

REVENUE: No revenue impact

FISCAL: Minimal fiscal impact, no statement issued

Action: Do Pass as Amended and Be Printed Engrossed

Vote: 5 - 3 - 0

Yeas: Beyer, Nathanson, Sheehan, Bentz, Read

Nays: Lindsay, Smith J., Weidner

Exc.: 0

Prepared By: Zachary Rothmier, Administrator

Meeting Dates: 4/25, 5/25, 6/1

WHAT THE MEASURE DOES: Defines digital billboard as an advertising sign that changes messages every eight seconds with no longer than a two-second transition. Exempts digital billboards from statutes prohibiting certain roadside markers if the digital billboard operates at a low light level, does not create the appearance of movement, automatically adjusts the light intensity, and freezes the display. Declares emergency, effective on passage.

ISSUES DISCUSSED:

- Digital billboards bring in more revenue
- Possible distraction to drivers
- Economic benefit to rural areas
- Limited number of total billboards

EFFECT OF COMMITTEE AMENDMENT: Requires digital billboards to be powered by renewable resources. Creates a trading program based on market share for acquiring digital billboards in lieu of traditional billboards. Specifies that trading program is to be based on size of billboard. Requires the Travel Information Council to recommend to the Legislative Assembly how public service advertising should be used on digital billboards.

BACKGROUND: Roadside signs must comply with federal standards to receive full highway funding. Oregon law allows a finite amount of roadside billboards (roughly 2500). In 2006, the Oregon Supreme Court ruled the permitting scheme to be unconstitutional. The billboard laws were amended in 2007 and 2009 to allow for full federal funding.