



April 20, 2012

Governor Edmund G. Brown, Jr.
State Capitol
Sacramento CA 95814

RE: AB 610 – Pet Lover's License Plate - Support

Dear Governor Brown:

The Veterinary Medical Board is the sponsor of the Pet Lover's License Plate program outlined in AB 610 and supports the concept of generating funds for local governments from private funding sources. The Board respectfully requests your signature on this timely bill that will provide for distribution of monies via a grant application process directly to local governmental entities throughout California for free and low cost spay/neuters.

The proposed plan does not increase state government and actually provides additional private funding for local governments throughout California to offset state budget cuts and loss of revenue in recent years. The Board is reviewing proposed regulations on distribution and grant eligibility criteria at its April 25, 2012, meeting in Southern California.

One cost saving aspect of this program is having a non-profit organization administer the program under the Board's oversight. The benefits of this program include utilizing private funding for assistance to consumers to have their pets spayed or neutered. The Department of Motor Vehicles (DMV) already administers the license plate program and builds their production costs into the fees charged for the plates as a direct reimbursement. Also, the plates are produced by persons incarcerated in state prison so this program provides a positive way for them to learn much needed job skills that they can use to become contributing members of society upon release.

We anticipate selling a minimum of 5,000 plates over and above the initial 7,500 in the first year of production with a dramatic increase in the second and third years. So for 12,500 plates in the first year the revenue would be from a combination of new sequential and personalized plates with an average revenue per plate of \$66 resulting in \$825,000 total revenue. We anticipate double that in the second year with additional new plates and also renewals. We anticipate that the renewals will be at 90% or greater for at least the first five (5) years and we do not expect the rate to ever drop below 85% of total plates sold.

This program represents a true and positive collaboration between state, local government and the private sector that fulfills a great need in California. Local governments receiving grants will be able to either augment existing voucher or other types of spay and neuter programs or create new ones and choose whatever works best in their communities. The Board respectfully asks for your support and signature on this preorder time extension for this positive and beneficial new specialty license plate program.

Sincerely,



Susan M. Geranen
Executive Officer

Cc: Stephanie Ferguson, DVM, Board President