



State of Wisconsin  
2023 - 2024 LEGISLATURE

LRB-3723/1  
ZDW:emw

## 2023 SENATE BILL 361

July 13, 2023 - Introduced by Senators PFAFF, BALLWEG, CABRAL-GUEVARA, CARPENTER, HESSELBEIN, LARSON, ROYS and SPREITZER, cosponsored by Representatives SNODGRASS, CONSIDINE, C. ANDERSON, J. ANDERSON, ANDRACA, CABRERA, BALDEH, BEHNKE, CONLEY, EMERSON, HAYWOOD, JOERS, JACOBSON, MOORE OMOKUNDE, OHNSTAD, ORTIZ-VELEZ, PALMERI, RATCLIFF, SHANKLAND, SHELTON, SINICKI, STUBBS and SUBECK. Referred to Committee on Transportation and Local Government.

1     **AN ACT to amend** 20.370 (1) (fs), 25.29 (1) (f), 341.14 (6r) (c), 341.14 (6r) (e) and  
2             341.14 (6r) (fm) 7.; and **to create** 25.40 (1) (a) 38., 341.14 (6r) (b) 23. and 341.14  
3             (6r) (f) 70. of the statutes; **relating to:** special registration plates to support  
4             protecting pollinators and making an appropriation.

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### *Analysis by the Legislative Reference Bureau*

Under current law, members of certain designated special groups may obtain from the Department of Transportation special registration plates for certain vehicles that are owned or leased by special group members. A fee, in addition to the regular registration fee for the particular kind of vehicle, is charged for the issuance or reissuance of most special plates.

This bill establishes a special group for persons to express support for protecting pollinators. The bill requires that plates issued to members of the special group have a design that covers the entire plate and includes the words "Protect Pollinators."

The bill provides that, in addition to the required fees, special group members are required to make a voluntary payment of \$25 to be issued the special plates. Under the bill, DOT retains \$23,700, or the actual initial costs of production, whichever is less, from the voluntary payment moneys for the initial costs of production of the special plates. The remainder of the voluntary payment amounts are deposited in the conservation fund to be used by the Department of Natural Resources for the purposes of the endangered resources program.

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For further information see the state fiscal estimate, which will be printed as an appendix to this bill.

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*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

1           **SECTION 1.** 20.370 (1) (fs) of the statutes is amended to read:

2           20.370 (1) (fs) *Endangered resources — voluntary payments; sales, leases, and*  
3 *fees.* As a continuing appropriation, from moneys received as amounts designated  
4 under ss. 71.10 (5) (b) and 71.30 (10) (b), the net amounts certified under ss. 71.10  
5 (5) (h) 4. and 71.30 (10) (h) 3., all moneys received from the sale or lease of resources  
6 derived from the land in the state natural areas system, and all moneys received from  
7 fees collected under ss. 29.319 (2), 29.563 (10) (a), and 341.14 (6r) (b) 5. ~~and 12., and~~  
8 ~~23.~~, for the purposes of the endangered resources program, as defined under ss. 71.10  
9 (5) (a) 2. and 71.30 (10) (a) 2. Three percent of the moneys certified under ss. 71.10  
10 (5) (h) 4. and 71.30 (10) (h) 3. in each fiscal year and 3 percent of the fees received  
11 under s. 341.14 (6r) (b) 5. ~~and 12., and 23.~~ in each fiscal year shall be allocated for  
12 wildlife damage control and payment of claims for damage associated with  
13 endangered or threatened species, except that this combined allocation may not  
14 exceed \$100,000 per fiscal year.

15           **SECTION 2.** 25.29 (1) (f) of the statutes is amended to read:

16           25.29 (1) (f) Moneys received under s. 341.14 (6r) (b) 5., 7., and 12., and 23.

17           **SECTION 3.** 25.40 (1) (a) 38. of the statutes is created to read:

18           25.40 (1) (a) 38. Moneys received under s. 341.14 (6r) (b) 23. that are deposited  
19 into the conservation fund.

20           **SECTION 4.** 341.14 (6r) (b) 23. of the statutes is created to read:

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1           341.14 (6r) (b) 23. In addition to the fee under subd. 2., a voluntary payment  
2 of \$25 shall be collected in connection with the issuance or renewal of a plate issued  
3 on an annual basis for the special group specified under par. (f) 70. In addition to the  
4 fee under subd. 2., a voluntary payment of \$50 shall be collected in connection with  
5 the issuance or renewal of a plate issued on a biennial basis for the special group  
6 specified under par. (f) 70. if the plate is issued or renewed during the first year of  
7 the biennial registration period or \$25 for the issuance or renewal if the plate is  
8 issued or renewed during the 2nd year of the biennial registration period. No plate  
9 may be issued for the special group specified under par. (f) 70. unless the voluntary  
10 payment under this subdivision is collected. All moneys received under this  
11 subdivision, in excess of \$23,700 or the actual initial costs of production for the  
12 special group plates under par. (f) 70., whichever is less, shall be deposited in the  
13 conservation fund and credited to the appropriation under s. 20.370 (1) (fs). To the  
14 extent permitted under ch. 71, the voluntary payment under this subdivision is  
15 deductible as a charitable contribution for purposes of the taxes under ch. 71.

16           **SECTION 5.** 341.14 (6r) (c) of the statutes is amended to read:

17           341.14 (6r) (c) Special group plates shall display the word "Wisconsin", the  
18 name of the applicable authorized special group, a symbol representing the special  
19 group, not exceeding one position, and identifying letters or numbers or both, not  
20 exceeding 7 positions and not less than one position. Except as provided in this  
21 paragraph, the department shall specify the design for special group plates, but the  
22 department shall consult the president of the University of Wisconsin System before  
23 specifying the word or symbol used to identify the special groups under par. (f) 35.  
24 to 47., the secretary of natural resources before specifying the word or symbol used  
25 to identify the special groups under par. (f) 50. ~~and, 59., and 70.,~~ the chief executive

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1 officer of the professional football team and an authorized representative of the  
2 league of professional football teams described in s. 229.823 to which that team  
3 belongs before specifying the design for the applicable special group plate under par.  
4 (f) 55., the chief trademark officer of Harley-Davidson Michigan, LLC before  
5 specifying the design for the applicable special group plate under par. (f) 61r., the  
6 department of veterans affairs before specifying the design for the special group  
7 plates under par. (f) 49d., 49h., and 49s., the department of tourism and chief  
8 executive officer of the organization specified in par. (f) 55m. before specifying the  
9 design and word or symbol used to identify the special group name for special group  
10 plates under par. (f) 55m., and the Three Harbors Council, Boy Scouts of America  
11 NESAs License Committee before specifying the designs for the initial special group  
12 plate under par. (f) 66. Special group plates under par. (f) 50. shall be as similar as  
13 possible to regular registration plates in color and design. Special group plates  
14 issued under par. (f) 62. shall display the words “In God We Trust”. The department  
15 shall make available 2 designs for the special group plates under par. (f) 60. The  
16 department may not specify any design for the special group plates under par. (f) 60.  
17 unless the design is approved by the executive vice president of the Milwaukee  
18 Brewers Baseball Club LP. The department may not specify any design for the  
19 special group plates under par. (f) 65. unless the design is approved by the president  
20 of the Milwaukee Bucks. The word or symbol used to identify the special group under  
21 par. (f) 59. shall be different from the word or symbol used to identify the special  
22 group under par. (f) 50., and the design shall cover the entire plate. Special group  
23 plates issued under par. (f) 70. shall display the words “Protect Pollinators,” and the  
24 design shall cover the entire plate. Special group plates under par. (f) 61m. shall  
25 display a logo or image of the lion associated with the Lions Clubs International.

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1 Special group plates under par. (f) 61r. shall display a bar and shield logo associated  
2 with Harley-Davidson, Inc., on the left portion of the plates and the words “share the  
3 road” on the bottom portion of the plates. Special group plates under par. (f) 63. shall  
4 display the words “Trout Unlimited.” Special group plates under par. (f) 65m. shall  
5 display the words “Help Cure Childhood Cancer” in purple lettering and a symbol  
6 comprised of a purple handprint superimposed upon a red heart superimposed upon  
7 a gold ribbon. Special group plates under par. (f) 66. shall display the words  
8 “Scouting Alumni” and, at the option of the vehicle owner, either a logo or symbol  
9 associated with the Boy Scouts of America or a logo or symbol associated with the  
10 Eagle Scouts. Special group plates under par. (f) 67. shall display a logo or symbol  
11 associated with Whitetails Unlimited. Special group plates under par. (f) 68. shall  
12 display a logo or symbol associated with the Wisconsin Rocky Mountain Elk  
13 Foundation. Special group plates under par. (f) 69. shall display the words “Nurses  
14 Change Lives” and an image of a heart partially encircled by a stethoscope.  
15 Notwithstanding par. (e), special group plates under par. (f) 33m. and 48m. shall be  
16 the same color and design that was specified by the department for special group  
17 plates under par. (f) 33. and 48., respectively, immediately prior to January 1, 2007.  
18 The design for special group plates under par. (f) 33. and 48. shall be different from  
19 the design of special group plates under par. (f) 33m. and 48m., respectively.

20 **SECTION 6.** 341.14 (6r) (e) of the statutes is amended to read:

21 341.14 (6r) (e) The department shall specify one combination of colors for  
22 special group plates for groups or organizations which are not military in nature and  
23 not special group plates under par. (f) 35. to 47., 50., ~~and~~ 59., and 70., for each  
24 professional football team under par. (f) 55., for each professional baseball team  
25 under par. (f) 60., and for each professional basketball team under par. (f) 65. The

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1 department shall specify one combination of colors for special group plates under par.  
2 (f) 35. to 47. Subject to par. (c), the department shall specify the word or words  
3 comprising the special group name and the symbol to be displayed upon special group  
4 plates for a group or organization which is not military in nature after consultation  
5 with the chief executive officer in this state of the group or organization. The  
6 department shall require that the word or words and symbol for a university  
7 specified under par. (f) 35. to 47. be a registration decal or tag and affixed to the  
8 special group plate and be of the colors for a university specified under par. (f) 35. to  
9 47. that the president of the University of Wisconsin System specifies. The  
10 department shall consult the chief trademark officer of Harley-Davidson Michigan,  
11 LLC before specifying the colors for the special group plate under par. (f) 61r.

12 **SECTION 7.** 341.14 (6r) (f) 70. of the statutes is created to read:

13 341.14 **(6r)** (f) 70. Persons interested in supporting the protection of  
14 pollinators.

15 **SECTION 8.** 341.14 (6r) (fm) 7. of the statutes is amended to read:

16 341.14 **(6r)** (fm) 7. After October 1, 1998, additional authorized special groups  
17 may only be special groups designated by the department under this paragraph. The  
18 authorized special groups enumerated in par. (f) shall be limited solely to those  
19 special groups specified under par. (f) on October 1, 1998. This subdivision does not  
20 apply to the special groups specified under par. (f) 3m., 6m., 9g., 9m., 12g., 12m.,  
21 15m., 15n., 15o., 15p., 15q., 19m., 33m., 48m., 49d., 49h., 49s., 54., 55., 55m., 56., 57.,  
22 58., 59., 60., 61., 61m., 61r., 62., 63., 64., 65., 65m., 66., 67., 68., and 69., and 70.

23 **SECTION 9. Fiscal changes.**

24 (1) In the schedule under s. 20.005 (3) for the appropriation to the department  
25 of transportation under s. 20.395 (5) (cq), the dollar amount for fiscal year 2023-24

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1 is increased by \$23,700 for the initial costs of production of the special group plates  
2 under s. 341.14 (6r) (f) 70.

3 **SECTION 10. Effective date.**

4 (1) This act takes effect on the first day of the 10th month beginning after  
5 publication.

6 (END)