

SESSION OF 2005

SUPPLEMENTAL NOTE ON HOUSE BILL NO. 2106

As Recommended by House Committee on
Transportation

Brief*

HB 2106 would provide that beginning with the 2007-2008 official transportation map of Kansas, and each biennial publication thereafter, the map could contain advertising as a way to offset the costs of preparing and distributing the maps. The Secretary of Transportation would be required to provide for a competitive bid for the sale of advertising as provided under the competition bid statute (KSA 75-3739).

The bill also would provide that moneys received from the sale of advertising would be remitted by the Secretary to the State Treasurer and deposited in the State Treasury to the credit of the State Highway Fund.

The Secretary would be authorized to adopt rules and regulations as deemed necessary for the administration an implementation of the act.

Background

At a hearing before the House Transportation Committee, Representative Larry Powell presented testimony in support of the bill. He noted, among other things, that the advertising on the map could pay some, or maybe all, of the cost of printing the map. Ken Gudenkauf, Legislative Liaison, Kansas Department of Transportation (KDOT), testified that the purpose of the state transportation map is to assist travelers as they traverse the state and is printed strictly for transportation purposes. He told the Committee that KDOT has approximately 1.5 million maps printed, of which the Department of

*Supplemental notes are prepared by the Legislative Research Department and do not express legislative intent. The supplemental note and fiscal note for this bill may be accessed on the Internet at <http://www.kslegislature.org>

Commerce distributes about 90 percent. He added that in July 2003, KDOT conducted an initial survey to learn of commercial advertising efforts in other states. He said that at that time, six states had used commercial advertising. Of these states, one indicated they had since discontinued providing space for commercial advertising. He said that, overall, the survey reflected few states where advertising generated sufficient revenue. Two conferees representing Best Western Inns also submitted written testimony in support of the bill.

No one presented testimony in opposition to the bill.

The Department of Transportation indicates that the bill would generate additional costs to redesign the map to accommodate advertising space, but is unable to estimate the costs. The agency also estimates that any revenue generated from selling advertising space would be negligible.