

**Amendment No. 784**

Assembly Amendment to Senate Bill No. 262 First Reprint (BDR 43-887)

**Proposed by:** Assemblyman Carrillo

**Amends:** Summary: No Title: Yes Preamble: No Joint Sponsorship: No Digest: Yes

| ASSEMBLY ACTION |                          |      |                          | Initial and Date | SENATE ACTION |                          |      |                          | Initial and Date |
|-----------------|--------------------------|------|--------------------------|------------------|---------------|--------------------------|------|--------------------------|------------------|
| Adopted         | <input type="checkbox"/> | Lost | <input type="checkbox"/> | _____            | Adopted       | <input type="checkbox"/> | Lost | <input type="checkbox"/> | _____            |
| Concurred In    | <input type="checkbox"/> | Not  | <input type="checkbox"/> | _____            | Concurred In  | <input type="checkbox"/> | Not  | <input type="checkbox"/> | _____            |
| Receded         | <input type="checkbox"/> | Not  | <input type="checkbox"/> | _____            | Receded       | <input type="checkbox"/> | Not  | <input type="checkbox"/> | _____            |

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.

DDB/MSM



Date: 5/18/2013

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 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 ~~to taxicabs 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. (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:*

(a) The motor vehicle is ~~is~~  
~~(1) 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~~ equipped with a display management system which is configured to prevent the image or content displayed on the dynamic display from changing when the motor vehicle is:

~~(I)~~ (1) Moving;  
~~(II)~~ (2) In a turnout; or  
~~(III)~~ (3) In any other location where changing the image or content displayed on the dynamic display may cause undue distraction to the operators of other vehicles; and

(b) The dynamic display does not ~~is~~  
~~(1) Consist of more than three monitors, screens or viewers;~~  
~~(2) Project~~ project or otherwise show moving images, moving information or other moving content ~~is~~ 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.