



Be Creative and Vote for Missouri's New License Plate Design

JEFFERSON CITY — Missourians are proud of the Show-Me State, and now each of us has the opportunity to vote on how our state should be represented on a law enforcement tool both subtle and ubiquitous — the license plate. There are three designs to choose from, and all Missourians are encouraged to go online or attend a public meeting to give their input.

To vote on the next license plate, log on to the Department of Revenue Web site at www.dor.mo.gov and click on "Vote for Missouri's New License Plate." Missourians are able to vote through March 5, and the winner will be announced after that time. In addition, a public meeting seeking comment will be held from 11 a.m. to 1 p.m. Friday, March 2, at the Missouri State Highway Patrol Troop C headquarters at 599 South Mason Road in St. Louis.

Missourians have three choices for the new plate. One displays a blue and white background similar to the current license plate, an outline of the state of Missouri, and a bluebird, Missouri's official state bird. The other two plates have all-white backgrounds. On one, the Missouri logo contains a bright orange sun, and the letters have reflections, as they would on Missouri's beautiful rivers, lakes or other waterways. The final choice is a more simplified design that includes a yellow sun and a "ribbon" pattern that resembles Missouri's clear skies.

The design for Missouri's current license plate was unveiled on April 1, 1996. The current license plate design replaced the white-on-maroon plates that had been in use since 1979. In 2004, state lawmakers approved another required plate redesign to increase visibility of the Missouri license plate and reduce the likelihood of tab theft. Senate Bill 1233 authorized the License Plate Advisory Committee to again develop designs for a new Missouri license plate, and they came up with the three currently up for a vote.

The new plate is needed to help law enforcement identify unregistered motorists, reduce tab thefts in urban areas, and offer more configurations for license plate numbers. I encourage everyone to go online and give your input on the Missouri license plate's next signature design.

If you have comments or questions about this week's column or any other matter involving state government, please do not hesitate to contact me. You can reach my office by phone at (866) 271-2844.

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