

**RULE**

**Department of Transportation and Development  
Office of Highways/Engineering**

Advertising on Department of Transportation-Owned Assets  
(LAC 70:III.Chapter 8)

In accordance with the applicable provisions of the Administrative Procedure Act, R.S. 49:950 et seq., the Department of Transportation and Development hereby enacts Chapter 8 of Part III of Title 70, entitled "Advertising on Department of Transportation-Owned Assets," in accordance with R.S. 48:21-26 and 48:274.2.

**Title 70**

**TRANSPORTATION**

**Part III. Outdoor Advertising**

**Chapter 8. Advertising on Department of  
Transportation and Development-Owned  
Assets**

**§801. Purpose**

A. The purpose of this Rule is to establish a policy within the Department of Transportation and Development for allowing certain limited types of advertising on high-visibility assets owned by the Department of Transportation and Development for the sole purpose of raising revenue to defray some costs of departmental services.

B. The establishment of this policy is not for the purpose of creating a public forum, but is for the purpose of allowing tasteful, visually appealing and inoffensive content for the department's customers while simultaneously supplementing departmental revenues.

C. The display of advertising on departmental assets will not constitute an endorsement by the department of any of the products, services or messages advertised.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:21-26 and 48:274.2.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways/Engineering, LR 37:3533 (December 2011).

**§803. Requests for Proposals**

A. The department may issue requests for proposals in order to secure bidders for advertisement spaces on state-owned assets.

B. The requests for proposals will be reviewed by a committee appointed by the secretary and the most suitable proposal, as determined by the committee, shall be selected.

C. The committee has the discretion to make reasonable choices concerning the types of advertising that may be displayed and shall utilize the criteria which follow in this Rule.

D. The department may limit the number of assets available for advertising displays.

E. The department may limit the term of the contract with the advertiser.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:21-26 and 48:274.2.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways/Engineering, LR 37:3533 (December 2011).

**§805. Guidelines for Content of Advertising**

A. Only commercial advertising will be accepted. It should have content which promotes a commercial transaction.

B. No content promoting illegal activity or obscene, vulgar or offensive conduct shall be allowed.

C. No content that demeans or disparages individuals or groups shall be allowed.

D. No political advertising shall be allowed.

E. No advertising of adult oriented products shall be allowed. Exception: advertising of gambling facilities shall be allowed.

F. The advertising should not be so controversial that it can promote vandalism of advertising materials and associated departmental property.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:21-26 and 48:274.2.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways/Engineering, LR 37:3533 (December 2011).

**§807. Guidelines for Placement of Advertising on  
Assets**

A. For advertising which requires a power source, such as electronics or LED lighting, the advertiser will be required by the department to submit and maintain detailed plans and provisions. The use of the powered advertising devices shall not have any adverse effect on the safety and functionality of the asset. If the safety and functionality of the asset is compromised after installation, the advertising shall be removed.

B. On ferries or vehicles, advertising may be placed on the inside or the outside of the ferry or vehicle. However, the advertising shall not be erected in such a manner that it impedes current lines of sight.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:21-26 and 48:274.2.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways/Engineering, LR 37:3533 (December 2011).

**§809. Advertising Standards Committee**

A. The secretary shall establish a three member Advertising Standards Committee. Such committee shall be independent and its determinations shall constitute final departmental determinations.

B. The committee shall review all requests for proposals and shall review all content of advertisement.

AUTHORITY NOTE: Promulgated in accordance with R.S. 48:21-26 and 48:274.2.

HISTORICAL NOTE: Promulgated by the Department of Transportation and Development, Office of Highways/Engineering, LR 37:3533 (December 2011).

Sherri H. Lebas, P.E.  
Secretary

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**RULE**

**Department of Wildlife and Fisheries  
Office of Fisheries**

Triploid Grass Carp (LAC 76:VII.901)

The Department of Wildlife and Fisheries, Office of Fisheries, hereby amends the rules governing exotic aquaculture species, specifically triploid grass carp. The amendments include reorganization of the rules and regulations for greater clarity. Additional changes would