

Budget Section Committee Meeting
June 25, 2014
Senate Chamber

North Dakota Department of Transportation
Grant Levi

Mr. Chairman and members of the committee, I am Grant Levi, Director of the North Dakota Department of Transportation (NDDOT).

Thank you for the opportunity to provide information today regarding the design of the new license plate.

2013-2015 biennium legislation passed in SB 2012 included the issuance of new license plates. The bill stated the following:

- The ND Department of Transportation may not use embossed printed license plates for the general license plate issue.
- The NDDOT shall develop a process to select a new design to be used for the general license plate issue and shall develop guidelines regarding the administration of the license plate issue.
- The Department shall provide its recommendation for the new license plate design to the budget section, and budget section approval must be received prior to the issuance of the new license plates.
- NDDOT is to complete issuance of new flat plates by June 30, 2017.

The Legislation appropriated \$6.82 million to the NDDOT for implementation.

- \$4.9 million of that funding is designated to Roughrider Industry.

NDDOT worked with Tourism, Highway Patrol and Roughrider on the design of the plate. The history and tradition of the North Dakota plate was also taken into consideration when discussing the design.

The current buffalo plate has been in place for 22 years and is an embossed plate (Attachment A).

The new plate design features (Attachment B):

- Flat plate technology
- The slogan “Legendary” used by the Tourism Department
- Actual pictures of a buffalo and North Dakota landscape taken by North Dakota photographers
- Beautiful North Dakota skyline
- North Dakota’s number one crop - wheat
- Peace Garden State as required by ND Century Code

As required in SB 2012, we are seeking your approval on the design of the new plate.

Thank you, Mr. Chairman, this concludes my testimony. I’d be happy to answer any questions at this time.

Attachment A

Current Buffalo Plate



Proposed New Plate

