



House of Representatives *State of Utah*

UTAH STATE CAPITOL COMPLEX • 350 STATE CAPITOL
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March 4, 2014

Madam Speaker:

The Transportation Committee reports a favorable recommendation on **H.B. 152**, HIGHWAY SPONSORSHIP PROGRAM ACT, by Representative J. Knotwell, with the following amendments and recommends it be placed on the Consent Calendar.

1. *Page 3, Lines 62 through 64:*

- 62 (a) traveler information; **and**
63 (b) rest areas {~~;~~ **and**
64 ~~(c) incident management services}~~ .

2. *Page 4, Lines 90 through 106:*

- 90 (5) ~~{(a)}~~ In accordance with Title 63G, Chapter 3, Utah Administrative
Rulemaking Act,
91 the department shall make and enforce rules governing:
92 ~~{(i)}~~ **(a)** the placement and size restrictions for acknowledgment signs at
rest areas; **and**
93 ~~{(ii) the placement and size restrictions for sponsorships placed on~~
~~department incident~~
94 **management vehicles; and**
95 ~~{(iii)}~~ **(b)** other size, placement, and content restrictions that the department
determines are
96 necessary.
97 ~~{(b) The rules made under Subsection (5)(a) shall limit the size of an~~

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advertisement to
98 no more than 35% of the total area of an incident management vehicle. }
99 { ~~(6)~~ (a) A sponsorship advertisement shall be painted or affixed by decal on
an incident
100 management vehicle in a manner that complies with rules adopted under Subsection
(5).
101 ~~—(b)}~~ (6) A commercial advertiser that enters a sponsorship agreement with the
department
102 for the use of space for a sponsorship shall pay:
103 { ~~(f)~~ } (a) the cost of placing the sponsorship advertisement on a sign { ~~or~~
an incident
104 management vehicle } ; and
105 { ~~(f)~~ } (b) for the removal of the sponsorship advertisement after the term of
the sponsorship
106 agreement has expired.

Respectfully,

Johnny Anderson
Committee Chair

Voting: 7-0-4

4 HB0152.HC1.WPD 3/4/14 8:18 am ahunsaker/ALH SCH/ALH

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