



Legislative Fiscal Bureau

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January 20, 1998

TO: Members
Joint Committee on Finance

FROM: Bob Lang, Director

SUBJECT: Senate Bill 180: Advertising on Folded Highway Maps

Senate Bill 180 was introduced on April 23, 1997, and referred to the Committee on Labor, Transportation and Financial Institutions. On November 12, that Committee recommended the bill for passage on a vote of 6-1. On November 18, the bill was referred to the Joint Committee on Finance.

BACKGROUND

The 1997-99 budget provides \$232,500 SEG annually for the production and printing of folded highway maps, which is sufficient to print about 1.5 million maps per year. The Governor had recommended total funding of \$310,000 annually, which would have been enough to print two million maps per year. The Governor's budget would have also directed DOT to form a committee composed of Legislators, representatives of private business and members of the public to study the issue of advertising on the map and the sale and distribution of the map, with or without advertising. This item was removed from the budget as a nonfiscal policy item, to be introduced as separate legislation.

SUMMARY OF BILL

Senate Bill 180 would allow the Department of Transportation to sell advertising space on folded highway maps, which are distributed for free to the public.

The bill specifies that the proceeds from the sale of advertising, in excess of the amount needed to produce and print the maps, would be credited to a newly-created program revenue

