

SENATE BILL REPORT

SB 6359

As Reported by Senate Committee On:
Transportation, February 2, 2016

Title: An act relating to the deposit of moneys from various advertising activities.

Brief Description: Concerning the deposit of moneys from various advertising activities.

Sponsors: Senators Hobbs and King; by request of Department of Transportation.

Brief History:

Committee Activity: Transportation: 1/25/16, 2/02/16 [DP].

SENATE COMMITTEE ON TRANSPORTATION

Majority Report: Do pass.

Signed by Senators King, Chair; Benton, Vice Chair; Fain, Vice Chair, Budget ; Hobbs, Ranking Minority Member; Lias, Assistant Ranking Minority Member; Carlyle, Cleveland, Jayapal, Litzow, Rivers, Sheldon and Takko.

Staff: Brian Connell (786-7346)

Background: In 2009, the Legislature directed the Washington State Department of Transportation (WSDOT) to investigate the potential to generate revenue from website sponsorships and similar ventures and, if feasible, pursue related partnership opportunities. This direction was provided in the transportation budget which included a proviso of \$50,000.

In 2010, the transportation budget included a proviso which provided \$75,000 for WSDOT to implement a 12-month pilot project allowing advertisements and sponsorships on select web pages.

With the exception of WSDOT's pilot project, which was authorized through the Transportation Budget, state law does not specifically authorize WSDOT to sell website advertisements.

Summary of Bill: WSDOT may sell commercial advertising on department web sites and social media. Additionally, WSDOT may sell a version of its mobile application(s) to users who desire to have no advertisements.

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.

All revenues generated by the sale of web advertisements and mobile applications are to be deposited into the Motor Vehicle Account.

WSDOT is directed to adopt policies regarding allowable advertising content and certain content is specified which at a minimum must not be permitted.

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: PRO: The bill permanently authorizes the WSDOT's existing digital advertising program. It is important to establish the WSDOT's authority to sell advertising in statute.

Persons Testifying: PRO: Allison Camden, WSDOT.

Persons Signed In To Testify But Not Testifying: No one.