



# MOBILE BILLBOARDS

City Council 2/7/2023

**Strategic Goal 3.**  
Promote the Visual Image of  
El Paso



# MOBILE BILLBOARDS



Adopted February 15, 2022 (1-year pilot)

- Allows for up to 3 permits to be issued
  - Each company with an issued permit is allowed up to 3 mobile billboards
  - \$1500 yearly permit fee
- Permit is reviewed and issued administratively
- Pilot ends February 14<sup>th</sup> 2023

## Current Status

- 2 of the 3 permits have been issued
- One company has 1 truck, the other company has 2 trucks—total of 3 mobile billboard trucks currently in operation
- Zero complaints received

# Clark County, Nevada



## **January 2020: program adopted**

- Only allowed on Las Vegas Strip

## **February 2020: program suspended**

- 83 vehicles applied for registration in a limited area
- The county received complaints of unsafe driving of mobile billboard businesses



## Mission

Deliver exceptional services to support a high quality of life and place for our community

## Vision

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government

## Values

Integrity, Respect, Excellence, Accountability, People