2020 Regular Session

HOUSE CONCURRENT RESOLUTION NO. 86

BY REPRESENTATIVE BAGLEY

ATTORNEYS: Urges and requests the Department of Transportation and Development to prohibit attorneys from the use of billboard advertisements on highways that are unrelated to a campaign for public office

1	A CONCURRENT RESOLUTION
2	To urge and request the Department of Transportation and Development to prohibit
3	attorneys from using outdoor advertisements on highways that are unrelated to a
4	campaign for public office.
5	WHEREAS, in 1965, the Federal Highway Beautification Act was enacted to
6	empower states to regulate the placement of outdoor advertising signs, displays, and devices
7	adjacent to designated highways to protect public investment, to promote recreation value
8	of public travel and safety, and to preserve the natural and scenic beauty of the nation's
9	system of highways; and
10	WHEREAS, in 1966, the United States Department of Transportation Act was
11	adopted for the purpose of promoting the safety and recreational value of public travel and
12	to restore, preserve, and enhance the scenic beauty and points of interest in areas traversed
13	by state highways; and
14	WHEREAS, by enactment of R.S. 48:461 et seq., the Louisiana Legislature
15	authorized the Department of Transportation and Development to promulgate rules and
16	regulations governing the issuance of permits for outdoor advertising consistent with the
17	Highway Beautification Act and consistent with protection of the safety and welfare of the
18	traveling public; and

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1	WHEREAS, according to the National Highway Traffic Safety Administration
2	distracted driving is defined as any activity that diverts a person's attention away from the
3	task of driving and the distraction can be visual, manual, or cognitive; and
4	WHEREAS, the Louisiana Highway Safety Commission data for 2018 indicates that
5	most wrecks caused by distracted driving are because of "distractions outside of the vehicle"
6	equating to 7,000 wrecks in 2018; and
7	WHEREAS, the United States Department of Transportation data for 2018 specifies
8	that distracted driving claimed 2,841 lives; and
9	WHEREAS, data from the Louisiana Highway Safety Commission and the
10	Department of Transportation and Development show a strong, positive correlation between
11	the volume of "wrecks caused by distractions outside the vehicle" and parishes with a high
12	volume of permitted off-premise outdoor advertising signs; and
13	WHEREAS, attorney outdoor advertisements targeted towards particular industries
14	and promising large settlements have contributed to numerous lawsuits that ultimately
15	increase the cost of automobile and commercial insurance; and
16	WHEREAS, according to the Insurance Research Council, claimants in Louisiana
17	that report bodily injury are sixty percent more likely to file lawsuits than the rest of the
18	claimants in the nation; and
19	WHEREAS, excluding attorneys from outdoor advertisement on highways will likely
20	decrease the number of insurance claims due to accidents on the roadways and decrease
21	insurance premiums.
22	THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby
23	urge and request the Louisiana Department of Transportation and Development to prohibit
24	attorneys from outdoor advertisement on highways that is unrelated to a campaign for public
25	office.
26	BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the
27	secretary of the Louisiana Department of Transportation and Development.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

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Bagley

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