

CERTIFICATION OF ENROLLMENT

**SUBSTITUTE SENATE BILL 5366**

65th Legislature  
2017 Regular Session

Passed by the Senate March 1, 2017  
Yeas 47 Nays 2

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**President of the Senate**

Passed by the House April 11, 2017  
Yeas 91 Nays 5

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**Speaker of the House of Representatives**

Approved

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**Governor of the State of Washington**

CERTIFICATE

I, Hunter G. Goodman, Secretary of the Senate of the State of Washington, do hereby certify that the attached is **SUBSTITUTE SENATE BILL 5366** as passed by Senate and the House of Representatives on the dates hereon set forth.

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**Secretary**

FILED

**Secretary of State  
State of Washington**

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**SUBSTITUTE SENATE BILL 5366**

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Passed Legislature - 2017 Regular Session

**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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