

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:

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 a taxicab and is also equipped with a display management
5 system that is programmed to allow the image or content that is displayed to be
6 changed only when the motor vehicle is: (1) not moving; or (2) in a location where
7 the image or content may be changed without causing undue distraction to the
8 operators of other vehicles. This bill also provides that such a dynamic display
9 device may not: (1) consist of more than three monitors, screens or viewers; (2)
10 project or otherwise show moving images, moving information or other moving
11 content; and (3) include a monitor, screen or viewer that exceeds 7 1/2 square feet
12 in total area. A violation of this prohibition is punishable as a misdemeanor. (NRS
13 484A.900) This bill does not require a display management system if a dynamic
14 display device is operated for purposes other than advertisement.



* S B 2 6 2 R 1 *

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:

(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 from changing when the motor vehicle is:

(I) Moving;

(II) In a turnout; or

(III) 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:

(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.



* S B 2 6 2 R 1 *

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

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

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

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

