
HOUSE BILL 2650

State of Washington

64th Legislature

2016 Regular Session

By Representatives Clibborn, Orcutt, and Muri; by request of Department of Transportation

Read first time 01/18/16. Referred to Committee on Transportation.

1 AN ACT Relating to the deposit of moneys from various advertising
2 activities; and adding a new section to chapter 47.04 RCW.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

4 NEW SECTION. **Sec. 1.** A new section is added to chapter 47.04
5 RCW to read as follows:

6 (1) The department is authorized to sell commercial advertising,
7 including product placement, on department web sites and social
8 media. In addition, the department is authorized to sell a version of
9 its mobile application(s) to users who desire to have access to
10 application(s) without advertising.

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

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

18 (a) Obscene, indecent, or discriminatory content;

19 (b) Political or public issue advocacy content;

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

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

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