

## HOUSE BILL NO. HB0047

Commercial signage on highways.

Sponsored by: Joint Transportation, Highways and Military  
Affairs Interim Committee

A BILL

for

1 AN ACT relating to highway signage; amending statutes  
2 related to the Wyoming department of transportation's  
3 program for informational signage; allowing revenues to be  
4 generated from signage; requiring a competitive bid  
5 process; allowing contracted entities to administer the  
6 program; and providing for an effective date.

7

8 *Be It Enacted by the Legislature of the State of Wyoming:*

9

10 **Section 1.** W.S. 24-2-115(a), (b)(i), (iii), (iv),  
11 (v), by creating a new paragraph (vi) and (c) is amended to  
12 read:

13

14 **24-2-115. Program for specific service signing by**  
15 **businesses or attractions; department duties and**  
16 **responsibilities; contracting of duties; fees.**

1

2 (a) As authorized under W.S. 31-5-406(b), the  
3 department of transportation shall establish a program for  
4 ~~informational~~ specific service signing by business entities  
5 as part of departmental approved motorist service panels ~~or~~  
6 ~~roadside information panels~~ erected within rights-of-way  
7 along interstate and primary highways. The program shall  
8 be designed for ~~advertising and~~ information of interest to  
9 the traveling public in accordance with 23 U.S.C. 131(f).

10

11 (b) In establishing the program under this section,  
12 the department shall by rule and regulation:

13

14 (i) Provide for application by business entities  
15 for the display of its name or logo upon the ~~informational~~  
16 specific service signing;

17

18 (iii) Establish a uniform initial fee and annual  
19 permit fee for applicants to cover the costs of  
20 constructing, erecting and maintaining ~~informational~~  
21 specific service signing, including the costs of  
22 contracting for any of these services;

23

1 (iv) Establish minimum standards for  
2 ~~informational~~ specific service signing by business entities  
3 in accordance with ~~23 U.S.C. 315~~ the current edition of the  
4 manual on uniform traffic control devices;

5  
6 (v) Provide for ~~the administration~~ oversight of  
7 the program and subject to W.S. 9-2-1016(b), may establish  
8 necessary procedures for contracting services for the  
9 administration, construction, erection and maintenance of  
10 highway ~~informational~~ specific service signing pursuant to  
11 this section;-

12  
13 (vi) Provide a fee system that includes an  
14 initial application fee, fabrication and installation fee  
15 and an annual administration and maintenance fee. At a  
16 minimum, the fee structure shall be set so that the  
17 department is fully reimbursed for all costs associated  
18 with specific service signing. In addition to the fee  
19 structure, the department shall attempt to generate revenue  
20 by adopting a bidding procedure whereby specific service  
21 signing rights are awarded to the highest bidder in a  
22 competitive bidding process.

23

1           (c) ~~Initial and permit fees established by the~~  
2 ~~department pursuant to paragraph (b)(iii) of this section~~  
3 ~~shall not exceed the costs of installing and maintaining~~  
4 ~~the signs, including the costs of contracting for any of~~  
5 ~~these services, and the costs of administering the program.~~

6 All fees collected by the department under the program  
7 shall be deposited into the state highway fund.

8

9           **Section 2.** W.S. 24-2-115(b)(ii) is repealed.

10

11           **Section 3.** This act is effective July 1, 2009.

12

13

(END)