

HOUSE BILL REPORT

HB 1604

As Reported By House Committee On:

Transportation Policy & Budget

Title: An act relating to limousine advertising.

Brief Description: Clarifying advertising requirements for limousines.

Sponsors: Representatives Cairnes, O'Brien, Radcliff, Hankins, Mielke, K. Schmidt, Fisher, Mitchell, Skinner, Johnson, Hatfield, Buck and Clements.

Brief History:

Committee Activity:

Transportation Policy & Budget: 2/13/97, 2/18/97 [DP].

HOUSE COMMITTEE ON TRANSPORTATION POLICY & BUDGET

Majority Report: Do pass. Signed by 25 members: Representatives K. Schmidt, Chairman; Hankins, Vice Chairman; Mielke, Vice Chairman; Mitchell, Vice Chairman; Fisher, Ranking Minority Member; Blalock, Assistant Ranking Minority Member; Backlund; Buck; Cairnes; Chandler; Constantine; DeBolt; Gardner; Hatfield; Johnson; Murray; O'Brien; Ogden; Radcliff; Robertson; Scott; Skinner; Sterk; Wood and Zellinsky.

Staff: Mary McLaughlin (786-7309).

Background: In 1995 legislation was enacted to clarify the jurisdictional responsibility for the regulation of taxicabs, limousines and luxury cars. The regulation of limousines was transferred from the Utilities & Transportation Commission (UTC) to the Department of Licensing (DOL). The department regulates entry, equipment, chauffeur qualifications and operations. No rate or route regulation may be imposed. In addition, the Port of Seattle regulates limousines with regard to entry, chauffeur qualifications, operations and equipment at SeaTac International Airport; cities, counties and port districts may regulate taxicab companies with regard to entry, rates, routes, safety and equipment.

A limousine carrier must use the unified business identifier (UBI) when advertising and specify the type of service being offered (stretch limo, executive sedan or van, or classic auto). The UBI is the business license number issued by the DOL; it is similar to a state contractor's registration number. Limousine operators are required

to list their UBI when advertising in the alphabetical listing and display ads in the yellow and white pages of the telephone book. Building contractors have the option of omitting the contractor's registration number and displaying only the name, address and telephone number when advertising in the alphabetical listing.

Summary of Bill: A limousine carrier is not required to use the UBI when advertising in the alphabetical listing in a phone directory. The UBI would still be required when advertising in a display ad.

Appropriation: None.

Fiscal Note: Not requested.

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

Testimony For: Making the advertising requirements similar to those used by building contractors will reduce advertising costs by eliminating the need to purchase an additional line in a phone directory.

Testimony Against: None.

Testified: Larry Stevens, Evergreen State Taxicab Association; and A. Peter Bailey, Evergreen Towncar.