

HOUSE BILL REPORT

HB 2721

As Reported By House Committee On:
Education

Title: An act relating to advertising on school buses.

Brief Description: Authorizing advertising on school buses.

Sponsors: Representatives Beeksma, Quall, McMorris, Brumsickle, Mulliken, Pelesky, Hymes, Talcott, B. Thomas, Stevens, Huff, Silver, McMahan, Sherstad, Cooke, Blanton, Thompson, Elliot and Costa.

Brief History:

Committee Activity:

Education: 1/30/96, 2/1/96 [DPS].

HOUSE COMMITTEE ON EDUCATION

Majority Report: The substitute bill be substituted therefor and the substitute bill do pass. Signed by 14 members: Representatives Brumsickle, Chairman; Elliot, Vice Chairman; Johnson, Vice Chairman; Clements; Fuhrman; McMahan; Pelesky; Poulsen; Quall; Radcliff; Smith; Talcott; B. Thomas and Thompson.

Minority Report: Do not pass. Signed by 5 members: Representatives Cole, Ranking Minority Member; Keiser, Assistant Ranking Minority Member; Hatfield; Linville and Veloria.

Staff: Robert Butts (786-7111).

Background: Current law directs the Superintendent of Public Instruction (SPI) to adopt and enforce rules to govern the design, marking, and mode of operation of school buses.

The rules that have been adopted by the superintendent specify the color and markings that must be on buses, and prohibit the placement of signs and lettering not approved by state law or the SPI. Current rules do not permit advertising or educational material on buses.

Summary of Substitute Bill: Rules adopted by the SPI governing the marking of school buses are to allow school districts to place advertising and educational material

on and in school buses, if such advertising and educational material is approved by the school district's school board. The advertising and educational material may not be on the front or rear of a bus.

Revenue received by the school district for the advertising shall be deposited in the school district's general fund or transportation vehicle fund.

Substitute Bill Compared to Original Bill: Provisions were added that would allow advertising and educational material inside the bus, to prohibit advertising and educational material on the front or rear of the bus, and to allow revenue from the advertising and educational material to be put also in the district's general fund.

Appropriation: None.

Fiscal Note: Not requested.

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

Testimony For: Advertising on school buses will raise needed revenue for school districts. The amount of advertising will be limited, and will not decrease the safety of our children.

Testimony Against: Advertising on school buses will place students in greater danger. Motorists will be distracted by the advertising. The ability of school boards to reject advertising will be limited by the First Amendment. Although they will likely be able to reject alcohol and cigarette advertising, their discretion in other areas will likely be limited.

Testified: Representative Beeksma, prime sponsor; and Roger Eastman, Office of Superintendent of Public Instruction (con).