



Legislation Text

File #: Int 1866-2020, Version: *

Preconsidered Int. No. 1866

By Council Member Rodriguez

A Local Law to amend the administrative code of the city of New York, in relation to advertising on the interior of for-hire vehicles

Be it enacted by the Council as follows:

Section 1. Chapter 5 of title 19 of the administrative code of the city of New York is amended by adding a new section § 19-525.1 to read as follows:

§ 19-525.1 Interior advertising in for-hire vehicles. a. A for-hire vehicle may display digital advertising on one electronic tablet attached to the interior of such for-hire vehicle. Such a tablet shall include features allowing a person to turn off its display and mute or vary the volume of any sound emanating from it.

b. The commission shall promulgate such rules and regulations as are necessary to carry out the provisions of this section, including but not limited to the type and content of any advertising permitted pursuant to this section and the characteristics of the electronic tablet on which such advertising is displayed, provided that the commission shall not require a permit to display any advertising permitted pursuant to this section.

§ 2. This local law takes effect 90 days after it becomes law, except that the chair of the New York city taxi and limousine commission shall take such measures as are necessary for the implementation of this local law, including the promulgation of rules, before such date.

NAB
LS #13099
1/7/20