

SHB 2662 - S AMD

By Senator Highways & Transportation

1 Strike everything after the enacting clause and insert the
2 following:

3 "NEW SECTION. **Sec. 1.** It is the intent of the legislature to
4 promote the use of icons and pictograms that incorporate the use of
5 commonly accepted symbols that can be understood and interpreted by a
6 variety of people from all walks of life and different nations in order
7 to assist them in the navigation of this state. These signs can be
8 used on roadways and for other transportation-related facilities such
9 as transit stations, airports, bus and train stations, and ferry
10 terminals. Pictograms are signs that depict services, facilities, or
11 destinations in picture form and are used throughout the world.
12 Pictograms are useful for traveling within a transit system as well as
13 for locating transit system stations and stops.

14 The legislature finds that many signing methods such as icons,
15 already in use by the Washington state department of transportation and
16 other agencies, facilitate use of the transportation systems in the
17 state and connections between modes. The legislature also finds that
18 the development of pictograms for use within transit systems will
19 assist system users, complement other signing methods, and increase
20 transit system ridership through easier way-finding. The pictograms
21 may reflect the unique characteristics of the facility, and those
22 characteristics should be considered and are acceptable in icon and
23 pictogram design. It is the intent of the legislature to have icons
24 and pictograms in use as new systems are put into service to promote
25 tourism and be in place by 2010 to assist international visitors coming
26 to Washington during the Olympic Games in Vancouver, British Columbia,
27 Canada.

28 NEW SECTION. **Sec. 2.** (1) The department of transportation shall
29 conduct a study to assess requirements and the cost of implementing a
30 statewide program to use icons to locate transportation facilities and

1 pictograms on signs that identify tourist attractions and
2 transportation systems' facilities and services for transit system
3 users. The new standards are to supplement existing signs. The
4 program must include guidelines for implementing state, regional, and
5 local sign programs.

6 (2) The program must use existing logos and signs to the extent
7 possible for this program and set standards, consistent with federal
8 and state requirements and convenience for the traveling public. The
9 program signing is to be easily understood by the traveling public,
10 including but not limited to persons with disabilities, non-English
11 speaking persons, and visitors from other nations. The program for
12 signage must employ graphics consistent with international symbols for
13 transportation facilities and signage that are consistent with
14 department of transportation guidelines and programs. The signage must
15 also use distinguishing symbols or pictograms, including the use of
16 color, as a means to identify stations and points of interest within
17 transportation systems. The program must include criteria for
18 designating facilities, services, and destinations for signage and
19 include guidelines for the design, placement, and use of symbols or
20 pictograms. It must also address an approach to implement these signs
21 in an efficient manner.

22 (3) The department shall develop the program in cooperation with
23 representatives from regional transportation planning organizations,
24 operators of public transportation services, common carriers, port
25 districts with marine passenger terminals and airports on their
26 property, appropriate local governments, and state and federal
27 agencies.

28 (4) The department shall provide a preliminary report to the
29 legislature by December 1, 2004, on the implementation program,
30 including its benefits and costs. The department shall provide a final
31 report by September 1, 2005."

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1 In line 2 of the title, after "pictograms;" strike the remainder of
2 the title and insert "and creating new sections."

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