



City of Hermosa Beach

Civic Center, 1315 Valley Drive, Hermosa Beach, California 90254-3884

BUSINESS OWNER
Hermosa Beach, CA 90254

RE: "Healthy Air Hermosa," public education campaign underway for new smoking ordinance that goes into effect March 1

Dear Hermosa Beach Business Owner/Manager:

We are writing to seek your help and offer you our help in ensuring the health and safety of your employees and our residents and visitors. As you may know, the City of Hermosa Beach has adopted an ordinance to make its outdoor public spaces and dining areas smoke-free. The ordinance goes into effect March 1, establishing smoke-free zones in the following locations:

- Pier Plaza
- The Pier
- The Strand
- The Greenbelt
- All public parking lots
- Public parks
- The Beach
- Outdoor dining areas, including within five feet of outdoor dining areas

The city has launched a public education campaign, "Healthy Air Hermosa." Through that campaign, we are making available several educational tools aimed at assisting you in educating your employees and customers about the new ordinance.

We are making available the following educational items for your use in helping educate your employees, customers and others about the new city ordinance:

- Posters
- Coasters
- Table tents
- Downloadable Maps of Smoke-free zones downtown and city-wide
- Downloadable fliers
- Downloadable fact sheet
- Downloadable copies of the ordinance
- Downloadable copies of this letter

The downloadable items may be found on the city's website, www.hermosabch.org. The other items are available at City Hall for your use in helping to educate employees, customers and others about the new city ordinance. In addition, volunteers and other advocates will be visiting local businesses to provide these materials and answer any questions you may have. Restaurants will receive a decal to place on windows near outdoor dining areas to inform customers about the new ordinance.

The city also plans a press conference to inform the public about the new ordinance at 11 a.m. Feb. 27 on Pier Plaza, which we encourage you to support by attending, and advertisements will be appearing in the local newspapers to inform the public about the new ordinance.

Voluntary cooperation has successfully created smoke-free zones in the city's restaurants and on its beaches. We expect that will also be the case with the new ordinance. The Hermosa Beach Police Department will be engaged in an informational campaign about the new ordinance but will have the power to issue citations for those violating the ordinance. Fines will range from \$100 to \$500. After three citations, the city can file a criminal misdemeanor complaint.

In addition, the new ordinance has specific requirements for Hermosa Beach business owners, managers, operators, managers and employees, including the following:

- Cease making ashtrays available in any area where smoking is prohibited.
- Not place matchbooks on tables or otherwise make matchbooks or matches available to patrons in an outdoor dining area; provided, however, that upon request a promotional matchbook may be provided to a patron only when departing the outdoor dining area.
- Request patrons who are smoking in an outdoor dining area to immediately refrain from smoking and inform them that they are subject to penalty under the law. This law does not require the physical ejection of any person from the business or the taking of steps to prevent smoking under circumstances that would involve a significant risk of physical harm.

All of us have much to gain by promoting smoke-free zones in our outdoor dining areas and our public spaces. Secondhand and thirdhand smoke causes heart disease, respiratory disease and lung cancer in adults. In children, secondhand smoke can cause asthma attacks, respiratory and ear infections and sudden infant death syndrome.

The negative economic effects of smoking on food service employees include absenteeism, productivity loss, higher cleaning and maintenance costs and increased insurance rates. In addition, studies have found that customers prefer smoke-free establishments.

Working together, we can ensure your customers and all who enjoy our city's outdoor lifestyle enjoy a smoke-free environment in all our public spaces—from the parks to the Pier. Thank you for your attention to this matter and your assistance in promoting "Healthy Air Hermosa."

Sincerely,

Stephen Burrell

Steve Burrell
City Manager
310-318-0235