

Sierra Nevada specialty plate not selling well

By Paul Rogers, Mercury News

Maybe it's the bad economy, or the dinky designs. But two state campaigns aimed at raising money to expand parks, restore creeks and build hiking trails in the Bay Area and the Sierra Nevada through the sale of new specialized license plates are failing to gain traction with motorists.

Under state law, sponsors of commemorative license plates must sign up 7,500 prepaid orders in one year or the DMV won't produce the plates. The plates cost \$50 a year.

But a proposed plate that would feature a small image of the Golden Gate Bridge and whose proceeds would help Bay Area open space projects has sold only 455 copies, and faces a deadline of mid-July. A second proposed plate, which features a bear and a mountain, would fund projects of the Sierra Nevada Conservancy, a state agency. It has sold only 256 copies, and faces a September deadline.

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