



**SB-140 Specialized license plates: The Endless Summer.** (2019-2020)

SHARE THIS:



Date Published: 01/17/2019 09:00 PM

CALIFORNIA LEGISLATURE— 2019–2020 REGULAR SESSION

**SENATE BILL**

**No. 140**

**Introduced by Senator Stern**

**January 17, 2019**

An act to add Section 5166 to the Vehicle Code, relating to license plates.

**LEGISLATIVE COUNSEL'S DIGEST**

SB 140, as introduced, Stern. Specialized license plates: The Endless Summer.

Existing law establishes a specialized license plate program and requires the Department of Motor Vehicles (DMV) to issue specialized license plates on behalf of a sponsoring state agency that meets certain requirements. Existing law requires that the DMV charge additional fees for the issuance, renewal, or transfer of specialized license plates, and requires the DMV to deposit the fees, less the DMV's costs, into the Specialized License Plate Fund. Existing law requires that moneys in the fund be allocated, upon appropriation by the Legislature, to each sponsoring agency in proportion to the amount that is attributable to the agency's specialized license plate program. Existing law authorizes the sponsoring state agency to use these moneys to fund projects and programs that promote the state agency's official policy, mission, or work.

This bill would require the State Coastal Conservancy to apply to the DMV to sponsor "The Endless Summer" specialized license plate for a coastal conservancy awareness program, as specified, and would require the DMV, in consultation with the State Coastal Conservancy, to design the license plate, including a surfer design associated with the movie "The Endless Summer" and the slogan "The Endless Summer," as specified. The bill would require that the proceeds from those license plates, upon appropriation by the Legislature to the State Coastal Conservancy, be used to fund projects and programs that promote exposure to, and preservation of, surfing, its cultural heritage, and the coastal resources upon which the surfing environment depends. The bill would also require that projects and programs funded by these provisions be accessible to youth from low- and middle-income households lacking access to coastal resources and to youth with disabilities.

Vote: majority Appropriation: no Fiscal Committee: yes Local Program: no

THE PEOPLE OF THE STATE OF CALIFORNIA DO ENACT AS FOLLOWS:

**SECTION 1.** Section 5166 is added to the Vehicle Code, to read:

**5166.** (a) The State Coastal Conservancy shall apply to the department to sponsor "The Endless Summer" specialized license plate for the coastal conservancy awareness program described in subdivision (c). The department shall issue specialized license plates for that program if the State Coastal Conservancy satisfies the requirements of Section 5156.

(b) The department, in consultation with the State Coastal Conservancy, shall design The Endless Summer license plates as described in this section. The specialized license plates shall bear a surfer design associated with the movie "The Endless Summer" and the slogan "The Endless Summer," as approved by the State Coastal Conservancy. The department shall determine, in consultation with the Department of the California Highway Patrol, that the design does not obscure the readability of the license plate.

(c) (1) The fees specified in Section 5157 shall be imposed for the issuance, renewal, or transfer of specialized license plates authorized by this section. Proceeds shall be used, upon appropriation by the Legislature to the State Coastal Conservancy pursuant to Section 5157, to fund projects and programs that promote exposure to, and preservation of, surfing, its cultural heritage, and the coastal resources upon which the surfing environment depends.

(2) Projects and programs funded by this section shall be accessible to youth from low- and middle-income households lacking access to coastal resources and to youth with disabilities.

(3) The State Coastal Conservancy may enter into an agreement with the federal government, state and local government, and any nonprofit organization, as may be appropriate, to assist the State Coastal Conservancy in accomplishing any of the projects and programs described in paragraphs (1) and (2).

# **SB 140 – ENDLESS SUMMER LICENSE PLATE**

**AUTHOR: SENATOR HENRY STERN**

**(UPDATED FEBRUARY 8, 2019)**

## **SUMMARY**

---

SB 140 expands coastal access and strengthens coastal conservancy efforts by creating the “Endless Summer” specialty license plate program.

The “Endless Summer” program directs funds toward the State Coastal Conservancy, supporting a variety of programs, including but not limited to:

- Cleanup operations which maintain the wellbeing of California’s iconic coastline
- Programs that provide children and teens from underserved communities the opportunity to enjoy and learn ocean-related activities, surfing
- Educating the public on the history of surfing
- Programs that preserve, and protect the shore and coastal ecosystem, as well as fund the maintenance and operation of coastal infrastructure

## **BACKGROUND**

---

Specialized license plates can be issued on behalf of a sponsoring state agency under the Department of Motor Vehicles (DMV) so long as revenue generated by the plate publicizes or promotes a state agency, its work, mission, or policy.

The state agency must receive 7,500 paid applications prior to notifying DMV for plate production. This threshold was enacted to ensure that the plate startup costs would be fully covered by a portion of the

registration fee surcharge that is directed to DMV.

## **THE SOLUTION**

---

SB 140 authorizes the State Coastal Conservancy (SCC) to apply for an “Endless Summer” specialized license plate program through the DMV, requiring proceeds from fees imposed for the issuance, renewal, and transfer of the license plate to fund coastal conservancy, education, and access programs.

License plate sales would assist in protecting California’s habitat, as well as allow for the restoration, rehabilitation, and reintroduction of marine life harmed by pollution and human encroachment on sensitive ecosystems. Sales will also provide funding for programs teaching future generations of Californians how to surf and foster a connection with the ocean. Surfing and the Pacific are synonymous with the Golden State, and the “Endless Summer” program honors our state’s tradition by ensuring a clean, accessible and properly preserved coast.

## **SUPPORT**

---

-

*California*

**SURFER**

**The Endless Summer**

