



State of Wisconsin
2025 - 2026 LEGISLATURE

LRB-0564/1
ZDW:amn&cjs

2025 ASSEMBLY BILL 290

May 30, 2025 - Introduced by Representatives SNODGRASS, BEHNKE, DESANTO, MIRESE, ANDRACA, ARNEY, BILLINGS, CRUZ, DESMIDT, DOYLE, EMERSON, FITZGERALD, J. JACOBSON, JOERS, JOHNSON, MAYADEV, MOORE OMOKUNDE, PALMERI, RIVERA-WAGNER, ROE, SHEEHAN, SINICKI, STUBBS, SUBECK, TENORIO and VINING, cosponsored by Senators PFAFF, HABUSH SINYKIN, CABRAL-GUEVARA, CARPENTER, DASSLER-ALFHEIM, DRAKE, HESSELBEIN, LARSON, RATCLIFF, ROYS, SMITH, SPREITZER and WIRCH. Referred to Committee on Transportation.

1 **AN ACT** *to amend* 20.370 (1) (fs), 20.395 (5) (cj), 25.29 (1) (f), 341.14 (6r) (c),
2 341.14 (6r) (e) and 341.14 (6r) (fm) 7.; *to create* 25.40 (1) (a) 38., 341.14 (6r) (b)
3 23. and 341.14 (6r) (f) 70. of the statutes; **relating to:** special registration
4 plates to support protecting pollinators and making an appropriation.

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

ASSEMBLY BILL 290**SECTION 1**

are deposited in the conservation fund to be used by the Department of Natural Resources for the purposes of the endangered resources program. In addition, the bill appropriates \$23,700 from the general fund to DOT for the initial costs of production of the special group plates.

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

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

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

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

SECTION 2. 20.395 (5) (cj) of the statutes is amended to read:

20.395 (5) (cj) *Vehicle registration, special group plates, state funds.* From the general fund, all moneys received under s. 341.14 (6r) (b) 3. and (fm) 2. and all moneys transferred under 2025 Wisconsin Act (this act), section 10 (1), for the

ASSEMBLY BILL 290**SECTION 2**

1 purpose of producing and issuing special group plates under s. 341.14 (6r) (f) and
2 (fm) and returning payments under s. 341.14 (6r) (fm) 2. a.

3 **SECTION 3.** 25.29 (1) (f) of the statutes is amended to read:

4 25.29 (1) (f) Moneys received under s. 341.14 (6r) (b) 5., 7., ~~and 12.,~~ and 23.

5 **SECTION 4.** 25.40 (1) (a) 38. of the statutes is created to read:

6 25.40 (1) (a) 38. Moneys received under s. 341.14 (6r) (b) 23. that are deposited
7 into the conservation fund and credited to the appropriation account under s.
8 20.370 (1) (fs).

9 **SECTION 5.** 341.14 (6r) (b) 23. of the statutes is created to read:

10 341.14 **(6r)** (b) 23. In addition to the fee under subd. 2., a voluntary payment
11 of \$25 shall be collected in connection with the issuance or renewal of a plate issued
12 on an annual basis for the special group specified under par. (f) 70. In addition to
13 the fee under subd. 2., a voluntary payment of \$50 shall be collected in connection
14 with the issuance or renewal of a plate issued on a biennial basis for the special
15 group specified under par. (f) 70. if the plate is issued or renewed during the first
16 year of the biennial registration period or \$25 for the issuance or renewal if the
17 plate is issued or renewed during the 2nd year of the biennial registration period.
18 No plate may be issued for the special group specified under par. (f) 70. unless the
19 voluntary payment under this subdivision is collected. All moneys received under
20 this subdivision, in excess of \$23,700 or the actual initial costs of production for the
21 special group plates under par. (f) 70., whichever is less, shall be deposited in the
22 conservation fund and credited to the appropriation account under s. 20.370 (1) (fs).

ASSEMBLY BILL 290**SECTION 5**

1 To the extent permitted under ch. 71, the voluntary payment under this subdivision
2 is deductible as a charitable contribution for purposes of the taxes under ch. 71.

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

4 341.14 **(6r)** (c) Special group plates shall display the word “Wisconsin”, the
5 name of the applicable authorized special group, a symbol representing the special
6 group, not exceeding one position, and identifying letters or numbers or both, not
7 exceeding 7 positions and not less than one position. Except as provided in this
8 paragraph, the department shall specify the design for special group plates, but the
9 department shall consult the president of the University of Wisconsin System
10 before specifying the word or symbol used to identify the special groups under par.
11 (f) 35. to 47., the secretary of natural resources before specifying the word or symbol
12 used to identify the special groups under par. (f) 50. ~~and~~, 59., and 70., the chief
13 executive officer of the professional football team and an authorized representative
14 of the league of professional football teams described in s. 229.823 to which that
15 team belongs before specifying the design for the applicable special group plate
16 under par. (f) 55., the chief trademark officer of Harley-Davidson Michigan, LLC
17 before specifying the design for the applicable special group plate under par. (f) 61r.,
18 the department of veterans affairs before specifying the design for the special group
19 plates under par. (f) 49d., 49h., and 49s., the department of tourism and chief
20 executive officer of the organization specified in par. (f) 55m. before specifying the
21 design and word or symbol used to identify the special group name for special group
22 plates under par. (f) 55m., and the Three Harbors Council, Boy Scouts of America
23 NESAs License Committee before specifying the designs for the initial special group

ASSEMBLY BILL 290**SECTION 6**

1 plate under par. (f) 66. Special group plates under par. (f) 50. shall be as similar as
2 possible to regular registration plates in color and design. Special group plates
3 issued under par. (f) 62. shall display the words “In God We Trust”. The
4 department shall make available 2 designs for the special group plates under par.
5 (f) 60. The department may not specify any design for the special group plates
6 under par. (f) 60. unless the design is approved by the executive vice president of the
7 Milwaukee Brewers Baseball Club LP. The department may not specify any design
8 for the special group plates under par. (f) 65. unless the design is approved by the
9 president of the Milwaukee Bucks. The word or symbol used to identify the special
10 group under par. (f) 59. shall be different from the word or symbol used to identify
11 the special group under par. (f) 50., and the design shall cover the entire plate.
12 Special group plates issued under par. (f) 70. shall display the words “Protect
13 Pollinators,” and the design shall cover the entire plate. Special group plates under
14 par. (f) 61m. shall display a logo or image of the lion associated with the Lions Clubs
15 International. Special group plates under par. (f) 61r. shall display a bar and shield
16 logo associated with Harley-Davidson, Inc., on the left portion of the plates and the
17 words “share the road” on the bottom portion of the plates. Special group plates
18 under par. (f) 63. shall display the words “Trout Unlimited.” Special group plates
19 under par. (f) 65m. shall display the words “Help Cure Childhood Cancer” in purple
20 lettering and a symbol comprised of a purple handprint superimposed upon a red
21 heart superimposed upon a gold ribbon. Special group plates under par. (f) 66. shall
22 display the words “Scouting Alumni” and, at the option of the vehicle owner, either
23 a logo or symbol associated with the Boy Scouts of America or a logo or symbol

ASSEMBLY BILL 290**SECTION 6**

1 associated with the Eagle Scouts. Special group plates under par. (f) 67. shall
2 display a logo or symbol associated with Whitetails Unlimited. Special group plates
3 under par. (f) 68. shall display a logo or symbol associated with the Wisconsin Rocky
4 Mountain Elk Foundation. Special group plates under par. (f) 69. shall display the
5 words "Nurses Change Lives" and an image of a heart partially encircled by a
6 stethoscope. Notwithstanding par. (e), special group plates under par. (f) 33m. and
7 48m. shall be the same color and design that was specified by the department for
8 special group plates under par. (f) 33. and 48., respectively, immediately prior to
9 January 1, 2007. The design for special group plates under par. (f) 33. and 48. shall
10 be different from the design of special group plates under par. (f) 33m. and 48m.,
11 respectively.

12 **SECTION 7.** 341.14 (6r) (e) of the statutes is amended to read:

13 341.14 (6r) (e) The department shall specify one combination of colors for
14 special group plates for groups or organizations which are not military in nature
15 and not special group plates under par. (f) 35. to 47., 50., ~~and~~, and 59., and 70., for each
16 professional football team under par. (f) 55., for each professional baseball team
17 under par. (f) 60., and for each professional basketball team under par. (f) 65. The
18 department shall specify one combination of colors for special group plates under
19 par. (f) 35. to 47. Subject to par. (c), the department shall specify the word or words
20 comprising the special group name and the symbol to be displayed upon special
21 group plates for a group or organization which is not military in nature after
22 consultation with the chief executive officer in this state of the group or
23 organization. The department shall require that the word or words and symbol for

ASSEMBLY BILL 290**SECTION 7**

1 a university specified under par. (f) 35. to 47. be a registration decal or tag and
2 affixed to the special group plate and be of the colors for a university specified
3 under par. (f) 35. to 47. that the president of the University of Wisconsin System
4 specifies. The department shall consult the chief trademark officer of Harley-
5 Davidson Michigan, LLC before specifying the colors for the special group plate
6 under par. (f) 61r.

7 **SECTION 8.** 341.14 (6r) (f) 70. of the statutes is created to read:

8 341.14 **(6r)** (f) 70. Persons interested in supporting the protection of
9 pollinators.

10 **SECTION 9.** 341.14 (6r) (fm) 7. of the statutes is amended to read:

11 341.14 **(6r)** (fm) 7. After October 1, 1998, additional authorized special groups
12 may only be special groups designated by the department under this paragraph.
13 The authorized special groups enumerated in par. (f) shall be limited solely to those
14 special groups specified under par. (f) on October 1, 1998. This subdivision does not
15 apply to the special groups specified under par. (f) 3m., 6m., 9g., 9m., 12g., 12m.,
16 15m., 15n., 15o., 15p., 15q., 19m., 33m., 48m., 49d., 49h., 49s., 54., 55., 55m., 56.,
17 57., 58., 59., 60., 61., 61m., 61r., 62., 63., 64., 65., 65m., 66., 67., 68., ~~and 69., and 70.~~

18 **SECTION 10. Fiscal changes.**

19 (1) There is transferred from the general fund to the appropriation account
20 under s. 20.395 (5) (cj) \$23,700 in the fiscal year in which this subsection takes
21 effect. Moneys transferred under this subsection shall be used to cover the initial
22 costs of production of the special group plates under s. 341.14 (6r) (f) 70.

23 **SECTION 11. Effective date.**

ASSEMBLY BILL 290

(1) This act takes effect on the first day of the 10th month beginning after publication, or on the 2nd day after publication of the 2025 biennial budget act, whichever is later.

4 (END)