



Personalized Plates

Motor Vehicles Division

3-18-2025



Revision History

Effective Date of SOP: 3/18/2025	SOP Number: G.10
Functional Area Name: Motor Vehicles	Division Name: Special Plates
Last Review Date: 3/14/2025	Last Reviewer: Tiffany Doane, Motor Vehicle Manager
Next Review Date: 3/14/2026	Next Reviewer: Motor Vehicle Manager
Executive Approval Date: 3/18/2025	Approved By: Caitlin Owen, Chief Development & Support Officer

Overview

This Standard Operating Procedure (SOP) outlines the process for ordering and issuing personalized license plates

Purpose

This SOP provides step-by-step procedures for Processing Specialists or Title Consultants to follow when ordering personalized plates, as well as instructions for Processing Specialists to follow when issuing personalized plates.

Policy Statement

This SOP provides step-by-step procedures for Processing Specialists or Title Consultants to follow when working personalized plates transactions.

Compliance

670:20-29-2. - Personalized license plates

LO Manual Chapter IV: Special Plates (Page 279)

Systems

System	Function
OneLink	Platform for storing customer information and processing Motor Vehicles transactions
Laserfiche	Image storage database where customer-submitted documents are stored – accessible through OneLink
Microsoft Teams	Messaging and file sharing platform used for communication between the Storefront and Building 16.



Roles

Role	Responsibilities
MV Processing Specialist (PS)	Orders and issues personalized plates from the MV Processing offices.
Title Consultant (TC)	Handles customer interaction in-store. Processes personalized plates orders live with customers.
MV Supervisor	Available to help resolve any issues or unusual cases that arise from normal processing of transactions
Central Processing Division (CPD)	Receives, sorts, and scans incoming customer mail to forward to OneLink Queues. Sends outgoing mail.

Procedures

Process #1: Ordering Personalized Plates

Purpose: To order a personalized plate for a customer.

Background:

Personalized plates can be ordered on OkCars, by mail, or in the SOK storefront.

- OkCars orders will automatically be approved or rejected and forwarded to the Personalized Plate Approval queue (#127).

127	Personalized Plate Approval	Queue for all personalized plate requests that need to be approved or put on hold.	176
-----	-----------------------------	--	-----

- Mail orders will be processed by central processing and keyed into the special tag queue. MV Processing Specialist will start from the Work Management tab and navigate to the Personalized License Plate Application queue and pull up the customer's Ownership Account.

034	Special Tag- Form 749	Personalized License Plate Application	381
-----	-----------------------	--	-----

- Customers in the SOK Storefront can fill out a copy of [Form 749](#) to be processed by the Storefront Associate. The associate will take the customer's payment, process an incomplete payment transaction in OneLink, and begin ordering a personalized plate by searching the customer's Ownership Account

Process Step-by-Step:

- From the **Ownership Account**, select the **I Want To** Button.

Ownership

2009 MERC MPR 3MEHM08149R628823

> **Ownership**

KRISTI &R CASEY T MCKEE
1838 E ASH AVE
ENID OK 73701-2606
HPC832

Registration

Title : 810000767670
Plate : TA - HPC832
Registration : Primary Registration (AU)
Decal : 22R281355
Expires : 31-Aug-2022
Registration : Active
Title Status : Active
Balance : 0.00

Vehicle

Year/Make/Model : 2009 MPR
Body Style :
Color : Black
AND/OR : KRISTI MCKEE
Owner : CASEY T MCKEE

Open Tasks

View All

There are no open tasks.

Recent Notes

Add Browse

There are no recent notes.

Vehicle Attributes CRM Task Financial Web Q

Registrations Unpaid Registrations Plates Owners * Liens * Titles * Activities Acquisitions *

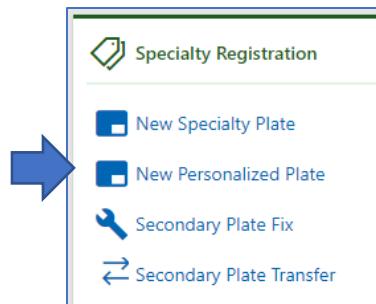
Registrations

Type	Transaction Type	Use Type	Commence	Cease	Expire	Plate ID	Plate Type	Decal ID	Registration ID	Cease Reason	Issuing Agency
Primary Registration	Renewal	Automobile	31-Aug-2021	01-Sep-2022	31-Aug-2022	HPC832	Non-Commercial	22R281355	2688691		M2419


I Want To



2. Click the **New Personalized Plate** hyperlink.

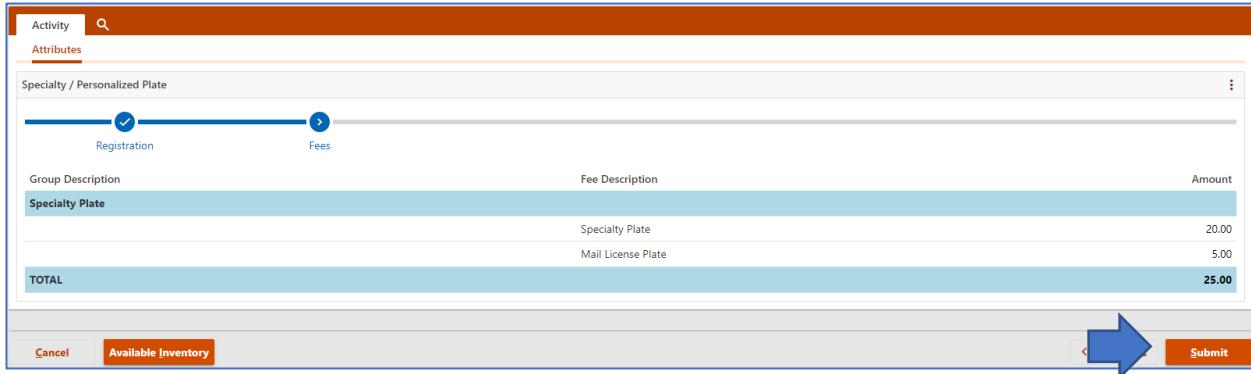


3. **Verify** the address, change if necessary.
4. Select **Email** or **Mail** for how the taxpayer would like to receive renewal notice.
5. Select the **Miscellaneous Fees**
6. Select the **Plate Type** from the drop-down list.
7. Enter the **Plate ID** requested.
8. Click **Next**.

Note: If the plate has already been active in the system and the customer wants a replacement, those transactions must be assigned to the lead/supervisor to order.

Note: Once the **Next** button is selected, it checks the personalized plate availability and will show a fee summary if the choice is available. The system will not proceed and give an error if the option is taken, already on order, duplicate plate id, or unavailable (restricted list).

9. **Verify** the fees, click **Submit**.



The screenshot shows a software interface for managing vehicle registrations. At the top, there are tabs for 'Activity' and 'Attributes'. Below this, a 'Specialty / Personalized Plate' section is displayed. A horizontal bar shows the status of 'Registration' (checked) and 'Fees' (unchecked). The 'Fees' section contains a table with the following data:

Group Description	Fee Description	Amount
Specialty Plate	Specialty Plate	20.00
	Mail License Plate	5.00
TOTAL		25.00

At the bottom of the screen, there are buttons for 'Cancel' and 'Available Inventory' on the left, and a large blue 'Submit' button on the right, which is highlighted with a blue arrow.

10. **Receipt** the Process.

Process #2: Issuing Personalized Plates

Purpose: To assign a personalized plate to an Ownership Account and mail it to customer after it has been delivered from the tag plant.

Background:

After personalized plates are ordered, approval requests are sent to the approval queue. A MV Manager must work this queue and approve or reject plate applications.

127	Personalized Plate Approval	Queue for all personalized plate requests that need to be approved or put on hold.	176
-----	-----------------------------	--	-----

Once personalized plates are ordered and approved, orders are sent to the tag plant to be manufactured. Once they are made, the tag plant will deliver the plates to MV Processing to be issued to the customer. Personalized plate issuances are typically worked in big batches when a delivery comes in from the tag plant.

If the primary plate is within the renewal window, DO NOT issue the personalized plate. Instead, send a letter ("Letters for primary plate in renewal window") to the customer asking them to renew so that they do not have to pay twice for the personalized plate.

Process Step-by-Step:

1. From the **Ownership Account**, click the **Personalized Plate** hyperlink.



Ownership 2021 ACUR RDX 5J8TC1H6XML019874 Ronnie L Tannehill or Cecilia Tannehill 11916 Chelsea Chase Oklahoma City OK 73170-3632 KVE550	Registration Title : 810011072314 Plate : TA - KVE550 Registration : Primary Registration (AU) Decal : 22N178042 Expires : 30-Sep-2022 Registration : Active Title Status : Active Balance : 0.00	Vehicle Year/Make/Model : 2021 RDX Body Style : Color : Red Lienholder : WEOKIE FEDERAL CREDIT UNION Lienholder : AHFC OR : RONNIE L TANNEHILL Owner : CECILIA TANNEHILL																								
Open Tasks Personalized Plate 	Recent Notes There are no recent notes.	Add Browse																								
Vehicle Attributes CRM Task Financial Web 																										
Registrations Unpaid Registrations Plates Owners * Liens * Titles * Activities Acquisitions *																										
Registrations Show History 																										
<table border="1"><thead><tr><th>Type</th><th>Transaction Type</th><th>Use Type</th><th>Commence</th><th>Cease</th><th>Expire</th><th>Plate ID</th><th>Plate Type</th><th>Decal ID</th><th>Registration ID</th><th>Cease Reason</th><th>Issuing Agency</th></tr></thead><tbody><tr><td>Primary Registration</td><td>Registration</td><td>Automobile</td><td>20-Sep-2021</td><td>01-Oct-2022</td><td>30-Sep-2022</td><td>KVE550</td><td>Non-Commercial</td><td>22N178042</td><td>2916153</td><td></td><td>M1430</td></tr></tbody></table>			Type	Transaction Type	Use Type	Commence	Cease	Expire	Plate ID	Plate Type	Decal ID	Registration ID	Cease Reason	Issuing Agency	Primary Registration	Registration	Automobile	20-Sep-2021	01-Oct-2022	30-Sep-2022	KVE550	Non-Commercial	22N178042	2916153		M1430
Type	Transaction Type	Use Type	Commence	Cease	Expire	Plate ID	Plate Type	Decal ID	Registration ID	Cease Reason	Issuing Agency															
Primary Registration	Registration	Automobile	20-Sep-2021	01-Oct-2022	30-Sep-2022	KVE550	Non-Commercial	22N178042	2916153		M1430															
Renew I Want To																										

2. Select the **Edit** hyperlink on the case.

Attributes Case Log Tasks Items Associated Items Cross Reference 	 Edit Show History
Specialty Plate Case	
Owner Information Mailing Address 11916 Chelsea Chase Oklahoma City, Oklahoma 73170-3632 Mailing Name RONNIE L TANNEHILL Mailing Name 2	Plate Information Plate Type Personalized White Color (PT1) Special Registration (DS) Decal <i>Required</i> Plate ID RTCECE2 Expiration Date <i>Required</i>

3. Enter in the **Plate** and **Decal**, and **Expiration Date**. Click **Save**.

Attributes 

Summary

Specialty Plate Case

Specialty Plate Case		5 of 5
Owner Information <p>Mailing Address 11916 CHELSEA CHASE OKLAHOMA CITY, OKLAHOMA 73170-3632 Validated</p> <p>Mailing Name RONNIE L TANNEHILL Modify</p> <p>Mailing Name 2</p>		Plate Information <p>Plate Type Personalized White Color (PT1)</p> <p>Special Registration (DS) Decal 23S014925 </p> <p>Plate ID RTCECE2</p> <p>Expiration Date 28-Feb-2023 </p>
 		
Save		

4. Click the **Issue** hyperlink.

Ordered

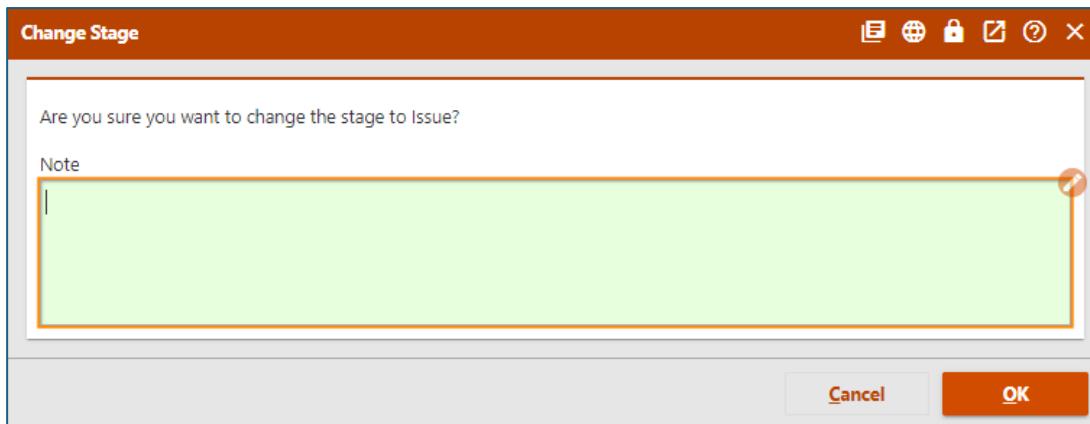
Received New Requested Approve  Ordered

Next Stage 

[Issue](#) [Reorder](#) [Close Without Issue](#) [Reverse](#)

Attributes	Case	Log	Tasks	Items	Associated Items	Cross Reference	
Summary							Edit Show History
Specialty Plate Case							
Owner Information <p>Mailing Address 11916 CHELSEA CHASE OKLAHOMA CITY, OKLAHOMA 73170-3632</p> <p>Mailing Name RONNIE L TANNEHILL</p> <p>Mailing Name 2</p>				Plate Information <p>Plate Type Personalized White Color (PT1)</p> <p>Special Registration (DS) Decal 23S014925</p> <p>Plate ID RTCECE2</p> <p>Expiration Date 28-Feb-2023</p>			

5. Click **OK**.



6. Receipt the process.

Wrap-Up:

The PS should prepare plates, registration (showing newly issued plate), and decals to be mailed to the customer in a tag-sized envelope and place in an outgoing mail pile.

Appendix

Appendix A: Rules When Ordering Personalized Plates

Special plate strings are subject to the following regulations:

- A combination of 4 letters minimum and up to 3 numbers maximum (i.e., ABCD123 or 13-ABCE)
- May be any combination of intermingled letters and numbers (i.e., AB12C or 1A7)
- May be between 1 and 7 letters/7 numbers
- No plates that would be offensive to the public
- No plates with a sexual connotation
- No plates that express contempt, ridicule, or degrade a person or place based on race, gender, politics, ethnic heritage, or religion.
- No plates with vulgarity, profanity, or obscenities
- No plate referring to bodily functions, bodily fluids, or intimate body parts.
- No plates that refer to alcohol, drugs, drug paraphernalia, illegal activities, or gangs.
- No hate plates
- No OHP plates
- O and 0 must reciprocate to a worst-case scenario. If it works as an O, it must work as 0 as well to be acceptable.



References

1. Links relevant to personalized plates
 - a. [Form 749 Personalized License Plate Application \(Not for Motorcycles\)](#)
 - b. [Form 746 Motorcycle Personalized License Plate Application](#)