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AB-266 Freeway Service Patrol Act: sponsorship agreement. (2025-2026)

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AMENDED IN SENATE JUNE 02, 2025

CALIFORNIA LEGISLATURE— 2025–2026 REGULAR SESSION

ASSEMBLY BILL

NO. 266

Introduced by Assembly Member Davies

January 17, 2025

An act to amend Section 2562.5 of the Streets and Highways Code, relating to transportation.

LEGISLATIVE COUNSEL'S DIGEST

AB 266, as amended, Davies. Freeway Service Patrol Act: sponsorship agreement.

The Freeway Service Patrol Act authorizes and provides funding for freeway service patrols, operated pursuant to an agreement between the Department of the California Highway Patrol, the Department of Transportation, and a regional or local governmental entity, to provide emergency roadside assistance on traffic-congested urban freeways throughout the state. The act requires each tow truck participating in a freeway service patrol to bear a specified logo that identifies the Department of the California Highway Patrol and the Department of Transportation, and, at the option of the entity, the participating regional or local entity.

This bill would *require the Department of Transportation, the Department of the California Highway Patrol, and participating and eligible regional and local entities to, each time the guidelines for program operations are updated after January 1, 2026, consider developing or revising and including in the guidelines operational requirements for sponsorship agreements between a participating regional or local entity and any private third party that allow for the display of the sponsor's name and logo on participating tow trucks, as provided.* The bill would authorize a participating regional or local entity to generate additional revenue for its freeway service patrol by entering into ~~exclusive a~~ sponsorship ~~agreements~~ *agreement, subject to those operational requirements,* that ~~allow~~ *allows* for the display of a sponsor's name and logo on participating tow trucks, as specified, that are in addition to the above-described required logo.

Vote: majority Appropriation: no Fiscal Committee: ~~no~~*yes* Local Program: no

THE PEOPLE OF THE STATE OF CALIFORNIA DO ENACT AS FOLLOWS:

SECTION 1. Section 2562.5 of the Streets and Highways Code is amended to read:

2562.5. (a) Each tow truck participating in a freeway service patrol shall bear a logo comprised of, at a minimum, a circle, a triangle, and a tow truck silhouette, with the words "Freeway Service Patrol," which identifies the Department of the California Highway Patrol and the department, and, at the option of the entity, the participating regional or local entity. Participating regional or local entities may place an approved logo on participating tow trucks.

(b) (1) (A) The department, the Department of the California Highway Patrol, and participating and eligible regional and local entities shall, each time the guidelines for program operations developed pursuant to Section 2565 are updated after January 1, 2026, consider developing or revising and including in the guidelines operational requirements for sponsorship agreements between a participating regional or local entity and any private third party that allow for the display of the sponsor's name and logo on participating tow trucks.

(B) The operational requirements developed pursuant to subparagraph (A) shall include a requirement that the name and logo of the sponsor shall not overlap with or reduce the visibility of the identifying logo required pursuant to subdivision (a).

~~(b)~~

(2) A participating regional or local entity ~~may~~ may, following the update to the guidelines described in paragraph (1), generate additional revenue for its freeway service patrol by entering into ~~exclusive a~~ sponsorship ~~agreements that allow for the display of a sponsor's name and logo on participating tow trucks. This additional logo shall not overlap with or reduce the visibility of the identifying logo required pursuant to subdivision (a):~~ agreement subject to the operational requirements developed pursuant to paragraph (1).