

WEST VIRGINIA LEGISLATURE

2018 REGULAR SESSION

Committee Substitute

for

House Bill 2694

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[Originating in the Committee on Finance;

February 9, 2018]

1 A BILL to amend the Code of West Virginia, 1931, as amended, by adding thereto a new section,
2 designated §17-4-55, relating to the study of the feasibility of the development and
3 implementation of a program to facilitate commercial sponsorship of rest areas, welcome
4 centers, roads, and vehicles; providing for sponsorship agreements; providing for
5 agreement requirements; providing for disposition of funds received from agreements;
6 providing for the promulgation of emergency or legislative rules; and providing for a report
7 of the status of the program.

Be it enacted by the Legislature of West Virginia:

ARTICLE 4. STATE ROAD SYSTEM.

§17-4-55. Rest area, welcome center, road, and vehicle commercial sponsorship program.

1 (a) The Division of Highways shall undertake a study of the feasibility of implementing a
2 program to facilitate commercial sponsorship of rest areas, welcome centers, roads, and vehicles
3 owned or leased by the Division of Highways to help offset the costs of the operation and
4 maintenance of rest areas, welcome centers, roads, and vehicles.

5 (b) The Division of Highways shall implement a program to facilitate commercial
6 sponsorship of rest areas, welcome centers, roads, and vehicles owned or leased by the Division
7 of Highways (1) if it is feasible and practicable, in accordance with the study required by
8 subsection (a) of this section, and (2) upon approval of the proposed sponsorship program by the
9 Federal Highway Administration.

10 (c) Upon implementation of the program, the Division of Highways may enter into
11 sponsorship agreements with private entities in accordance with this section. A sponsorship
12 agreement may allow a private entity to place signs and placards identifying itself as a sponsor of
13 the rest area, welcome center, road or vehicle that is visible to the traveling public in exchange
14 for consideration at fair market value. A sponsorship agreement may include any other provisions
15 the Division of Highways deems necessary. Sponsorship agreements shall comply with all
16 applicable state and federal rules and regulations.

17 (d) All net revenue received by the Division of Highways from the sponsorship agreements
18 shall be deposited in the State Road Fund.

19 (e) The Commissioner of the Division of Highways may propose rules for legislative
20 approval or emergency rules pursuant to §29A-3-1 et seq. of this code to establish and implement
21 the program as may be necessary to carry out the purposes of this section.

22 (f) On or before December 1, 2018, the Commissioner of the Division of Highways shall
23 submit a report to the Joint Committee on Government and Finance detailing the status and
24 progress of the feasibility study directed in subsection (a) of this section. If the sponsorship
25 program is implemented, the commissioner shall also report to the Joint Committee on
26 Government and Finance on the status of the sponsorship program.