



Office of the City Manager

INFORMATION CALENDAR

December 17, 2013

To: Honorable Mayor and Members of the City Council

From:  Christine Daniel, City Manager

Submitted by: William Rogers, Deputy City Manager

Subject: Video Screen Advertisements in Taxi Cabs

CURRENT SITUATION AND ITS EFFECTS

On June 25, 2013, Council referred to the City Manager “a change in the Berkeley Municipal Code, to allow for video screen advertisements to be posted inside taxicabs.”

In March 2014, staff will come back to Council with proposed amendments to the Taxi Ordinance (BMC 9.52) that include administrative, operating and safety regulations for allowing in-cab advertising. Staff is currently developing regulations that will address equipment, equipment installation, equipment inspections, location of advertising screen, size of the advertising screen, operation of the advertising screen and passenger safety.

FISCAL IMPACTS

None

CONTACT PERSON

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