

FINAL BILL REPORT

SHB 3057

C 180 L 98

Synopsis as Enacted

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

Sponsors: By House Committee on Transportation Policy & Budget (originally sponsored by Representatives Chandler and Linville).

House Committee on Transportation Policy & Budget
Senate Committee on Transportation

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 (such as rest areas, park and ride lots, and intermodal facilities). 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: 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 (such as rest areas, park-and-ride lots, and intermodal facilities).

Votes on Final Passage:

House 96 0

Senate 27 19

Effective: June 11, 1998