



Legislation Details

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|----------------------|--------------------|----------------------|---|----------------------|--------------------------|
| File #: | 17-0033 | Version: | 1 | Name: | CD3,1,8,9 - Edu Outreach |
| Type: | Agenda Item | Status: | | Status: | Approved |
| File created: | 1/9/2017 | In control: | | In control: | City Council |
| On agenda: | 1/17/2017 | Final action: | | Final action: | 1/17/2017 |
| Title: | Recommendation to: | | | | |

1. Request the Health Department to lead an effort to meet with various stakeholders, including but not limited to, the Board of Health and Human Services, marijuana business owners and collective representatives, City Council offices, educational institutions, such as LBUSD, LBCC and CSULB, the Office of Traffic Safety, and any other interested agency to develop an outreach and education campaign to educate (1) Long Beach youth on the consequences of youth marijuana use; (2) drivers regarding marijuana-impaired driving risks and consequences; (3) customers of the licensed marijuana dispensaries about the consequences and risk of reselling or distributing medical marijuana to minors or other individuals; and (4) parents on the significant role they play in effectively teaching their kids about medical marijuana safety;
2. Request that the Business License Division work with the Health Department to develop best practices in terms of requiring an educational component for licensed marijuana dispensaries such as,
 - a. Creating a sticker that will be placed on the outside window of every legal marijuana dispensary letting the customer know that the dispensary is a licensed dispensary in the City of Long Beach, and therefore is in compliance with state and local rules/ordinances regarding marijuana sales, testing, advertising and education.
 - b. Require licensees to complete a training session/video or sign an advisement regarding the laws associated with selling marijuana to under-aged customers.
3. Request City Manager to identify one-time, non-reoccurring funds to develop an initial education/outreach campaign including, but not limited to, development of a brochure, signage, or educational video that can be disseminated broadly to various groups as well as signage or videos that can be affixed/viewed by customers in marijuana dispensaries; and
4. Request a report back from City Manager on the above efforts in 6 months.

Sponsors: COUNCILWOMAN SUZIE A. PRICE, THIRD DISTRICT, COUNCILWOMAN LENA GONZALEZ, FIRST DISTRICT, COUNCILMAN AL AUSTIN, EIGHTH DISTRICT, VICE MAYOR REX RICHARDSON, NINTH DISTRICT

Indexes:

Code sections:

Attachments: 1. 011717-R-12sr.pdf, 2. 011717-R-12 TFF Memo.pdf, 3. 011717-R-12 TFF Memo 2.pdf

| Date | Ver. | Action By | Action | Result |
|-------------|-------------|------------------|------------------------|---------------|
| 1/17/2017 | 1 | City Council | approve recommendation | Pass |