

HOUSE BILL REPORT

HB 3057

As Reported By House Committee On:

Transportation Policy & Budget

Title: An act relating to adopt-a-highway signs.

Brief Description: Allowing trademarks or business logos on adopt-a-highway signs.

Sponsors: Representatives Chandler and Linville.

Brief History:

Committee Activity:

Transportation Policy & Budget: 2/9/98 [DPS].

HOUSE COMMITTEE ON TRANSPORTATION POLICY & BUDGET

Majority Report: The substitute bill be substituted therefor and the substitute bill do pass. Signed by 26 members: Representatives K. Schmidt, Chairman; Hankins, Vice Chairman; Mielke, Vice Chairman; Mitchell, Vice Chairman; Fisher, Ranking Minority Member; Cooper, Assistant Ranking Minority Member; Backlund; Cairnes; Chandler; Constantine; DeBolt; Gardner; Hatfield; Johnson; McCune; Murray; O'Brien; Ogden; Radcliff; Robertson; Romero; Scott; Skinner; Sterk; Wood and Zellinsky.

Minority Report: Do not pass. Signed by 1 member: Representative Buck.

Staff: Mary McLaughlin (786-7309).

Background: In 1990 the Department of Transportation (DOT) began its adopt-a-highway program. Under the program, volunteers agreed to remove litter from designated two-mile stretches of highway at least four times per year for a period of two years. The DOT provides the signs identifying the volunteers, safety equipment and training, and trash bags. The DOT maintenance division is responsible for disposal of the litter collected by volunteers.

In 1995 the program was expanded to include businesses, and activities such as planting and maintaining vegetation, weed control, graffiti removal, and other roadside improvement or clean-up activities. Participating groups may adopt more than one section of highway or other state-owned transportation facility (rest areas, park and ride lots, intermodal facilities, etc.). Volunteer groups or businesses choosing to participate in the program must submit a proposal to the DOT for approval. The sponsor may

perform the work or hire someone to be responsible for the roadside improvement and clean-up activities. Business sponsors are responsible for disposal of the litter collected.

Highway signing consists of a sign, visible to approaching traffic from both directions, that designates the length of the sponsored section and the name of the litter control area sponsor. No trademarks or business logos may be displayed.

One of the recommendations of the 1997 Litter Task Force, charged with examining the effectiveness of the current litter control programs, was to allow trademarks and business logos on adopt-a-highway signs. This would help promote private sponsorship, increase advertising exposure for the sponsors, increase the number of adoptions, and free up DOT maintenance funds for other activities.

Summary of Substitute Bill: Trademarks and business logos may be displayed on adopt-a-highway signs erected and maintained by the DOT: (1) on the interstate, primary and scenic highway systems; and (2) at state-owned transportation facilities (rest areas, park-and-ride lots, intermodal facilities, etc.).

Substitute Bill Compared to Original Bill: Signs erected at state-owned transportation facilities were included in the logo program.

Appropriation: None.

Fiscal Note: Not requested.

Effective Date of Substitute Bill: Ninety days after adjournment of session in which bill is passed.

Testimony For: This bill raises the DOT's service level in the area of litter control with minimal impact on the maintenance budget.

Testimony Against: None.

Testified: Ray Willard, DOT.