

# **HISTORICAL DOCUMENTS RE GOV. RONALD REAGAN & CA VANITY LICENSE PLATES**

The following documents relate to Gov. Reagan and SB 262, which authorized CA to issue vanity license plates.

The first two documents (1 page each), were provided by the Ronald Reagan Presidential Library, and are Gov. Reagan's schedules for:

- 8/21/70 - when he signed SB 262 into law; and
- 10/26/70 - when he held a drawing, in Los Angeles, for the most popular vanity plates (#1: **PEACE**).

The remaining documents are from the California State Archives relating to SB 262.

RR-3

# Memorandum

To : RR

Date : August 20, 1970

Subject: Friday, August 21  
Appointment

From : PG

	8:45 am	Depart Executive Residence for Senator Hotel
	9:00 am	Haircut
	9:40 am	Arrive Office - Meeting with EM
	10:00 am	RR Personal <i>Ans. Chappie</i>
	<del>10:30</del>	<i>See Schwach</i>
	10:45 am	Meeting with PG
<i>10:35 - See McCally Over Hank Ables</i>	11:00 am	Picture with Lew Uhler et al commemorating an CEO grant (Governor's Office - 10 minutes) EJJ (Memo available Friday morning)
<i>11:45 - Tall Hou &amp; friends</i>	11:20 am	Signing of SB 262 (License Plates) (Governor's office - 15 minutes)
<i>2:00 - Pete Wilson</i>	11:45 am	RR personal.
	12:45 pm	Lunch with Lt. Governor Reinecke in Office
	<i>1:45</i>	<i>Neil McBride &amp; Aguirre + Mac Gilroy</i>
<i>2:30 - See Dolan &amp; group</i>	2:00 pm	Legislative time (Governor's office)
<i>2:50 - See Stevens &amp; group</i>	7:00 pm	Phone call to Babe Ruth Little League World Series Opening Ceremonies
<i>3:00 - See Coombs &amp; group</i>		(Overnight - ?)
<i>3:30 - L.O. office Plans</i>		

OCTOBER 25 - SUNDAY (TCR)

DAY PRIVATE TIME  
7:00 to \*KCET-TV LIVE BROADCAST  
8:00 PM 1313 No. Vine  
Los Angeles 213-466-4212

(C. Trainor) ○

OVERNIGHT LOS ANGELES RESIDENCE  
STAFF OVERNIGHT HOLLYWOOD HOLIDAY INN

OCTOBER 26 - MONDAY (SKS)

AM PRIVATE TIME  
10:00 AM \*LICENSE PLATE DRAWING  
Airport Marina Hotel (Pompono Room)  
8601 Lincoln  
Los Angeles 213-670-8111  
10:50 AM Fly LAX (West Imperial Terminal) to Bakersfield  
11:30 AM Arrive Bakersfield Airport  
12:00 NOON \*LUNCHEON  
Woolgrowers Restaurant  
625 Sumner  
Bakersfield 805-324-2524  
1:45 PM SHOPPING CENTER RALLY  
Oildale Area TBA  
2:50 PM Wheels up from Bakersfield to LAX  
3:30 PM Arrive LAX (West Imperial Terminal)  
4:00 PM \*KTLA-TV TAPING  
Airport Marina Hotel  
8601 Lincoln  
Los Angeles 213-670-8111  
4:30 PM STAFF & PRESS TO HOLLYWOOD HOLIDAY INN  
4:30 to PRIVATE MEETING - Airport Marina  
5:00 PM  
5:00 PM \*CALL KQMS-RADIO (Redding)  
TAPE INTERVIEW  
5:45 PM Drive to L.A. Residence  
RR OVERNIGHT LOS ANGELES RESIDENCE  
STAFF & PRESS OVERNIGHT HOLLYWOOD HOLIDAY INN

(C. Tyson)

(C. Goodrich)

(D. Herrington)

(C. Goodrich)  
(D. Herrington) ○

OFFICE OF THE GOVERNOR  
Sacramento, California  
Contact: Paul Beck  
445-4571 6-24-71

RELEASE: Immediate

#380

*Sent via 2B. to E. Cooper  
7/21/71  
FF*

Governor Ronald Reagan today issued the following statement:

"It gives me great pleasure to be able to report that, since California's Personalized License Plate Program was launched last August, more than 31,000 sets of personalized plates have been sold, producing more than \$500,000 in net revenues for special projects designed to protect our environment through the Environmental Protection Program Fund.

The time has come to start channeling these funds into the priority projects they were designed to support.

During the current fiscal year we had hoped to be able to raise approximately \$440,000 to finance the first phase of the program. We have now exceeded that amount and I understand that the Department of Motor Vehicles continues to sell personalized plates at the rate of 150 sets per ~~week~~ *day*.

The success of this program to date, and the promise of continuing success is most heartening.

Californians are telling us in very clear terms that the current environmental crusade is not just a passing fad, that they are willing to make a special effort to preserve the beauty and livability of their state.

I wish to thank those who have helped make the Personalized License Plate Program an ongoing success---especially the people of California who have given us a valuable weapon in the battle against pollution in all forms.

# # #

OFFICE OF THE GOVERNOR  
Sacramento, California  
Contact: Ed Gray  
445-4571 4-7-72

RELEASE: Immediate

#195

Governor Ronald Reagan said today that the sales of California's personalized license plates, which support ecology programs, have increased more than 50 percent during the past four months.

Since December, when application blanks were mailed to all motor vehicle owners in the state along with the annual registration renewal notices, more than 23,000 motorists placed orders for the plates.

This has increased the number of the personalized plates on the road from 45,000 sets last November to more than 68,000 today.

Approximately \$1 million in revenue from the sale of the special plates are being used in the fiscal year 1971-72 for a variety of environmental protection programs that range from improving scenic vistas along roadside stops to the preservation of wildlife reserves and endangered groves of trees.

Anticipated revenues of nearly \$2 million have been earmarked for the ecology-oriented program in the governor's 1972-73 budget.

The plates may be purchased from the Department of Motor Vehicles for an initial fee of \$25 with a yearly renewal fee of \$10. For an additional \$12, the plates can be transferred to other vehicles.

#####

State of California  
THE RESOURCES AGENCY  
Room 1311 - 1416 Ninth Street  
Sacramento  
Dean Thompson 445-8248

MEMO TO THE PRESS  
March 6, 1973

*Robin  
10/10  
3/6/73*

--MEMO TO THE PRESS--

The sale of environmental license plates has passed the 100,000 mark.

Governor Reagan today is presenting a symbolic "certificate of appreciation" to Mr. and Mrs. Ben Box, Sacramento, purchasers of No. 100,000. Mr. Box is a retired auto parts dealer in Sacramento. His wife is a teacher at Sierra Oaks School. She purchased the plate as a gift for her husband.

The sale of these plates has brought over \$3 million into the California Environmental Protection Program Fund to finance environmental projects. The money has been apportioned for air pollution research, environmental studies, purchase of ecological reserves and ecological roadside viewing areas, and for other similar programs.

The bill creating the fund was co-authored by Senator Milton Marks and Assemblyman Robert Badham.

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# ENROLLED BILL REPORT

AGENCY <b>RESOURCES</b>	BILL NUMBER SB 262
DEPARTMENT, BOARD OR COMMISSION Air Resources Board	AUTHOR Marks

**OBJECT:**

This bill establishes a California Environmental Protection Program for the purpose of preserving and protecting California's environment under the direction of the Secretaries of Resources and Business and Transportation.

Provides for financing this program by issuing personalized auto license plates for an additional fee above the basic license fee.

The receipts from such fees after deducting expenses will go to the Environmental Protection Program Fund.

**SPONSORSHIP:**

This bill is an administration measure.

**SPECIFIC FINDINGS:**

This bill is designed to provide funds for preservation and protection of the environment by providing a completely new method of raising money rather than taking the money from existing state funds.

The program as specified is very broad involving the whole environment, including but not limited to control of air pollution generated by motor vehicles. All phases of research into motor vehicle air pollution are specifically mentioned as being in the program.

The Secretaries of Resources and Business and Transportation are empowered to apportion the funds among state agencies, local agencies, the University of California or private research organizations.

**FINANCIAL EFFECT:**

This bill will provide an as yet indeterminate sum of money for environmental control from a new source and will have no effect on existing funds.

**RECOMMENDATION:**

Sign the bill

DEPARTMENT HEAD <i>John A. Moga</i>	DATE 8/10/70	AGENCY HEAD <i>Ford</i>	DATE AUG 12 1970
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# ENROLLED BILL REPORT

Form LU-5 (Rev. 5-70 2M)

AGENCY DEPARTMENT OF FINANCE	AUTHOR Marks	BILL NUMBER SB 262
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**SUBJECT:**

Authorizes the Department of Motor Vehicles to issue personalized license plates for an additional fee, which shall be deposited in the California Environmental Protection Program Fund and used to preserve and protect the environment.)

**HISTORY, SPONSORSHIP, AND RELATED LEGISLATION:**

It is not known who sponsors this bill, but it is generally supported by all of those concerned with environmental deterioration.

AB 522 is very similar to this bill, except AB 522 specifies an additional registration fee of \$35 (instead of \$25) and specifically states that pollutants generated by motor vehicles shall fall within the purview of the California Environmental Protection Program.

**ANALYSIS:**

**A. Specific Findings:**

This bill is designed to raise additional revenue for fighting environmental pollution especially smog created by motor vehicles.

Any person wishing a personalized license plate will be required to pay, in addition to the regular registration and renewal fees, special fees of \$25 and \$10, respectively. A \$12 fee will be charged for transferring a personalized license plate from one vehicle to another. All revenue derived from such fees will be deposited in the California Environmental Protection Program Fund.

Amounts equal to the actual costs incurred by the Department of Motor Vehicles in administering the personalized license plate program are continuously appropriated from the fund to the department with the balance of the money in the fund available for expenditure for purposes and uses of the California Environmental Protection Program upon appropriation by the Legislature.

This is an urgency statute.

**B. Financial Effect**

The following estimates have been prepared by the Department of Motor Vehicles.

California Environmental Protection Program	1970-71*	1971-72
Total Revenue	\$6,200,000	\$3,600,000
Less Administration Costs	-1,100,000	-200,000
Revenue Available to Environmental Protection Program Fund	\$5,100,000	\$3,400,000

\*From Department of Motor Vehicles estimates based on approximately 250,000 personalized licenses.

**RECOMMENDATION**

Sign the bill

DEPARTMENT REPRESENTATIVE <i>[Signature]</i>	DATE 8/17/70	DIRECTOR <i>[Signature]</i>	DATE 8-12-70
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*These estimates are high*



SACRAMENTO ADDRESS  
ROOM 2070  
STATE CAPITOL  
95814  
PHONE: (916) 445-1412

SAN FRANCISCO ADDRESS  
2045 STATE BUILDING  
350 McALLISTER STREET  
94102  
PHONE: (415) 557-1437



SENATOR  
MILTON MARKS  
NINTH SENATORIAL DISTRICT  
REPRESENTING  
SAN FRANCISCO  
IN THE

Senate

COMMITTEES  
BUSINESS AND PROFESSIONS  
VICE CHAIRMAN  
ELECTIONS AND  
REAPPORTIONMENT  
GOVERNMENTAL ORGANIZATION  
LOCAL GOVERNMENT  
PUBLIC UTILITIES AND  
CORPORATIONS  
TRANSPORTATION

COMMISSIONS  
STATE GOVERNMENT  
ORGANIZATION AND ECONOMY  
COMPENSATORY EDUCATION

JOINT COMMITTEES  
BAY AREA REGIONAL  
ORGANIZATION  
ECONOMIC CONVERSION

August 11, 1970

Honorable Ronald Reagan  
Governor of California  
State Capitol  
Sacramento, California 95814

Dear Governor Reagan:

I respectfully request your approval of my Senate Bill  
262.

This bill allows the sale of personalized license plates  
with all fees, less actual costs, to be deposited in the Cal-  
ifornia Environmental Protection Fund as established by this  
bill.

This environmental protection fund would be used for re-  
search, regulation and control of environmental pollutants  
caused by automobiles, and also other phases of research nec-  
essary to preserve and protect California's environment from  
pollutants.

It was a pleasure for me to carry this bill for you, and  
I look forward to the years ahead when the many programs  
financed by the sale of personalized license plates will help  
to provide a better life for all residents of California.

Sincerely,

*Milton Marks*  
MILTON MARKS

MM:jle

ENROLLED BILL MEMORANDUM TO GOVERNOR	DATE August 17, 1970
BILL NO. SB 262	AUTHOR Marks

Vote—Senate

Ayes— 26  
 Noes— 4 - Stiern, Teale, Walsh, Wedworth

Vote—Assembly

Ayes— 55  
 Noes— 4 - Chappie, Greene, L., Powers, Vasconcellos

SB 262 authorizes the Department of Motor Vehicles to issue personalized license plates for an additional fee, which shall be deposited in the California Environmental Protection Program Fund and used to preserve and protect the environment.

THE BILL IS A PART OF THE GOVERNOR'S LEGISLATIVE PROGRAM.

The Transportation Agency recommends approval.

The Department of Finance recommends approval.

Recommendation APPROVE	Legislative Secretary
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To: Honorable Ronald Reagan  
Governor of California

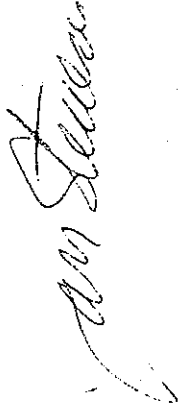
From: Office of the Attorney General  
By Jan. Stevens  
Deputy Attorney General

Bill Report

SB. No. 262

August 10, 1970 .

We have examined the above bill and find no substantial  
legal objection thereto.



JS:CF:af

BERNARD CZESLA  
CHIEF DEPUTY

J. GOULD  
OWEN K. KUNS  
RAY H. WHITAKER

KENT L. DECHAMDEAU  
ERNEST H. KUNZI  
STANLEY M. LOURIMORE  
SHERWIN C. MACKENZIE, JR.  
EDWARD F. NOWAK  
EDWARD K. PURCELL  
PRINCIPAL DEPUTIES

ANN M. MACKAY  
DEPUTY IN CHARGE  
LOS ANGELES OFFICE

3021 STATE CAPITOL  
SACRAMENTO 95814

110 STATE BUILDING  
LOS ANGELES 90012

# Legislative Counsel of California

GEORGE H. MURPHY

GERALD ROSS ADAMS  
R. THOMAS ALLEN  
DAVID D. ALVES  
MARTIN L. ANDERSON  
CARL M. ARNOLD  
JAMES L. ASHFORD  
JERRY L. BASSETT  
EDWARD BERSHATSKY  
JOHN CORZINE  
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ROBERT CULLEN DUFFY  
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LAWRENCE H. FEIN  
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HARVEY J. FOSTER  
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BION M. GREGORY  
ROBERT D. GRONKE  
L. DOUGLAS KINNEY  
VICTOR KOZIELSKI  
ALLEN R. LINK  
EUGENE W. MCCABE  
ROSE OLIVER  
TRACY O. POWELL, II  
JAMES REICHLER  
MARGUERITE ROTH  
MARY SHAW  
ROY K. SIMMONS  
RUSSELL L. SPARLING  
F. DAVID STEVENSON  
JOHN T. STUDEBAKER  
BRIAN L. WALKUP  
THOMAS D. WHELAN  
DAVID E. WHITTINGTON  
JIMMIE WING  
DEPUTIES

Sacramento, California  
August 11, 1970

Honorable Ronald Reagan  
Governor of California  
State Capitol  
Sacramento, California

## REPORT ON ENROLLED BILL

S. B. 262

MARKS. Adds various secs.,  
H. & S. C., Veh. C., re  
environmental protection.

To take effect immediately, urgency  
statute.

SUMMARY:

See Legislative Counsel's Digest on  
attached copy of bill as adopted.

FORM:

Approved.

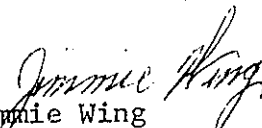
CONSTITUTIONALITY:

Approved.

TITLE:

Approved.

George H. Murphy  
Legislative Counsel

By   
Jimmie Wing  
Deputy Legislative Counsel

JW:ro

Two copies to Honorable Milton Marks,  
pursuant to Joint Rule 34.

THE RESOURCES AGENCY OF CALIFORNIA  
1416 - 9th Street, Suite 1311  
Sacramento 95814  
Phone 916 445-1568

NEWS RELEASE  
June 24, 1971

-- FOR IMMEDIATE RELEASE --

Resources Secretary Norman B. Livermore, Jr. and Business and Transportation Acting Secretary Brian R. Van Camp today announced the expenditure of \$441, 200 collected under the State's Environmental Protection Program Fund.

Speaking at a Capitol Press Conference, the two Reagan Administration Cabinet members outlined the first phase of the program which is financed by the sale of personalized license plates.

Personalized License Plate sales began in California last August and have produced more than \$550, 000 in net revenues, all of which is earmarked for environmental protection projects.

Projects funded by the two Secretaries Thursday include:

-- \$165, 000 to the Air Resources Board to expand the State's air monitoring program. The Board shall obtain data on air quality in all air basins and shall contract with local agencies to prevent duplication of effort. (AB 87)

-- \$40, 000 to the Air Resources Board to coordinate air pollution control plans for the 11 air basins in California. (AB 83)

-- \$105, 000 for the Air Resources Board to establish guidelines to determine when agricultural burning should not be allowed and to find alternatives to rice stubble burning. (AB 16 Ketchum)

-- more --

-- \$50,000 for a study of anticipated power demands over the next 20 years and develop a suggested plan for siting sufficient plants to meet these demands. (AB 1247 Briggs)

-- \$8,200 for continuation of the Environmental Quality Study Council. (SB 1107 Carrell)

-- \$37,000 to help fund the activities of the Conservation Education Service.

-- \$13,500 to the Los Angeles - Ventura Regional Study Commission which has been mandated to study the problems and opportunities of the Santa Monica Mountains and report its findings to the Legislature. (SB 959 Stevens)

-- \$22,500 to the Department of Aeronautics to help determine the environmental disadvantages in issuing an airport permit to individuals or political subdivisions desiring to own or operate airports formerly owned or operated by the United States Government. (SB 1108 Carrell)

In a press conference statement, Governor Reagan thanked the "people of California who have given us a valuable weapon in the battle against pollution in all forms. The success of this program to date, and the promise of continuing success is most heartening," the Governor stated.

Personalized license plates are available to the public at all field offices of the Department of Motor Vehicles at a cost of \$25. The annual renewal fee for the personalized plates is \$10.

FOR IMMEDIATE RELEASE

February 1, 1972  
For further information  
(714) 548-3913

Assemblyman Robert E. Badham  
71st Assembly District

Assemblyman Robert E. Badham (R) Newport Beach announced today that he was pleased with the public acceptance of the personalized license plates, created by the MARKS-BADHAM ENVIRONMENTAL RESEARCH AND PROTECTION ACT OF 1970. To date, a distribution of over \$500,000 has been made to eight separate statewide programs in various areas of pollution control.

Badham said that though funds are primarily being used in the study, programming and research in the field of air pollution, portions of the monies are allocated in such varying fields as education and noise pollution.

It is anticipated that an additional one million or more dollars will be allocated during the year 1972, depending upon the acceptance of renewal applications mailed with 1972 registrations. Approximately 9,000 new applications have already been received with renewal registrations. This alone will add approximately a quarter of a million dollars to the available monies.

The Assemblyman pointed out that by successful passage of legislation during the 1971 session the personalized plates have now been made available to owners of motorcycles, trucks and trailers. This, too, should be an additional continuing source of voluntary funds from citizens to the field of environmental research.

oOo