

AMENDED IN ASSEMBLY APRIL 17, 2007

CALIFORNIA LEGISLATURE—2007—08 REGULAR SESSION

ASSEMBLY BILL

No. 1139

Introduced by Assembly Member Emmerson

February 23, 2007

An act to add Section 1656.5 to the Vehicle Code, relating to vehicles, and making an appropriation therefor.

LEGISLATIVE COUNSEL'S DIGEST

AB 1139, as amended, Emmerson. Department of Motor Vehicles: display systems: advertising.

Existing law specifies the duties and responsibilities of the Department of Motor Vehicles.

This bill would authorize the department to enter into a contract with a private vendor for the purpose of acquiring and utilizing message display systems that may be used on the department's mailings, ~~Internet Web site~~, or other department property. The contract vendor would be allowed to utilize a portion of the available time and space for the purpose of advertising products or services. *Advertising on a message display system would be limited to 15 minutes or less in a 60-minute period.*

The bill would create a Motor Vehicle Advertising Account in the State Transportation Fund for the deposit of revenues from the contracts, in excess of the department's costs incurred under these contracts, and would continuously appropriate that money to the department for customer improvements.

Vote: $\frac{2}{3}$. Appropriation: yes. Fiscal committee: yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. Section 1656.5 is added to the Vehicle Code, to
2 read:

3 1656.5. (a) The Legislature finds that the department, by virtue
4 of its interaction with millions of California drivers and vehicle
5 owners each year, represents a valuable resource for the
6 disbursement of important public safety and consumer information.

7 (b) The department may enter into a contract with a private
8 vendor for the purpose of acquiring and utilizing message display
9 systems. These systems may be used on the department’s mailings;
10 ~~Internet Web site~~, or other property owned, leased, or controlled
11 by the department. The information displayed shall be of
12 appropriate benefit to the motoring public and the state’s
13 consumers, as determined by the department.

14 (c) A vendor under contract with the department may utilize a
15 portion of the available time and space on the display systems that
16 it provides for the purpose of advertising products or services. *The*
17 *advertising on a message display system shall not exceed 15*
18 *minutes in a 60-minute period.* The extent of the access shall be
19 established under the terms of the contract.

20 (d) The department shall determine whether a vendor’s
21 *advertised* product or service is consistent with and appropriate to
22 the best interests of the motoring public. The department shall not
23 enter into a contract with a vendor whose *advertised* product or
24 service the department determines is not consistent with or
25 appropriate to the best interests of the motoring public.

26 (e) Revenues from a contract in excess of the department’s costs
27 incurred under the contract shall be deposited into the Motor
28 Vehicle Advertising Account, that is hereby created in the State
29 Transportation Fund. Notwithstanding Section 13340 of the
30 Government Code, the money in the Motor Vehicle Advertising
31 Account is continuously appropriated to the department, to make
32 customer improvements for department customers.

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