

The Facts about

House Bill 09-1164

Breast Cancer License Plate



Presented to the Senate Transportation + Finance Committee members

By

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"Cure Aider" is my breast cancer walk team name. Together, we've raised tens of thousands of dollars to support the cause.

Points For Additional Consideration	The Facts
The surcharge will support prevention, treatment and finding a cure for breast cancer.	This is false. As proposed, the fee will fund treatment only, no prevention and no research for a cure. It will only fund the breast cancer treatment of the estimated 600 uninsured individuals that currently do not qualify for Medicaid due to their place of diagnosis.
The fee, once collected, will go directly to treatment.	This is false. The proposed annual need for this population is \$9,000,000 as noted in the Fiscal Note. The state is responsible for \$3,100,000 to leverage a federal match. Until that amount is reached, the funds collected from the plates will accumulate, not funding treatment. Financial models indicate the accumulation of the \$3.1 million will take a number of years based on current plate participation.
The state is not incurring administrative costs as a result.	This is false. The DMV and Healthcare Policy and Finance will incur over \$309,000 in set up costs combined. Annually, Healthcare Policy will incur an additional \$50,000 in costs annually to administer the fund.
There is a way to communicate transparency of the fund usage.	This is false. The DMV cannot communicate to individuals about how this surcharge will be used, leaving it open to interpretation of the individual.
The addition of the \$25 surcharge won't have a negative impact on the volume of plates in distribution.	This is potentially false. With the recent economic downturn, there has already been a 53% reduction in the monthly volume of Breast Cancer plates requested.
The 26,000 plates in circulation will support the annual need.	This is false. Financial models by LCS predict that 140,000 plates would be needed to support the annual need. At the current rate of plate distribution, this will take 6.75 years to achieve the minimum requirements, not factoring in any inflationary impact.
The bill addresses all aspects of the fund usage.	This is false. The bill does not address the open question as to what happens to the funds if the plates do not drive enough revenue to fulfill the "sufficient amount needed", currently estimated at \$3.1 million.

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<p>The \$25 is a “small” fee that people won’t notice or mind it.</p>	<p>This is false for some. The \$25 fee is an annual requirement in an environment where Colorado ranked No. 5 in the nation last year for its foreclosure rate of 2.41 percent. After the recent passage of Senate Bill 108, the new annual impact to each plate holder will be a cumulative \$66. Households with multiple plates will get no discount.</p>
<p>This surcharge takes the individual’s right away to choose how their cancer money is spent.</p>	<p>This is true for the annual surcharge. Since individuals do not know how their money is being used and it is required to keep or obtain the plate, the individual no longer has the ability to make the choice on how this money is used.</p>
<p>There is no choice to participate in paying this fee.</p>	<p>This is true. Every individual that has a plate will be required to pay this fee every year over the life of the plate.</p>
<p>The rules are changing for early plate adopters.</p>	<p>This is true. The 26,000 people that have already paid the one-time fee to obtain the plate understood they had fulfilled their obligation.</p>
<p>This is the “only option” to fix this problem.</p>	<p>This is false. There are many other options, including:</p> <ul style="list-style-type: none"> ● Requiring a one-time donation to the fund ● Requiring a one-time donation to the organization of the individuals choice, which could include this fund ● Asking the cancer organizations to designate some of their annual funds specifically for this cause ● Asking the cancer organizations to promote the cause and ask for direct donations ● Other options
<p>People that have the plate take no other action to support the cancer crusade.</p>	<p>This is false. Most people that have a plate on their vehicle may already participate in other activities related to the cancer cause, including personal donations and volunteering their time.</p>

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<p>The original bill sponsors won't mind changing the use of the plate.</p> <p>The original bill sponsors will work together to create a better alternative.</p>	<p>This is false. The original bill sponsors were never contacted to discuss this proposal.</p> <p>This is very true.</p>
<p>The original plate sponsors used "little pink lies" to mislead the public on the plate.</p>	<p>This is false. At no point did the original group provide any information other than that the plate was an awareness campaign. A Q&A document linked directly off the DMV web site specifically answers the question about the fees for the plate indicating that no money is raised and encourages individuals to make a donation to the organization of their choice.</p> <p>Early consideration was given to requiring a donation to be made but the bill writer strongly recommended against it due to the cost and complexity it adds and 3,500 individuals had already been told the cost of the plate would be the one-time fee of \$25, which was the rate the state required to be paid at that time.</p>
<p>There is a gap in today's Medicaid program for women diagnosed with breast cancer at the wrong location and needs to be closed.</p>	<p>This is true.</p>
<p>The proposed bill closely aligns with the original intent/mission of the plate.</p>	<p>This is false. The original intent of the plate was to allow a broad awareness opportunity. The bill serves as a Medicaid funding mechanism, which is in direct opposition with the original intent.</p>
<p>The annual \$25 surcharge is tax deductible.</p>	<p>This is false. The \$25 acts as a new tax on the plate holders and is not tax deductible like a private donation might be.</p>

My request of you:

Ask for a new bill that is fair to all individuals, including such features as:

- a. Grandfathering in early adopters of the plate so as not to penalize them and change the rules by which they obtained the plate. And,
- b. Consider requiring a one- time donation to the cancer organization of their choice, and providing proof to the DMV to obtain the plate. Or,
- c. Consider requiring an annual donation to the cancer organization of their choice and providing proof to the DMV to keep the plate (although this is an additional administrative burden on all parties). Or,
- d. Consider other options to close the funding gap in Medicaid eligibility through alternative funding mechanisms, including the Colorado Check Off program. Or,
- e. Other alternatives that have yet to be considered.

Or alternately, ask that an entirely new plate, new artwork and a new tag line be developed that closely aligns with the new mission that is being proposed, which is funding Medicaid for treatment of uninsured women, giving people a clear and transparent choice about this important issue.

Thank you for your time and thoughtful consideration of this very significant bill.

Sincerely,

Carol Hickman

