# ASSEMBLY BILL NO. 29-COMMITTEE ON NATURAL RESOURCES

(ON BEHALF OF THE STATE DEPARTMENT OF AGRICULTURE)

# PREFILED NOVEMBER 14, 2024

# Referred to Committee on Natural Resources

### SUMMARY—Revises provisions relating to motor vehicle fuel. (BDR 51-271)

FISCAL NOTE: Effect on Local Government: Increases or Newly Provides for Term of Imprisonment in County or City Jail or Detention Facility. Effect on the State: Yes.

EXPLANATION - Matter in *bolded italics* is new; matter between brackets [omitted material] is material to be omitted.

AN ACT relating to motor vehicle fuel; establishing certain requirements for the labeling of pumps and dispensers for motor vehicle fuel at a motor vehicle fuel dispensing site; requiring certain types of motor vehicle fuel to be identified and labeled in a certain manner; revising requirements relating to the advertisement of prices of motor vehicle fuel; revising certain requirements relating to the letters, words, figures and numerals used on an advertising medium for motor vehicle fuel; repealing requirements for certain letters and numerals used on advertising mediums; providing penalties; and providing other matters properly relating thereto.

#### Legislative Counsel's Digest:

Existing law sets forth certain requirements for the advertisement of motor vehicle fuel and petroleum products. (NRS 590.160-590.330) Section 2 of this bill requires the owner or operator of a motor vehicle fuel dispensing site to ensure that each pump or dispenser is labeled with certain information. Section 2 also requires the owner or operator to post a sign or label containing certain information at a motor vehicle dispensing site that is unattended. Section 3 of this bill requires, with certain exceptions, an advertising medium,

Section 3 of this bill requires, with certain exceptions, an advertising medium,
pump or dispenser for ethanol flex fuel, biodiesel or a biodiesel blend to: (1)
identify the fuels in a certain manner; and (2) be labeled with the automotive fuel
rating in accordance with the requirements of federal law.





11 Section 4 of this bill applies the definitions in existing law governing motor 12 vehicle fuel to the provisions of sections 2 and 3.

13 Existing law requires advertising mediums for motor vehicle fuel to display the 14 actual price per unit of measure of motor vehicle fuel, including taxes, together 15 with the brand name and the individual grade or grades of motor vehicle fuel being 16 advertised. (NRS 590.170) Section 5 of this bill requires an advertising medium 17 that advertises motor vehicle fuel prices using gallons to display the same total 18 price per gallon on the advertising medium and the pump or dispenser. Section 5 19 requires that, if the price of the fuel: (1) increases from the advertised price, the 20 price on the advertising medium must be changed before or at the same time the price is changed on the pump or dispenser; and (2) decreases from the advertised price, the price on the pump or dispenser must be changed before or at the same time the price is changed on the advertising medium.

Section 5 also requires any roadside sign that advertises or displays the price of motor vehicle fuel but is not connected to a pump or dispenser for motor vehicle fuel to state certain information relating to the price and unit of measure of the fuel.

21222324252627282930Existing law authorizes the advertisement of the price of diesel fuel excluding state tax if the sign contains certain wording in a size not less than 4 inches in height. (NRS 590.170) Section 5 instead requires that the wording be not less than one-third of the height of the numerals used to indicate the price of the diesel fuel.

31 Existing law requires that all letters, words, figures or numerals used on an 32 33 advertising medium to indicate the price of motor vehicle fuel be uniform in size, at least 6 inches in height and the height not more than twice the width. (NRS 34 590.180, 590.200) Section 6 of this bill removes a reference to this requirement, 35 but does not eliminate the requirement. Section 7 of this bill clarifies that if a 36 fraction is used on a price sign to indicate the price of motor vehicle fuel, the 37 combined height of the numerator and denominator must be of the same height and 38 design as the other numerals indicating price.

39 Existing law requires that if the price of a brand name or grade of motor vehicle 40 fuel is advertised by means of a price sign and is sold at different prices, the sign or 41 signs advertising the prices must include notice of the conditions under which the 42 brand name or grade is sold. (NRS 590.230) Section 8 of this bill requires that if a 43 brand or grade of motor vehicle fuel is sold at different prices based on whether a 44 customer meets a condition, the price must be available to all customers who meet 45 the condition. Section 8 also provides that if a sign or signs advertises different 46 prices based on: (1) whether the fuel is purchased with cash or credit, the sign or 47 signs must state both the cash and credit price or the highest of either the cash or 48 credit price; (2) whether the grade of fuel is alcohol-free, the sign or signs may state 49 the lowest of the two prices; and (3) a customer loyalty program or similar 50 program, the sign or signs must state both the highest price that may be charged if a 51 customer does not qualify and the discounted price or may state only the highest 52 53 price.

Existing law requires that all letters, words, figures or numerals used on an 54 advertising medium be plainly visible and of such colors or tints to contrast with 55 the remaining parts of the advertising medium. (NRS 590.260) Section 9 of this bill 56 additionally requires that the letters, words, figures or numerals appearing on an 57 electronic sign meet such requirements and be clearly visible during the day and at 58 night.

59 Section 10 of this bill reorganizes requirements that certain words, letters, 60 figures or numerals on advertising medium be of like color or tint.

61 Sections 11 and 12 of this bill make the civil and criminal penalties of the 62 existing law governing the advertisement of motor vehicle fuel and petroleum 63 products apply to a person who violates the provisions of sections 2 and 3.





64 **Section 13** of this bill repeals an exemption for the numeral "1" and the letter 65 "l" from certain advertising requirements for motor vehicle fuel and petroleum 66 products.

# THE PEOPLE OF THE STATE OF NEVADA, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

1 **Section 1.** Chapter 590 of NRS is hereby amended by adding 2 thereto the provisions set forth as sections 2 and 3 of this act.

3 Sec. 2. 1. The owner or operator of a motor vehicle fuel 4 dispensing site shall ensure that each pump or dispenser at a 5 motor vehicle fuel dispensing site is labeled in accordance with the 6 requirements of this section.

7 2. Each pump or dispenser at a motor vehicle fuel dispensing 8 site must:

9 (a) Include a label with the price, grade and octane rating of 10 each motor vehicle fuel available at the pump or dispenser;

11 (b) Include a label that complies with the applicable 12 requirements of 16 C.F.R. Part 306 for each motor vehicle fuel 13 available at the pump or dispenser;

14 (c) If a reduced price is available for a motor vehicle fuel, 15 including, without limitation, a difference in price based on the 16 method of payment or a discount conditioned upon the sale of 17 another product or service, display a sign or label explaining the 18 conditions of the reduced price;

(d) If the pump or dispenser is capable of dispensing and
computing the price of motor vehicle fuel at more than one price,
display the highest price of each grade of motor vehicle fuel
available at the pump or dispenser before a customer takes any
deliberate action that results in a reduced price being shown; and
(e) If the pump or dispenser dispenses gasoline:

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(1) With an ethanol content that is:

(I) Less than or equal to 10 percent by volume, include a
label with the statement "May contain up to 10% ethanol," which
must be printed in block letters that are not less than one-fourth of
an inch in height on a background that contrasts with the color of
the letters; or

31 (II) More than 10 percent by volume but not more than 32 15 percent by volume, include a label that complies with the 33 requirements of 40 C.F.R. § 1090.1510.

34 (2) Containing an oxygenate other than ethanol, include a
 35 label that:

(I) Indicates the type and maximum percent by volume
 of oxygenate contained in the gasoline; and





1 (II) Includes a statement in substantially the following 2 form: "May contain up to (number)% (type of oxygenate)."

3 3. If a pump or dispenser at a motor vehicle fuel dispensing 4 site is unattended, the owner or operator shall post for public 5 viewing at the site a sign or label that in a clear and conspicuous 6 manner lists the name, address and telephone number of the 7 owner or operator.

8 4. If a motor vehicle fuel dispensing site has a separate pump 9 or dispenser for credit and cash transactions, each pump or 10 dispenser must clearly indicate which form of payment is required 11 to use the pump or dispenser.

12 5. If a pump or dispenser at a motor vehicle fuel dispensing 13 site may be used for both credit and cash transactions, each pump 14 or dispenser must:

(a) Be labeled to indicate whether debit transactions are
treated as a credit or cash transaction. Such a label may include,
without limitation, "cash/debit," "debit=cash," "credit/debit" or
"debit=credit."

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(b) If the pump or dispenser is capable of computing:

20 (1) Only one price, display the highest unit price and per 21 unit discount rate.

22 (2) Both a credit and cash price, display the credit 23 surcharge rate or the cash discount rate.

24 6. Any label or information that is required by this section to 25 be displayed on a pump or dispenser must be:

26 (a) Posted on the top half of the front panel of each pump or 27 dispenser; and

28 (b) Clean, legible and visible to the public at all times.

29 Sec. 3. 1. Except as otherwise provided in subsection 3, any 30 advertising medium, pump or dispenser that advertises or 31 dispenses ethanol flex fuel, biodiesel or a biodiesel blend must 32 identify on the advertising medium, pump or dispenser, as 33 applicable:

(a) Ethanol flex fuel as "Ethanol Flex Fuel" or "Exx Flex
Fuel."

36 (b) Biodiesel as "Biodiesel" with the designation "B100" or 37 "B99."

38 (c) A biodiesel blend as "Biodiesel Blend."

2. Each pump or dispenser for ethanol flex fuel, biodiesel or 40 a biodiesel blend must post the automotive fuel rating of the 41 ethanol flex fuel, biodiesel or biodiesel blend in accordance with 42 the requirements of 16 C.F.R. Part 306.

43 3. The provisions of this section do not apply to a biodiesel 44 blend that contains less than or equal to 5 percent by volume of 45 biodiesel that is sold or offered for sale as diesel fuel.





1 **Sec. 4.** NRS 590.020 is hereby amended to read as follows: 2 590.020 As used in NRS 590.010 to 590.330, inclusive, and 3 sections 2 and 3 of this act, unless the context otherwise requires: "Additives" means a substance to be added to a motor 4 1. 5 vehicle fuel, petroleum heating product, motor oil or lubricating oil 6 to impart or improve desirable properties or to suppress undesirable 7 properties. 8 2. "Advertising medium" means any sign, printed or written 9 matter, or device for oral or visual communication. 10 "Alternative fuel" includes, without limitation: 3. 11 (a) Any M-85 or M-100 fuel methanol that meets the 12 specifications for motor vehicle fuel adopted by regulation pursuant 13 to NRS 590.070; (b) Any E-85 or E-100 fuel ethanol that meets the specifications 14 for motor vehicle fuel adopted by regulation pursuant to 15 16 NRS 590.070: (c) Liquefied petroleum gas; 17 18 (d) Natural gas; (e) Any hydrogen that meets the specifications for motor vehicle 19 20 fuel adopted by regulation pursuant to NRS 590.070; 21 (f) Electricity; 22 (g) Any biodiesel fuel that contains: 23 (1) Diesel that meets the specifications for motor vehicle fuel 24 adopted by regulation pursuant to NRS 590.070; and 25 (2) At least 5 percent by volume biodiesel fuel blend stock 26 for distillate fuels: 27 (h) Any blend of ethanol and diesel fuel: 28 (1) That contains: 29 (I) Any amount of diesel fuel that meets the specifications 30 for motor vehicle fuel adopted by regulation pursuant to NRS 590.070; and 31 32 (II) At least 5 percent by volume ethanol; and 33 (2) That may contain a proprietary additive; and (i) Any renewable diesel fuel that: 34 35 (1) Contains at least 20 percent by volume renewable diesel 36 blend stock for distillate fuels; and 37 (2) If a part of a blend stock, contains diesel that meets the 38 specifications for motor vehicle fuel adopted by regulation pursuant 39 to NRS 590.070. 40  $\rightarrow$  The term does not include a fuel that is required for use in this State pursuant to a state implementation plan adopted by this State 41 42 pursuant to 42 U.S.C. § 7410. 43 4. "Brand name" means a name or logo that is used to identify 44 a business or company. 45 5. "Diesel exhaust fluid" means an aqueous urea solution that:





1 (a) Contains, by mass, 32.5 percent technically pure urea and 2 67.5 percent pure water;

3 (b) Is used in selective catalytic reduction to lower oxides of 4 nitrogen concentration in the exhaust emissions of diesel engines; 5 and

6 (c) Meets the standards set forth in the latest version of ISO 7 22241, "Diesel engines — NOx reduction agent AUS 32" of the 8 International Organization for Standardization. 9

"Grade" means: 6.

(a) "Regular," "midgrade," "plus," "super," "premium" or words 10 of similar meaning when describing a grade designation for 11 12 gasoline.

13 (b) "Diesel" or words of similar meaning, including, without 14 limitation, any specific type of diesel, when describing a grade designation for diesel motor fuel. 15

(c) "M-85," "M-100," "E-85," "E-100" or words of similar 16 17 meaning when describing a grade designation for alternative fuel.

(d) "Propane," "liquefied petroleum gas," "compressed natural 18 gas," "liquefied natural gas" or words of similar meaning when 19 20 describing pressurized gases.

21 "Motor vehicle fuel" means a petroleum product or 7. 22 alternative fuel used for internal combustion engines in motor 23 vehicles. The term does not include motor vehicle fuel additives.

24 "Performance rating" means the system adopted by the 25 American Petroleum Institute for the classification of uses for which 26 an oil is designed.

27 9. "Petroleum heating product" means a petroleum product that 28 is used for heating purposes. The term does not include petroleum 29 heating product additives.

30 10. "Petroleum products" means gasoline, diesel fuel, burner fuel kerosene, lubricating oil, motor oil or any product represented 31 32 as motor oil or lubricating oil. The term does not include liquefied 33 petroleum gas, natural gas or motor oil additives.

"Pure water" means water that is: 34 11.

35 (a) Very low in inorganic, organic or colloidal contaminants; 36 and

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- (b) Produced by a process such as: (1) Single distillation;
- (2) Deionization;
  - (3) Ultra-filtration; or
- 40 41
  - (4) Reverse osmosis.

42 12. "Recycled oil" means a petroleum product which is 43 prepared from used motor oil or used lubricating oil. The term includes rerefined oil. 44





1 13. "Rerefined oil" means used oil which is refined after its 2 previous use to remove from the oil any contaminants acquired 3 during the previous use.

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14. "Technically pure urea" means urea that is:

5 (a) An industrially produced grade of urea with traces of biuret, 6 ammonia and water only;

7 (b) Free of aldehydes or other substances, including, without 8 limitation, anticaking agents; and

9 (c) Free of contaminants, including, without limitation, sulphur 10 and its compounds, chloride and nitrate.

11 15. "Used oil" means any oil which has been refined from 12 crude or synthetic oil and, as a result of use, has become unsuitable 13 for its original purpose because of a loss of its original properties or 14 the presence of impurities, but which may be suitable for another 15 use or economically recycled.

16 16. "Viscosity grade classification" means the measure of an oil's resistance to flow at a given temperature according to the grade classification system of the Society of Automotive Engineers or other grade classification.

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**Sec. 5.** NRS 590.170 is hereby amended to read as follows:

21 590.170 1. Except as otherwise provided in this section, a 22 person shall not keep, maintain or display in this State any 23 advertising medium which indicates, shows or advertises the price 24 of motor vehicle fuel sold, offered for sale or advertised for sale 25 from the premises, unless the **[actual]** total price per unit of measure 26 of motor vehicle fuel, including taxes, is also shown on the 27 advertising medium, together with the brand name and the 28 individual grade or grades of the motor vehicle fuel being advertised. If motor vehicle fuel prices are advertised in units of 29 30 measure **[other]**:

(a) Of the gallon, the same total price per gallon displayed on
the advertising medium must also be displayed on the face of the
pump or dispenser; or

(b) Other than the gallon, the [actual] total price per unit of
 measure along with the equivalent price per gallon and the word
 designating the unit of measure must be displayed on the face of the
 pump or dispenser.

2. The price of diesel fuel may be advertised excluding state tax, but only by a sign which clearly and conspicuously contains the wording "With Permit," "With State Permit" or words of similar meaning in letters of uniform size not less than [4 inches in] onethird the height [..] of the numerals used to indicate the price of the diesel fuel. Diesel fuel dispensers displaying unit price without state tax must be labeled in letters not less than 1 inch in height with the





words "Permit Price," "With State Permit" or words of similar
 meaning.

3 3. If the price of motor vehicle fuel indicated, shown or 4 advertised on an advertising medium:

5 (a) Increases, the price must be changed on the advertising 6 medium before or at the same time that the price is changed on the 7 face of the pump or dispenser; or

8 (b) Decreases, the price must be changed on the pump or 9 dispenser before or at the same time that the price is changed on 10 the advertising medium.

4. Any roadside sign, including, without limitation, a sign on
a pole, monument, canopy, A-frame sign or sign on a similar
structure that indicates, shows or advertises prices for motor
vehicle fuel and is not connected to a pump or dispenser for motor
vehicle fuel must state:

16 (a) The total price per unit of measure of motor vehicle fuel 17 for self-service and the total price for full-service, if such prices 18 are different;

19 (b) The unit of measure of the price if such unit of measure is 20 not per gallon, in accordance with the requirements of 21 subsection 2;

22 (c) The fractions of a cent, if the price is not charged at whole 23 cent; and

(d) A decimal point in the displayed price when a dollar sign is
 included in the displayed price.

5. Except as otherwise provided in subsection 2, retail devices displaying the unit price to compute or record deliveries must not be considered an advertising medium.

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**Sec. 6.** NRS 590.180 is hereby amended to read as follows:

590.180 [1.] No person offering for sale or selling any motor 30 vehicle fuel in the State of Nevada may post or display a sign or 31 statement or other advertising medium reading, in substance, "save" 32 33 a designated amount, or a designated amount per unit of measure, such as "save 5 cents" or "save 5 cents per gallon," or using the 34 expression "off" a designated amount, such as "5 cents off" or "5 35 cents less," or "discount" of a given amount, such as "5-cent 36 discount," or otherwise using the words "save," "off," "discount," 37 "wholesale," "below," or any of them, or a word or words of similar 38 meaning or other phraseology indicating a reduced price, unless 39 there is posted and displayed in letters of equal size and as part of 40 the same sign, statement or other advertising medium the total price, 41 42 including all taxes, at which motor vehicle fuel is being sold or 43 offered for sale, designating the price for each brand name or grade 44 of motor vehicle fuel being sold or offered for sale.





1 [2. The size of the letters, words, figures or numerals used to

2 indicate the total price per unit of measure, including all taxes, must
 3 be of a size as provided under the provisions of NRS 590.200.]

3 be of 4 S

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**Sec. 7.** NRS 590.220 is hereby amended to read as follows:

590.220 All letters, words, figures or numerals used on the 5 advertising medium referred to in NRS 590.160 to 590.330, 6 7 inclusive, and sections 2 and 3 of this act to indicate [prices] the 8 total price per unit of measure, including taxes, of motor vehicle 9 fuel sold or advertised for sale must be uniform in size and must be at least 6 inches in height, and the height must not be more than 10 twice the width. If a fraction [displaying a numerator and a 11 12 denominator] is used [in lieu of a full size numeral] on a price sign, 13 the [fraction] combined height of the numerator and denominator 14 must be of the same height and design as the other numerals 15 indicating price. Numerators without denominators must not be used 16 for fractions. [The advertising medium must indicate the price of the 17 fuel per gallon.

**Sec. 8.** NRS 590.230 is hereby amended to read as follows:

19 590.230 1. The advertising medium referred to in NRS 20 590.160 to 590.330, inclusive, and sections 2 and 3 of this act must 21 not contain any other advertising matter except words of description 22 of the product sold or offered for sale, and method of sale, such as 23 "self-serve," "full serve" or words of similar meaning. If words of 24 description or method of sale of the product offered or advertised by 25 any such sign are used, the letters, figures or numerals which form 26 any words must not be larger than the words, marks, letters, figures 27 or numerals used in forming or designating the price per unit of 28 measure.

29 2. If the price of a brand name or grade of motor vehicle fuel is 30 advertised by means of a price sign and is sold at different prices 31 [from the dispensing devices on the premises,] based on whether a 32 customer meets a condition, the sign or signs advertising the price 33 must include notice of the conditions under which the brand name or 34 grade is sold [.] and the price must be available to all customers 35 who meet the condition. If [the] :

(a) The same grade of motor vehicle fuel is sold at different
prices based on whether credit or cash is used as the method of
payment, the sign or signs must state:

39 (1) Both the credit and cash price, which must be uniform 40 in size; or

(2) The highest of either the credit or cash price.

42 (b) The sign or signs advertises only the cash price [-,] as the 43 highest price in accordance with paragraph (a) as a condition of 44 sale for the motor vehicle fuel offered for sale on the premises, the 45 sign must clearly state "cash" in letters a minimum of 6 inches in



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height or one-third the size of the numerals in announcing the price,
 whichever is larger. [[f]]

3 (c) The terms stating the condition of sale, including "self-4 serve," "full serve," or words of similar meaning, appear on a price 5 sign, there must be signs designating "self-serve" and "full serve" 6 islands, pumps or dispensing devices in letters of 4 inches in height 7 or more, conspicuously posted, showing the pumps or dispensing 8 devices where the product is sold at each price.

9 (d) A grade of an alcohol-free product is offered at a price 10 higher than a blend of the same grade containing alcohol, the sign 11 or signs may state the lowest price of the two products.

12 (e) A discount is offered to a customer through a customer 13 loyalty program or similar program, the sign or signs must state:

14 (1) Both the highest price that may be charged to a 15 customer who does not qualify for the discount and the discounted 16 price, which must be uniform in size; or

17 (2) The highest price that may be charged to a customer 18 who does not qualify for the discount.

**Sec. 9.** NRS 590.260 is hereby amended to read as follows:

590.260 *1*. All letters, words, figures or numerals appearing on any advertising medium referred to in NRS 590.160 to 590.330, inclusive, *and sections 2 and 3 of this act* shall be plainly visible and of such colors or tints as will contrast such letters, words, figures or numerals with the remaining parts of the advertising medium.

26 2. All letters, words, figures or numerals appearing on any
27 electronic sign must comply with the requirements of subsection 1
28 and be clearly visible during the day and at night.

Sec. 10. NRS 590.270 is hereby amended to read as follows:

590.270 All words, letters, figures or numerals on the
advertising medium referred to in NRS 590.160 to 590.330,
inclusive, [which form or] and sections 2 and 3 of this act must be:

*I. For words and letters used to* designate the brand name or
the words "no [brand" must be] brand," of like color or tint [, and
all words, letters,];

*For* figures or numerals designating or indicating the price
 of motor vehicle fuel so offered for sale , [must be] of like color or
 tint ; [,] and [all]

39 **3.** *For all* words, letters, figures or numerals used in 40 designating the grades and conditions of sale of motor vehicle fuel 41 being advertised, [must be] of like color or tint.

42 Sec. 11. NRS 590.322 is hereby amended to read as follows:

43 590.322 1. The State Sealer of Measurement Standards shall 44 adopt regulations establishing a schedule of civil penalties for any



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violation of NRS 590.160 to 590.330, inclusive [-], and sections 2
and 3 of this act.

2. In addition to any criminal penalty that may be imposed, a person who violates any provision of NRS 590.160 to 590.330, inclusive, *and sections 2 and 3 of this act* is subject to a civil penalty in accordance with the schedule of civil penalties established by the State Sealer of Measurement Standards pursuant to subsection 1.

Sec. 12. NRS 590.330 is hereby amended to read as follows:

10 590.330 1. Except as otherwise provided in subsection 2, a 11 person, or any officer, agent or employee thereof, who willfully 12 violates the provisions of NRS 590.160 to 590.330, inclusive, *and* 13 *sections 2 and 3 of this act,* or any regulation adopted pursuant 14 thereto:

15 (a) For the first offense, shall be given a warning.

(b) For the second offense, is guilty of a misdemeanor and shallbe punished by a fine of not less than \$1,000 or more than \$5,000.

18 (c) For the third or subsequent offense, is guilty of a gross 19 misdemeanor.

20 2. A person, or any officer, agent or employee thereof, who is 21 convicted pursuant to subsection 1 more than three times in a 2-year 22 period is guilty of a category E felony and shall be punished as 23 provided in NRS 193.130.

24 **Sec. 13.** NRS 590.250 is hereby repealed.

# TEXT OF REPEALED SECTION

**590.250** Numeral "1" and letter "I": Uniformity of type and design. The numeral "1" or the letter "I" need not conform to specifications prescribed for other letters, words, figures or numerals by NRS 590.160 to 590.330, inclusive, but all letters, words, figures or numerals shall be the same type and design and shall be uniform with other letters, words, figures or numerals with which they are used.





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