

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; 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 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 other
8 vehicles. This bill also provides that such a dynamic display device may not project
9 or otherwise show moving images, moving information or other moving content. A
10 violation of this prohibition is punishable as a misdemeanor. (NRS 484A.900) This
11 bill does not require a display management system if a dynamic display device is
12 operated for purposes other than advertisement.



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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 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:

(1) Moving;

(2) In a turnout; or

(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 project or otherwise show moving images, moving information or other moving content.

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



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

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