

# H.B. 152

## HIGHWAY SPONSORSHIP PROGRAM ACT

HOUSE COMMITTEE AMENDMENTS

AMENDMENT 1

FEBRUARY 24, 2014 12:14 PM

Representative **John Knotwell** proposes the following amendments:

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 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           {~~(i)~~} **(a)** the cost of placing the sponsorship advertisement on a sign {~~or an incident~~  
104 management vehicle} ; and  
105           {~~(ii)~~} **(b)** for the removal of the sponsorship advertisement after the term of the sponsorship  
106 agreement has expired.