



## State of Tennessee

### PUBLIC CHAPTER NO. 144

SENATE BILL NO. 32

By Tracy

Substituted for: House Bill No. 223

By Dean, Faison, Hawk, Swann, Keisling, White, Gotto, Don Miller, Kevin Brooks, Phillip Johnson, Eldridge, Casada, Alexander, Sparks, Fitzhugh, Michael Turner, McDonald, Stewart, Hardaway

AN ACT to amend Tennessee Code Annotated, Title 4, Chapter 3, Part 23 and Title 54, relative to commercial advertising on the Tennessee 511 system.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Title 4, Chapter 3, Part 23, is amended by adding the following language as a new, appropriately designated section:

4-3-2309.

(a) The department is authorized to obtain commercial sponsorship of the 511 system and to enter into contracts for this purpose.

(b) All revenue generated from any commercial sponsorship authorized by this section shall be deposited in the highway fund to be used solely for transportation purposes.

(c) Such commercial sponsorship shall not include, identify or promote:

- (1) Alcohol or tobacco products;
- (2) Adult-oriented establishments, as defined in § 7-51-1102 or § 7-51-1401;
- (3) Political candidacies, political issue advocacy, or political campaign advertising, as prohibited in § 2-19-144; or
- (4) Any unlawful conduct or activities.

(d) The department shall prefer sponsorships by organizations which have a transportation purpose or otherwise promote highway safety.

(e) In consultation with the Department of Safety, the Department of Transportation is authorized to promulgate rules and regulations or adopt policies as needed to effectuate this section.

(f) Sponsorship of the 511 system shall be limited to identification of sponsors of a traffic information message. Sponsors' recorded messages shall be not more than fifteen (15) seconds and may precede or follow the traffic information message. The Commissioner of Transportation or the commissioner's designee shall review and approve all recorded commercial sponsorship messages.

SECTION 2. If any provision of this act or the application thereof to any person or circumstance is held invalid, such invalidity shall not affect other provisions or applications of the act which can be given effect without the invalid provision or application, and to that end the provisions of this act are declared to be severable.

SECTION 3. This act shall take effect July 1, 2011, the public welfare requiring it.

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PASSED: April 25, 2011



RON RAMSEY  
SPEAKER OF THE SENATE



BETH HARWELL, SPEAKER  
HOUSE OF REPRESENTATIVES

APPROVED this 5<sup>th</sup> day of May 2011



BILL HASLAM, GOVERNOR