

Background

At the October 2006 Board Meeting, the Board authorized the Executive Officer to take the actions necessary to [apply to the Department of Motor Vehicles \(DMV\)](#) for a specialized license plate and appointed a Board committee consisting of Boardmembers Sher and Yamaguchi to provide guidance to staff.

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Department of Motor Vehicles (DMV)

At the December 2006 Board Meeting, the Board authorized the Executive Officer to take actions necessary, in consultation with the Board committee, to produce a license plate design to be presented to the Board for approval at the February 2007 Board Meeting. In addition, staff was directed to work with interested parties to explore options for the creation of a non-profit entity to oversee the license plate effort and meet the fiduciary responsibilities of collecting funds and transferring them to the SNC.

At the February 2007 Board Meeting, the Board provided general direction to the Committee and staff regarding design elements including a representation of water, snow-capped mountains, native vegetation, and/or native wildlife. The Board also provided direction to the Executive Officer to work with the Sierra Fund in [the](#) development of a marketing campaign.

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At the May 2007 Board Meeting, the Board was updated on development of the plate design and consultations with DMV and [the](#) California Highway Patrol (CHP) regarding design guidelines, production methods, and timelines for production. Discussion [also occurred](#) regarding consistency with SNC logo. The Board directed staff to continue developing a variety of design alternatives and to provide the Board with a preferred design at the July 2007 meeting.

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At the July 2007 meeting, the Board approved a license plate design, allowing for minor modifications as necessary. The Board also directed staff to continue coordination on the development and implementation of a license plate marketing campaign with the Sierra Fund and other partners.

Current Status

The Sierra Fund, in consultation with the SNC, has engaged Velocity 7 to develop a marketing campaign for the SNC license plate. A copy of the draft plan is included as part of this item. Staff consulted with the Sierra Fund and Velocity 7 in refining the design of the plate, in order to maximize appeal from a marketing perspective. The revised design included as a part of this agenda item was produced by Velocity 7 and generally reflects refinements to the design approved by the Board. It also includes a change from the term "California's Watershed" to "Sierra Nevada" at the bottom of the plate. This change is recommended based on concerns that a failure to include the words "Sierra Nevada" and the potential confusion relative to the term "California's Watershed" could create marketing difficulties.

Recommendation

It is recommended that the Board approve the final design, direct staff to submit it to the Department of Motor Vehicles for formal approval and continue to work with the Sierra Fund in initiating and fully implementing the marketing plan.

