

# Digital Billboard

Safety, Expanded

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# Digital Billboards

- Provide profitable roadside advertising
- Work like giant TVs
- Distract drivers – that's the whole point
- Reduce road safety
- More ad changes → more ad revenue, less safety
- Each image should be shown at least 10 seconds

# More Collisions

- "The presence of a digital billboard, especially with short display time, leads to visual distraction, which has a negative impact on driving behavior and traffic safety." from "Driving simulator study on the influence of digital illuminated billboards near pedestrian crossings" <https://www.sciencedirect.com/science/article/abs/pii/S136984781830456X>
- "The crash data analysis at 18 study sites in Alabama and Florida revealed that the presence of digital billboards is correlated with an increase in crash rates" from "Digital Advertising Billboards and Driver Distraction" <https://rosap.nhtl.bts.gov/view/dot/36939>

# Slower Ads Are Safer

- "Digital billboards lead to visual distraction."
- "Digital billboards have, generally, a negative impact on driving behavior."
- "Digital billboards with a display time of 3 s have the most negative consequences." as compared to 6
- from "Driving simulator study on the influence of digital illuminated billboards near pedestrian crossings"

<https://www.sciencedirect.com/science/article/abs/pii/S136984781830456X>

# Display Each Image 10 Seconds

- "On the basis of research results, experience, and the analysis of recommendations discussed in other papers, the authors suggest requirements and limits related to large-sized billboards: ... Minimum advertisement display time: 10 s."
- See "Large-Sized Digital Billboards Hazard"
- [https://www.researchgate.net/publication/271291168\\_Large-Sized\\_Digital\\_Billboards\\_Hazard](https://www.researchgate.net/publication/271291168_Large-Sized_Digital_Billboards_Hazard)

# Electronic Signs, Safest To Worst, Biggest To Smallest

- Book Your Billboard 14th & Cliff  
12 still images in 2 minutes, 10 seconds each
- Lamar 10th & Cliff  
20 still images in 2 minutes, 6 seconds each
- Vern Eide 12th & Sycamore 20  
changing images in 2 minutes, 6 seconds each
- One American Bank 14th and Minnesota  
24 animated images in 2 minutes, 5 seconds each
- Ace Hardware 12th & Kiwanis  
35 animated images in 2 minutes, 3.4 seconds each

# City Ordinance 1

- Digital billboards must be static – no changes are allowed
- All digital billboards break city law because they change ads
- CHAPTER 160: ZONING / OFF-PREMISES SIGNS / § 161.587 PURPOSE AND INTENT / § 160.591 GENERAL REGULATIONS
- "(j) Blinking or flashing lights are prohibited. Electronic message signs are permitted. The message shall be static; animation is prohibited."

# City Ordinance 2

- On premises signs covered by different ordinance
- CHAPTER 160: ZONING / ON-PREMISES SIGN REGULATIONS / § 160.570 PURPOSE AND INTENT / § 160.577 ILLUMINATION.
- “(b) Electronic message sign. (1) Electronic message sign displays shall be limited to displays which are gradual movements, including, but not limited to, dissolve, fade, scrolling, or traveling. However, sudden movement is prohibited, including, but not limited to, blinking and flashing.”



# Recommendations

- Add “BILLBOARDS” to ordinance title “OFF-PREMISES SIGNS”
- Update city ordinance so each billboard ad must be shown for a minimum of 10 seconds
- Enforce the updated ordinance
- Check all local electronic signs and billboards
- Work with businesses to eliminate animated ads
- Keep roads safe

# Kudos

- Councilor Starr – stays after meetings to chat
- Councilor Neitzert – working on improving ordinance
- Councilor Merkouris – responded to email
- City clerks – always helpful

Awwww



# Motherhood Sure Is Tiring

