

# SENATE BILL REPORT

## SHB 3057

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As Reported By Senate Committee On:  
Transportation, February 26, 1998

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

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

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

**Brief History:**

**Committee Activity:** Transportation: 2/24/98, 2/26/98 [DP].

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### SENATE COMMITTEE ON TRANSPORTATION

**Majority Report:** Do pass.

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

**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. DOT provides the signs identifying the volunteers, safety equipment and training, and trash bags. 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 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 Bill:** Trademarks and business logos may be displayed on adopt-a-highway signs erected and maintained by 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.).

**Appropriation:** None.

**Fiscal Note:** Not requested.

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

**Testimony For:** Allowing logos and trademarks on adopt-a-highway segments and transportation facilities will promote the adoption of additional facilities, thereby freeing up more maintenance dollar for preservation and safety.

**Testimony Against:** None.

**Testified:** Ray Willard, WSDOT (pro).