

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, 2023, to December 31, 2023



Gavin Newsom
Governor

Toks Omishakin, Secretary
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 Plates (SLP) must submit an annual report to the Department of Motor Vehicles (DMV) by June 30th, that includes 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 thirteenth annual consolidated report to the Legislature. The report is designed to reflect each organization's plate sales revenue, program expenditures, administrative costs, marketing, licensing fee, and promotional expenditures during the reporting period of January 1, 2023, through December 31, 2023.

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."

Four license plate programs: California Legacy, Commemorative Collegiate UCLA, Firefighters, and Gold Star Family 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, 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, 2023, THROUGH DECEMBER 31, 2023

Program Specialized License Plates	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plates	Percentage of Direct Expenditures Funded by Specialized License Plate Program Used for Marketing
Arts	\$1,244,623	\$612,975	\$84,618	7%
Coastal	\$1,376,004	\$861,868	\$145,658	11%
Kids (Public Health)	\$0*	\$781,234**	\$0	0%
Kids (Social Services)	\$2,798,568	\$729,000	\$600,492	21%
Lake Tahoe	\$769,883	\$404,388	\$65,026	8%
Veterans Org	\$934,648	\$606,091	\$50,000	5%
Yosemite	\$542,141	\$542,141	\$0	0%
Memorial (Cal OES)	\$760,490	\$710,732	\$0	0%
Memorial (CDFA)	\$534,000	\$472,507	\$0	0%
CalAg	\$214,998	\$259,355	\$15,000	7%
Pet Lovers	\$220,390	\$385,277	\$45,808	21%
California Cultural/Historical Endowment	\$432,596	\$410,870	\$1,640	0%
Breast Cancer Awareness	\$191,263	\$191,263	\$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).

** Kids - Expenditures from CDPH FORE (Fiscal Online Reporting Environment) Expenditure Analysis Reports for Fund 0279.

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, 2023, THROUGH DECEMBER 31, 2023

ARTS

January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plates	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$99,963	\$0	\$11,545	12%
FEBRUARY	\$101,368	\$0	\$12,256	12%
MARCH	\$121,677	\$0	\$14,036	12%
APRIL	\$110,381	\$0	\$13,537	12%
MAY	\$115,966	\$0	\$18,756	16%
JUNE	\$113,195	\$560,000	\$14,488	13%
JULY	\$76,006	\$0	\$0	0%
AUGUST	\$115,893	\$0	\$0	0%
SEPTEMBER	\$104,572	\$0	\$0	0%
OCTOBER	\$104,493	\$0	\$0	0%
NOVEMBER	\$82,854	\$0	\$0	0%
DECEMBER	\$98,255	\$52,975	\$0	0%
TOTALS	\$1,244,623	\$612,975	\$84,618	7%

SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2023, THROUGH DECEMBER 31, 2023

COASTAL

January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plates	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$114,417	\$53,667	\$1,115	1%
FEBRUARY	\$114,417	\$54,647	\$1,115	1%
MARCH	\$114,417	\$55,771	\$1,115	1%
APRIL	\$114,417	\$68,476	\$1,115	1%
MAY	\$114,417	\$53,875	\$96,150	84%
JUNE	\$114,417	\$205,547	\$1,115	1%
JULY	\$114,917	\$49,917	\$2,598	2%
AUGUST	\$114,917	\$57,569	\$7,203	6%
SEPTEMBER	\$114,917	\$63,275	\$5,803	5%
OCTOBER	\$114,917	\$64,575	\$11,063	10%
NOVEMBER	\$114,917	\$54,880	\$1,133	1%
DECEMBER	\$114,917	\$79,669	\$16,133	14%
TOTALS	\$1,376,004	\$861,868	\$145,658	11%

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, licensing fee, and administration as a percentage of revenue in May is the result of two expenses: payment for the DMV insert and a payment on an ongoing marketing contract.

SPECIALIZED LICENSE PLATE PROGRAMS REPORT
JANUARY 1, 2023, THROUGH DECEMBER 31, 2023

KIDS [CALIFORNIA DEPARTMENT OF PUBLIC HEALTH (CDPH)]



(LOCAL ASSISTANCE FOR UNINTENTIONAL INJURY PREVENTION)

January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program*	Expenditures Funded by Specialized License Plate Program**	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plates	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$0	\$0	\$0	0%
FEBRUARY	\$0	\$0	\$0	0%
MARCH	\$0	\$142,944	\$0	0%
APRIL	\$0	\$0	\$0	0%
MAY	\$0	\$0	\$0	0%
JUNE	\$0	\$587,455	\$0	0%
JULY	\$0	\$0	\$0	0%
AUGUST	\$0	\$0	\$0	0%
SEPTEMBER	\$0	\$0	\$0	0%
OCTOBER	\$0	\$2,350	\$0	0%
NOVEMBER	\$0	\$18,181	\$0	0%
DECEMBER	\$0	\$30,303	\$0	0%
TOTALS	\$0	\$781,234	\$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).

** Kids - Expenditures from CDPH FORE (Fiscal Online Reporting Environment) Expenditure Analysis Reports for Fund 0279.

SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2023, THROUGH DECEMBER 31, 2023

KIDS (DEPARTMENT OF SOCIAL SERVICES)

January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program*	Expenditures Funded by Specialized License Plate Program**	Local Assistance Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plates	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plate Plates
JANUARY	\$223,644	\$163,750	\$0	\$45,407	20%
FEBRUARY	\$229,352	\$160,768	\$0	\$42,162	18%
MARCH	\$258,625	\$158,243	\$0	\$35,860	14%
APRIL	\$241,483	\$227,180	\$0	\$110,031	46%
MAY	\$256,782	\$171,040	\$0	\$48,399	19%
JUNE	\$242,220	\$0	\$0	\$0	0%
JULY	\$214,381	\$397,565	\$0	\$95,492	45%
AUGUST	\$254,260	\$407,306	\$0	\$104,657	41%
SEPTEMBER	\$247,596	\$433,214	\$0	\$118,484	48%
OCTOBER	\$211,838	\$340,433	\$0	\$0	0%
NOVEMBER	\$193,024	\$0	\$0	\$0	0%
DECEMBER	\$225,363	\$0	\$729,000	\$0	0%
TOTALS	\$2,798,568	\$1,778,633	\$729,000	\$600,492	21%

* 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 authority Cap for the FY 22/23 was reached and Accounting adjusted the expenditures to meet the Cap. The negative amount of \$340,433 in October 2023, was adjusted for the FY 22/23 to get the fund to a healthier balance. The fund adjustment is authorized in the Budget Act to prevent exceeding the authorized budget.

SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2023, THROUGH DECEMBER 31, 2023

LAKE TAHOE



January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plates	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$62,308	\$46,086	\$13,240	21%
FEBRUARY	\$61,374	\$122,645	\$10,547	17%
MARCH	\$70,263	\$42,884	\$11,520	16%
APRIL	\$63,084	\$44,363	\$9,919	16%
MAY	\$73,632	\$9,846	\$1,669	2%
JUNE	\$64,727	\$28,607	\$646	1%
JULY	\$43,891	\$12,865	\$11,980	27%
AUGUST	\$83,070	\$10,096	\$1,226	1%
SEPTEMBER	\$69,001	\$8,483	\$1,043	2%
OCTOBER	\$60,604	\$29,314	\$1,114	2%
NOVEMBER	\$55,579	\$38,919	\$1,055	2%
DECEMBER	\$62,350	\$10,280	\$1,068	2%
TOTALS	\$769,883	\$404,388	\$65,026	8%

SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2023, THROUGH DECEMBER 31, 2023

VETERANS ORGANIZATIONS



January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plates	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$84,974	\$0	\$0	0%
FEBRUARY	\$71,197	\$0	\$0	0%
MARCH	\$80,933	\$591	\$0	0%
APRIL	\$89,649	\$0	\$0	0%
MAY	\$79,599	\$0	\$0	0%
JUNE	\$76,643	\$335,000	\$0	0%
JULY	\$76,050	\$260,500	\$0	0%
AUGUST	\$88,904	\$0	\$50,000	56%
SEPTEMBER	\$69,661	\$0	\$0	0%
OCTOBER	\$91,015	\$0	\$0	0%
NOVEMBER	\$58,373	\$10,000	\$0	0%
DECEMBER	\$67,650	\$0	\$0	0%
TOTALS	\$934,648	\$606,091	\$50,000	5%

SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2023, THROUGH DECEMBER 31, 2023

YOSEMITE



January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plates	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$129,111	\$129,111	\$0	0%
FEBRUARY	\$0	\$0	\$0	0%
MARCH	\$0	\$0	\$0	0%
APRIL	\$0	\$0	\$0	0%
MAY	\$135,919	\$135,919	\$0	0%
JUNE	\$0	\$0	\$0	0%
JULY	\$139,886	\$139,886	\$0	0%
AUGUST	\$0	\$0	\$0	0%
SEPTEMBER	\$0	\$0	\$0	0%
OCTOBER	\$137,224	\$137,224	\$0	0%
NOVEMBER	\$0	\$0	\$0	0%
DECEMBER	\$0	\$0	\$0	0%
TOTALS	\$542,141	\$542,141	\$0	0%

The entire administrative, marketing, licensing fee, 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

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MEMORIAL (CALIFORNIA OFFICE OF EMERGENCY SERVICES)

January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plates	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$61,475	\$123,988	\$0	0%
FEBRUARY	\$64,541	\$43,680	\$0	0%
MARCH	\$69,523	\$12,278	\$0	0%
APRIL	\$67,116	\$58,150	\$0	0%
MAY	\$76,101	\$52,630	\$0	0%
JUNE	\$86,748	\$104,256	\$0	0%
JULY	(\$86,948)	\$117,946	\$0	0%
AUGUST	\$11,505	\$75,672	\$0	0%
SEPTEMBER	\$672	\$68,183	\$0	0%
OCTOBER	\$56,598	\$10,263	\$0	0%
NOVEMBER	\$37,774	\$15,408	\$0	0%
DECEMBER	\$315,387	\$28,279	\$0	0%
TOTALS	\$760,490	\$710,732	\$0	0%

The figure (\$86,948) is the reversal of prior year expenditure accruals.

SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2023, THROUGH DECEMBER 31, 2023

MEMORIAL (CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE)

January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plates	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$44,500	\$4,800	\$0	0%
FEBRUARY	\$44,500	\$22,551	\$0	0%
MARCH	\$44,500	\$0	\$0	0%
APRIL	\$44,500	\$0	\$0	0%
MAY	\$44,500	\$87,075	\$0	0%
JUNE	\$44,500	\$0	\$0	0%
JULY	\$44,500	\$63,616	\$0	0%
AUGUST	\$44,500	\$15,601	\$0	0%
SEPTEMBER	\$44,500	\$203,201	\$0	0%
OCTOBER	\$44,500	\$0	\$0	0%
NOVEMBER	\$44,500	\$0	\$0	0%
DECEMBER	\$44,500	\$75,663	\$0	0%
TOTALS	\$534,000	\$472,507	\$0	0%

SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2023, THROUGH DECEMBER 31, 2023

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

January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plates	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$18,712	\$0	\$0	0%
FEBRUARY	\$16,868	\$270	\$0	0%
MARCH	\$19,572	\$31,116	\$0	0%
APRIL	\$19,324	\$0	\$0	0%
MAY	\$18,710	\$151,671	\$0	0%
JUNE	\$22,874	\$6,000	\$0	0%
JULY	\$15,310	\$66,547	\$50,000	327%
AUGUST	\$19,804	(\$47,380)	(\$47,380)	(239%)
SEPTEMBER	\$17,459	\$4,386	\$4,386	25%
OCTOBER	\$16,712	\$34,501	\$4,953	30%
NOVEMBER	\$13,635	\$12,243	\$3,040	22%
DECEMBER	\$16,018	\$0	\$0	0%
TOTALS	\$214,998	\$259,355	\$15,000	7%

The two figures (\$47,380 & \$47,380) shown for the month of August was caused by an expenditure mistakenly posted to CalAg in July. The expenditure corrected in August, which resulted in the negative amount for August.

SPECIALIZED LICENSE PLATE PROGRAMS REPORT

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

January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plates	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$18,835	\$75,915	\$6,346	34%
FEBRUARY	\$18,385	\$18,619	\$5,292	29%
MARCH	\$19,583	\$17,090	\$5,544	28%
APRIL	\$17,611	\$21,971	\$4,971	28%
MAY	\$20,362	\$21,504	\$2,859	14%
JUNE	\$23,908	\$24,521	\$6,271	26%
JULY	\$14,471	\$13,567	\$2,717	19%
AUGUST	\$20,504	\$79,032	\$51,027	249%
SEPTEMBER	\$18,406	\$13,786	\$1,186	6%
OCTOBER	\$17,621	\$64,795	\$3,967	23%
NOVEMBER	\$14,032	\$62,100	\$2,782	20%
DECEMBER	\$16,674	(\$27,624)	(\$47,155)	(283%)
TOTALS	\$220,390	\$385,277	\$45,808	21%

The figures (\$27,624 & \$47,155) shown for the month of December was caused by an expenditure mistakenly posted to Pet Lovers in August. The expenditure corrected in December, which resulted in the negative amount for December.

SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2023, THROUGH DECEMBER 31, 2023

CALIFORNIA CULTURAL/HISTORICAL ENDOWMENT (SNOOPY)



January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plate	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$33,368	\$22,533	\$0	0%
FEBRUARY	\$36,071	\$43,906	\$0	0%
MARCH	\$34,756	\$12,848	\$0	0%
APRIL	\$39,481	\$0	\$0	0%
MAY	\$38,576	\$35,139	\$0	0%
JUNE	\$44,521	\$5,843	\$0	0%
JULY	\$26,934	\$27,903	\$0	0%
AUGUST	\$41,303	\$24,987	\$0	0%
SEPTEMBER	\$38,867	\$99,467	\$0	0%
OCTOBER	\$33,650	\$9,110	\$1,640	5%
NOVEMBER	\$31,188	\$85,744	\$0	0%
DECEMBER	\$33,880	\$43,391	\$0	0%
TOTALS	\$432,596	\$410,870	\$1,640	0%

SPECIALIZED LICENSE PLATE PROGRAMS REPORT

JANUARY 1, 2023, THROUGH DECEMBER 31, 2023

BREAST CANCER AWARENESS

January 1, 2023, through December 31, 2023	Revenue from Specialized License Plate Program	Expenditures Funded by Specialized License Plate Program	Expenditures for Administrative, Marketing, Licensing Fee, or Promotional Activities Associated with Specialized License Plate	Percentage of Administrative, Marketing, or Promotional Activities Associated with Specialized License Plates
JANUARY	\$14,981	\$14,981	\$0	0%
FEBRUARY	\$16,138	\$16,138	\$0	0%
MARCH	\$17,467	\$17,467	\$0	0%
APRIL	\$15,976	\$15,976	\$0	0%
MAY	\$18,239	\$18,239	\$0	0%
JUNE	\$16,446	\$16,446	\$0	0%
JULY	\$13,059	\$13,059	\$0	0%
AUGUST	\$19,540	\$19,540	\$0	0%
SEPTEMBER	\$15,810	\$15,810	\$0	0%
OCTOBER	\$15,086	\$15,086	\$0	0%
NOVEMBER	\$13,709	\$13,709	\$0	0%
DECEMBER	\$14,813	\$14,813	\$0	0%
TOTALS	\$191,263	\$191,263	\$0	0%