
SUBSTITUTE SENATE BILL 5366

State of Washington

65th Legislature

2017 Regular Session

By Senate Transportation (originally sponsored by Senators Hobbs, King, Lias, and Fortunato; by request of Department of Transportation)

READ FIRST TIME 02/09/17.

1 AN ACT Relating to the authorization of and deposit of moneys
2 from department of transportation advertising activities; adding a
3 new section to chapter 47.04 RCW; providing an effective date; and
4 declaring an emergency.

5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

6 NEW SECTION. **Sec. 1.** A new section is added to chapter 47.04
7 RCW to read as follows:

8 (1) The department is authorized to sell commercial advertising,
9 including product placement, on department web sites and social
10 media. In addition, the department is authorized to sell a version of
11 its mobile application(s) to users who desire to have access to
12 application(s) without advertising. The authority granted in this
13 section does not affect the department's advertising authority
14 provided in RCW 47.60.140.

15 (2) The department shall deposit all moneys received from the
16 sale of advertisements on web site and mobile applications as
17 authorized in this section into the motor vehicle fund created in RCW
18 46.68.070.

19 (3) The department shall adopt standards for advertising, product
20 placement, and other forms of commercial recognition that require the

1 department to define and prohibit, at minimum, the content containing
2 any of the following characteristics, which is not permitted:

- 3 (a) Obscene, indecent, or discriminatory content;
- 4 (b) Political or public issue advocacy content;
- 5 (c) Products, services, or other materials that are offensive,
6 insulting, disparaging, or degrading; or
- 7 (d) Products, services, or messages that are contrary to the
8 public interest, including any advertisement that encourages or
9 depicts unsafe behaviors or encourages unsafe or prohibited driving
10 activities. Alcohol, tobacco, and cannabis are included among the
11 products prohibited.

12 NEW SECTION. **Sec. 2.** This act is necessary for the immediate
13 preservation of the public peace, health, or safety, or support of
14 the state government and its existing public institutions, and takes
15 effect July 1, 2017.

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