

Agenda Report

TO: CITY COUNCIL

DATE: MAY 11, 1998

FROM: CYNTHIA J. KURTZ, ACTING CITY MANAGER

SUBJECT: ACCEPTANCE OF FY 1998-2000 *MANGINI* TOBACCO PREVENTION GRANT FROM THE CITY AND COUNTY OF SAN FRANCISCO, *MANGINI* LITIGATION STEERING COMMITTEE IN THE AMOUNT OF \$88,800

RECOMMENDATION:

It is recommended that the City Council take the following actions:

1. Accept a Mangini Tobacco Settlement Prevention grant in the amount of \$88,800 from the City and County of San Francisco, *Mangini* Litigation Steering Committee for the provision of activities designed to curb youth smoking during the period of March 1, 1998 – January 31, 2000; and
2. Approve a journal voucher increasing the FY 1998 estimated revenues in account # 6455 by \$2,500 from \$151,522 to \$154,022 and increasing budgeted revenues and appropriations in the Health Promotion and Policy Development (HPPD) Division budget account #565000 by \$2,500 from \$858,653 to \$861,153.

BACKGROUND:

In 1997, fourteen California cities and counties entered into a Settlement and Consolidation Agreement with R. J. Reynolds which resulted in the end of the *Joe Camel* cigarette advertising campaign in California and a payment of ten million dollars to the litigating cities and counties. An additional condition of the settlement required R. J. Reynolds to set aside two million dollars to be made available to cities and counties which did not participate in the *Mangini v. R. J. Reynolds* lawsuit. The Pasadena Public Health Department Tobacco Control Program competed successfully for a grant from the Mangini Tobacco Settlement Prevention Funds, and the City of Pasadena Public Health Department has been awarded an \$88,800 *Mangini* grant for the time period from March 1, 1998 through January 31, 2000.

MEETING OF 5/11/98

AGENDA ITEM NO. 4.A.(1)

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FY 1998-2000 *Mangini* Tobacco Control Settlement Grant
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Pasadena's approved prevention project intends to reduce youth access to tobacco and reduce alcohol and tobacco billboard advertising exposure among Pasadena youth. The grant will support intervention activities which link with efforts currently underway to amend and enforce the local Tobacco Use Prevention Ordinance and amend and enforce the Zoning Code to restrict outdoor billboard advertising of tobacco and alcohol products. The grant award will support: (1) enhanced collaboration between City departments on implementing tobacco use prevention strategies; (2) tobacco education and policy work conducted by the Pasadena Tobacco Control Program staff; and, (3) the ability to effectively enforce both restrictions on youth access to tobacco products and regulation of tobacco and alcohol advertising.

Existing staff within the Public Health Department and the Planning and Permitting Department will be utilized to conduct enforcement activities. No new FTEs will be hired. The equivalent of a 20% Environmental Health Specialist will be responsible for enforcement of the vendor-assisted sale provision of the Tobacco Control Ordinance. Inspections will be conducted at each establishment twice a year during routine health inspections of food retailers. The equivalent of a 20% Code Compliance Officer will be responsible for enforcement of tobacco and alcohol advertising on billboards near sensitive locations in Pasadena. Quarterly compliance checks will be conducted for approximately 75 billboards. This enforcement activity will begin once the Ordinance to restrict tobacco and alcohol billboard advertising is approved. A policy will be introduced to City Council following the Planning Commission's approval of a Zoning Code amendment which will mandate such restrictions.

By January 2000, the project proposes to accomplish the following two major objectives:

- (1) Remove 100% of self-service displays among Pasadena merchants and enforce vendor-assisted sales (as stipulated in the amended Tobacco Prevention Control Ordinance approved by City Council in April 1998) to reduce youth access to tobacco, and
- (2) Reduce illegal consumption of tobacco and alcohol use among Pasadena school age youth by 20% by removing tobacco and alcohol advertisements on billboards near sensitive locations and conducting quarterly compliance checks to enforce the law.

During FY 1998, the amount of \$2,500 will be used for preliminary activities related to the Ordinance development, including but not limited to mapping billboards in sensitive locations.

AFFIRMATIVE ACTION:

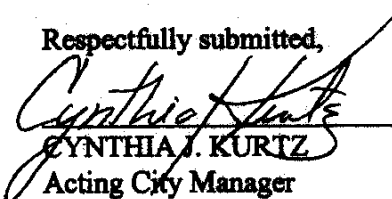
This grant agreement is exempt from Affirmative Action in Contracting Ordinance, Chapter 4.09.060 (a) which exempts contracts with other governmental entities for labor, material, supplies and services.

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FY 1998-2000 Mangini Tobacco Control Settlement Grant
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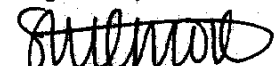
FISCAL IMPACT:

This action by the City Council will increase FY 1998 estimated revenues and appropriations in the Health Promotion and Policy Development budget account # 565000 by \$2,500. Funds for the FY 1999 portion of the grant have been included in the proposed FY 1999 budget in account # 565000, and funds for FY 2000 will be included in that year's budget.

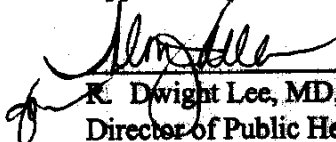
Respectfully submitted,


CYNTHIA J. KURTZ
Acting City Manager

Prepared by:


Statice Wilmore, Program Coordinator
Tobacco Control Program, HPPD Division

Approved by:


K. Dwight Lee, MD, MPH
Director of Public Health, Health Officer

Concurrence:


Bob Fowler, Acting Director and Building Official
Planning and Permitting Department