

**ADMINISTRATIVE ISSUANCE:
ROOFTOP ADVERTISING ON CRUISING LIGHTS FEASIBILITY STUDY**

Series/Number: AI-2026-01

Approved May 14, 2026

Effective May 14, 2026

I. BACKGROUND AND PURPOSE

The Department of For-Hire Vehicles (“DFHV”) is charged with the continuance, development, and improvement of DC’s public vehicle-for-hire industry, as well as the overall regulation of for-hire vehicles. The department is committed to increasing competition, expanding consumer choice, improving customer experience across the vehicle-for-hire spectrum, opening new revenue opportunities throughout the for-hire industry.

Signage atop taxicab roofs offers valuable messaging opportunities for public service announcements and for commercial advertising to help drive local economic activity here in DC. Currently, restrictions on taxicab rooftop advertising are spread across multiple titles of the DC Municipal Regulations. These regulations were promulgated before cruising light technology had progressed sufficiently to permit physically unobtrusive cruising lights to host publicly and commercially valuable messaging, updatable wirelessly and in real time.

Pursuant to the explicit grant of authority to establish additional criteria for the appearance, functionality, connectivity, and installation of cruising lights provided at 31 DCMR § 605.5(e), this Administrative Issuance begins a twenty-six (26) month period in which the hosting of public service and commercial advertising on taxicab cruising lights will be permitted, subject to the terms and conditions by reference incorporated herein and option years for renewal. The Department reserves the right to end this feasibility study for any time for any lawful reason.

DFHV’s purpose in permitting such advertising during this twenty-six (26) month period is to gather essential information concerning the feasibility of such cruising-light-based messaging, and to study the diverse impacts such advertisements might have on safety, passenger and driver experience, public engagement, local economic activity, and consumer protection. DFHV intends to use such information better to inform its overall regulation of for-hire vehicles, including any more permanent criteria it might establish concerning cruising lights, under 31 DCMR § 605.5(e).

II. AUTHORITY

DC Official Code §§ 50-301, *et seq.*; 31 DCMR § 605; 12 DCMR §§ N101.7.12 – N101.7.12.4 (with permitting authority delegated to DFHV from DOB).

III. PROCEDURE



Government of the District of Columbia
Department of For-Hire Vehicles



From the date of this Administrative Issuance to July 14, 2028, DFHV will permit existing taxicab cruising lights to host public service announcements and commercial advertising while operating in DC, subject to those terms and conditions publicly available [here](#). Those hosting such messaging on taxicab cruising lights are encouraged regularly to review the publicly available terms and conditions throughout the period of this feasibility study, as they may be updated from time to time.

SO ORDERED:

DEPARTMENT OF FOR-HIRE VEHICLES

By: 

JONATHAN ROGERS
Director