



# County of Santa Cruz

## PLANNING DEPARTMENT

701 OCEAN STREET, 4<sup>TH</sup> FLOOR, SANTA CRUZ, CA 95060

(831) 454-2580 FAX: (831) 454-2131 TDD: (931) 454-2123

ALVIN D. JAMES, DIRECTOR

May 24, 1999

AGENDA: June 8, 1999

Board of Supervisors  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, CA 95060

### ENFORCEMENT OF ORDINANCE REGULATING TOBACCO ADVERTISING

Members of the Board:

On November 10, 1998 your Board adopted Ordinance 4519 which added Chapter 7.90 to the County Code. This Ordinance, titled "Regulation of Tobacco Advertising and Sales" went into effect on May 10, 1999. This report is to update your Board on the past and proposed actions taken to enforce this ordinance.

#### FISCAL YEAR 1998-1999

As the assignment of enforcement of this ordinance had not been included in the FY 1998-1999 work program, only a limited effort was possible in the current fiscal year. This effort focused on the education of the owners of the newly regulated tobacco sales establishments. With the cooperation of Health Services Agency staff and the American Lung Association an informational pamphlet was sent to 800 commercial establishments in the unincorporated County in February. This pamphlet was educational in nature and requested voluntary compliance. In late May, an informational letter was sent to the owners of approximately 800 commercially zoned parcels on which commercial establishments might advertise tobacco products for sale. This letter reiterated the requirements of the recently enacted ordinance and indicated potential penalties for noncompliance.

To date, one complaint of noncompliance has been received and investigated. The complaint was valid and was resolved while the Code Compliance Investigator was on site.

#### FISCAL YEAR 1999-2000

For 1999-2000 the Work Program for the Code Compliance Section allocates 264 hours, representing about 2% of the annual work program, to complete approximately 480 field inspections, representing about 57% of the 832 commercially zoned parcels subject to the provisions of the ordinance.

Should the number of violations encountered warrant or the staff effort required to obtain compliance be greater than our current estimate of 1/2 hour/inspection, we will, at that time, consider diversion of staff time from other building, zoning or environmental enforcement assignments and report back to your Board on the impacts to the Code Compliance effort.

It is therefore RECOMMENDED that your Board accept and file this report.

Sincerely,

ALVIN D. JAMES, Planning Director

RECOMMENDED:

SUSAN A. MAURIELLO, County Administrative Officer