

CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060



Health in All Policies

Regular Meeting

April 4, 2023

2:30 P.M. GENERAL BUSINESS, COUNCIL CHAMBERS

Please note: As of March 1, 2023, participation in meetings for City Advisory Bodies is in-person only. Members of the public can continue to stream the audio for the meetings from the City's website, however public comment will no longer be taken virtually and those wishing to address the board must be in attendance at the location provided on the agenda.

Agenda and Agenda Packet Materials: The Committee's agenda and the complete agenda packet containing public records, which are not exempt from disclosure pursuant to the California Public Records Act, are available for review on the City's website: [cityofsantacruz.com/All Meetings/Health in All Policies](http://cityofsantacruz.com/AllMeetings/HealthinAllPolicies) and at the Office of the City Manager located at 809 Center Street, Room 9, Santa Cruz, California, during normal business hours.

Agenda Materials Submitted after Publication of the Agenda Packet: Pursuant to Government Code §54957.5, public records related to an open session agenda item submitted after distribution of the agenda packet are available at the same time they are distributed or made available to the legislative body on the City's website at: [cityofsantacruz.com/All Meetings/Health in All Policies](http://cityofsantacruz.com/AllMeetings/HealthinAllPolicies) and are also available for public inspection at 809 Center Street, Santa Cruz.

Appeals - Any person who believes that a final action of this advisory body has been taken in error, that decision may or may not be appealable to the City Council. Appeals must be in writing, setting forth the nature of the action and the basis upon which the action is considered to be in error, and addressed to the City Council in care of the City Clerk. Appeals must be received by the City Clerk within ten (10) calendar days following the date of the action from which such appeal is being taken. An appeal must be accompanied by a fifty dollar (\$50) filing fee.

Additional Information

The City of Santa Cruz does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. If you wish to attend this public meeting and will require assistance, such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the City Clerk at (831) 420-5035 or e-mail bbush@cityofsantacruz.com at least five (5) days in advance so that arrangements for such assistance can be accommodated. The Cal-Relay system number: 1-800-735-2922.

Health in All Policies

Call to Order

Roll Call

Presentations

1. Update on Diversity in Committee/Commission Recruitment and Representation (CM)

Receive staff presentation. No motion needed.

Oral Communications

Announcements

General Business

2. Tobacco Product Waste (CM)

Motion to:

- 1) Receive staff's update; and
- 2) Provide direction on recommendation for City Council

Adjournment



Health in All Policies AGENDA REPORT

DATE: 03/20/2023

AGENDA OF: 04/04/2023

DEPARTMENT: City Manager

SUBJECT: Update on Diversity in Committee/Commission Recruitment and Representation (CM)

RECOMMENDATION: Receive staff presentation. No motion needed.

BACKGROUND: Update on progress since last meeting on this topic.

DISCUSSION: Details will be outlined in the presentation update.

FISCAL IMPACT: None.

Prepared/Submitted By:
Tiffany Wise-West
Sustainability and Climate
Action Manager



Health in All Policies AGENDA REPORT

DATE: 03/20/2023

AGENDA OF: 04/04/2023

DEPARTMENT: City Manager

SUBJECT: Tobacco Product Waste (CM)

RECOMMENDATION:

Motion to:

- 1) Receive staff's update; and
 - 2) Provide direction on recommendation for City Council
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BACKGROUND: On April 27, 2021, the City Council adopted Resolution No. NS-29,807 recognizing that tobacco waste is a public health and environmental threat to the City and Santa Cruz residents. The resolution focused on the negative impacts of cigarette butts, from littering, toxic chemicals, and health equity to harmful waste in addition to developing policies and requesting the Mayor to write a letter to local legislative representatives to encourage the California State Legislature to ban plastic cigarette filters.

On March 22, 2022, the motion carried to direct the Mayor to send a letter of support for AB 1690, the California Smoking Waste Pollution Prevention Act. AB 1690 was introduced by Assemblymember Luz Rivas, seeking to ban the sale of single-use smoking products like cigarette filters, non-biodegradable products, and non-rechargeable vaping devices to help reduce the exposure of hazardous materials to the environment.

DISCUSSION: Details will be outlined in the presentation update.

FISCAL IMPACT: The direction of the policy is forthcoming; both City and local businesses can be affected by tax and sales revenues.

Prepared By:
Emeline Nguyen
Principal Management
Analyst

Submitted By:
Tiffany Wise-West
Sustainability and Climate
Action Manager

ATTACHMENTS:

1. ATT 1 02 23 2023 TOBACCO PRODUCT WASTE_PROJECT CHARTER_V3.PDF



TOBACCO PRODUCT WASTE (TPW) PROJECT CHARTER

Request Overview

Request	City Council		
Created By	Emeline Nguyen	Date	
Executive Sponsor	Councilmember _____	Additional Sponsor	Councilmember(s) _____

Raison d’Etre (Reason for Being)

What’s is the practical problem that your request will solve?	The purpose of this project is to reduce the amount of tobacco product waste in the City of Santa Cruz. Tobacco product waste, including cigarette butts and other tobacco-related litter, is a significant environmental and public health issue. This project is recognized and requested by the City Council to address the issue and implement effective policies/strategies to reduce tobacco product waste across the city and state.
What happens if we do nothing?	<p>If a policy is not adopted, the amount of tobacco product waste in the city is likely to remain high or even increase over time. This could lead to several negative impacts, including:</p> <ol style="list-style-type: none"> 1. Environmental pollution: Tobacco product waste is the most common form of litter in the world and can take years to decompose, during which time it can pollute waterways, harm wildlife, and create an unsightly and unpleasant environment. 2. Public health hazards: Tobacco product waste can contain toxic chemicals that can seep into the environment and harm public health. In addition, cigarette butts are often mistaken for food by animals, which can cause them to become sick or die. 3. Economic costs: The cleanup of tobacco product waste can be expensive, and taxpayers may end up bearing the cost of cleaning up public spaces and waterways. 4. Social costs: Tobacco product waste can create an unsightly and unpleasant environment that can reduce civic pride and deter tourism and economic development.
Why is your request important? Why should it prevail?	<p>Per the City Council’s request, by adopting a policy/policies to address tobacco product waste, the city can help reduce these negative impacts and create a cleaner, safer, and more attractive environment for their residents and visitors. Some effective policies from the County of Santa Cruz includes:</p> <ol style="list-style-type: none"> 1. Tobacco Product Sales Restrictions <ol style="list-style-type: none"> a. Prohibit the sale of all single-use plastic tobacco products b. Prohibit the sale of single-use cigarette filters (ex: cigarette butts) c. Prohibit the sale of Electronic Smoking Devices (ESD) d. Prohibit the sale of single-use ESD e. Prohibit the sale of other tobacco products that create plastic waste (ex: lighters, packaging, cigar tips, etc.) 2. Hazardous Waste Regulation on Tobacco Products <ol style="list-style-type: none"> a. Require hazardous waste tracking, handling, and signage for nicotine and electronic waste at point of sale 3. Environmental Justice in Tobacco Retailer Location and Density

Commented [EN1]: Councilmembers are aware of amendment to the ordinance and adding the language to the existing code (TRL 5.60 Tobacco Retailer Licensing

	<ul style="list-style-type: none"> a. Remedy disproportionate exposure to TPW through density restrictions in low-income and minority communities 4. Other Approaches <ul style="list-style-type: none"> a. TPW Mitigation Fee on tobacco products b. Deposit/Return programs on ESD products (Extended Producer Responsibility or EPR)
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“Line of Sight” – Relevance of the Request to Key City Priorities (Score = 1, 4, or 7, where 7 = Very Relevant)

Criterion	Score	Criterion	Score
Community Safety & Well Being	7	Environment, Sustainability & Well Managed Resources	7
Housing		Economic Vitality	1
Infrastructure		Organizational Health	
Financial Stability	?	Engaged & Informed Community	4

Personnel Involvement

Will this request impact all city departments?	Most
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<p>If it is not city-wide, which departments will be impacted and/or will need to participate?</p>	<p>CITY</p> <ol style="list-style-type: none"> 1. City Attorney’s Office: May be responsible for finalizing the policies and ensuring that they comply with local and state laws. 2. City Manager’s Office: Coordinate efforts across all departments to ensure an effective and efficient implementation of these policies. 3. Economic Development: Responsible for engaging with local businesses and providing resources to help them comply with the policies. They may also be responsible for monitoring the economic impact of the policies on local businesses (data). 4. Public Works: May be responsible for coordinating proper disposal; depending on the specific policies. 5. Police: May be involved in implementing and enforcing policies to address tobacco product waste, depending on the specific policies and local needs. <p>COUNTY</p> <ol style="list-style-type: none"> 6. County Administrator’s Office: Responsible to coordinate efforts to reduce the amount of tobacco product waste in the County/City. 7. Environmental Services: Responsible for hazardous materials and environmental cleanup. 8. Health and Human Services: Responsible for overseeing the health impacts of tobacco product waste and promoting public health by reducing exposure to harmful cigarette butt litter. 9. Public Health: Responsible to coordinate efforts on public education and outreach campaigns.
<p>Who are the Executive Sponsors?</p>	<p>Councilmember(s)?</p>

What does this request include? Based on Council’s direction, this would be an amendment to the ordinance and adding language to the existing code Tobacco Retailer Licensing (TRL) 5.60.

<p>Scope</p>	<p>The scope of work to address tobacco product waste in Santa Cruz will depend on the specific policies and goals set by the City Council. However, some potential pre- and post-components could include:</p> <p>PRE-COMPONENTS</p> <ol style="list-style-type: none"> 1. Conduct research: Research is needed to understand the background and timeline of the project, identify key stakeholders, and case studies of other cities who have successfully passed policies. <p>Currently, the cost is city staff time.</p> <ol style="list-style-type: none"> 2. Engage with stakeholders: The city will need to engage with stakeholders/community partners who will be affected by the new policy/policies. Groups include BIPOC, education, local environmental groups, local tobacco retailers & customers, medical professionals, public entity, tobacco policy experts, tobacco waste content experts, and water quality experts. This may involve holding a series of public meetings and workshops to gather input and feedback on the policies. <p>The cost will depend on the resources required to hold public meetings and workshops, as well as the resources required to respond to stakeholder feedback. This may include the cost of city staff time and the cost of providing refreshments or other materials. These costs could range from a few hundred dollars to thousands of dollars.</p> <p>POST-COMPONENTS</p> <ol style="list-style-type: none"> 3. Conduct research: Per Council direction, additional research and professional expertise may be needed to better identify best practices and language for reducing tobacco product waste. <p>The cost is city staff time and resources available to the city.</p> <ol style="list-style-type: none"> 4. Develop policy/policies: Based on City Council direction, the city may need to develop policy/policies that address tobacco product waste, such as (refer to County’s Policy Options Chart): <ol style="list-style-type: none"> a. Prohibit the sale of all single-use plastic tobacco products b. Prohibit the sale of single-use cigarette filters (ex: cigarette butts) c. Prohibit the sale of Electronic Smoking Devices (ESD) d. Prohibit the sale of single-use ESD e. Prohibit the sale of other tobacco products that create plastic waste (ex: lighters, packaging, cigar tips, etc.) f. Require hazardous waste tracking, handling, and signage for nicotine and electronic waste at point of sale g. Remedy disproportionate exposure to TPW through density restrictions in low-income and minority communities h. TPW mitigation fee on tobacco products i. Deposit/Return programs on ESD products (Extended Producer Responsibility or EPR) <p>During this process, stakeholder input is needed in developing the policy/policies.</p>
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	<p>The cost of developing policies will depend on the resources available to the city and the complexity of the policy/policies. Drafting new regulations or ordinances could require the time and expertise of the City Attorney’s Office or outside consultant, which could cost tens of thousands of dollars or more.</p> <p>5. Establish implementation & enforcement plans: Once policy/policies are developed and adopted, the city will need to establish a plan for implementing and enforcing the policies. This may involve identifying the city departments responsible for various aspects of implementation and enforcement, as well as developing a system for monitoring compliance.</p> <p>The cost of establishing implementation and enforcement plans will depend on the resources required to develop and implement a new system. This may include the cost of training city staff, hiring additional staff to enforce the policies, and the cost of developing a system to track compliance. These costs could range from tens of thousands to hundreds of thousands of dollars, depending on the size of the city and the complexity of the policies.</p> <p>6. Provide education & outreach: The city will need to develop an education and outreach campaign (collaborate with the County Department of Public Health) to inform the public about the new policies. This may involve creating informational materials, updating the landing page and/or social media campaign, and working with community organizations to reach a broad audience.</p> <p>The cost will depend on the resources required to develop and implement an effective campaign. This may include the cost of creating and printing informational materials, developing a website or social media campaign to inform the public, and cost of outreach events. These costs could range from a few hundreds to a few thousand dollars, depending on the scope of the campaign.</p> <p>7. Monitor progress: Depending on the policy, the City/County will need to monitor the effectiveness of the policies over time to ensure that they are achieving their intended goals by doing observation surveys or enforcement checks. This may involve tracking what products are for sale and enforcing the policy/policies.</p> <p>The cost will be staff time.</p> <p>Keep in mind that the policy/policies to address tobacco product waste in the City of Santa Cruz will be multifaceted and may involve coordination across multiple city departments and key stakeholders.</p> <p>Overall, the cost of policy/policies to address tobacco product waste is to be determined and will vary depending on the specific policy/policies and goals set by the City Council, as well as the resources available to the city. It will be important for the City Council to carefully consider the costs and benefits of these policy/policies to ensure that they are effective and sustainable over the long term.</p>
Software	Description N/A
	Costs N/A
Hardware	Description N/A

	Costs	N/A
Professional Services	Description	City Attorney's Office: Legal expertise, developing the policy, and potential lawsuits.
	Costs	Will vary depending on the specific policy/policies and goals set by the City Council. Depending on the policy, there's a possibility that the City may be sued,
Other	Description	
	Costs	

How Long Will It Take?

<p>Duration</p>	<p>The timeline for implementing a policy/policies will depend on a number of factors, such as the specific policies developed, the size of the city, and the resources available to the city. However, here is a rough estimate of the timeline for each component:</p> <p>PRE-COMPONENTS</p> <ol style="list-style-type: none"> 1. Conduct research: This will depend on the scope of the research, the availability of resources, and the complexity of the study (Ex: a survey of cigarette butt litter in the city may take several weeks, while a more extensive study on the environmental and health impacts could take several months). 2. Engage with stakeholders: This depends on the resources required to hold public meetings and workshops, as well as the resources required to respond to stakeholder feedback. This may include the time required to plan and implement meetings, and the time required to review and respond to stakeholder feedback. These timelines could range from several weeks to several months. <p>POST-COMPONENTS</p> <ol style="list-style-type: none"> 3. Conduct research: Per Council direction, additional research and professional expertise may be needed to better identify best practices and language for reducing tobacco product waste. 4. Develop policies: This will depend on the complexity of the policies and the resources available to the city (Ex: Developing regulations or ordinances could take several months to a year or more, depending on the scope of the policies and the level of stakeholder engagement). 5. Establish implementation & enforcement plans: This will depend on the complexity of the policies and the resources required to develop and implement a new system. This may include the time required to train city staff, hire additional staff to enforce the policies, and the time required to develop a system to track compliance. These timelines could range from several months to a year or more. 6. Provide education & outreach: This will depend on the scope of the campaign and the resources available to the city. This may include the time required to develop and print informational materials, develop a website or social media campaign, and the time to plan and implement outreach events. This could range from several weeks to several months. 7. Monitor progress: This depends on the resources required to collect and analyze data, as well as the resources required to report on progress. This may include the time required to develop and implement a system to track compliance, the time required to collect and analyze data, and the time required to report progress to city officials or the public. This could range from several months to a year or more. <p>Overall, depending on the specific policies developed, the size of the city, and the resources available, will affect the timeline from several months to a year or more.</p>
<p>Start Date</p>	

Schedule	End Date	
Details about Schedule - Anticipated Phases and Dates		
Date -		
Date -		
Date -		