



Date: December 5, 2017

To: Patrick H. West, City Manager *T.H.W.*

From: Kelly Colopy, Director of Health and Human Services *KC*

For: Mayor and Members of the City Council

**Subject: Marijuana Youth Education and Drug-Impaired Driving Outreach**

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On January 17, 2017, the City Council requested the Health and Human Services Department (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.

The City Council also requested 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, (1) 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; and, (2) require licensees to complete a training session/video or sign an advisement regarding the laws associated with selling marijuana to under-aged customers.

Additionally, the City Manager was requested 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.

This memo is intended to provide a quick update as to the status of these City Council requests. Unfortunately, unanticipated delays in hiring the Marijuana Education Program Coordinator prevented a response on this item within the original six-month turnaround time. A Marijuana Education Program Coordinator was hired on September 5, 2017. The Coordinator has been working with Financial Management to compile all the relevant information, and a thorough response to these City Council requests is anticipated in January 2018.

If you have any questions, please call me at (562) 570-4016.

CC: CHARLES PARKIN, CITY ATTORNEY  
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