

# **WEST VIRGINIA LEGISLATURE**

**2018 REGULAR SESSION**

**ENROLLED**

**Committee Substitute**

**for**

**House Bill 2694**

BY DELEGATES HAMRICK, GEARHEART, ZATEZALO,  
HOWELL, ATKINSON, WARD, WILLIAMS, STATLER, MOYE,  
SOBONYA AND BUTLER

[Passed March 2, 2018; in effect ninety days from  
passage.]



1 AN ACT 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.

The Joint Committee on Enrolled Bills hereby certifies that the foregoing bill is correctly enrolled.

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*Chairman, House Committee*

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*Chairman, Senate Committee*

Originating in the House.

In effect ninety days from passage.

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*Clerk of the House of Delegates*

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*Clerk of the Senate*

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*Speaker of the House of Delegates*

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*President of the Senate*

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The within ..... this the.....  
day of ....., 2018.

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*Governor*