

Appendix 1:

Snoopy License Plate Revenue Projections - Years 1-10

# of plates sold	Type of plate sold ¹	Fee	Total Revenue	DMV ² Administrative Costs	ELP ³ Fund	60% for Grants	20% for CAM	20% for State Sponsor
PRE-SALE PERIOD (7,500 ADVANCE PLATES REQUIRED) (2012-2013)								
<i>New purchases</i>								
1,500	Sequential	\$ 50	\$ 75,000	\$ -	\$ -	\$ 45,000	\$ 15,000	\$ 15,000
6,000	Personalized	\$ 98	\$ 588,000	\$ 400,000	\$ 131,500	\$ 33,900	\$ 11,300	\$ 11,300
			\$ 663,000	\$ 400,000	\$ 131,500	\$ 78,900	\$ 26,300	\$ 26,300
7,500	Pre-Sale Total:		\$ 663,000	\$ 400,000	\$ 131,500	\$ 78,900	\$ 26,300	\$ 26,300
SNOOPY PLATE LAUNCH YEAR - 2013-2014								
<i>New purchases</i> ⁴								
369	Sequential	\$ 50	\$ 18,450	\$ 6,642	\$ -	\$ 7,085	\$ 2,362	\$ 2,362
1,476	Personalized	\$ 98	\$ 144,648	\$ 39,852	\$ 70,848	\$ 20,369	\$ 6,790	\$ 6,790
1,845	Total New Sales		\$ 163,098	\$ 46,494	\$ 70,848	\$ 27,454	\$ 9,151	\$ 9,151
<i>Renewals</i> ⁵								
1,395	Sequential	\$ 40	\$ 55,800	\$ -	\$ -	\$ 33,480	\$ 11,160	\$ 11,160
5,580	Personalized	\$ 78	\$ 435,240	\$ -	\$ 212,040	\$ 133,920	\$ 44,640	\$ 44,640
			\$ 491,040	\$ -	\$ 212,040	\$ 167,400	\$ 55,800	\$ 55,800
8,820	Year 1 Total:		\$ 654,138	\$ 46,494	\$ 282,888	\$ 194,854	\$ 64,951	\$ 64,951
YEAR 2- 2014-2015								
<i>New purchases</i>								
738	Sequential	\$ 50	\$ 36,900	\$ 13,284	\$ -	\$ 14,170	\$ 4,723	\$ 4,723
2,952	Personalized	\$ 98	\$ 289,296	\$ 79,704	\$ 141,696	\$ 40,738	\$ 13,579	\$ 13,579
3,690	Total New Sales		\$ 326,196	\$ 92,988	\$ 141,696	\$ 54,907	\$ 18,302	\$ 18,302
<i>Renewals</i>								
1,666	Sequential	\$ 40	\$ 66,654	\$ -	\$ -	\$ 39,992	\$ 13,331	\$ 13,331
6,665	Personalized	\$ 78	\$ 519,901	\$ -	\$ 253,285	\$ 159,970	\$ 53,323	\$ 53,323
			\$ 586,555	\$ -	\$ 253,285	\$ 199,962	\$ 66,654	\$ 66,654
12,022	Year 2 Total:		\$ 912,751	\$ 92,988	\$ 394,981	\$ 254,869	\$ 84,956	\$ 84,956
YEAR 3-2015-2016								
<i>New purchases</i>								
738	Sequential	\$ 50	\$ 36,900	\$ 13,284	\$ -	\$ 14,170	\$ 4,723	\$ 4,723
2,952	Personalized	\$ 98	\$ 289,296	\$ 79,704	\$ 141,696	\$ 40,738	\$ 13,579	\$ 13,579
3,690	Total New Sales		\$ 326,196	\$ 92,988	\$ 141,696	\$ 54,907	\$ 18,302	\$ 18,302
<i>Renewals</i>								
2,288	Sequential	\$ 40	\$ 91,508	\$ -	\$ -	\$ 54,905	\$ 18,302	\$ 18,302
9,151	Personalized	\$ 78	\$ 713,764	\$ -	\$ 347,731	\$ 219,620	\$ 73,207	\$ 73,207
			\$ 805,272	\$ -	\$ 347,731	\$ 274,525	\$ 91,508	\$ 91,508
15,129	Year 3 Total:		\$ 1,131,468	\$ 92,988	\$ 489,427	\$ 329,432	\$ 109,811	\$ 109,811

¹ Based on actual Arts, Tahoe, Yosemite, and Whale Tail plates sold, CAM estimates that 80% of the plates sold will be personalized as opposed to sequential.

² In the first year, DMV's costs are estimated to be \$400,000 (according to DMV). For new plates thereafter, it will cost \$18 per sequential plate and \$27 per personalized plate. DMV is not anticipating any cost for renewals.

³ A certain amount of every **personalized** license plate must contribute to the Environmental License Plate (ELP) Fund, which supports environmental programs. After the initial 7,500, the ELP fees are \$48 for new plates and \$38 for each renewal.

⁴ The average number of new plates sold in 2010 was 3,691 per program (all special interest plates combined).

⁵ A 7% attrition rate is based on average losses per year for all plate programs, since their inception.

⁶ After DMV deducts their administrative costs in the first year, the remaining funds would be split between the ELP Fund and the state sponsor.

⁷ After the initial applications are submitted to DMV, prospective applicants will be able to purchase the new plate using DMV's application form or in any DMV office. However, DMV does not anticipate being able to process online payments for 10 months. For that reason, the number of plates sold in this second year have been reduced in half.

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YEAR 4-2016-2017								
<i>New purchases</i> ⁴								
738	Sequential	\$ 50	\$ 36,900	\$ 13,284	\$ -	\$ 14,170	\$ 4,723	\$ 4,723
2,952	Personalized	\$ 98	\$ 289,296	\$ 79,704	\$ 141,696	\$ 40,738	\$ 13,579	\$ 13,579
3,690	Total New Sales		\$ 326,196	\$ 92,988	\$ 141,696	\$ 54,907	\$ 18,302	\$ 18,302
<i>Renewals</i> ⁵								
3,218	Sequential	\$ 40	\$ 128,729	\$ -	\$ -	\$ 77,237	\$ 25,746	\$ 25,746
12,873	Personalized	\$ 78	\$ 1,004,085	\$ -	\$ 489,169	\$ 308,949	\$ 102,983	\$ 102,983
			\$ 1,132,813	\$ -	\$ 489,169	\$ 386,186	\$ 128,729	\$ 128,729
19,781	Year 4 Total:		\$ 1,459,009	\$ 92,988	\$ 630,865	\$ 441,094	\$ 147,031	\$ 147,031
YEAR 5 - 2017-2018								
<i>New purchases</i>								
738	Sequential	\$ 50	\$ 36,900	\$ 13,284	\$ -	\$ 14,170	\$ 4,723	\$ 4,723
2,952	Personalized	\$ 98	\$ 289,296	\$ 79,704	\$ 141,696	\$ 40,738	\$ 13,579	\$ 13,579
3,690	Total New Sales		\$ 326,196	\$ 92,988	\$ 141,696	\$ 54,907	\$ 18,302	\$ 18,302
<i>Renewals</i>								
3,731	Sequential	\$ 40	\$ 149,238	\$ -	\$ -	\$ 89,543	\$ 29,848	\$ 29,848
14,924	Personalized	\$ 78	\$ 1,164,055	\$ -	\$ 567,104	\$ 358,171	\$ 119,390	\$ 119,390
			\$ 1,313,292	\$ -	\$ 567,104	\$ 447,713	\$ 149,238	\$ 149,238
22,345	Year 5 Total:		\$ 1,639,488	\$ 92,988	\$ 708,800	\$ 502,621	\$ 167,540	\$ 167,540
YEAR 6 - 2018-2019								
<i>New purchases</i>								
738	Sequential	\$ 50	\$ 36,900	\$ 13,284	\$ -	\$ 14,170	\$ 4,723	\$ 4,723
2,952	Personalized	\$ 98	\$ 289,296	\$ 79,704	\$ 141,696	\$ 40,738	\$ 13,579	\$ 13,579
3,690	Total New Sales		\$ 326,196	\$ 92,988	\$ 141,696	\$ 54,907	\$ 18,302	\$ 18,302
<i>Renewals</i>								
4,208	Sequential	\$ 40	\$ 168,311	\$ -	\$ -	\$ 100,987	\$ 33,662	\$ 33,662
16,831	Personalized	\$ 78	\$ 1,312,827	\$ -	\$ 639,582	\$ 403,947	\$ 134,649	\$ 134,649
			\$ 1,481,138	\$ -	\$ 639,582	\$ 504,933	\$ 168,311	\$ 168,311
24,729	Year 6 Total:		\$ 1,807,334	\$ 92,988	\$ 781,278	\$ 559,841	\$ 186,614	\$ 186,614
YEAR 7 - 2019-2020								
<i>New purchases</i>								
738	Sequential	\$ 50	\$ 36,900	\$ 13,284	\$ -	\$ 14,170	\$ 4,723	\$ 4,723
2,952	Personalized	\$ 98	\$ 289,296	\$ 79,704	\$ 141,696	\$ 40,738	\$ 13,579	\$ 13,579
3,690	Total New Sales		\$ 326,196	\$ 92,988	\$ 141,696	\$ 54,907	\$ 18,302	\$ 18,302
<i>Renewals</i>								
4,651	Sequential	\$ 40	\$ 186,049	\$ -	\$ -	\$ 111,630	\$ 37,210	\$ 37,210
18,605	Personalized	\$ 78	\$ 1,451,185	\$ -	\$ 706,988	\$ 446,518	\$ 148,839	\$ 148,839
			\$ 1,637,234	\$ -	\$ 706,988	\$ 558,148	\$ 186,049	\$ 186,049
26,946	Year 7 Total:		\$ 1,963,430	\$ 92,988	\$ 848,684	\$ 613,055	\$ 204,352	\$ 204,352

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³ A certain amount of every **personalized** license plate must contribute to the Environmental License Plate (ELP) Fund, which supports environmental programs. After the initial

⁴ The average number of new plates sold in 2010 was 3,691 per program (all special interest plates combined).

⁵ A 7% attrition rate is based on average losses per year for all plate programs, since their inception.

⁶ After DMV deducts their administrative costs in the first year, the remaining funds would be split between the ELP Fund and the state sponsor.

⁷ After the initial applications are submitted to DMV, prospective applicants will be able to purchase the new plate using DMV's application form or in any DMV office. However, DMV does not anticipate being able to process online payments for 10 months. For that reason, the number of plates sold in this second year have been reduced in half.

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YEAR 8 - 2020-2021								
<i>New purchases</i>								
738	Sequential	\$ 50	\$ 36,900	\$ 13,284	\$ -	\$ 14,170	\$ 4,723	\$ 4,723
2,952	Personalized	\$ 98	\$ 289,296	\$ 79,704	\$ 141,696	\$ 40,738	\$ 13,579	\$ 13,579
3,690	Total New Sales		\$ 326,196	\$ 92,988	\$ 141,696	\$ 54,907	\$ 18,302	\$ 18,302
<i>Renewals</i>								
5,064	Sequential	\$ 40	\$ 202,546	\$ -	\$ -	\$ 121,528	\$ 40,509	\$ 40,509
20,255	Personalized	\$ 78	\$ 1,579,858	\$ -	\$ 769,674	\$ 486,110	\$ 162,037	\$ 162,037
			\$ 1,782,404	\$ -	\$ 769,674	\$ 607,638	\$ 202,546	\$ 202,546
29,008	Year 8 Total:		\$ 2,108,600	\$ 92,988	\$ 911,370	\$ 662,545	\$ 220,848	\$ 220,848
YEAR 9 - 2021-2022								
<i>New purchases</i>								
738	Sequential	\$ 50	\$ 36,900	\$ 13,284	\$ -	\$ 14,170	\$ 4,723	\$ 4,723
2,952	Personalized	\$ 98	\$ 289,296	\$ 79,704	\$ 141,696	\$ 40,738	\$ 13,579	\$ 13,579
3,690	Total New Sales		\$ 326,196	\$ 92,988	\$ 141,696	\$ 54,907	\$ 18,302	\$ 18,302
<i>Renewals</i>								
5,447	Sequential	\$ 40	\$ 217,888	\$ -	\$ -	\$ 130,733	\$ 43,578	\$ 43,578
21,789	Personalized	\$ 78	\$ 1,699,524	\$ -	\$ 827,973	\$ 522,930	\$ 174,310	\$ 174,310
			\$ 1,917,412	\$ -	\$ 827,973	\$ 653,663	\$ 217,888	\$ 217,888
30,926	Year 9 Total:		\$ 2,243,608	\$ 92,988	\$ 969,669	\$ 708,570	\$ 236,190	\$ 236,190
YEAR 10 - 2022-2023								
<i>New purchases</i>								
738	Sequential	\$ 50	\$ 36,900	\$ 13,284	\$ -	\$ 14,170	\$ 4,723	\$ 4,723
2,952	Personalized	\$ 98	\$ 289,296	\$ 79,704	\$ 141,696	\$ 40,738	\$ 13,579	\$ 13,579
3,690	Total New Sales		\$ 326,196	\$ 92,988	\$ 141,696	\$ 54,907	\$ 18,302	\$ 18,302
<i>Renewals</i>								
5,804	Sequential	\$ 40	\$ 232,156	\$ -	\$ -	\$ 139,293	\$ 46,431	\$ 46,431
23,216	Personalized	\$ 78	\$ 1,810,813	\$ -	\$ 882,191	\$ 557,173	\$ 185,724	\$ 185,724
			\$ 2,042,969	\$ -	\$ 882,191	\$ 696,467	\$ 232,156	\$ 232,156
32,709	Year 10 Total:		\$ 2,369,165	\$ 92,988	\$ 1,023,887	\$ 751,374	\$ 250,458	\$ 250,458
183,860	Total Revenues over First 10 Years		\$ 16,951,992	\$ 1,283,386	\$ 7,173,350	\$ 5,097,154	\$ 1,699,051	\$ 1,699,051

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