

DEPARTMENT OF REVENUE

Division of Motor Vehicles – Title and Registration Section

1 CCR 204-10

Rule 51. COLORADO DIGITAL LICENSE PLATES

Basis: The statutory bases for this rule are sections 42-3-201, 42-3-202, C.R.S.

Purpose: The following rule is promulgated to establish criteria for the issuance and use of a digital license plate.

1.0 Definitions

- 1.1 “CCi” means Colorado Correctional Industries.
- 1.2 “Customer” means a person who is requesting the issuance of a Digital License Plate.
- 1.3 “Department” means the Colorado Department of Revenue.
- 1.4 “Digital License Plate” means an electronic display that is mounted on a vehicle in the place of and that serves the function of a number plate issued by the Department.
- 1.5 “Issuance” means a vehicle registration transaction creating a license plate with a vehicle registered pursuant to sections 42-3-201 and 42-3-202, C.R.S.
- 1.6 “Vendor” means a natural person, estate, trust, firm, copartnership, association, corporation, the Department or business entity who issues digital license plates.

2.0 Vendor Application Process

- 2.1 Upon request by Digital License Plate vendors, the Department will provide an information packet which shall include: an application to offer Digital License Plates within the State of Colorado, guidelines for use of Colorado license plates, and license plate requirements. As part of the application process, vendors are required to demonstrate how their Digital Plate meets the minimum requirements set forth in Section 3.0.
- 2.2 Vendor applicants will complete testing to ensure that the Digital License Plate can be read by license plate readers and be seen in various weather and lighting types. Colorado State Patrol, parking, and tolling partners shall be allowed to inspect reports and sign off on various testing scenarios.
- 2.3 Vendors meeting the Digital License Plate minimum requirements will be allowed to contract with the State of Colorado. Vendors are required to contract with the State in order to issue Digital License Plates.

2.4 The Digital License Plate Vendor is responsible for training consumers on the proper display and use of their Digital License Plate as well as the requirements for displaying Department issued plates.

3.0 Digital Plate Requirements

3.1 Digital License Plates shall be manufactured to meet the following standards:

- a. Visibility: the registration number and expiration date must be clearly visible at all times at a minimum distance of one hundred (100') feet in normal sunlight and in the dark, including while the vehicle is parked or turned off.
- b. Font: must be Colorado Gothic (owned by CCI)
- c. Color: must be white background with black lettering, or black background with white lettering.
- d. Dimensions of the digital representation shall be 12" x 6".
- e. Readability: plates must be tested and readable by License Plate Readers used by law enforcement, parking, and tolling authorities

3.2 Customers with persons with disabilities identifying plates shall be permitted to have displayed the identifying figure on the Digital License Plate according to 42-3-204, C.R.S.

3.3 Customers may personalize their plate from a selection of messages supplied by the Vendor. The personalized message will be centered at the bottom of the plate and "Colorado" will be centered at the top of the plate. The Department has the authority to create and provide to Vendors approved personalized messages. Customers shall not be permitted to customize their messages beyond the selection of messages supplied by the Vendor.

3.4 A Customer shall register their vehicle according to 42-3-201, C.R.S., and receive two physical license plates and a registration receipt. The Digital License Plate may only be displayed only on vehicles that have been issued a current and valid Colorado registration and license plate.

3.5 The registration number and expiration date displayed on the Digital License Plate must match the registration information supplied by the Department.

3.6 Customers who wish to obtain a Digital License Plate from a Vendor must provide a signed DR2489A "Motor Vehicle Requestor Release Affidavit of Intended Use" authorizing the Vendor the ability to inquire about the Colorado issued registration.

3.7 The Digital License Plate must be displayed on the rear of the vehicle only. The Department issued physical license plate must be displayed on the front of the vehicle.

3.8 Law enforcement may contract with Vendor to display an "Amber Alert" on the Digital License Plate of a vehicle that is the subject of an authorized Amber Alert.

- 3.9 The Vendor will update the plate to display “Invalid” when notified by the Department that the Customer’s registration is not valid. The registration number shall still be visible while the Invalid message is displayed.
- 3.10 The Vendor is required to cancel any registration at the request of the Department. The Vendor will not display a valid registration on a vehicle with a canceled or expired registration. The registration number shall still be visible while the Invalid message is displayed for law enforcement and license plate readers.
- 3.11 If the Digital License Plate ceases to display the registration for any reason, the Customer must display the physical license plate on the rear of the vehicle.
- 3.12 Fees for Digital License Plates will not be remitted or collected by the Department and shall be in addition to the issuance of the initial and annual registration and plates issued by the Department, and fees for the Digital License Plate are determined by the Vendor.
- 3.13 The Vendor must maintain a secure record of all Digital License Plates issued and such records must include the name, address, phone number, and registration of the owner currently issued a Digital License Plate. The Vendor must provide records to the Department upon request.
- 3.14 Vendor records are subject to the Driver’s Privacy Protection Act of 1994, 18 U.S. Code Chapter 123 § 2722 et seq., and the Colorado Privacy Act, 4 CCR 904-3. The Vendor is required to ensure data privacy and security. Violations will result in revocation of the Vendor’s issuance authority and may include criminal and civil penalties. Data or records shall not be sold or distributed to other unauthorized parties for any reason.
- 3.15 The Vendor shall not share geolocation data with the Department or any other party notwithstanding law enforcement. The Vendor must obtain express written consent from a Customer to Opt In to location or personal data sharing. Without express written consent, a Customer will be deemed to Opt Out of location or personal data sharing.

4.0 Appeals

- 4.1 If a Vendor is denied an application to issue Digital License Plates, it may request a hearing, in writing, within 60 days after a notice of denial is issued. Written hearing requests shall be submitted to the Department of Revenue, Hearings Section.
- 4.2 The hearing shall be held at the Department of Revenue, Hearing Section. The presiding hearing officer shall be an authorized representative designated by the Executive Director. The Department’s representative need not be present at the hearing unless the presiding hearing officer requires his or her presence or the Vendor requests his or her presence in writing. If the Department’s representative is not present at the hearing, the hearing officer has the discretion to consider any written documents and affidavits submitted by the Department.