

# SENATE BILL REPORT

## SB 5584

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As of February 13, 2013

**Title:** An act relating to naming or renaming state transportation facilities.

**Brief Description:** Authorizing the sale of rights to name or rename state transportation facilities.

**Sponsors:** Senator Benton.

**Brief History:**

**Committee Activity:** Transportation: 2/12/13.

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### SENATE COMMITTEE ON TRANSPORTATION

**Staff:** Kelly Simpson (786-7403)

**Background:** Under current law, the Washington State Transportation Commission (WSTC) may name state transportation facilities, including state highways, bridges, rest areas, and roadside facilities, such as viewpoints. For WSTC to consider a naming proposal, the requesting entity or person must provide sufficient evidence indicating community support and acceptance of the proposal. After WSTC takes final action naming a state transportation facility, the state Department of Transportation must design and install appropriate signs on the facility.

Current law does not specifically allow for the selling of naming rights for state transportation facilities.

**Summary of Bill:** The WSTC, as an alternative to the traditional facility-naming process, may establish fees and guidelines regarding the selling of naming rights for state transportation facilities. The fees must exceed the costs associated with the naming of the facility. Any fees collected for naming a tolled facility must be deposited into the toll facility account for that facility, and any fees for naming a nontolled facility must be deposited into the Motor Vehicle Account.

Certain specified content is not permitted when naming state transportation facilities under the alternative naming process, including names that are obscene, discriminatory, religious, or political, and names that describe or promote certain products, services, or other material.

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*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.*

The WSTC must hold at least one public hearing, after which it must engage in formal rule making.

The WSTC must report to the Legislature by January 1, 2014, regarding the alternative naming process guidelines.

**Appropriation:** None.

**Fiscal Note:** Not requested.

**Committee/Commission/Task Force Created:** No.

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

**Staff Summary of Public Testimony:** PRO: This bills offers an alternative way to fund transportation projects. It is a good idea offered by Representative Angel in the House, and it should receive consideration in the Senate as well. The WSTC looked at selling naming rights for state ferries a few years back and estimated the activity would raise around \$10 million per year.

**Persons Testifying:** Senator Benton, prime sponsor; Dan O'Neal, WSTC.