



1997 SENATE BILL 180

April 23, 1997 - Introduced by Senators SHIBILSKI, FITZGERALD, BRESKE, PANZER, CLAUSING, BUETTNER and WELCH, cosponsored by Representatives GUNDERSON, MEYER, MUSSER, PORTER, TURNER, FREESE, HANSON, OTT, SERATTI, GRONEMUS, KREIBICH, RYBA, WALKER and HANDRICK. Referred to Committee on Labor, Transportation and Financial Institutions.

1 **AN ACT to amend** 84.02 (5) (a); and **to create** 20.395 (1) (gh), 25.40 (1) (a) 13. and
2 84.02 (5) (am) of the statutes; **relating to:** the sale of advertising space in folded
3 highway maps, the sale of highway service maps and making an appropriation.

Analysis by the Legislative Reference Bureau

Current law requires the department of transportation (DOT) to publish highway service maps, which show the state trunk highway system and other main highways and features of this state, and to sell the maps for a price not less than the cost of producing them. Current law also requires DOT to publish folded versions of the maps for free distribution to the public.

This bill allows DOT to sell commercial advertising space in the folded highway maps. Such advertisements must be consistent with the goals, purposes and functions of DOT and of the department of tourism and may not include political advertisements. The bill directs that all profits from the sale of advertising space be used to supplement funding for the specialized transportation assistance program, which provides financial assistance to counties providing transportation services for elderly and disabled persons. The bill also eliminates the prohibition against selling highway service maps at a price below the cost of producing them.

For further information see the *state and local* fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SENATE BILL 180**SECTION 1**

1 **SECTION 1.** 20.395 (1) (gh) of the statutes is created to read:

2 20.395 (1) (gh) *Folded highway service maps, state funds.* From the general
3 fund, all moneys received from the sale of advertising space under s. 84.02 (5) (am),
4 for the purpose of specialized transportation assistance for the elderly and disabled
5 under s. 85.21. No moneys may be encumbered from the appropriation account
6 under this paragraph for any fiscal year unless all of the moneys from the
7 appropriation under par. (cr) are first encumbered for that fiscal year.

8 **SECTION 2.** 25.40 (1) (a) 13. of the statutes is created to read:

9 25.40 (1) (a) 13. Revenues collected under s. 84.02 (5) (am) that are deposited
10 in the general fund and credited to the appropriation account under s. 20.395 (1) (gh).

11 **SECTION 3.** 84.02 (5) (a) of the statutes is amended to read:

12 84.02 (5) (a) As often as it deems necessary, the department shall publish
13 highway service maps showing the state trunk highway system and such other main
14 highways and other features as may seem desirable. Such highway service maps
15 shall be sold by the department at a price to be fixed by it, ~~which shall be not less than~~
16 ~~cost~~ the department. The department may permit the use of the base plates for other
17 maps and publications in consideration of a fair fee for such use. The department
18 shall make and publish or duplicate such highway service maps as are required for
19 its use, and shall publish folded highway maps of Wisconsin for free distribution to
20 the public. The department shall ensure that the folded highway maps bear
21 information regarding the requirements of s. 347.48 (4).

22 **SECTION 4.** 84.02 (5) (am) of the statutes is created to read:

23 84.02 (5) (am) The department may sell commercial advertising space in folded
24 highway maps produced under par. (a). Such advertisements shall be consistent
25 with the goals, purposes and functions of the department and of the department of

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1 tourism and may not include political advertisements. All moneys received from the
2 sale of advertising space under this paragraph, after deducting the costs of producing
3 and publishing the folded highway maps, shall be credited to the appropriation
4 account under s. 20.395 (1) (gh).

5

(END)