



Order Your James River Park System License Plate Today!

The largest and most unique park in Richmond is the James River Park System. It includes over 550 acres of shoreline and islands in the heart of the city. The Park encompasses most of the fall line of the James with rocks, rapids, meadows and forests making for an area of unspoiled natural beauty – “a little bit of wilderness in the heart of the city.” The Park offers some of our country’s best opportunities for whitewater and flat-water canoeing and kayaking, fishing, hiking, jogging, sunbathing, wildlife exploration, historical study and much more. Richmond’s downtown master plan refers to the James River Park as our “great, wet Central Park.”

Now you can show your love of the James River Park System and be among the first in Richmond to own a James River Park System license plate! These unique plates are available for pre-orders NOW and, pending the 2011 General Assembly approval should be delivered to you by June 2011. In order to pass the first hurdle in the process, **we must collect 350 applications with payments before the General Assembly begins its 2011 session.**

This special license plate is being developed and implemented by the Friends of The James River Park organization. Although FOJRP is administering the program, the specialty plate is for the James River Park System, not the FOJRP or any other individual organization. The purpose of the specialty plate is two-fold: for citizens to proudly display their love of the Park and to generate significant revenue that will be used to preserve, protect, nurture and enhance the enjoyment of the Park’s natural and historic environments for all citizens.

Price

- \$25 for each set of new, non-personalized plates. Check “Vehicle License Plate” on the application attached. Once we sell 1,000 plates, the FOJRP receives \$15 for every additional set sold or renewed.
- \$35 for each set of personalized plates, which are defined as:
 - James River Park System plate that contains the letters/numbers or words transferred from your current plates (check “Transfer Existing License Plate” on the application). PLEASE NOTE: There is a 6-character maximum for your new JRPS plate.
 - James River Park System plate that contain new personalized words/phrases/initials (i.e., vanity plates). Check “Vehicle License Plate” on the application. PLEASE NOTE: There is a 6-character maximum for your new JRPS plate.

How to order

1. Complete the application attached – one form for each set of plates.
2. Send completed application and check made out to Friends of The James River Park to the address below.

Friends of the James River Park
P.O. Box 4453
Richmond, VA 23220

Show your pride and support for the “best urban park in America” by ordering your James River Park System license plate today! Completed application(s) and check need to be received before the General Assembly convenes in January 2011.

LICENSE PLATE APPLICATION

Send application(s) and check to: Friends of The James River Park
P.O. Box 4453
Richmond, VA 23220

Please make checks payable to Friends of the James River Park

APPLICATIONS AND CHECKS (\$25 for standard plate or \$35 for vanity plate) ARE DUE BEFORE THE GENERAL ASSEMBLY BEGINS ITS 2011 SESSION

PLATE INFORMATION

APPLICATION REQUEST: (check one) VEHICLE LICENSE PLATE SOUVENIR LICENSE PLATE TRANSFER EXISTING LICENSE PLATE

TYPE OF PLATE: (check one)

STANDARD (Blue and White) LIGHTHOUSE

HERITAGE (Dogwood-Cardinal) SCENIC (Mountain To Seashore) SCENIC (Autumn) SCENIC (Patriot)

COLLEGE: _____ Locality: City County _____ MILITARY _____
(No Initials or Abbreviations) (No Initials or Abbreviations)

SPECIAL INTEREST: **James River Park System**
(if organization has more than one license plate, specify design type)

OTHER _____ (Note: some special plates require certification)
(Any other plate not listed above)

PERSONALIZED PLATES: (Check this box if you wish to personalize your vehicle or souvenir plate.)

Indicate your choices in order of preference. The maximum number of characters allowed on standard and scenic plates is 7 ½. The maximum number of characters allowed on a heritage plate is 6 ½. Six characters are all allowed for all other plates bearing logos. Plates with logos may sometimes accommodate an additional ½ space when personalized. Ask a DMV representative or create a plate on our website listed above to determine availability. A blank space and a dash are the only two characters that are ½ characters. An ampersand is considered a full character. Spaces, dashes, and ampersands cannot be used consecutively.

CHOICE

1st									
2nd									
3rd									
4th									

DMV USE ONLY

Enter Available Choice: _____
Fee: \$ _____

CLEAN FUEL _____
Year Make Model
(If an application for these plates is received by DMV on or after July 1, 2006, the vehicle displaying these plates will not be eligible for occupancy exemptions in the I-95/395 HOV lanes.)

APPLICANT INFORMATION

OWNER'S NAME (last) (first) (mi) DAYTIME TELEPHONE NUMBER
()

CO-OWNER'S NAME (last) (first) (mi) DAYTIME TELEPHONE NUMBER
()

CURRENT MAILING ADDRESS CITY STATE ZIP CODE

CURRENT PLATE NUMBER PLATE TYPE PLATE EXPIRATION DATE

VEHICLE TITLE NUMBER VEHICLE IDENTIFICATION NUMBER

IF PAYING BY CREDIT CARD, ENTER CARD NUMBER AND EXPIRATION DATE

CERTIFICATION/SIGNATURES

I/We certify that (Check only **ONE** box)

This vehicle is insured with liability coverage by a company licensed to do business in Virginia. Coverage must be in effect at the time of application and must remain in effect as long as the vehicle is registered, even if the vehicle is not driven or is inoperable.

This vehicle is not insured; therefore, I am remitting the applicable uninsured motor vehicle fee. This fee provides NO insurance coverage.

Failure to comply with Virginia's insurance requirements will result in suspension of your driver's license and vehicle license plates. I certify that all information contained herein is true and correct. For a corporation, an authorized representative must sign.

APPLICANT'S SIGNATURE DATE (mm/dd/yyyy)

CO-APPLICANT'S SIGNATURE DATE (mm/dd/yyyy)

ADDITIONAL INFORMATION

- The Department of Motor Vehicles (DMV) will not honor a change of choice or refund after the order has been sent to the manufacturer.
- When renewing early, registration, special license plate, and personalized plate fees are prorated for the months remaining on the current vehicle registration.
- You may purchase samples of most special plates.
- Personalized license plates require special handling; allow 60 days for delivery. Plates will be mailed directly to the applicant.
- The combination of characters used to personalize a license plate must not violate DMV's personalized plate policy. DMV reserves the right to refuse issuance of any combination of objectionable characters if they, in anyway, carry a connotation that may be reasonably seen by a person viewing a license plate as 1) profane, obscene, or vulgar in nature, 2) sexually explicit or graphic, 3) excretory related, 4) describing intimate body parts or genitals, 5) describing drug culture or use, 6) condoning or encouraging violence, 7) describing illegal activities or illegal substances, 8) socially, racially, ethnically offensive, or disparaging.

Clean Special Fuel License Plate

- Vehicles registered with clean special fuel license plates issued by DMV on or after July 1, 2006, are not eligible for occupancy exemptions in the I-95/395 HOV lanes. However, they are exempt from occupancy requirements in all other HOV lanes throughout the state until the general exemption expires.
- A hybrid vehicle must qualify as a clean special fuel vehicle under the super ultra-low emission vehicle (SULEV) rating or the Environmental Protection Agency's (EPA) equivalent beginning with model year 2005 vehicles.
- Hybrid vehicle assessment standards were set by the Virginia Department of Environmental Quality (DEQ) and adopted by DMV to ensure that only the cleanest hybrid vehicles are eligible for clean special fuel plates.
- Not all hybrid vehicles qualify for the clean special fuel plate. For a list of qualifying hybrid vehicles, visit our website at www.dmvNow.com. The list of vehicles is updated as new hybrids are introduced to the market and assessed by DEQ.

New Special Interest License Plate Development Information

- All application and refund inquiries should be directed to the sponsor who is maintaining and facilitating collection of the 350 pre-paid applications for new plates through General Assembly authorization or currently under development.
- When the 350 pre-paid applications are being processed, personalized plate and special plate fees are not prorated. Your vehicle registration will not be renewed unless it is within two months of expiration. Should your vehicle registration require renewal, you will be billed by DMV for payment.
- The entire special license plate process could take up to two years depending on the direction of the sponsor. It generally takes about nine months to develop a new plate once the 350 prepaid applications are collected.

Special Plates That Require Certification

- Antique plates require submission of the Antique License Plate Applicant Certification (VSA 10 B) with form VSA 10.
- Gold Star Plates require submission of the Gold Star License Plate Applicant Certification (VSA 10 A) with form VSA 10.

New Special License Plate Development Frequently Asked Questions

- 1. How much will this new special plate cost ?** Contact the sponsor/organization for the cost of the non-personalized plate. The cost for a personalized plate will be an additional \$10. There is no plate fee prorating when processing the 350 plus applications submitted to develop this new plate.
- 2. Can the sponsor/organization pay for all the applications?** No, the applicant is responsible for submitting the plate fee to the sponsor/organization.
- 3. Does the cost of this new special plate include my vehicle registration fees?** No, your registration fees are not included during the new plate development process. After DMV issues your new plate, the plate fee will be included in your next vehicle registration renewal. You must renew your current vehicle registration with the Virginia Department of Motor Vehicles when it is due.
- 4. Will DMV process my vehicle registration renewal while issuing this new special plate?** As courtesy, if your registration is within two months of expiration at the time we are issuing your new plates. DMV will renew your registration and bill you for payment.
- 5. Can I get this new special plate for my passenger car, multi-purpose vehicle, van or truck?** Yes, license plates are available for passenger cars, multipurpose vehicles (i.e. Jeeps, Blazers, and motor homes), vans and trucks weighing 7,500 lbs. or less.
- 6. Can I get this new special plate for my truck, weighing 7,501 lbs.?** No, these license plates are not available for trucks weighing 7,501 lbs. or more.
- 7. Can I put this new special plate on my lease vehicle?** Yes.
- 8. Can I get this new special plate for my motorcycle?** No, these license plates are not available for motorcycles.
- 9. Can I get a souvenir license plate?** Applications for souvenir plates cannot be included as part of the required 350 applications submitted. However, souvenir plates will be available when the plates become available statewide.
- 10. I have the International Symbol of Access (ISA aka wheelchair) on my plate now, can I get one on this new special plate?** Yes, the ISA symbol is available for this license plate.
- 11. What will this new special plate look like?** The sponsor/organization creates and submits the design. Please note that the design is subject to change until officially approved by the Virginia Department of Motor Vehicles.
- 12. How are the license plate numbers assigned?** The numbering system for special license plates is usually four numeric and two alpha characters for a series. Example: 1001ZZ – 9950ZZ or ZZ1001 – ZZ9950.
- 13. Can I personalize this new special plate?** Yes, you can personalize this plate. On your application, please indicate your four choices in order of preference to increase your chances of

receiving your request. The maximum number of characters on the license plate is six, if it has a logo. The Department of Motor Vehicles (DMV) will review your choices and determine availability. As an applicant during the development process, if the character combination you requested and paid for is not available, you will receive a production issued number on your license plate and DMV will refund your \$10 personalization fee you submitted with your application.

The combination of characters used to personalize your license plate must not violate the DMV's personalized plate policy. The DMV reserves the right to refuse issuance of any combination of objectionable characters if they, in any way, carry a connotation that may be reasonably seen by a person viewing a license plate as 1) profane, obscene or vulgar in nature, 2) sexually explicit or graphic, 3) excretory related, 4) describing intimate body parts or genitals, 5) describing drug culture or use, 6) condoning or encouraging violence, 7) describing illegal activities or substances, 8) socially, racially, ethnically offensive or disparaging.

14. **If I already have a personalized plate and wish to put the same character combination on this new plate, what do I need to do?** Complete the application, check the box next to "transfer existing license plate", record the character combination in the boxes provided on the application, and submit the fees.
15. **I submitted my application with payment but my information (i.e. mailing address, vehicle information) has changed. What should I do?** Send an updated application along with a brief explanation to the sponsor/organization collecting the applications. Do not send your new application to DMV.
16. **I submitted my application with payment, but since have sold and/or re-titled my vehicle. What should I do?** Send an updated application along with a brief explanation to the sponsor/organization collecting the applications. Do not send your new application to DMV.
17. **Will I receive a refund if you are unable to obtain the 350 prepaid applications needed to develop this plate?** Yes, you will receive a full refund.
18. **How long will it take to receive my new special plates once I submit my prepaid application?** The process could takes up to nine months after DMV receives the applications.
19. **How will I receive my new plates?** DMV will mail your new plates to the address on your DMV customer record. If you changed your address prior or during this process, please contact DMV to update your customer record. Your order will include one set of plates – one for the front and back of your vehicle, year and month decals, and a new vehicle registration card.
20. **What should do with my old plates after I receive my new special plates?** Upon receipt of your new license plates, please return your old ones to the DMV, at any location. Also, as a suggestion, please be sure to notify your insurance company of your new vehicle plate information.
21. **Why did I receive a bill from DMV?**
You may receive a bill from DMV for the following reasons:
 - A. **Your vehicle registration was renewed.** As stated above, if your vehicle registration was within two months of expiration, as a courtesy, it was renewed.
 - B. **You had a multi-year registration.** The plate fee you submitted with your application was for one year. If these reasons do not apply, please contact DMV at 804-367-9711.

License Plate Application VSA (10)

- 22. Can the sponsor/organization submit an application on my behalf?** No, the applicant must complete and sign the application.
- 23. When do I check the box for Transferring Existing License Plate?**
Check this box if you would like to put your current plate number on your new plate.
- 24. If I keep my existing license plate number, must I pay the personalize plate fee?** Yes, any plate number other than the standard series assigned to this plate is considered personalize, and will cost \$10 annually in addition to the cost of the plate.
- 25. Do I check the "SPECIAL INTEREST" box?**
Yes, and write the name of the plate on the line.
- 26. When do I check the PERSONALIZED PLATES box?**
Check this box when you want a new personalize plate number.
- 27. How many choices must I list?**
To increase your chances of obtaining your request, list four choices.
- 28. How do I fill out the APPLICANT INFORMATION section on the application?**
Use your current vehicle registration card and transfer the information on to your application. If the information on the card is out dated, please contact DMV to update our vehicle record.
- 29. I just bought a new car and I do not have a title number yet, what should I do?**
If possible, wait until you receive your metal plates, than transfer the information from your registration card and submit your application. Alternatively, submit the completed application without the Vehicle Title Number and provide it later.
- 30. Can someone else complete and sign my application?**
No.
- 31. Can I submit payment by credit card?**
No, you cannot submit payment by credit card unless the sponsor/organization has the means to process your credit card payment.
- 32. Can the sponsor/organization pay for my plates?**
No, to maintain the integrity of the Program, the payment should be submitted, by the applicant, along with the application.
- 33. Can the sponsor/organization modify the License Plate Application (VSA10)?**
Only slightly, the back of the application may house pertinent information about the new plate. In addition, the Purpose and Instructions on the front at the top may be altered.