



Information Item

Date: January 5, 2010

To: Mayor and City Council

From: Kathryn Vernez, Assistant to the City Manager, Community and Government Relations

Subject: Update on Smoking Ban Implementation

Introduction

The attached report gives a detailed account of the implementation of the “Smoking Doesn’t Belong Here” campaign and results of post-campaign surveys. Post-campaign phone surveys and in-person interviews reveal an increased level of awareness of Santa Monica’s no-smoking laws among residents and visitors.

Background

The City Manager’s Office convened a committee of representatives from affected departments and city stakeholders to create a citywide no-smoking campaign with the goal of reducing unlawful smoking in Santa Monica’s outdoor public areas. After a competitive RFP process in February 2008, the committee unanimously selected Southard Communications to develop and implement the campaign based on their experience designing and implementing social marketing campaigns and programs; demonstrated ability to create campaigns that are effective across diverse cultures and backgrounds; and their experience working with various non-profit and private

companies. At the May 27, 2008 City Council meeting, the City Council authorized the City Manager to negotiate and execute a contract with Southard Communications in the amount of \$150,000 to design and implement a comprehensive branding and public education program for Santa Monica's no-smoking ordinances. At its February 10, 2009 meeting, Council approved the branding and messaging model "Smoking Doesn't Belong Here" and directed staff to proceed with the execution of a complete public outreach campaign designed to educate residents and visitors on outdoor smoking restrictions in Santa Monica and encourage voluntary compliance with the laws.

Discussion

The "Smoking Doesn't Belong Here" campaign is now fully implemented. Southard Communications further refined the design concept endorsed by the City Council and developed an array of materials to assist businesses citywide in enforcing no smoking laws on or near their premises, including new window clings, signage, posters, brochures, "friendly reminder" tip cards in different languages and street team giveaways. Staff and Southard staged several events designed to attract publicity and raise awareness of the no-smoking laws. Community leaders acted as judges for an art contest for students at Grant Elementary. The winning entry was displayed on the side of a Big Blue Bus. On busy summer weekends, street teams were deployed on the Pier, beach and Promenade to politely inform smokers of the law.

In total, Southard provided approximately 475 toolkits to individual retailers, restaurants and hotels. Staff and Southard presented the toolkits at the Bayside, Main, Montana

and Pico merchants' meetings, and provided a supply of toolkits and materials to the Santa Monica Convention and Visitor's Bureau and the Santa Monica Chamber of Commerce for future distribution.

Pre- and post-campaign surveys showed increases of up to 18% in awareness levels among residents and visitors. Among residents, 62% indicated in the post-campaign phone survey that they were knowledgeable of the no-smoking laws in Santa Monica, compared to 52% in the pre-campaign survey, a 10% increase in awareness; the number of residents that indicated that they always comply with the laws (if respondent indicated that he/she is a smoker) increased by 8%. Among tourists and visitors interviewed in public areas, 59% were aware that it is against the law to smoke in certain outdoor areas, a 17% percent increase from the pre-campaign survey.

Additional materials are available through the City Manager's Office. Interested businesses and organizations may call 310.458.8301 or email 411@smgov.net with their request.

A complete report detailing the campaign and the response is attached.

Prepared by:

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Attachment: SDBH Program Results.pdf



City of Santa Monica No Smoking Public Education Campaign Program Recap Report

I. OVERVIEW

The City of Santa Monica consulted with Southard Communications to implement a comprehensive public education campaign to raise awareness of the City's no smoking laws while inspiring voluntary compliance with the regulations by consumers and businesses.

II. CHALLENGES

General research conducted by Southard, including a random survey of business owners and smokers on the street, revealed a lack of knowledge of ordinance regulations and a resistance to enforce them, coupled with the feeling that police or the City should be the ones responsible. Some businesses, particularly bar and restaurant owners who worried about a possible negative impact on consumer traffic, opposed the no smoking laws and enforcement measures. Another challenge was the perception of the anti-smoking ordinances as being one of the strictest among California cities.

III. OPPORTUNITIES

The issue has continued to gain momentum due to the fact that second-hand smoke has been classified as a toxic air contaminant by the California Air Resources Board. Californians are generally a health-conscious group and opportunities abound to appeal to the universal, and currently top-of-mind, sentiment toward healthy, organic, sustainable lifestyles.

IV. AUDIENCES

- Residents
- Regional visitors
- Tourists
- Businesses & Public transportation
- Kids & families

V. STRATEGIC IMPERATIVES

The goals of the program were to:

- Raise awareness of the no smoking laws in Santa Monica, educating residents, visitors, tourists and businesses of areas where smoking is restricted.
- Inspire voluntary compliance with smoking regulations and engender a feeling of shared responsibility and commitment to pure air in the City.
- Influence positive attitudes to change behaviors in support of a pure, non-smoking environment in the public outdoor areas of the City where neighbors, tourists, visitors and workers congregate, recreate and work.

VI. IMPLEMENTATION RESULTS

BUSINESS TOOL KITS

In an effort to assist businesses in the education and enforcement of the City's no-smoking laws, Southard developed 500 "Smoking Doesn't Belong Here" branded business tool kits tailored to restaurants and retail businesses throughout the City. Designed to help businesses enforce the no smoking laws, the restaurant tool kits include a comprehensive collection of materials including posters, friendly reminder cards in four languages (English, Spanish, German and Japanese), window clings (either tailored to the Promenade or general business), fact sheets and brochures.



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To further ensure the seamless adaptation of the ordinance by Santa Monica businesses, Southard met and presented the campaign to the Montana, Main and Pico BIDs at their monthly meetings where additional kits were distributed.

Following is a breakdown of distribution of the tool kits to businesses:

- 225 restaurants received the kits via in-person presentation and delivery.
- 210 kits were distributed to businesses/retailers through BIDs.
- 38 hotels with outdoor dining received the kits via mail delivery.
- The Chamber received 20 kits for distribution to interested members.

Additional kits continue to be available through the City Manager's Office. Interested businesses or organizations may call 310-458-8301 or email 411@smgov.net with their request.



Following the initial distribution, Southard found that the original number of clings ordered were only enough for the high-traffic areas (Bayside, Promenade, Main St. and Montana). Due to demand, an additional 1,000 clings were ordered for distribution in tandem with the remaining toolkits to shopping areas on Pico, Ocean Park and Wilshire Blvds. Quality control follow-up took place to encourage posting of clings and signage by businesses that had received kits. Following is a breakdown of the estimated distribution and adoption rate of the kits delivered in person:

- Montana District (95% penetration, ~85% adoption)
- Bayside District (75% penetration, ~50% adoption)
- Promenade (100% penetration, ~60% adoption)
- Main Street (90% penetration, ~80% adoption)

As part of the tool kit, Southard also provided an order form for free high-quality aluminum patio signs for use by businesses with outdoor dining areas. To ensure maximum distribution, Southard conducted rounds of follow-up calls to establishments with outdoor dining areas reminding owners and managers to place orders for the free signs. A total of 17 restaurants ordered and received patio signage for their outdoor dining areas.

PRINT MEDIA COVERAGE

Southard secured media coverage about the City's efforts to raise awareness of the no-smoking laws, including various initiatives during the implementation and the creative campaign in more than 14 articles placed in nine publications including most notably: The New York Times, Los Angeles Business Journal, Santa Monica Daily Press, PR Week and the Santa Monica Mirror. Print media coverage secured by Southard achieved more than 1.5 million consumer impressions.

SCHOOL ART CONTEST

As another means to engage families, an art contest was implemented among 5th graders in Santa Monica, with winners selected by a panel of local business people, city officers and tourism officials. Winning artwork was displayed on the side of Santa Monica Big Blue Bus that was unveiled at a community media event, which served to officially launch the SDBH campaign to the press and public. The winning school received a \$500 donation to benefit the art and creative curriculum of the classroom.



Having sourced and solicited participation from six different local elementary schools (Roosevelt, St. Anne's, Edison, Will Rogers, McKinley and Grant), Southard received more than 100 entries. Southard solicited participation from several public officials to act as judges for the art contest: Mayor Genser, Council members Bloom, Shriver and Davis, Chamber of Commerce President Laurel Rosen, Bayside District Executive Director Kathleen Rawson and Malissa Feruzzi-Shriver of the CA Arts Council.

The unveiling event took place at McKinley Elementary School with participation by Council members Bloom and McKeown. Local dignitaries and representatives from the city, Chamber, Santa Monica College and Broad Stage as well as more than 150 students and parents were in attendance. Three local television stations sent remote crews to cover the event including ABC 7, NBC 4 and City TV. Santa Monica Daily Press also attended and published a story.

STREET TEAM EXECUTION

Southard assembled street teams for implementation in conjunction with the unveiling and official launch of the campaign. Trained street teams canvassed high-traffic areas throughout Santa Monica for five weekends from June 19 through July 26.

Teams were dressed in campaign-branded t-shirts and passed out collateral as well as branded mints to all patrons to educate them about the laws. In addition the team members were equipped with hand click counters to capture the number of interactions with consumers. During the five-week campaign, the street team achieved an approximate total of 5,410 in-person connections with visitors, tourists and residents on the streets of Santa Monica.

POST-CAMPAIGN SURVEYS

A post-campaign survey of residents, businesses and guests took place during the month of July to gauge the change in the level of awareness of the no-smoking laws. Following are the results with a comparison to the pre-campaign that was done to establish a benchmark for success.

Residential phone survey

77% of respondents were aware that it is against the law to smoke in outdoor areas including in all public parks, all beaches and the Third Street Promenade, compared to 76% who responded the same in the pre-campaign survey, **indicating a 1% rate of increase in awareness.**

55% of respondents were aware that it is against the law to smoke at all City bus stops, in all ATM lines and within 20 feet of any door/window of a business, compared to 46% who responded the same in the pre-campaign survey, **indicating a 9% rate of increase in awareness.**

29% of respondents were aware of the fines, compared to 24% who responded the same in the pre-campaign survey, **indicating a 5% rate of increase in awareness.**

62% of respondents noted that they had knowledge of the no-smoking laws in Santa Monica, compared to 52% in the pre-campaign survey, **indicating a 10% rate of increase in awareness.**

77% of respondents noted they approved of the no smoking laws in Santa Monica with 23% of respondents strongly disapproving of the laws. The same results were returned in the pre-campaign survey **indicating no change in the attitudes toward the laws.**

44% of respondents who indicated they are non-smokers responded that they WOULD be likely to communicate the no smoking laws to someone smoking in a restricted area, compared to 42% who responded the same in the pre-campaign survey, **indicating a 2% rate of increase in action.**

59% of respondents who indicated that they were smokers responded that they always comply with the no smoking laws in the City, compared to 51% who responded the same in the pre-campaign survey, **indicating an 8% rate of increase in compliance.**

32% or 1 in 3 respondents indicated they were familiar with the branded Smoking Doesn't Belong Here campaign.

- 36% said signage, with individual responses indicating signage in a restaurant, on a business, at the beach or at a bus stop.
- 8% said word-of-mouth, with individual responses indicating having heard from a friend, work, school or online.
- 7% said they didn't remember where they had heard about the campaign.

Man on the street surveys (targeted tourists & visitors)

59% of respondents were aware that it is against the law to smoke in outdoor areas including in all public parks, all beaches and the Third Street Promenade, compared to 42% who responded the same in the pre-campaign survey, **indicating a 17% rate of increase in awareness.**

45% of respondents were aware that it is against the law to smoke at all City bus stops, in all ATM lines and within 20 feet of any door/window of a business, compared to 38% who responded the same in the pre-campaign survey, **indicating a 7% rate of increase in awareness.**

22% of respondents were aware of the fines, compared to 20% who responded the same in the pre-campaign survey, **indicating a 2% rate of increase in awareness.**

69% of respondents noted that they had knowledge of the no-smoking laws in Santa Monica, compared to 65% who responded in the pre-campaign survey, **indicating a 4% rate of increase in awareness.**

73% of respondents noted they approved of the no smoking laws in Santa Monica with 27% of respondents disapproving of the laws, compared to 69% who responded they approved in the pre-campaign survey, **indicating a 4% increase in positive attitudes toward the laws.**

24% or 1 in 4 respondents indicated they were familiar with the branded Smoking Doesn't Belong Here campaign.

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