
SENATE BILL 5366

State of Washington

65th Legislature

2017 Regular Session

By Senators Hobbs, King, Lias, and Fortunato; by request of Department of Transportation

Read first time 01/20/17. Referred to Committee on Transportation.

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.

13 (2) The department shall deposit all moneys received from the
14 sale of advertisements on web site and mobile applications into the
15 motor vehicle fund created in RCW 46.68.070.

16 (3) The department shall adopt standards for advertising, product
17 placement, and other forms of commercial recognition that require the
18 department to define and prohibit, at minimum, the content containing
19 any of the following characteristics, which is not permitted:

- 20 (a) Obscene, indecent, or discriminatory content;
21 (b) Political or public issue advocacy content;

1 (c) Products, services, or other materials that are offensive,
2 insulting, disparaging, or degrading; or

3 (d) Products, services, or messages that are contrary to the
4 public interest, including any advertisement that encourages or
5 depicts unsafe behaviors or encourages unsafe or prohibited driving
6 activities. Alcohol, tobacco, and cannabis are included among the
7 products prohibited.

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

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