

SENATE BILL REPORT

HB 1604

As Reported By Senate Committee On:
Transportation, March 31, 1997

Title: An act relating to limousine advertising.

Brief Description: Clarifying advertising requirements for limousines.

Sponsors: Representatives Cairnes, O'Brien, Radcliff, Hankins, Mielke, K. Schmidt, Fisher, Mitchell, Skinner, Johnson, Hatfield, Buck and Clements.

Brief History:

Committee Activity: Transportation: 3/27/97, 3/31/97 [DP].

SENATE COMMITTEE ON TRANSPORTATION

Majority Report: Do pass.

Signed by Senators Prince, Chair; Wood, Vice Chair; Goings, Haugen, Heavey, Horn, Jacobsen, Morton, Oke, Patterson, Rasmussen and Sellar.

Staff: Mary McLaughlin (786-7309)

Background: In 1995 legislation was enacted to clarify the jurisdictional responsibility for the regulation of taxicabs, limousines and luxury cars. The regulation of limousines was transferred from the Utilities and Transportation Commission (UTC) to the Department of Licensing (DOL). The department regulates entry, equipment, chauffeur qualifications and operations. No rate or route regulation may be imposed. In addition, the Port of Seattle regulates limousines with regard to entry, chauffeur qualifications, operations and equipment at SeaTac International Airport. (Cities, counties and port districts may regulate taxicab companies with regard to entry, rates, routes, safety and equipment.)

A limousine carrier must use the unified business identifier (UBI) when advertising and specify the type of service being offered (stretch limo, executive sedan or van, or classic auto). The UBI is the business license number issued by DOL; it is similar to a state contractor's registration number. Limousine operators are required to list their UBI when advertising in the alphabetical listing and display ads in the yellow and white pages of the telephone book. Building contractors have the option of omitting the contractor's registration number and displaying only the name, address and telephone number when advertising in the alphabetical listing.

Making the limousine advertising requirements similar to those used by building contractors reduces advertising costs by eliminating the need to purchase an additional line in a phone directory.

Summary of Bill: A limousine carrier is not required to use the UBI when advertising in the alphabetical listing in a phone directory. The UBI is still required when advertising in a display ad.

Appropriation: None.

Fiscal Note: Not requested.

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

Testimony For: Making the advertising requirements similar to those used by building contractors will reduce advertising costs by eliminating the need to purchase an additional line in the phone directory.

Testimony Against: None.

Testified: No one.