

SENATE BILL REPORT

SB 6466

As Reported by Senate Committee On:
Early Learning & K-12 Education, January 27, 2010

Title: An act relating to advertising on school buses.

Brief Description: Authorizing advertising on school buses.

Sponsors: Senators Shin, McAuliffe, Kastama, Marr, Kline, McDermott and Tom.

Brief History:

Committee Activity: Early Learning & K-12 Education: 1/20/10, 1/27/10 [DPS, DNP].

SENATE COMMITTEE ON EARLY LEARNING & K-12 EDUCATION

Majority Report: That Substitute Senate Bill No. 6466 be substituted therefor, and the substitute bill do pass.

Signed by Senators McAuliffe, Chair; Gordon, Hobbs, Holmquist, McDermott and Tom.

Minority Report: Do not pass.

Signed by Senator King, Ranking Minority Member.

Staff: Juliana Roe (786-7438)

Background: Under current law, the Office of the Superintendent of Public Instruction (OSPI) is authorized to adopt and enforce rules that govern the signs and markings of all school buses used to transport public school students. OSPI has adopted rules regarding signs and markings for the exterior and interior of school buses. The rules provide that signs and markings on the exterior of school buses must be limited to OSPI's requirements, the requirements of the school bus specifications manual, the minimum requirements of "Highway Safety Program Standard No. 17," and any applicable Federal Motor Vehicle Safety Standard. A United States flag may be placed or displayed on a school bus if it does not interfere with the bus's safe operation and the size and placement of the flag conforms to OSPI rules. The rules also provide that signs and markings on the interior of the bus must be limited to necessary and/or required manufacturer's equipment and/or component identification and instruction, and the requirements of the school bus specifications manual.

Summary of Bill (Recommended Substitute): OSPI is required to adopt and enforce rules regarding the placement and securing of advertising material on school buses. The

This analysis was prepared by non-partisan legislative staff for the use of legislative members in their deliberations. This analysis is not a part of the legislation nor does it constitute a statement of legislative intent.

Washington State School Directors Association is required to develop a model policy and procedures regarding the content of advertising materials placed on and in school buses. Each school district board of directors must take into consideration the model policy developed and approve its own policy. OSPI must allow school districts to place advertising and educational material on and in school buses if the advertising or educational material are approved by the school district board of directors. The advertising and educational material must not be placed on the front or rear of the school bus. Revenue received for the advertising and educational material must be deposited in the school district's general fund or transportation vehicle fund.

EFFECT OF CHANGES MADE BY EARLY LEARNING & K-12 EDUCATION COMMITTEE (Recommended Substitute): The language from the original bill is transferred to an existing statute rather than creating a new section.

OSPI is required to adopt and enforce rules regarding the placement and securing of advertising material on school buses.

The Washington State School Directors Association is required to develop a model policy and procedures regarding the content of advertising materials placed on and in school buses. Each school district board of directors must take into consideration the model policy developed and approve its own policy.

Appropriation: None.

Fiscal Note: Available.

Committee/Commission/Task Force Created: No.

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

Staff Summary of Public Testimony on Original Bill: PRO: Education is the future of this country and our state. We are facing financial hardships. Therefore, necessity is the mother of invention in this matter. Advertising on school buses is an innovative idea for generating funds for schools. Many states already advertise on school buses. We need to do what we can to make money.

While the expected amount of money to be generated is only \$175,000, it is real money. The kids need this extra money to support education.

The school districts would not lose control of what is advertised on the school buses. In fact, ultimate control lies with the school district.

OTHER: While this idea may be innovative, there are serious safety concerns to consider. The state should look for other ways to raise funds. School buses are sensitive areas.

Advertising to children on school buses is questionable. The money to be gained is a drop in the bucket. Making this change may agitate the community and become a distraction to administrators, teachers, and students.

Persons Testifying: PRO: Senator Paul Shin, prime sponsor; Rick Spellman, citizen.

OTHER: Doug Nelson, PSE/SEIU 1948; Barbara Mertens, Washington Association of School Administrators; Jerry Bender, AWSP; Paul W. Locke, citizen; Allan Jones, OSPI.