

REVENUE: No revenue impact

FISCAL: No fiscal impact

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<b>Action:</b>	Do Pass as Amended and Be Printed Engrossed
<b>Vote:</b>	10 - 0 - 0
<b>Yeas:</b>	Bentz, Berger, Boone, Doherty, Edwards, Gilman, Kahl, Schaufler, Smith G., Beyer
<b>Nays:</b>	0
<b>Exc.:</b>	0
<b>Prepared By:</b>	Patrick Brennan, Administrator
<b>Meeting Dates:</b>	2/3, 2/5

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**WHAT THE MEASURE DOES:** Amends requirement for signage for service station operators to require that signage visible from the street show the price for the lowest grade of fuel. Adds requirement that service station operators display the prices for all grades and types of fuel on signage that is visible from the dispensing device.

**ISSUES DISCUSSED:**

- Rulemaking process will impact statutory sign requirements
- Price gouging and price fixing
- Origins of fuel station sign requirement
- Variations in price between grades of fuel
- Option of erecting new signage or removing signage entirely
- Appropriateness of addressing issue during February 2010 Session
- Consumer habits

**EFFECT OF COMMITTEE AMENDMENT:** Clarifies that measure applies to signs that are erected or modified on or after the measure's effective date.

**BACKGROUND:** Current law requires that pricing signs used by fueling stations display the price for all types and grades of fuel that are dispensed at the station on signage that is visible from nearby streets. This typically involves listing the price for regular, mid-grade and premium motor fuel as well as diesel. Fuel station signage requirements were enacted during the 1980s to address situations where some fuel stations were placing signs advertising a low but misleading price for fuel on the street that did not match the higher prices they were charging at the pump.

Under current law, displaying fuel prices on a sign visible from the street is optional; however, if a station does choose to display prices in that way, they are required to display the prices for every grade and type of fuel they sell. With the expected proliferation of alternative fuels, including different ethanol blends, compressed natural gas and others, stations face the possibility of needing to either purchase expensive new signage or take down their signs entirely.