



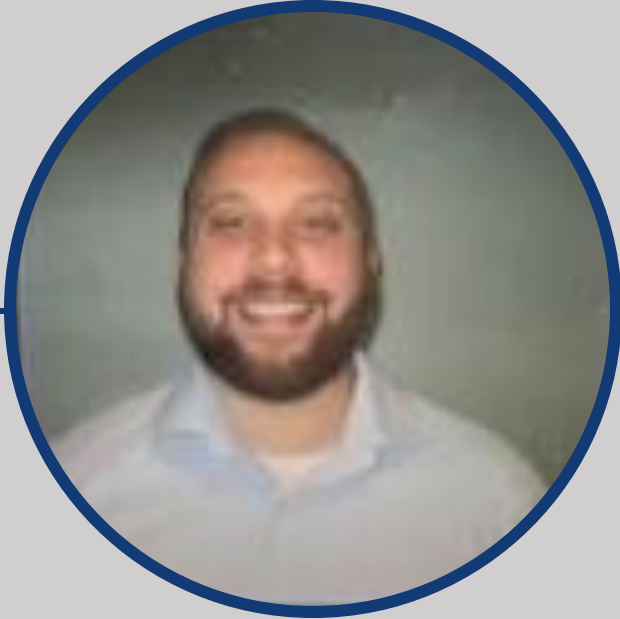
# Pine Tree Plate

## Statutory

## Agents

Working together to bring the Pine Tree Plate to the Pine Tree State.

# Meet the Presenters Here Today



**Matt Leavitt**

Clerk IV  
Registrations



**Beverly Campbell**

Manager  
Business Services



# Introduction

Today we are presenting a high-level overview of the Pine Tree Plate to you. This includes what plates are being converted, inventory and distribution, a project timeline, and more.





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## **01 The Big Picture**

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Breaking down why we are beginning a general issuance.

## **02 The Issuance**

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How this whole thing is going to work as rubber hits the road.

## **03 Manufacturing**

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How we're doing it, and how it's getting to you.

## **04 Next Steps**

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Where we plan to take things from here.



A person with short dark hair, wearing a grey and white striped sweater, is seen from behind, looking at a wall covered in various sticky notes, diagrams, and sketches. The scene is dimly lit, with the person's head and shoulders in the foreground. The background is a wall of white paper with various drawings, including flowcharts, diagrams, and text. A blue arrow points from the left towards the text.

# 01 The Big Picture

A blue arrow pointing from the left towards the text.

A project like this needs all of us to work together for our fellow Mainers.

# Our Mandate Begins



In 2023 our State Legislature amended the law, **requiring the BMV** to issue a replacement to all Chickadee plates starting May 1, 2025.



Many Chickadee plates are:

- Old,
- In disrepair, and
- Have lost their reflectivity.



# Not Your Average Project

Over 1,200,000

The number of Chickadee plates that are going to be replaced during the issuance.

1,682,405

The number of registered vehicles in Maine on January 1, 2024 alone.



# The Big Numbers



This data shows over 71% of all license plates in Maine are going to be replaced during a **one-year span.**

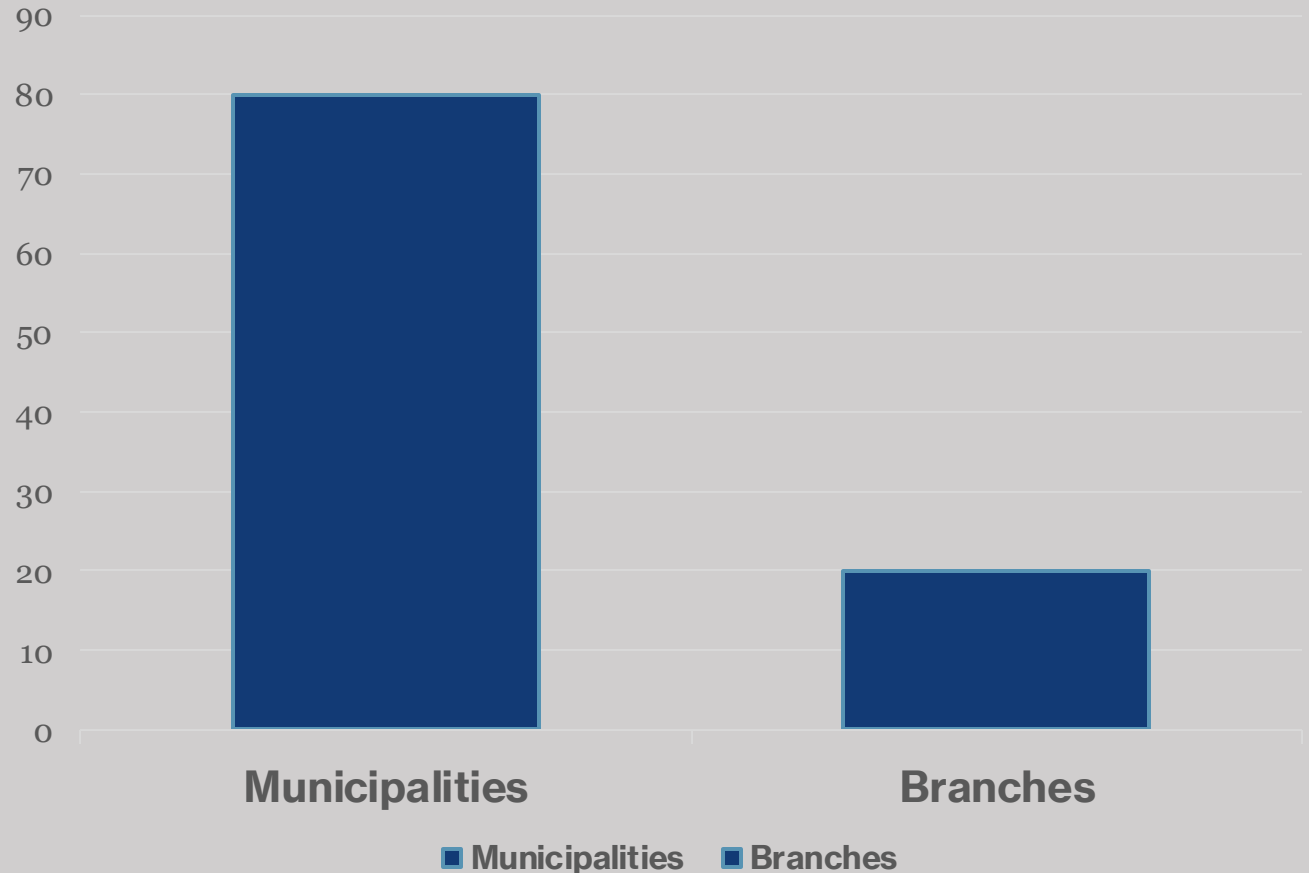




# You Are Our Foundation

If you lined up **ten people** who issued registrations, **eight** of them would work in **Municipalities or as Agents.**

Percentage of Registrations Issued





# Our Communication Plan

1

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## Session One

Held in January 2024 to introduce the plan and obtain feedback.

2

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## Session Two

Happening right now, meant to give you a high-level plan.

3

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## Session Three

In-depth details coming to you January 2025.





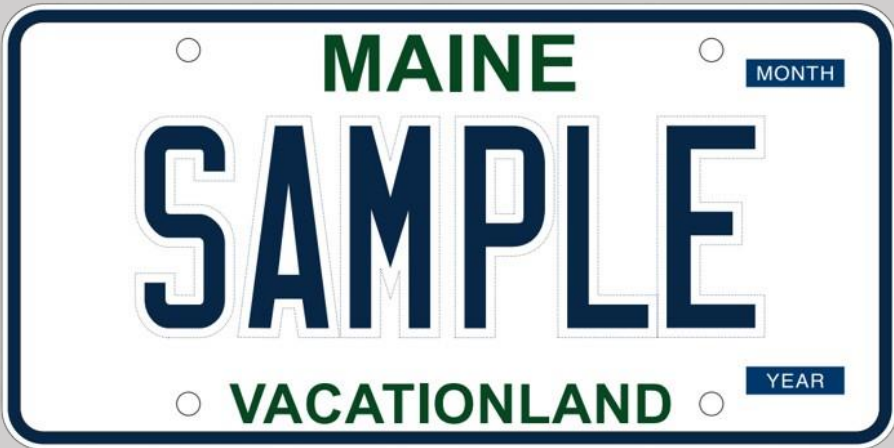
# 02 The Issuance

→ And so, it begins.

# Let's See Those Plates Again



Pine Tree Plate replacing the Chickadee as the new general issue plate.



No Tree Plate is an alternative option for the **PC Class Code only.**



# → What's the Big Deal?

So, what is the difference when it comes to a license plate reissuance?

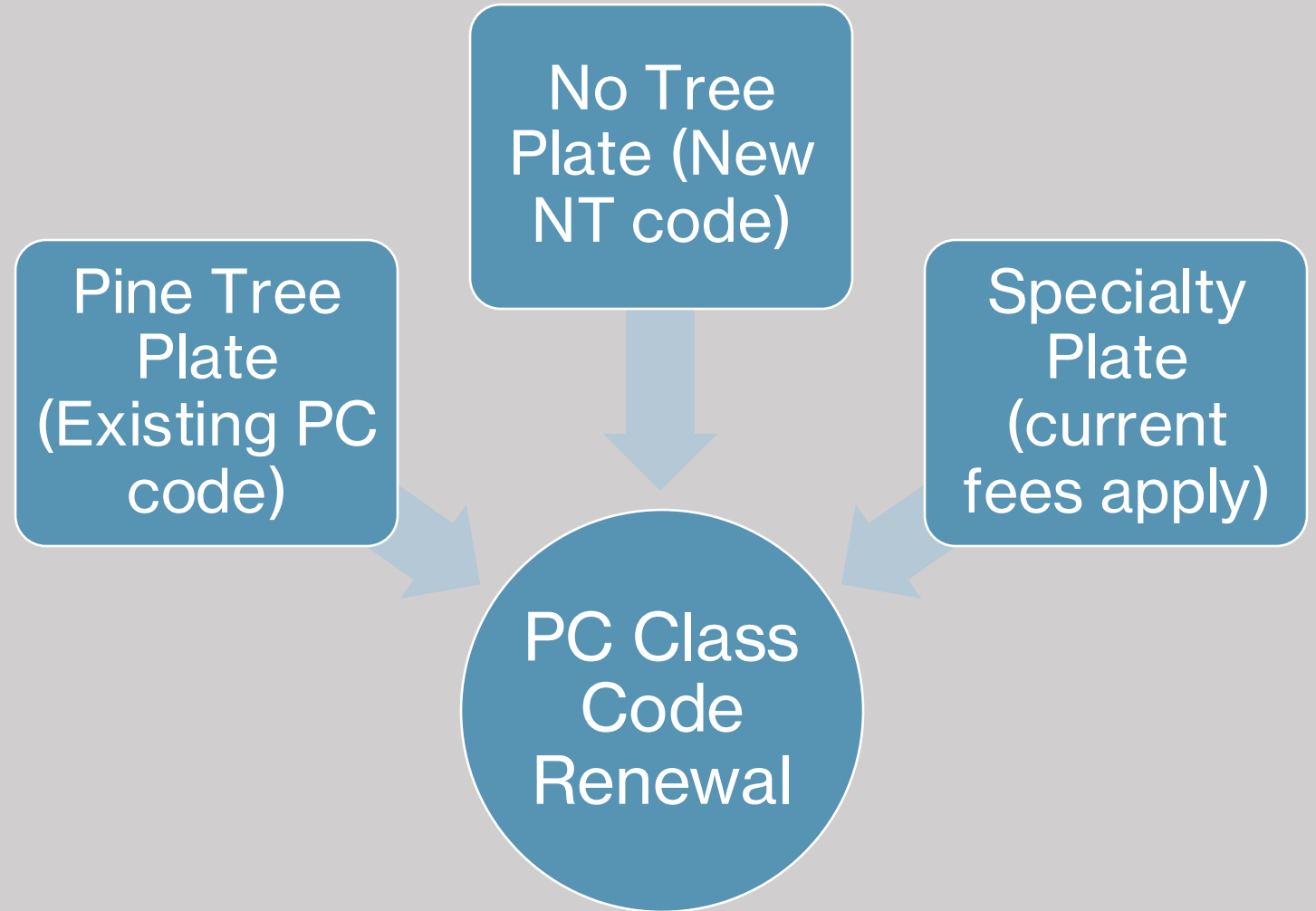
When it begins on May 1, 2025, not a single Chickadee plate **of any kind** will be issued from that point forward.

\*Long Term Trailer plates are not affected by the New Plate Issuance.



# PC Class Code Registrants

When new registrations or renewals in the **PC class code** arrive, they have a few choices.



# You Heard Right – 16 Plate Types

Antique (AQ)



Bus (BU)



Combination (CM)



# You Heard Right – 16 Plate Types

Commercial (CO) - - - - ->



Custom Vehicle (CV) - - - - ->



Disabled (DX) - - - - ->





# You Heard Right – 16 Plate Types

Farm (FM)



Horseless  
Carriage (HC)



Lowspeed (LS)



# You Heard Right – 16 Plate Types

Motor Home (MH) →



Passenger Car (PC) →



Passenger Car (PC to NT)



# You Heard Right – 16 Plate Types

Special  
Equipment (SE)



Street Rod (SR)

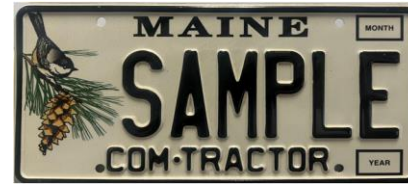


Tractor (TR)



# You Heard Right – 16 Plate Types

Tractor Trailer  
800 Series (TT)



Hire (TX) - - - - -



# What You'll Carry



All non-governmental agencies who only process Long Term Trailers will not be affected by the New Plate Issuance.

Those who process annual registrations will be asked to issue a new plate to registrants with a Chickadee plate beginning May 1, 2025.

The BMV has been working with third party vendors (TRIO, MUNIS, Northern Data) to support these changes.



# What You'll Carry

For plate classes you do not typically carry, issuance is intended for renewals to facilitate a switch from Chickadee to the Pine Tree plate.



Applicable non-governmental agencies will carry these classes:

- PC
- CM
- CO
- DX
- SE
- TR
- TT
- SM



Plate Type	Class Code	Statutory Agents	Notes
Passenger Car	PC	Yes	
Combination	CM	Yes	
Commercial	CO	Yes	
Disabled	DX	Yes	Now issued by towns
Special Equipment	SE	Yes	
Special Mobile Equipment	SM	Yes	New Class Code
Tractor Trailer 800 series	TT	Yes	
Tractor	TR	Yes	
Passenger No Tree	NT	No	New Class Code
Antique	AQ	No	Not issued by Agents
Bus	BU	No	Not issued by Agents
Custom Vehicle	CV	No	Not issued by Agents
Farm	FM	No	Not issued by Agents
Horseless Carriage	HC	No	Not issued by Agents
Lowspeed	LS	No	Not issued by Agents
Motor Home	MH	No	Not issued by Agents
Street Rod	SR	No	Not issued by Agents
Hire	TX	No	Not issued by Agents

# Let's Visualize It



# → New Numbering Sequences

**Starting May 1, 2025**, as per the New Plate Issuance Project, new numbering sequences will be added to all plates with the Pine Tree design.

These numbering sequences will not duplicate any current sequences.

This does not apply for the DX, PC, and TT class codes.





# Let's Visualize It

Plate Type	Class Code	New Sequence
Passenger Car	PC	No new sequence (101-JAA through 999-ZZZ)
Passenger No Tree	NT	No new sequence (101-FAA through 999-FZZ)
Antique	AQ	101-CAA through 999-CAZ
Bus	BU	101-CBA through 999-CBZ
Combination	CM	101-CCA through 999-CCZ
Commercial	CO	101-CDA through 999-CDZ
Custom Vehicle	CV	101-CEA through 999-CEZ
Disabled	DX	No new sequence (1 through 99999; 1A through 999Z; 1AA through 99ZZ)



# Let's Visualize It

Plate Type	Class Code	New Sequence
Farm	FM	101-CFA through 999-CFZ
Horseless Carriage	HC	101-CGA through 999-CGZ
Lowspeed	LS	101-CHA through 999-CHZ
Motor Home	MH	101-CJA through 999-CJZ
Special Equipment	SE	101-CKA through 999-CKZ
Street Rod	SR	101-CMA through 999-CMZ
Tractor	TR	101-CNA through 999-CNZ
Tractor Trailer 800 Series	TT	No new sequence (800-001 through 899-999)
Hire	TX	101-CPA through 999-CPZ
Special Mobile Equipment	SM	101-BSA through 999-BSZ



# Plate Number Reservations



Registrants who would like to keep their current Chickadee plate numbers may reserve their plate for a \$25 one-time-fee.

Registrants who have an active vanity, low digit, and National Guard (PC Class Code) **must reserve their plates** if they would like to keep their current plate number.





# Plate Number Reservations

A license plate number can be reserved in **four different ways**.

Reserve plate questions may be directed to [platereserve.bmv@maine.gov](mailto:platereserve.bmv@maine.gov)



# Plate Number Reservations

## Option One

Online through a standalone reservation portal ([maine.gov/online/reservemyplate](https://maine.gov/online/reservemyplate)).

## Option Two

They will be prompted if they use the Rapid Renewal website.



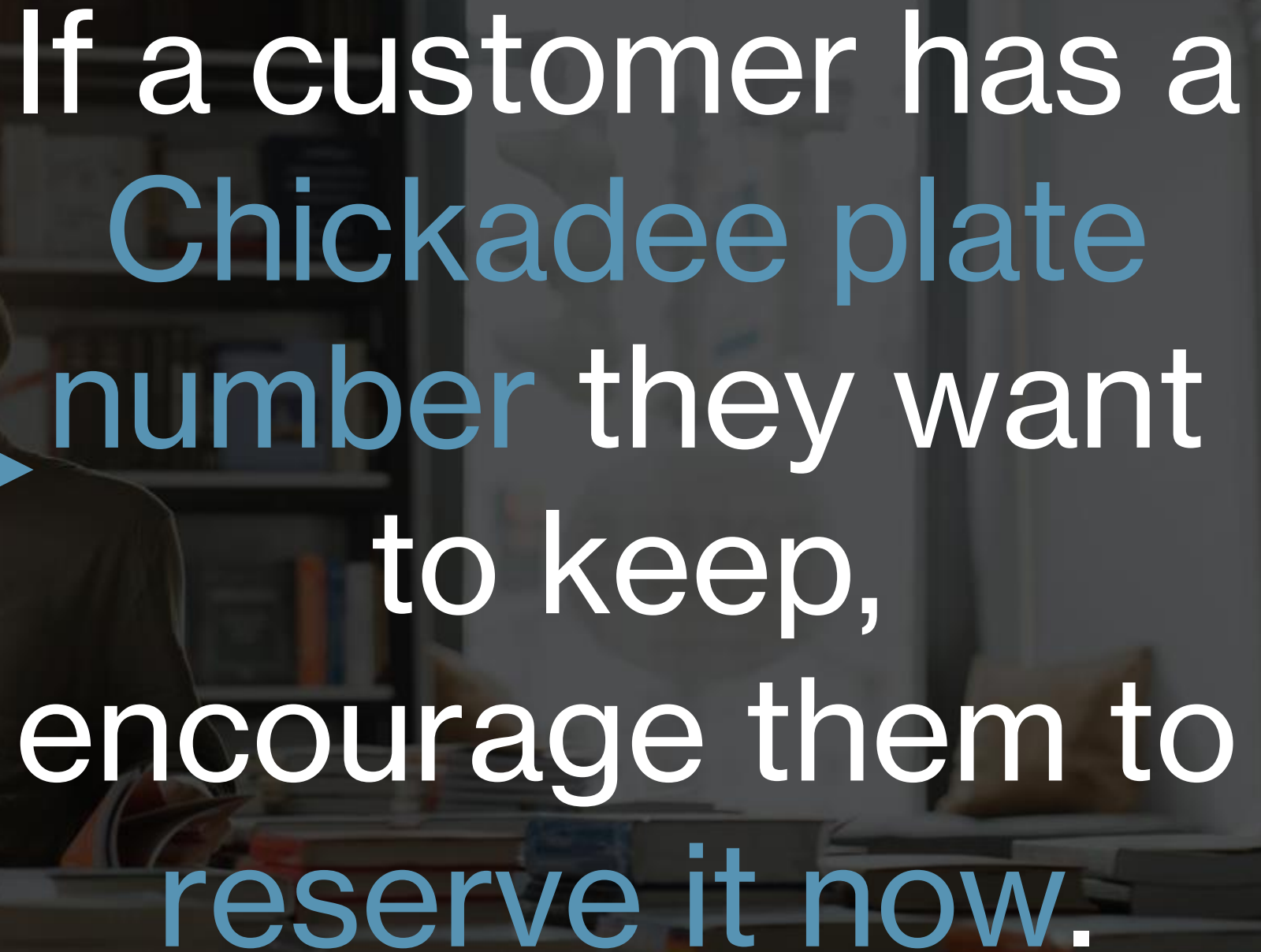


# Plate Number Reservations

Option Three - - - → Going into a BMV branch office.

Option Four - - - → Mailing in a Reserve Plate Application (MV-62) to the BMV Administrative Office.



A woman with glasses is talking on a mobile phone in a library. She is standing behind a desk with stacks of books. The background shows bookshelves filled with books. The text is overlaid on the right side of the image, with a blue arrow pointing from the text towards the woman.

If a customer has a  
Chickadee plate  
number they want  
to keep,  
encourage them to  
reserve it now.

# → Tractors and Special Mobile Equipment



Starting May 1, 2025, BMV is adding a new class code for Special Mobile Equipment.





# Tractors and Special Mobile Equipment

1

## Road Tractor

Designed and used primarily for drawing other vehicles, but not constructed to carry any load.

(Existing Class Code – TR)

2

## Farm Tractors and Homemade Tractors

Used primarily as a farm implement for drawing plows and mowing machines.

(Existing Class Code – TR)

3

## Special Mobile Equipment

Every self-propelled vehicle not designed or used primarily for transportation or property, but which are operated over the highway.

(New Class Code – SM)



An aerial view of a warehouse interior. The scene is filled with high industrial shelving units on both sides, densely packed with cardboard boxes and some red and white striped barrels. In the center aisle, two workers in high-visibility jackets and caps are walking towards the camera. Another worker is visible in the lower right, looking at a handheld device. A green line with arrowheads at both ends is drawn across the image, framing the title and the subtitle.

# 03 Manufacturing

A discussion on inventory, distribution,  
and recycling.

# How We're Getting It Done



In accordance with Public Law, c. 421 the BMV must replace the Chickadee plates.

The manufacturing shop in Warren, Maine cannot accomplish this. Waldale Manufacturing, based in Nova Scotia, was awarded this task.

Plate production begins in January 2025.



# → Some Things Change

- Plates are shipping **directly from Waldale** to their final destinations.
- Non-governmental agencies **will not submit requests** for Pine Tree and No Tree plates on the MV-51 form.
- The quantity of plates each municipality, non-governmental agency, or branch needs is determined by **2023 actual new and renewal registrations.**



# → Some Things Change

- Waldale knows the 2023 actual new and renewal registration numbers and will send each location what they need for each month.
- The quantity for the first delivery covers inventory for **both May and June.**



# Some Things Change

This is only true for class codes with the Pine Tree or No Tree graphics.



**All other class codes** must still be requested via the MV-51 form submitted to the BMV Stockroom **as per usual.**



# Others Stay the Same

While many things will change during the New Plate Issuance, there will be those that don't.

You will still:

- Get plates shipped via UPS,
- Receive plates in packaged boxes,
- Pick up Long-Term Trailer plates at the stockroom, and
- Use the same process for incorrect quantities, class codes, or sequences.





# The Big Day

Shipments will be sent from Waldale starting March 1, 2025, so everyone has their plates by April 1, 2025, one month ahead of the new issuance.

The issuance begins on May 1, 2025, and due to statute, the new plates **must not be issued** before May 1, 2025.





# → Taking Time to Recycle

In line with LD29A, BMV recognizes registrants may keep their old plates.

BMV's Administrative Office will plan for picking up and recycle returned and unissued Chickadee plates that remain.



## → Highlighting Something Important



We encourage you to reach out and tell us how your town and residents currently handle old plate inventory.

You can send that information to [npistockroom.bmv@maine.gov](mailto:npistockroom.bmv@maine.gov)



A woman with long reddish-brown hair is seen from the side, writing on a whiteboard with a blue marker. The whiteboard has the word 'FEEDBACK' written on it in large, bold letters. There are also some other faint markings and arrows on the board. The scene is dimly lit, with a dark overlay on the right side of the image.

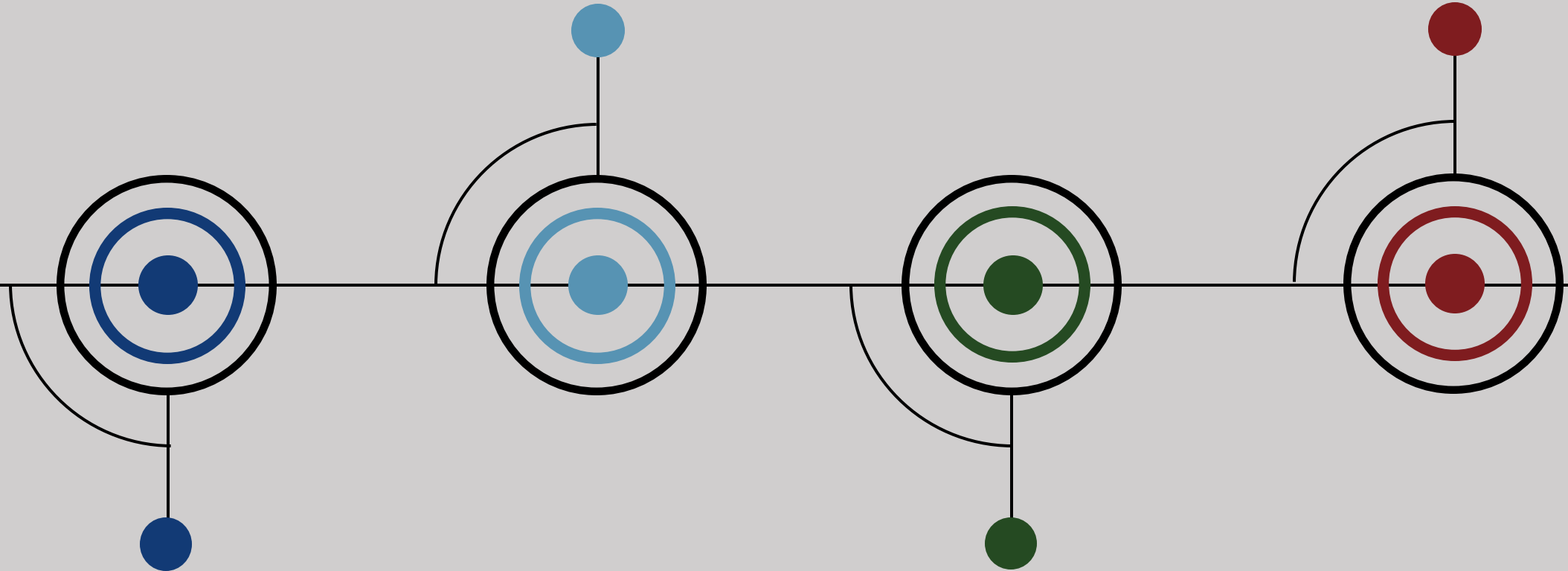
# 04 Next Steps

The work doesn't end here, not even close.

# → October 2024 – December 2024


**Get fully caught up on uploads and downloads along with weekly and monthly reporting**

**Prepare spaces for new inventory**



**Clean up old inventory**

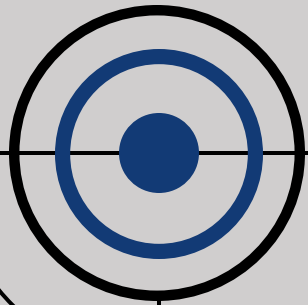
**Establish good weekly practices**



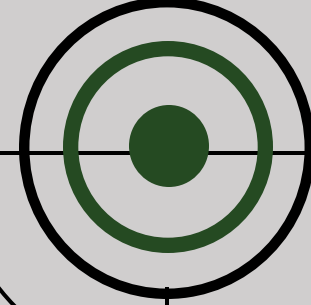
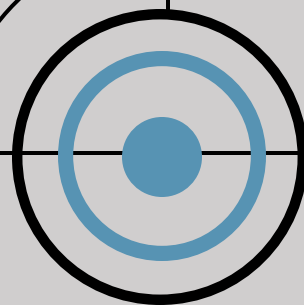
# January 2025 – March 2025

Receive Specific Details about your inventory process, delivery schedules, system updates, and training documents.

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January Kickoff Meetings

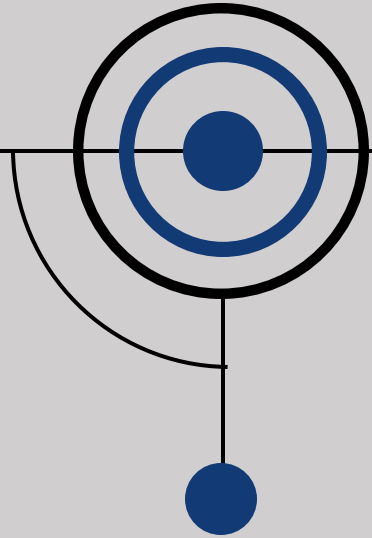


March 1 – Pine Tree and No Tree Plates Ship

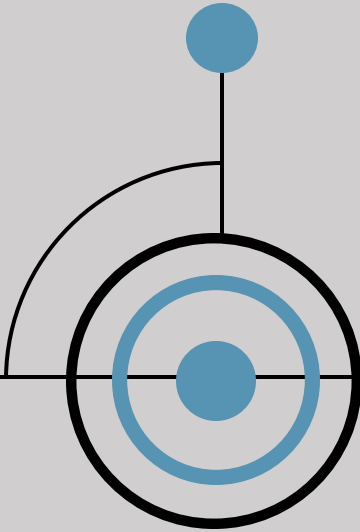


# April 2025 – June 2025

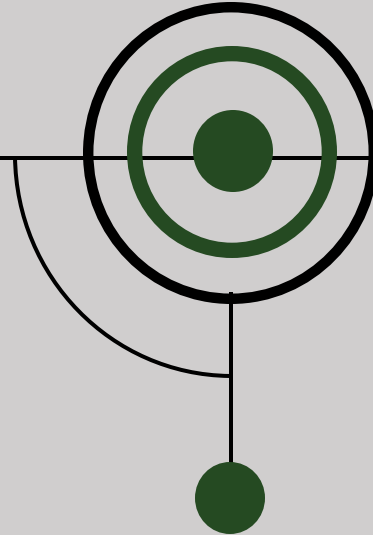
May 1 – The Issuance begins



April 1 – All new plates should be delivered to their proper destinations



June 1 – Begin picking up all unused Chickadee Plates



# → Where to Direct Questions

General Questions — — — →

Contact your municipal coordinator at:  
[municipal.bmv@maine.gov](mailto:municipal.bmv@maine.gov)

Inventory and Distribution Questions — — — →

Contact the BMV's stockroom at:  
[npistockroom.bmv@maine.gov](mailto:npistockroom.bmv@maine.gov)



“

I again want to give my highest gratitude and recognition to everyone involved in this tremendous undertaking.

While there is much to be done, we have made great progress in a short time.”

→ Deputy Secretary, BMV  
Cathie Curtis



# Thank you for your time!

ADMINISTRATIVE  
OFFICE

Bureau of Motor Vehicles

101 HOSPITAL STREET

Do you have any questions?