

FINAL BILL REPORT

SSB 5366

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Synopsis as Enacted

Brief Description: Concerning the authorization of and deposit of moneys from department of transportation advertising activities.

Sponsors: Senate Committee on Transportation (originally sponsored by Senators Hobbs, King, Lias and Fortunato; by request of Department of Transportation).

Senate Committee on Transportation
House Committee on Transportation

Background: In 2009, the Legislature appropriated \$50,000 for Washington State Department of Transportation's (WSDOT) in the transportation budget to investigate the potential to generate revenue from website advertisements. In 2010, the transportation budget included a \$75,000 proviso for WSDOT to implement a 12-month pilot project allowing advertisements on select websites.

With the exception of this pilot project authorized through the transportation budget, state law does not specifically authorize WSDOT to sell website advertisements.

Summary: WSDOT is authorized to sell advertising on WSDOT websites and social media, as well as sell a paid version of its mobile application to users who do not wish to see advertising. All revenues generated by these sales are to be deposited into the Motor Vehicle Account. WSDOT is directed to adopt standards for advertising that prohibit products or services that are offensive, political, or that promote unsafe behavior.

Votes on Final Passage:

Senate	47	2
House	91	5

Effective: July 1, 2017

This analysis was prepared by non-partisan legislative staff for the use of legislative members in their deliberations. This analysis is not a part of the legislation nor does it constitute a statement of legislative intent.