

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 or other content while moving over the highways of this State; providing a penalty; and providing other matters properly relating thereto.

Legislative Counsel's Digest:

1 This bill prohibits a person from operating a motor vehicle to which is attached
2 a dynamic display device, commonly known as a mobile billboard, on which the
3 images or other content change periodically, upon the highways of this State, unless
4 the motor vehicle is also equipped with a display management system that is
5 programmed to allow the image or content that is displayed to be changed only
6 when the motor vehicle is: (1) not moving; or (2) in a location where the image or
7 content may be changed without causing undue distraction to the operators of
8 other vehicles. A violation of this prohibition is punishable as a misdemeanor.
9 (NRS 484A.900)

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

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

3 *1. Except as otherwise provided in subsection 2, a person*
4 *shall not operate upon the highways of this State any motor*
5 *vehicle that is equipped with a dynamic display unless the motor*
6 *vehicle is also equipped with a display management system which*



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1 *is configured to allow the image or content displayed on the*
2 *dynamic display to be changed only when the motor vehicle is:*

3 *(a) Not moving; or*

4 *(b) In a location, including, without limitation, an alley,*
5 *parking lot or turnout, where the image or content displayed on*
6 *the dynamic display may be changed without causing undue*
7 *distraction to the operators of other vehicles.*

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

12 *(a) For purposes of traffic control;*

13 *(b) For purposes of law enforcement or emergency response;*

14 *(c) As a warning device for a utility or utility vehicle, as*
15 *described in NRS 484D.465; or*

16 *(d) To display the name, route number or destination of a bus*
17 *or other vehicle of mass transit.*

18 *3. As used in this section:*

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

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

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

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

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

