

HOUSE TRANSPORTATION AND PUBLIC WORKS COMMITTEE SUBSTITUTE FOR  
HOUSE BILL 561

**52ND LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2015**

AN ACT

RELATING TO MOTOR VEHICLES; CREATING A HERITAGE SERIES OF  
REGISTRATION PLATES; MAKING AN APPROPRIATION.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

SECTION 1. A new section of the Motor Vehicle Code is  
enacted to read:

"~~[NEW MATERIAL]~~ HERITAGE REGISTRATION PLATES--PROCEDURES--  
FEES.--

A. The department shall issue a series of heritage  
registration plates with logos designed in accordance with this  
section. The series of heritage registration plates symbolizes  
some of the major factors, events, persons and natural  
resources that have ushered the state into its second century  
of statehood. The series of heritage registration plates shall  
include:

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1 (1) New Mexico agriculture, represented by a  
2 depiction of one or more chile peppers, the fruit from *Capsicum*  
3 *annuum*;

4 (2) New Mexico arts, represented by a  
5 depiction of a squash blossom necklace;

6 (3) the atomic age, represented by a depiction  
7 of a circular representation of orbiting atomic molecules;

8 (4) aviation, represented by a depiction of  
9 the Double Eagle II hot air balloon;

10 (5) Carlsbad Caverns, represented by a  
11 depiction of a bat that can be found in the state;

12 (6) cattlemen, represented by the logo of the  
13 New Mexico cattlemen's association if intellectual property  
14 rights are obtained, or by a depiction of two cowboy boots and  
15 a cowboy hat;

16 (7) the duke of Albuquerque, represented by a  
17 depiction of Don Francisco Fernández de la Cueva, the eighth  
18 duke of Albuquerque;

19 (8) the film industry, represented by a  
20 depiction of a camera on a tripod;

21 (9) the horned lizard, represented by a  
22 depiction of horned lizards of the *Phrynosoma* genus;

23 (10) Las Cruces, represented by a depiction of  
24 the three crosses that represent the legend of the burial of  
25 the Mexican military and missionary caravan party;

1 (11) Merriam's wild turkey, represented by a  
2 depiction of *Meleagris gallopavo merriami*;

3 (12) miners, represented by a depiction of a  
4 mining helmet with a head lamp;

5 (13) oilmen, represented by a depiction of an  
6 oil derrick or pumpjack;

7 (14) railroaders, represented by a depiction  
8 of a locomotive or the logo of the Atchison, Topeka and Santa  
9 Fe railway or of another railway that does or did exist in New  
10 Mexico;

11 (15) the roadrunner, represented by a  
12 depiction of the state bird;

13 (16) route 66, using the logo depicted on the  
14 route 66 commemorative registration plate issued pursuant to  
15 Section 66-3-424.8 NMSA 1978;

16 (17) the space age, represented by a depiction  
17 of the green alien figure represented on the seal of the city  
18 of Roswell;

19 (18) the yucca, represented by a depiction of  
20 the state flower;

21 (19) the Zia symbol, represented by a  
22 depiction of the Zia sun symbol placed within an outline of a  
23 map of New Mexico; and

24 (20) others as the secretary may determine.

25 B. The series of heritage plates may include Smokey

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1 Bear, using the logo and tagline set out by the United States  
2 forest service, if the use is approved by the United States  
3 forest service.

4 C. The design of registration plates in the  
5 heritage registration plate series shall be at the discretion  
6 of the secretary, provided that all plates in the series  
7 display:

8 (1) the colors of the state flag, red  
9 lettering and a red border stripe on a yellow background;  
10 provided that the particular heritage registration plate logo  
11 may contain colors other than yellow and red;

12 (2) the words "Land of Enchantment" between  
13 the top mounting holes; provided that, in lieu of the words  
14 "Land of Enchantment" between the top mounting holes:

15 (a) as determined by the secretary, the  
16 registration plate with the route 66 logo may display the words  
17 "The Mother Road";

18 (b) the registration plate with Smokey  
19 Bear, if created, shall display the words "Only You Can Prevent  
20 Wildfires.";

21 (c) the registration plate with a  
22 depiction of one or more chile peppers shall display the words  
23 "Red or green?"; and

24 (d) the registration plate with a  
25 depiction of a camera on a tripod shall display the words

1 "Television and Film";

2 (3) the words "New Mexico" between the bottom  
3 mounting holes;

4 (4) "15" on the lower left; and

5 (5) five letters, numbers, characters or  
6 spaces.

7 D. The secretary shall make at least five new  
8 heritage registration plates available each calendar year  
9 beginning in 2015 until the list of heritage registration  
10 plates described in Subsection A of this section is exhausted.  
11 Once the current supply of route 66 commemorative registration  
12 plates issued pursuant to Section 66-3-424.8 NMSA 1978 is  
13 exhausted, the secretary shall no longer issue route 66  
14 commemorative registration plates pursuant to Section  
15 66-3-424.8 NMSA 1978 but shall issue route 66 registration  
16 plates issued pursuant to this section.

17 E. For a fee of fifteen dollars (\$15.00), which is  
18 in addition to the regular motor vehicle registration fee, the  
19 owner of a vehicle may apply for issuance of a heritage  
20 registration plate in a theme designed by the secretary and for  
21 which the secretary has issued a plate.

22 F. For a fee of ten dollars (\$10.00), in addition  
23 to the fee charged pursuant to Subsection E of this section,  
24 the owner of a vehicle may apply for the issuance of a heritage  
25 registration plate with personalized letters, numbers,

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1 characters or spaces, subject to the approval of the secretary.

2 G. The secretary may provide for the issuance of  
3 souvenir heritage registration plates for the same fees charged  
4 for standard heritage registration plates, except no additional  
5 fee shall be charged for personalization.

6 H. Except as provided in Subsection I of this  
7 section, revenue from the additional fees for a heritage  
8 registration plate is appropriated to the department.

9 I. Revenue received from a heritage registration  
10 plate with the route 66 theme is appropriated to the department  
11 of transportation for the purpose of funding the revitalization  
12 and preservation of historic route 66 in New Mexico pursuant to  
13 the national scenic byways program.

14 J. The secretary may conform a previously  
15 authorized special registration plate to be consistent with the  
16 manner in which plates are issued pursuant to this section, if  
17 the secretary finds that conforming that plate will result in  
18 increased efficiency, cost savings or branding benefits.

19 K. The secretary shall consult with other states to  
20 determine the most efficient, inexpensive and cost-effective  
21 method to implement this section, with the goal of making the  
22 plates affordable to all residents and with proceeds to benefit  
23 the department and not private organizations.

24 L. The department may promulgate rules for  
25 implementation of the provisions of this section."

1           SECTION 2. EFFECTIVE DATE.--The effective date of the  
2 provisions of this act is July 1, 2015.

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