

Amendment No. 629

Assembly Amendment to Senate Bill No. 262

(BDR 43-887)

Proposed by: Assembly Committee on Transportation**Amends:** Summary: No Title: Yes Preamble: No Joint Sponsorship: No Digest: Yes

ASSEMBLY ACTION				Initial and Date	SENATE ACTION				Initial and Date
Adopted	☐	Lost	☐	_____	Adopted	☐	Lost	☐	_____
Concurred In	☐	Not	☐	_____	Concurred In	☐	Not	☐	_____
Receded	☐	Not	☐	_____	Receded	☐	Not	☐	_____

EXPLANATION: Matter in (1) *blue bold italics* is new language in the original bill; (2) *green bold italic underlining* is new language proposed in this amendment; (3) ~~red strikethrough~~ is deleted language in the original bill; (4) ~~purple double strikethrough~~ is language proposed to be deleted in this amendment; (5) orange double underlining is deleted language in the original bill that is proposed to be retained in this amendment; and (6) *green bold underlining* is newly added transitory language.

DLJ/MSM



Date: 5/16/2013

S.B. No. 262—Makes various changes relating to vehicles used for advertising.
(BDR 43-887)



SENATE BILL NO. 262—SENATORS CEGAVSKE AND MANENDO

MARCH 15, 2013

Referred to Committee on Transportation

SUMMARY—Makes various changes relating to vehicles used for advertising.
(BDR 43-887)

FISCAL NOTE: Effect on Local Government: Increases or Newly Provides for
Term of Imprisonment in County or City Jail or Detention
Facility.
Effect on the State: No.

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EXPLANATION – Matter in ***bolded italics*** is new; matter between brackets ~~omitted material~~ is material to be omitted.

AN ACT relating to motor vehicles; requiring that certain devices be installed in vehicles that are designed to display certain advertisements ~~for other content~~; while moving over the highways of this State; limiting the display of such advertisements to taxicabs; providing certain requirements concerning the equipment used to display such advertisements; providing a penalty; and providing other matters properly relating thereto.

Legislative Counsel's Digest:

This bill prohibits a person from operating a motor vehicle to which is attached a dynamic display device, commonly known as a mobile billboard, on which the images or other content change periodically, upon the highways of this State, unless the motor vehicle is a taxicab and is also equipped with a display management system that is programmed to allow the image or content that is displayed to be changed only when the motor vehicle is: (1) not moving; or (2) in a location where the image or content may be changed without causing undue distraction to the operators of other vehicles. This bill also provides that such a dynamic display device may not: (1) consist of more than three monitors, screens or viewers; (2) project or otherwise show moving images, moving information or other moving content; and (3) include a monitor, screen or viewer that exceeds 7 1/2 square feet in total area. A violation of this prohibition is punishable as a misdemeanor. (NRS 484A.900). This bill does not require a display management system if a dynamic display device is operated for purposes other than advertisement.

THE PEOPLE OF THE STATE OF NEVADA, REPRESENTED IN
SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

Section 1. Chapter 484D of NRS is hereby amended by adding thereto a new section to read as follows:

1. Except as otherwise provided in subsection 2, a person shall not operate upon the highways of this State any motor vehicle that is equipped with a dynamic display unless ~~that~~ :

~~(a) The motor vehicle is ~~false~~ equipped :~~

~~(I) A taxicab for which a currently valid certificate of public convenience and necessity has been issued pursuant to chapter 706 of NRS; and~~

~~(2) Equipped with a display management system which is configured to ~~prevent the image or content displayed on the dynamic display ~~to be changed only~~ from changing~~ when the motor vehicle is:~~

~~(a) Not moving; or~~

~~(b)~~

~~(I) Moving;~~

~~(II) In a turnout; or~~

~~(III) In ~~for~~ any other location ~~for~~, including, without limitation, an alley, parking lot or turnout, where ~~changing the image or content displayed on the dynamic display may ~~be changed without causing~~ cause~~ undue distraction to the operators of other vehicles ~~for~~; and~~

~~(b) The dynamic display does not:~~

~~(1) Consist of more than three monitors, screens or viewers;~~

~~(2) Project or otherwise show moving images, moving information or other moving content; or~~

~~(3) Include a monitor, screen or viewer that exceeds 7 1/2 square feet in total area.~~

2. This section does not prohibit the use of a dynamic display that is operated without a display management system if the dynamic display is being used exclusively for purposes other than advertisement, including, without limitation:

~~(a) For purposes that are personal and noncommercial in nature;~~

~~(b) For purposes of traffic control;~~

~~(c) For purposes of law enforcement or emergency response;~~

~~(d) As a warning device for a utility or utility vehicle, as described in NRS 484D.465; or~~

~~(e) To display the name, route number or destination of a bus or other vehicle of mass transit.~~

3. As used in this section:

(a) "Display management system" means equipment or software that is designed to operate a dynamic display, including, without limitation, periodically changing the image, information or content being shown on the dynamic display.

(b) "Dynamic display" means equipment which is attached to a motor vehicle and which consists of at least one monitor, screen or viewer that, without limitation:

(1) Is designed to display various images, information or other content, including, without limitation, advertisements, which change periodically;

(2) Is intended to be visible to the drivers of other vehicles on the highway and to persons who are near the highway; and

(3) May be visible to the operator of the motor vehicle.