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## Transportation Committee

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### HB 1051

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

**Sponsors:** Representatives Angel and Kochmar.

#### Brief Summary of Bill

- Allows the Washington State Transportation Commission (WSTC) to name transportation facilities at the request of any entity or person willing to pay for such naming rights, and directs the WSTC to adopt rules governing the applicable fees and guidelines governing the naming or renaming of state transportation facilities.
- Directs the funds generated from the naming or renaming into specific accounts.
- Limits the content that may appear as the name of a state transportation facility.

**Hearing Date:** 1/22/13

**Staff:** Andrew Russell (786-7143).

#### Background:

The Washington State Transportation Commission (WSTC) is responsible for the naming or renaming of Washington's transportation facilities. The WSTC defines a transportation facility as including: state highways; state highway bridges, structures, and facilities; ferry terminals; state rest areas; and state roadside facilities, such as viewpoints. These facilities can be named or renamed upon the request of the Legislature, the Department of Transportation (DOT), state or local governmental entities, citizen organizations, or any individual.

Current WSTC policy states the naming is to be "done in a deliberative manner to honor and institute an enduring memory of a person or group of people," and with the "widespread support of the people from the area in which the facility is located." The WSTC considers factors such as whether the person or group made significant contribution to transportation safety, mobility, economic vitality, or protection of the environment; whether the person or group committed a

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significant amount of their time addressing transportation or other significant issues in the state; or whether their efforts have had a positive long-term effect on the lives of the people they represent.

If the WSTC decides to name or rename a facility, the DOT must design and install the appropriate signs. Finally, the WSTC maintains a record of all named facilities.

**Summary of Bill:**

The WSTC is directed to adopt rules regarding the naming or renaming of transportation facilities at the request of a person or entity willing to pay a fee for such naming or renaming. The fee charged by the WSTC must exceed the costs associated with the naming or renaming. If the facility in question is tolled, the fee must be deposited into the toll facility account. If the facility in question is not tolled, the fee must be deposited into the Motor Vehicle Account and used only for highway purposes. The WSTC must also determine which entity is responsible for the installation and maintenance of any resulting signage.

Certain content is not permitted as the name of a state transportation facility. For example, a facility's name cannot be obscene or indecent, discriminatory, religious, or political. Moreover, the name cannot describe or promote tobacco, marijuana, illegal narcotics, X-rated or NC-17-rated films, mature video games, adult content including adult entertainment establishments, be false, fraudulent, deceptive or otherwise misleading, or be otherwise objectionable under community standards.

The WSTC must hold at least one public hearing before engaging in formal rulemaking. This hearing must enable public participation, either directly or remotely. Finally, by January 1, 2014, the WSTC must provide to the Legislature a report that covers the guidelines adopted pursuant to this act, the terms of any completed or contemplated agreements, and any other relevant issues.

**Appropriation:** None.

**Fiscal Note:** Available.

**Effective Date:** The bill takes effect 90 days after adjournment of the session in which the bill is passed.