

1 ENGROSSED SENATE  
2 BILL NO. 595

By: Brinkley of the Senate

and

Derby of the House

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6 An Act relating to highway advertising programs;  
7 directing the Secretary of Transportation to conduct  
8 study of certain alternative highway advertising  
9 programs and make report by certain date; authorizing  
10 use of staff; authorizing appointment of certain  
11 working group; providing for noncodification; and  
12 declaring an emergency.

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12 BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

13 SECTION 1. NEW LAW A new section of law not to be  
14 codified in the Oklahoma Statutes reads as follows:

15 In an effort to increase funding available to support our state  
16 highway system, the Secretary of Transportation is hereby directed  
17 to complete a feasibility study of alternative highway advertising  
18 programs. Such programs utilized in other states, such as the State  
19 of Georgia, allow private businesses to advertise on toll booths,  
20 highway signs and electronic message boards. Such study shall be  
21 undertaken with the goal of reducing in-house costs to the  
22 Department of Transportation and the Oklahoma Turnpike Authority and  
23 bringing in an additional revenue stream without raising taxes. The  
24 Secretary, with assistance as outlined herein, shall determine which

1 states are best utilizing private resources in this manner with  
2 special regard given to programs emphasizing complete transparency  
3 over public/private partnerships and strict oversight by the  
4 regulatory agencies involved, including the requirement for open  
5 competitive bidding procedures. The report of the findings of such  
6 study should include any legislative recommendations the Secretary  
7 deems appropriate.

8 The Secretary may, if he deems it necessary and appropriate,  
9 appoint a working group of interested stakeholders to assist in such  
10 feasibility study, in addition to any staff assistance as required.

11 The Secretary shall complete the study and distribute copies of  
12 the report to the Governor, the President Pro Tempore of the Senate  
13 and the Speaker of the House of Representatives no later than  
14 December 1, 2011.

15 SECTION 2. It being immediately necessary for the preservation  
16 of the public peace, health and safety, an emergency is hereby  
17 declared to exist, by reason whereof this act shall take effect and  
18 be in full force from and after its passage and approval.

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1 Passed the Senate the 2nd day of March, 2011.

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3 \_\_\_\_\_  
4 Presiding Officer of the Senate

5 Passed the House of Representatives the \_\_\_\_ day of \_\_\_\_\_,  
6 2011.

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9 Presiding Officer of the House  
10 of Representatives