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By: **Delegate Heller**  
Introduced and read first time: February 18, 2003  
Assigned to: Rules and Executive Nominations

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A BILL ENTITLED

1 AN ACT concerning

2 **State Highway Administration - Bridge Sponsorship Program**

3 FOR the purpose of authorizing the State Highway Administration to establish a  
4 bridge sponsorship program through which the Administration may award the  
5 right to sponsor a bridge in the State to the highest bidder in a competitive  
6 bidding process; requiring a person awarded the right to sponsor a bridge to pay  
7 to the Administration the amount of the winning bid according to the terms and  
8 conditions specified by the Administration; prohibiting the Administration from  
9 awarding the right to sponsor a bridge if the highest bid for sponsorship of the  
10 bridge is not sufficient to result in a surplus after payment of the  
11 Administration's costs under this Act; requiring the Administration to establish  
12 certain requirements and procedures; providing that bridge sponsorship rights  
13 remain valid for a certain period and authorize the placement at the entrance of  
14 the bridge of a sign containing the name of the sponsor; establishing certain  
15 requirements for bridge sponsorship signs; requiring the Administration to  
16 construct, erect, and maintain bridge sponsorship signs; providing for the  
17 distribution of certain revenues received under this Act to the State  
18 Transportation Trust Fund and to certain local agencies according to a certain  
19 formula; and generally relating to a bridge sponsorship program.

20 BY adding to  
21 Article - Transportation  
22 Section 8-655  
23 Annotated Code of Maryland  
24 (2001 Replacement Volume and 2002 Supplement)

25 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF  
26 MARYLAND, That the Laws of Maryland read as follows:

27 **Article - Transportation**

28 8-655.

29 (A) THE ADMINISTRATION MAY ESTABLISH A BRIDGE SPONSORSHIP  
30 PROGRAM IN ACCORDANCE WITH THIS SECTION.

1 (B) (1) THROUGH THE BRIDGE SPONSORSHIP PROGRAM, THE  
2 ADMINISTRATION MAY AWARD THE RIGHT TO SPONSOR ANY BRIDGE LOCATED ON A  
3 HIGHWAY IN THE STATE TO THE PERSON MAKING THE HIGHEST BID FOR THE  
4 SPONSORSHIP RIGHTS IN AN OPEN AND COMPETITIVE BIDDING PROCESS  
5 CONDUCTED ACCORDING TO PROCEDURES ESTABLISHED BY THE ADMINISTRATION.

6 (2) A PERSON AWARDED THE RIGHT TO SPONSOR A BRIDGE UNDER THIS  
7 SECTION SHALL PAY TO THE ADMINISTRATION THE AMOUNT OF THE WINNING BID  
8 IN ACCORDANCE WITH THE TERMS AND CONDITIONS SPECIFIED BY THE  
9 ADMINISTRATION.

10 (3) NOTWITHSTANDING PARAGRAPH (1) OF THIS SUBSECTION, THE  
11 ADMINISTRATION MAY NOT AWARD THE RIGHT TO SPONSOR A BRIDGE IF THE  
12 HIGHEST BID FOR THE SPONSORSHIP RIGHTS IS NOT SUFFICIENT, AFTER  
13 RECOVERING THE ADMINISTRATION'S COSTS UNDER THIS SECTION, TO RESULT IN A  
14 SURPLUS TO BE DISTRIBUTED UNDER SUBSECTION (G) OF THIS SECTION.

15 (C) THE ADMINISTRATION SHALL ESTABLISH THE REQUIREMENTS FOR A  
16 PERSON SEEKING TO PURCHASE BRIDGE SPONSORSHIP RIGHTS UNDER THIS  
17 SECTION, INCLUDING A REQUIREMENT THAT THE PERSON UNDERSTAND AND AGREE  
18 TO COMPLY WITH THE PROVISIONS OF THIS SECTION AND ANY REGULATIONS  
19 ADOPTED BY THE ADMINISTRATION TO IMPLEMENT THIS SECTION.

20 (D) (1) A RIGHT AWARDED UNDER THIS SECTION TO SPONSOR A BRIDGE:

21 (I) SHALL BE VALID FOR A PERIOD OF 10 YEARS; AND

22 (II) AUTHORIZES THE PLACEMENT, AT THE ENTRANCE TO THE  
23 BRIDGE, OF A SIGN CONTAINING THE NAME OF THE SPONSOR AND ANY OTHER  
24 INFORMATION AUTHORIZED BY THE ADMINISTRATION.

25 (2) WHEN THE SPONSORSHIP PERIOD FOR A BRIDGE EXPIRES AT THE  
26 END OF 10 YEARS, THE ADMINISTRATION MAY INITIATE A NEW COMPETITIVE  
27 BIDDING PROCESS FOR THE RIGHT TO SPONSOR THE BRIDGE.

28 (3) NOTHING IN THIS SECTION PRECLUDES A CURRENT OR FORMER  
29 BRIDGE SPONSOR FROM PARTICIPATING IN THE BIDDING PROCESS INITIATED AT  
30 THE CONCLUSION OF A 10-YEAR SPONSORSHIP PERIOD.

31 (E) A BRIDGE SPONSORSHIP SIGN PLACED ON A HIGHWAY UNDER THIS  
32 SECTION SHALL:

33 (1) HAVE A BROWN BACKGROUND WITH WHITE LETTERING AND  
34 OTHERWISE BE OF A STANDARD DESIGN TO BE DETERMINED BY THE  
35 ADMINISTRATION;

36 (2) BE PLACED AT THE APPROACH TO THE BRIDGE FROM ONE  
37 DIRECTION IN A LOCATION THAT IS VISIBLE TO MOTORISTS TRAVELING ON THE  
38 HIGHWAY; AND

1 (3) BE OF A SIZE DETERMINED BY THE SIZE OF THE HIGHWAY ON WHICH  
2 THE SIGN IS PLACED AS FOLLOWS:

3 (I) ON A ONE LANE HIGHWAY, 2 FEET HIGH BY 4 FEET WIDE;

4 (II) ON A TWO LANE HIGHWAY, 3 FEET HIGH BY 6 FEET WIDE;

5 (III) ON A THREE LANE HIGHWAY, 4 FEET HIGH BY 8 FEET WIDE;

6 AND

7 (IV) ON A HIGHWAY CONSISTING OF FOUR OR MORE LANES, 5 FEET  
8 HIGH BY 10 FEET WIDE.

9 (F) THE ADMINISTRATION SHALL CONSTRUCT, ERECT, AND MAINTAIN ANY  
10 BRIDGE SPONSORSHIP SIGN PLACED ON A HIGHWAY UNDER THIS SECTION.

11 (G) REVENUES RECEIVED BY THE ADMINISTRATION UNDER THIS SECTION  
12 FOR BRIDGE SPONSORSHIP RIGHTS:

13 (1) SHALL BE USED BY THE ADMINISTRATION TO COVER ITS COSTS  
14 UNDER THIS SECTION; AND

15 (2) AFTER COVERING ITS COSTS, SHALL BE DISTRIBUTED AS FOLLOWS:

16 (I) 70 PERCENT TO THE TRANSPORTATION TRUST FUND  
17 ESTABLISHED UNDER § 3-216 OF THIS ARTICLE; AND

18 (II) 30 PERCENT TO THE COUNTY AGENCY WITH RESPONSIBILITY  
19 FOR HIGHWAY MAINTENANCE IN THE COUNTY WHERE THE SIGN IS PLACED.

20 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect  
21 October 1, 2003.