

Digital Billboard Safety

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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
- Changing ads every 3 seconds causes more safety problems than changing every 6 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 Updates 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>

City Ordinance

- 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."

Recommendations

- Update city ordinance so each ad must be shown for a minimum of 6 seconds
- Enforce the updated ordinance
- Keep roads safe