

# Increase Personalized License Plate Revenue



## 2025 Agency Request Legislation



For more than 45 years, the sale of personalized license plates (PLPs) — license plates where citizens choose a special message on a standard or specialized background plate — has been a primary source of funding for the management of non-game wildlife, including but not limited to, song birds, raptors, protected wildlife, rare and endangered wildlife, aquatic life, and specialized-habitat types, both terrestrial and aquatic, as well as all unclassified marine fish, shellfish, and marine invertebrates.

A portion of those fees (\$2 from each personalized license plate purchased) supports the care and rehabilitation of sick, injured, or orphaned wildlife.

In addition, \$10 per personalized license plate helps fund the management and conservation of wolves in Washington. These funds support activities such as monitoring wolves, preventing wolf-livestock conflicts, and compensating livestock owners for losses from wolf kills.

The remaining revenue help fund the management of more than 260 species of concern. Some of these species are classified as threatened or endangered.

Currently, citizens pay an initial fee of \$52 for a personalized license plate and \$42 dollars annually for each renewal. However, decreased revenue from personalized license plate sales is eroding the agency's capacity to protect biodiversity. To address this issue, the Washington Department of Fish and Wildlife (WDFW, or Department) and the Department of Licensing (DOL) propose increasing the renewal fees for PLPs by \$10 to \$52.

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