l|l|r|r|r|}\hline \begin{array}{c}\text { January 1, } \\ \text { 2021, through } \\ \text { December 31, } \\ 2021\end{array} & \begin{array}{c}\text { Revenue } \\ \text { from } \\ \text { Specialized } \\ \text { License } \\ \text { Plate } \\ \text { Program }\end{array} & \begin{array}{c}\text { Expenditures } \\ \text { Funded by } \\ \text { Specialized } \\ \text { License Plate } \\ \text { Program }\end{array} & \begin{array}{c}\text { Expenditures for } \\ \text { Administrative, } \\ \text { Marketing, or } \\ \text { Promotional } \\ \text { Activities } \\ \text { Associated with } \\ \text { Specialized } \\ \text { License Plates }\end{array} & \begin{array}{c}\text { Percentage of } \\ \text { Administrative, } \\ \text { Marketing, or } \\ \text { Promotional } \\ \text { Activities }\end{array} \\ \text { Associated with } \\ \text { Specialized } \\ \text { License Plates }\end{array}\right]$

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.

## SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021

## MEMORIAL (CALIFORNIA OFFICE OF EMERGENCY SERVICES)



| January 1, <br> 2021, through <br> December 31, <br> 2021 | Revenue <br> from <br> Specialized <br> License Plate <br> Program | Expenditures <br> Funded by <br> Specialized <br> License Plate <br> Program | Expenditures for <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> License Plates | Percentage of <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> License Plates |
| :--- | ---: | ---: | ---: | ---: |
| JANUARY | $\$ 62,014$ | $\$ 155,983$ | $\$ 0$ | $0 \%$ |
| FEBRUARY | $\$ 64,730$ | $\$ 301,279$ | $\$ 0$ | $0 \%$ |
| MARCH | $\$ 81,797$ | $\$ 153,593$ | $\$ 0$ | $0 \%$ |
| APRIL | $\$ 81,200$ | $1 \$ 34,939)$ | $\$ 0$ | $0 \%$ |
| 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


## SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021

## MEMORIAL (CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE)

$\left.\begin{array}{|c|r|r|r|r|}\hline \begin{array}{c}\text { January 1, } \\ \text { 2021, through } \\ \text { December 31, } \\ 2021\end{array} & \begin{array}{c}\text { Revenue } \\ \text { from } \\ \text { Specialized } \\ \text { License Plate } \\ \text { Program }\end{array} & \begin{array}{c}\text { Expenditures } \\ \text { Funded by } \\ \text { Specialized } \\ \text { License Plate } \\ \text { Program }\end{array} & \begin{array}{c}\text { Expenditures for } \\ \text { Administrative, } \\ \text { Marketing, or } \\ \text { Promotional } \\ \text { Activities } \\ \text { Associated with } \\ \text { Specialized } \\ \text { License Plates }\end{array} & \begin{array}{c}\text { Percentage of } \\ \text { Administrative, } \\ \text { Marketing, or } \\ \text { Promotional } \\ \text { Activities }\end{array} \\ \text { Associated with } \\ \text { Specialized } \\ \text { License Plates }\end{array}\right]$

## SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021

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



| January 1, <br> 2021, through <br> December 31, <br> 2021 | Revenue from <br> Specialized <br> License Plate <br> Program | Expenditures <br> Funded by <br> Specialized <br> License Plate <br> Program | Expenditures for <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> License Plates | Percentage of <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities |
| :--- | ---: | ---: | ---: | ---: |
| Associated with |  |  |  |  |
| Specialized |  |  |  |  |
| License Plates |  |  |  |  |$|$

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.

## SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021
PET LOVERS [CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)]


| January 1, <br> 2021, through <br> December 31, <br> 2021 | Revenue from <br> Specialized <br> License Plate <br> Program | Expenditures <br> Funded by <br> Specialized <br> License Plate <br> Program | Expenditures for <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> License Plates | Percentage of <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> 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 | $\$ 19,686$ | $\$ 70,567$ | $\$ 8,898$ | $\$ 414$ |
| NOVEMBER | $\$ 18,062$ | $\$ 8,89$ | $\$ 0$ | $2 \%$ |
| DECEMBER | $\$ 20,494$ | $\$ 76,466$ | $\$ 46,234$ | $0 \%$ |
| TOTALS | $\$ 240,720$ | $\$ 387,007$ | $\$ 76,292$ | $226 \%$ |

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.

## SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021
CALIFORNIA CULTURAL/HISTORICAL ENDOWMENT (SNOOPY)


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

## SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2021, THROUGH DECEMBER 31, 2021
BREAST CANCER AWARENESS


| January 1, <br> 2021, through <br> December 31, <br> 2021 | Revenue from <br> Specialized <br> License Plate <br> Program | Expenditures <br> Funded by <br> specialized <br> License Plate <br> Program | Expenditures for <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> License Plate | Percentage of <br> Administrative, <br> Marketing, or <br> Promotional <br> Activities <br> Associated with <br> Specialized <br> 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 | $\$ 12,406$ | $\$ 38,500$ | $\$ 0$ | $0 \%$ |
| JULY | $\$ 15,735$ | $\$ 0$ | $\$ 0$ | $0 \%$ |
| AUGUST | $\$ 24,497$ | $\$ 0$ | $\$ 0$ | $0 \%$ |
| SEPTEMBER | $\$ 15,481$ | $\$ 0$ | $\$ 0$ | $0 \%$ |
| OCTOBER | $\$ 14,291$ | $\$ 0$ | $\$ 0$ | $0 \%$ |
| NOVEMBER | $\$ 16,735$ | $\$ 38,500$ | $\$ 0$ | $0 \%$ |
| DECEMBER | $\$ 200,111$ | $\$ 77,000$ | $\$ 0$ | $0 \%$ |
| TOTALS |  |  | $\$ 0$ | $0 \%$ |

