



Senate Fiscal Agency
P. O. Box 30036
Lansing, Michigan 48909-7536

BILL ANALYSIS



Telephone: (517) 373-5383
Fax: (517) 373-1986

Senate Bill 388 (Substitute S-3 as reported)
Sponsor: Senator George A. McManus, Jr.
Committee: Transportation and Tourism

CONTENT

The bill would amend the Michigan Vehicle Code to require the State Transportation Department to conduct a study for at least three years to evaluate the potential benefit to the traveling public of logo signing within the right-of-way of limited access highways. The study would have to include a pilot program for logo signing at up to 30 interchanges. At least 30 days before the pilot program's implementation date, any proposed agreement specifying a location for the pilot program would have to be reported to the Senate and House of Representatives standing committees that consider transportation-related legislation. The Department would have to issue a written report on the study, which would have to include the economic impact of logo signing on the outdoor advertising industry and the proposed standards for logo signing recommended by the State Transportation Commission. Any revenue received by the Department would have to be deposited in the State Trunk Line Fund.

MCL 275.676a

Legislative Analyst: L. Arasim

FISCAL IMPACT

Senate Bills 388 (S-3) and 389 (S-3) would result in additional revenue to the State Trunkline Fund. The amount would depend on the number of logo signs, the cost of the program, and the amount charged. Forty-three states allow for logo signs. Eighteen of those states have programs that are privatized. If this State privatized the pilot program, revenue would depend on the terms of the contract.

Date Completed: 5-2-95

Fiscal Analyst: B. Bowerman

floor\sb388

This analysis was prepared by nonpartisan Senate staff for use by the Senate in its deliberations and does not constitute an official statement of legislative intent.