

BILL ANALYSIS

Senate Research Center
84R13309 JRR-D

H.B. 1542
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Business & Commerce
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Engrossed

AUTHOR'S / SPONSOR'S STATEMENT OF INTENT

Among other business, Texas residents may walk into a field office of the Texas Department of Motor Vehicles, the Department of Public Safety of the State of Texas, and a county tax assessor-collector to renew a vehicle registration, apply for a license or identification card, and transfer a vehicle title, as applicable. However, it is often necessary to stand in line or stay in a waiting area before seeing a representative to transact business. There are those who support the installation of a digital message display system in these and other waiting areas to provide customers with valuable information, including information about particular transactions, new state programs and initiatives, and new regulations. H.B. 1542 seeks to provide for such systems.

H.B. 1542 amends current law relating to the use of digital message display systems in certain public facilities.

RULEMAKING AUTHORITY

This bill does not expressly grant any additional rulemaking authority to a state officer, institution, or agency.

SECTION BY SECTION ANALYSIS

SECTION 1. Amends Subchapter A, Chapter 521, Transportation Code, by adding Section 521.0061, as follows:

Sec. 521.0061. ADVERTISING INSIDE DRIVER'S LICENSE OFFICES. Authorizes the Department of Public Safety of the State of Texas (DPS) to enter into an agreement with a public or private entity for a digital message display system to promote DPS information or news items of general interest in a publicly accessible area of a driver's license office. Authorizes a portion of the information displayed on the system, for the purpose of funding the system, to consist of digital advertisements. Authorizes DPS to review and provides that DPS has the right to reject any proposed advertising to be displayed on a system.

SECTION 2. Amends Subchapter A, Chapter 1001, Transportation Code, by adding Section 1001.014, as follows:

Sec. 1001.014. ADVERTISING INSIDE CERTAIN DEPARTMENT FACILITIES. Authorizes the Texas Department of Motor Vehicles (TxDMV) to enter into an agreement with a public or private entity for a digital message display system to promote TxDMV information or news items of general interest in a publicly accessible area of a facility operated by TxDMV. Authorizes a portion of the information displayed on the system, for the purpose of funding the system, to consist of digital advertisements. Authorizes TxDMV to review and provides that TxDMV has the right to reject any proposed advertising to be displayed on a system.

SECTION 3. Amends Chapter 291, Local Government Code, by adding Section 291.011, as follows:

Sec. 291.011. ADVERTISING INSIDE CERTAIN COUNTY FACILITIES. (a) Authorizes the commissioners court of a county to enter into an agreement with a public or private entity for a digital message display system to promote county information or news items of general interest in:

(1) a publicly accessible area of the office of the tax assessor-collector or a branch office established under Section 292.025 (Facilities in Certain Counties), 292.026 (Tax Assessor-Collector Facilities in Certain Counties With Populations Over 70,000), or 292.027 (Tax Assessor-Collector Facilities in Certain Counties) for which a deputy assessor-collector has been appointed; or

(2) a jury assembly room.

(b) Authorizes a portion of the information displayed on the system, for the purpose of funding a digital message display system, to consist of digital advertisements. Authorizes the commissioners court to review and provides that the commissioners court has the right to reject any proposed advertising to be displayed on a system.

SECTION 4. Effective date: upon passage or September 1, 2015.