

Introduced by Senator Knight

February 20, 2014

An act to add and repeal Section 25353.2 of the Vehicle Code, relating to vehicles.

LEGISLATIVE COUNSEL'S DIGEST

SB 1134, as amended, Knight. Vehicles: public transit buses: illuminated signs.

Existing law authorizes a bus operated by a publicly owned transit system on regularly scheduled service to be equipped with illuminated signs that display information directly related to public service and include, among other things, destination signs, route-number signs, run-number signs, public service announcement signs, or a combination of those signs, visible from any direction of the vehicle, that emit any light color, other than the color red emitted from forward-facing signs, pursuant to specified conditions.

Existing law authorizes, until January 1, 2017, a pilot program that allows up to 25 buses operated by the City of Santa Monica's publicly owned transit system for the first 2 years of the pilot program, and up to 30 buses thereafter, to be equipped with illuminated signs that display advertising subject to certain conditions, including a display area of not greater than 4,464 square inches. *Existing law also authorizes, until January 1, 2019, the University of California, Irvine (university), to implement a similar pilot program if the university determines, on or before March 1, 2014, that the City of Santa Monica has less than 12 transit buses equipped with illuminated signs that are operational pursuant to the city's pilot program.*

~~This bill would require the Antelope Valley Transit Authority on or before March 1, 2015, if it elects to implement the pilot program authorized by the bill, to determine whether the City of Santa Monica has at least one transit bus equipped with illuminated signs that is operational pursuant to the pilot program authorized under existing law. If the Antelope Valley Transit Authority determines that the City of Santa Monica does have such a transit bus, the bill would prohibit the Antelope Valley Transit Authority from implementing the bill's pilot program. If the Antelope Valley Transit Authority determines that the City of Santa Monica does not have such a bus, the Antelope Valley Transit Authority would be authorized to implement the bill's pilot program.~~

~~The bill would authorize, until January 1, 2020, a pilot program that would allow up to 25 buses operated by the Antelope Valley Transit Authority's publicly owned transit system for the first 2 years of the pilot program, and up to 30 buses thereafter, to be equipped with illuminated signs that display advertising subject to certain conditions, including a display area of not greater than 4,464 square inches.~~

~~*This bill would authorize, until January 1, 2020, the Antelope Valley Transit Authority to implement a similar pilot program if the authority determines, on or before March 1, 2015, that the university has less than 12 transit buses equipped with illuminated signs that are operational pursuant to the university's pilot program. The bill would require the authority, if the pilot program is implemented, to submit a specified report to the Legislature and the Department of the California Highway Patrol by July 1, 2019, on the incidence of adverse impacts, if any.*~~

~~The bill would make legislative findings and declarations concerning the need for special legislation.~~

~~Vote: majority. Appropriation: no. Fiscal committee: no.
State-mandated local program: no.~~

The people of the State of California do enact as follows:

1 SECTION 1. Section 25353.2 is added to the Vehicle Code,
2 to read:
3 25353.2. (a) Notwithstanding Sections 25400 and 25950,
4 except as provided in subdivision (c), a bus operated by the
5 Antelope Valley Transit Authority's publicly owned transit system,
6 on regularly scheduled service, in addition to the illuminated signs

1 described in Section 25353, may also be equipped with illuminated
2 signs that display advertising and that emit any light color, if all
3 of the following conditions are met:

4 (1) Each illuminated sign displaying advertising shall emit
5 diffused nonglaring light.

6 (2) Each illuminated sign displaying advertising shall be limited
7 in size to a display area of not greater than 4,464 square inches.

8 (3) Each illuminated sign displaying advertising shall not
9 resemble nor be installed in a position that interferes with the
10 visibility or effectiveness of a required lamp, reflector, or other
11 device upon the vehicle.

12 (4) Each illuminated sign displaying advertising shall only be
13 placed on one or both sides of the vehicle, and shall not be placed
14 in a forward-facing or rear-facing position, and no more than one
15 sign shall be placed on either side of any single vehicle.

16 (5) The mixing of individually colored light-emitting diode
17 elements, including red, is allowed in each illuminated sign
18 displaying advertising as long as the emitted color formed by the
19 combination of light-emitting diode elements is not red.

20 (b) (1) An illuminated sign displaying advertising may be
21 operated as a dynamic message sign in a paging or streaming mode.
22 However, the electronic message sign display shall remain static
23 while a bus is operating on a freeway as defined in Section 257 of
24 the Streets and Highways Code.

25 (2) The following definitions shall govern the construction of
26 paragraph (1):

27 (A) "Paging," meaning character elements or other information
28 presented for a period of time and then disappearing all at once
29 before the same or new elements are presented, is permitted if the
30 display time of each message is between 2.7 and 10 seconds.
31 Blanking times between each message shall be between 0.5 and
32 25 seconds.

33 (B) "Streaming," meaning character elements or other
34 information moving smoothly and continuously across the display,
35 is permitted if the character movement time, from one end of the
36 display to the other, is at least 2.7 seconds, and the movement time
37 of the entire message does not exceed 10 seconds.

38 (c) (1) On or before March 1, 2015, the Antelope Valley Transit
39 Authority, if it elects to implement a pilot program pursuant to this
40 section, shall determine whether the ~~City of Santa Monica~~

1 *University of California, Irvine, has at least one 12 transit bus*
2 *buses equipped with illuminated signs that is are operational*
3 *pursuant to Section 25353.1. 25354. The Antelope Valley Transit*
4 *Authority may implement the pilot program authorized by this*
5 *section only if it determines that the University of California,*
6 *Irvine, has less than 12 transit buses equipped with illuminated*
7 *signs that are operational pursuant to Section 25354.*

8 ~~(2) If the Antelope Valley Transit Authority determines pursuant~~
9 ~~to paragraph (1) that the City of Santa Monica has at least one~~
10 ~~transit bus equipped with illuminated signs that is operational~~
11 ~~pursuant to Section 25353.1, the Antelope Valley Transit Authority~~
12 ~~shall not implement the pilot program authorized by this section.~~

13 ~~(3) If the Antelope Valley Transit Authority determines pursuant~~
14 ~~to paragraph (1) that the City of Santa Monica does not have at~~
15 ~~least one transit bus equipped with illuminated signs that is~~
16 ~~operational pursuant to Section 25353.1, the Antelope Valley~~
17 ~~Transit Authority may implement the pilot program authorized by~~
18 ~~this section.~~

19 ~~(d) On or before July 1, 2019, If the Antelope Valley Transit~~
20 ~~Authority implements the pilot program pursuant to this section,~~
21 ~~it shall, by July 1, 2019, submit to the Legislature pursuant to~~
22 ~~Section 9795 of the Government Code, and to the department, a~~
23 ~~report on the incidence of adverse impacts on roadway and~~
24 ~~pedestrian safety due to the utilization of illuminated signs on~~
25 ~~transit buses displaying advertising pursuant to this section, if any.~~
26 ~~The report shall be the product of a collaborative effort by Antelope~~
27 ~~Valley law enforcement and transit officials, and other local law~~
28 ~~enforcement officials in whose jurisdictions Antelope Valley transit~~
29 ~~vehicles operate.~~

30 (e) The Antelope Valley Transit Authority's publicly owned
31 transit system may, pursuant to subdivision (a), operate up to 25
32 buses with illuminated signs displaying advertising for two years,
33 after which time the authority may increase the number of buses
34 with the signs to up to 30.

35 (f) This section shall remain in effect only until January 1, 2020,
36 and as of that date is repealed, unless a later enacted statute, that
37 is enacted before January 1, 2020, deletes or extends that date.

38 SEC. 2. The Legislature finds and declares that a special law
39 is necessary and that a general law cannot be made applicable
40 within the meaning of Section 16 of Article IV of the California

1 Constitution because the Antelope Valley Transit Authority is
2 facing an operating revenue deficit in its public transit system and
3 is evaluating several strategies designed to enhance revenue over
4 the next several years, including the use of electronic illuminated
5 signage that displays advertising on local transit buses, which is
6 not authorized under state law. It is, therefore, declared that a
7 statute of general applicability cannot be enacted within the
8 meaning of subdivision (b) of Section 16 of Article IV of the
9 California Constitution. Therefore, this special statute is necessary.

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