

FREQUENTLY ASKED QUESTIONS
WHALE TAIL SM LICENSE PLATE DESIGN CONTEST

1. **What is the contest deadline?** January 15, 2009
2. **How will the judging work?** Judges from the Coastal Commission staff and other relevant interests and expertise, including the DMV and Highway Patrol, will help select from all entries a group of finalists that meet all the contest parameters and have high artistic quality. Finalists will be posted on the Commission's website – www.coastforyou.org - and the public will be invited to tell us their favorite design. This “vote” will be advisory only. A panel of judges will select the winning design from among the finalists.
3. **When will the results of the contest be announced?** We hope to complete the judging process and announce a winner by June, 2009.
4. **How will the winning image be announced?** We will issue a press release announcing the winning image and artist and will possibly hold a press conference. The winning image and artist will also be announced on our website at www.coastforyou.org and through email announcements. We will keep the public up-to-date on the status of the contest on our website.
5. **I have the original WHALE TAIL License Plate on my car. Do I have to get a new plate?** No. You may keep the original WHALE TAIL License Plate on your car for as long as you wish, and for a small fee, the DMV will allow you to transfer your original WHALE TAIL plates to a new car. Renewal fees from the original WHALE TAIL License Plate will continue to fund marine education, beach cleanups, and other coastal programs, as will fees from the new plate.
6. **When will the new license plate design be available for purchase?** After we select a new design, we anticipate that it will take several months before the new plate is manufactured and available. We are projecting that the plate will be on the streets in 2010.
7. **What will the new plate cost?** The fee will be the same as the current plate. It costs \$50 for a standard plate and \$90 for a personalized plate. There is a \$40 annual renewal fee for a standard plate, and a \$65 renewal fee for a personalized plate.
8. **Will I still be able to purchase the original WHALE TAIL design?** You will be able to purchase the original WHALE TAIL design until the new design is in production. Once the new design is in production, sale of the original WHALE TAIL design will cease.
9. **What does the current Whale Tail Plate look like?** To view the current plate, visit <http://www.ecoplates.com/> .