

# Outdoor Smoke-free Protections in Two Cities in Santa Barbara County Interim Evaluation Report (2017-2019)

## **Santa Barbara County Public Health Department Tobacco Prevention Program**

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*The objective was exceeded: two jurisdictions adopted ordinances to prohibit smoking in outdoor areas, and an implementation campaign has been conducted in both cities.*

## Abstract

Well in advance of statewide trends, communities in Santa Barbara County began to expand secondhand smoke protections to outdoor areas such as bus stops and a percentage of outdoor dining areas. Despite these advancements, some cities only provided limited protections such as smoke-free parks, and others lacked any outdoor policies. During the 2017-2021 workplan, the Santa Barbara County Tobacco Prevention Program (TPP) and the Coalition Engaged in a Smoke-free Effort (CEASE) decided to address the gaps in outdoor protections by adopting and implementing a comprehensive smoke-free outdoor ordinance in two cities. CEASE recommended building on recent campaign efforts in the City of SB and then focusing on Solvang which did not have a single outdoor policy.

The City of SB adopted a comprehensive smoke-free outdoor ordinance early in the current workplan, and educational efforts focused on a large scale campaign to publicize the new law. Working with city staff, efforts included the placement of earned, paid, and social media, distribution of window decals, a direct mailing of 10,000 bilingual postcards to residents and businesses, and educational visits to 195 businesses. Before and after observations of smoking incidents in downtown SB served as the primary outcome measure and showed a 40% reduction in smoking incidents.

Following their early success in SB City, the coalition and TPP staff turned their attentions to Solvang. Solvang's economy is reliant on tourism, and the Solvang City Council tends to be conservative and slow to adopt new policies. Despite these challenges, the Solvang City Council voted unanimously to adopt a comprehensive smoke-free outdoor ordinance within 11 months of CEASE's first strategic planning meeting. Though business leaders initially opposed the ordinance, they were quickly swayed by an opinion survey of 85 businesses in Solvang showing strong support for making many outdoor public places smoke-free, especially entryways (96%), outdoor dining (85%), and public events (81%). To assess implementation efforts, a baseline observational survey of smoking incidents in the heart of Solvang has been conducted and will be compared to a post-policy survey later in the workplan.

## Aim and Outcome

For the 2017-2021 workplan, TPP chose the following objective:

By June 30, 2021, at least one jurisdiction in Santa Barbara (SB) County (e.g., City of SB, Santa Maria, Lompoc and/or Solvang) will adopt and implement a comprehensive outdoor policy that restricts the use of tobacco products at three or more of the following areas: outdoor dining areas, entryways, public events, recreational areas, or service areas.

The corresponding primary CX indicator is 2.2.9, and the secondary is 2.2.16.

Midway through the workplan, the objective has been exceeded; both the City of SB and Solvang adopted an ordinance prohibiting smoking and other tobacco use at multiple outdoor locations, and an implementation campaign has been conducted in both communities. Smoke-free areas in both cities include parks, sidewalks, public events, and outdoor dining. The City of SB also prohibits tobacco use at the harbor and beaches.

Before and after smoking observation surveys were conducted in the downtown area of the City of SB and showed a reduction in the smoking incidence. In Solvang, a baseline survey has been conducted and will be compared to a post-observation survey later in the workplan.

## **Rationale & Background**

The research is overwhelming - even brief exposure to secondhand smoke (SHS) is dangerous<sup>1</sup>, and scientific research on outdoor exposure to SHS has grown in recent years<sup>2</sup>. In 2006, the California Air Resources Board officially declared secondhand smoke a Toxic Air Contaminant. The aerosol from electronic smoking devices (ESDs) is also public health concern as expressed by the Surgeon General Dr. Vivek H. Murthy in 2016,

“Secondhand aerosol from electronic smoking devices is not harmless water vapor. The aerosol created by e-cigarettes can contain ingredients that are harmful and potentially harmful to the public's health, including: nicotine; ultrafine particles; flavorings such as diacetyl, a chemical linked to serious lung disease; volatile organic compounds such as benzene, which is found in car exhaust; and heavy metals, such as nickel, tin, and lead”.<sup>3</sup>

Efforts to provide SHS protections in SB County date back more than 20 years, when advocates successfully campaigned for smoke-free indoor workplaces. Well in advance of statewide trends, their local policies expanded to include outdoor SHS protections at bus stops, service areas and a percentage of outdoor dining areas. The City of SB was one of the early adopters of these smoke-free outdoor dining provisions (1995), requiring that 75% of outdoor seating areas in food-serving establishments be smoke-free. In 2011, the City of Carpinteria became the first city in the county to adopt a comprehensive outdoor SHS policy restricting tobacco use at seven locations, virtually becoming a smoke-free city. The County of Santa Barbara and cities of Lompoc, Santa Maria, Goleta and Buellton chose to adopt outdoor policies with limited SHS protections such as smoke-free parks, a 20 foot smoke-free perimeter around places of employment, and outdoor dining provisions.

During the Communities of Excellence (CX) survey conducted in the fall of 2016, at least six coalition members and community partners participated in rating seven indicators related to SHS. These partners represented health and social service organizations, the educational system, parks and recreation, and youth-serving agencies. Based on their CX assessment, TPP and CEASE decided to address the gaps in outdoor protections during the 2017-2021 workplan. CEASE recommended building on previous campaign efforts in the City of SB and then focusing on North County cities where policy change has been slower.

The City of SB had been chosen as a target community during the previous work plan because an outdoor policy has the potential to impact many locations and affect many people. The city is the second most populous city in the county with 59 parks, beaches, trails and recreational venues. Due

to campaign efforts conducted during the final year of the 2014-2017 workplan, allies for policy change were identified and city staff were in the process of drafting a smoke-free outdoor ordinance.

The City of Solvang in the northern part of the county was selected as the second target because it was the only city in SB County that has not adopted a single outdoor air policy. Solvang is a small city (population in 2010: 5,245)<sup>4</sup> in the Santa Ynez Valley, a primarily rural area. Solvang prides itself on its Danish roots and relies on tourism and viticulture for its economy.

In terms of tobacco control policies, the Solvang City Council has a history of taking a conservative approach to tobacco control regulations. When the Solvang City Council added indoor electronic smoking device (ESD) restrictions in 2015; they were unwilling to consider any outdoor air provisions, even for entryways. In addition, city council members were not interested in participating in the key informant interviews for the Healthy Stores for a Healthy Community in 2016.

## Evaluation Design

The objective is adopt and implement a legislative policy. The evaluation design is non-experimental with two outcome measures to assess implementation efforts, and several process measures to support and move the project forward. Both outcome measures involve pre and post-tests with the intervention group and no control group. Table 1 on the next page outlines the outcome and process measures used.

As the first outcome measure in the City of SB, a cigarette butt audit will be repeated two times over the workplan at two to four sites. To date, baseline data was been collected at two parks, downtown, and two beaches.

As the second outcome measure, observation surveys of smoking incidents were conducted before and after policy adoption in the City of SB. TPP staff and youth volunteers collected baseline data on State Street, the downtown corridor in the City of SB, during the previous work plan in May and June of 2017. Follow-up data was collected twice, approximately six months after policy adoption (April/May of 2018) and 14 months after policy adoption (November/December of 2018). The same protocol (Attachment A), survey instrument (Attachment B), and training materials (Attachment C) were used for all three waves of data collection. Data collectors walked on one side of State Street from Yanonali Street to Canon Perdido Street, then back on the opposite side of State Street at least one time. While walking, data collectors recorded each time they observed a smoking incident on the survey form. Data collectors were also instructed to note if the smoking incident occurred approximately 0-15 feet from doorways, outdoor dining, children, or bus stop/service areas.

Using a similar protocol and survey, an observation of smoking incidents was conducted in the downtown area of Solvang before policy adoption. This baseline data will be compared to a post-policy survey later in the workplan.

Before each wave of data collection, TPP staff conducted trainings to prepare volunteers to conduct the smoking observation surveys. Training topics included the purpose and benefits of the law, the observation survey protocol and instrument, the area to be surveyed, and a practice session in either

downtown SB City or Solvang. A post-training survey assessed the readiness of participants to conduct the survey and tested their knowledge of the survey protocol.

Another training prepared volunteers to visit and educate businesses about the new law in the City of SB. The training concluded with role playing exercises, a debriefing session, and a post-training survey. The post-training survey tested the participants’ knowledge of the new law and assessed their confidence to conduct the business outreach.

**Table 1**

Evaluation activity	Purpose	Sample size	Instrument Source	Analysis method	Timing/Waves
<b>Outcome</b>					
<b>Cigarette butt audit in the City of SB</b>	Establish baseline data for the amount of cigarette litter at 5 sites. Results will be compared to future audits.	5 sites: <ul style="list-style-type: none"> <li>• 2 parks</li> <li>• 2 beaches</li> <li>• State St. in SB City</li> </ul>	TPP staff & Explore Ecology	Tally	Year 1
<b>Observation of smoking incidents in SB City</b>	A comparison of before and after observation surveys assesses whether the number of smoking incidents per hour decreased after policy adoption.	14 blocks on State Street in downtown SB City	Evaluation consultant & TPP staff	Descriptive statistics	Year 1 & 2
<b>Observation of smoking incidents in Solvang</b>	Establish baseline data for the number of smoking incidents per hour in Solvang. Results will be compared to future surveys.	Circular route through the heart of downtown Solvang	Evaluation consultant & TPP staff	Descriptive statistics	Year 2
<b>Process</b>					
<b>Public intercept survey: businesses</b>	Measure the level of support among Solvang businesses for smoke-free outdoor areas.	Convenience: 85 businesses in Solvang	TPP staff	Descriptive statistics	Year 1 & 2
<b>Public intercept survey: community</b>	Measure the level of support among residents & visitors for smoke-free outdoor areas.	Convenience: 215 residents & visitors in Solvang	TPP staff	Descriptive statistics	Year 1 & 2
<b>Post-training survey for smoking observations</b>	To assess the quality & effectiveness of the data collection trainings for the smoking observations.	Census: SB City-Spring ‘18: 14 SB City-Fall ‘18: 10 Solvang-Fall ‘18: 6	Evaluation consultant & TPP staff	Descriptive statistics	Year 1 & 2
<b>Post-training survey for merchant education</b>	To assess the quality & effectiveness of the business outreach trainings.	Census: 47 youth & adult volunteers	Evaluation consultant & TPP staff	Descriptive statistics	Year 1
<b>Media record – earned &amp; paid</b>	Document the effectiveness & reach of earned & paid media activities.	All earned & paid media	Tobacco Control Evaluation Center	Content analysis	Year 1 & 2
<b>Policy record</b>	Document opposing & supporting arguments made at public policy meetings. Identify champions & barriers.	Census: all city council meetings where a SHS policy was discussed	TPP staff	Content analysis	Year 1 & 2

Data analysis included a combination of descriptive, statistical, and content analysis techniques to report on both quantitative and qualitative data. A content analysis was used to analyze the media record and policy record. The public intercept surveys, smoking observation surveys, post-training

surveys, and cigarette butt audit were analyzed by calculating frequencies and percentages. For the comparison of the observation of smoking incidents, a Poisson regression model was used to analyze if there was a statistically significant difference between the waves of data while accounting for the difference in hours for each observation survey.

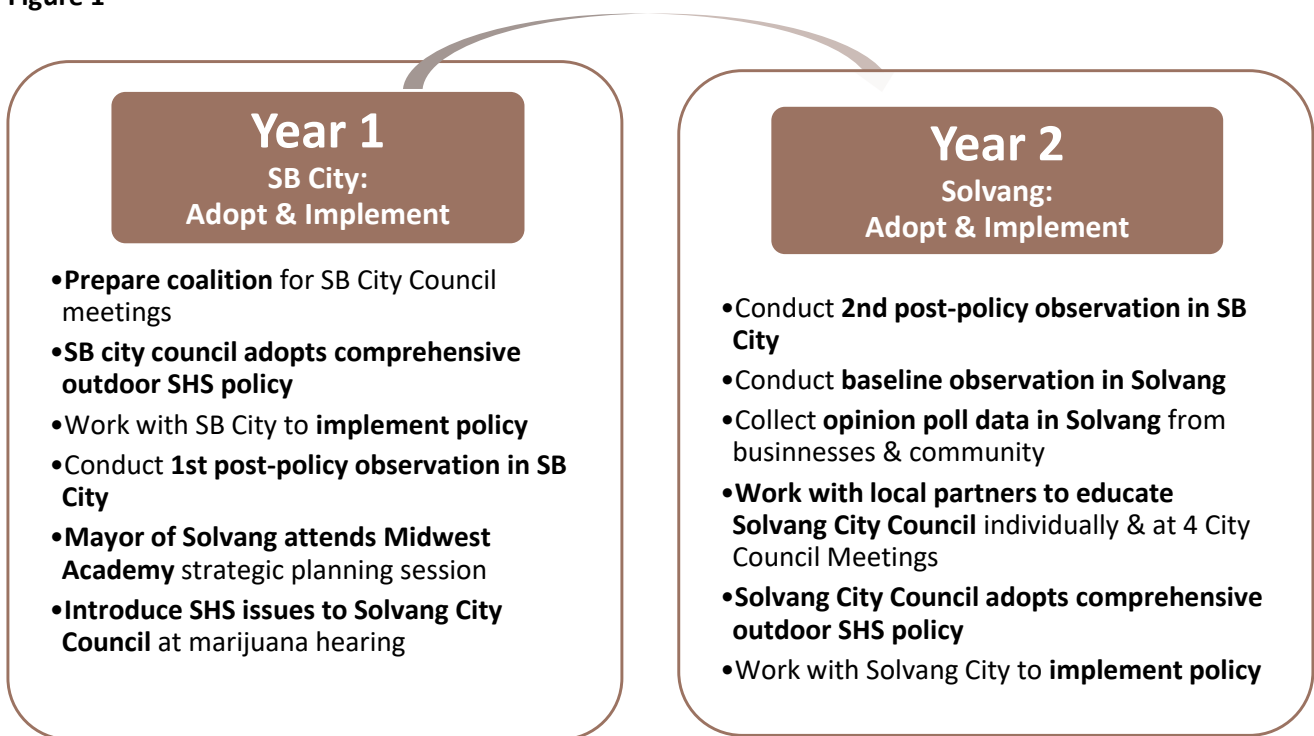
**Limitations:** The major limitations of the study design are: 1) while all volunteers were trained in data collection, there may be inconsistency in the estimated observations of smoking incidents between volunteers, 2) the observations were only conducted in the downtown of the City of Santa Barbara and Solvang so the results do not necessarily provide a representative sample of the overall smoking prevalence in the cities, 3) a comparison group was not used to assess the intervention’s impact, and 4) the convenience public intercept survey may have represented the views of those who chose to participate rather than the wider city population.

## Key Intervention & Evaluation Activities

- **Timeline**

Figure 1 shows the major intervention and evaluation activities in each of the funded years to date.

**Figure 1**



- **City of SB: policy adoption & implementation**

Much of the groundwork towards policy adoption was completed at the end of the previous workplan (2014-2017). TPP staff and CEASE members conducted an opinion poll showing strong support for outdoor areas, met with elected officials, and recruited a key ally, the Downtown

Organization, which was concerned about the amount of cigarette litter on the downtown sidewalks and smoke drifting into their businesses. Educational efforts resulted in a city council meeting on May 9<sup>th</sup>, 2017 to discuss the recommendations made by city staff for which outdoor areas should be made smoke-free. At the city council meeting, coalition members, youth and other supporters spoke in favor of the ordinance often outnumbering opposition two to one. The SB City Council accepted most of the recommendations and directed staff to return with a proposed ordinance in the summer of 2017.

Early in the 2017-2021 workplan, the proposed ordinance was placed on the consent agenda of two SB City Council meetings (08/01/2017 and 08/08/2017). TPP staff recruited and prepared six coalition members to speak at the meetings, and speakers represented youth, Hispanic-Latinos, families with low socio-economic status. Though members were armed with talking points, the ordinance passed unanimously with no opportunity for public comment.

The SB City Council voted to make the following areas smoke-free effective September 15, 2017:

- Harbor\*
- Stearns Wharf
- Golf course\*
- Beaches
- Parks and Trails
- Sidewalks and paseos in commercial and residential areas
- Restaurant patios (until 10 p.m.), but bars are exempt
- Public events and parades

*\* Exemptions allowed*

In the fall of 2017, TPP staff collaborated with city staff to launch a large scale campaign to announce the ordinance. TPP staff trained city employees to educate businesses and provided technical assistance for sign development, Spanish language translation of all materials, and complaint call mitigation. The City of SB explained the provisions and purpose of the ordinance via their website, social media, weekly bulletins, an online educational video, and youth-developed public service announcements (PSAs). Over 10,000 bilingual postcards were mailed to every resident and business in the city and neighboring zip codes, and window decals were distributed to businesses via direct education and through the Chamber of Commerce. Materials feature a new smoke-free city logo. City staff called Ambassadors, who walk primary business corridors educating tourists and promoting public safety, were trained to include the new law in their outreach efforts. Within the first year of the new law, roughly 638 warnings and 74 citations were issued.

TPP also used earned, paid, and social media to promote the new law. TPP coordinated with city staff on a media release which generated six news articles, and three newspapers published the coalition co-chair's letter to the editor thanking the city for all of their work to implement this law and ask when the "no smoking" signs would be posted. Paid ads announcing the SB City law were placed on the Chamber of Commerce's website and in the Visitor Center Flat Map, which is distributed to nearly 100,000 visitors annually through the Visitor Center, Hotels, Airport Help Desk and Cruise Ship Kiosk. The law was further promoted via multiple posts on Facebook such as the Spanish and English PSAs created by the SB Teen Council, decal imagery with information on the new law, and local news articles. To reach a wider audience than those already subscribed to CEASE's



Facebook page, seven ads were placed to boost the posts on Facebook and Instagram. This social media campaign resulted in 27,936 impressions.

Coalition members were very involved in implementation efforts. Members who were not very active in the past participated in the education campaign, and new members were motivated to join as a result of their involvement. TPP staff trained youth and adult volunteers, including Spanish-speaking promotoras, to conduct educational visits to 195 businesses in SB City, gaining feedback from businesses and distributing information and 300 window decals. During presentations to community organizations and 21 community events, youth volunteers and other partners distributed information about the new law.

A challenge with the implementation campaign is the delay in posting “no smoking” signs throughout the city. The delay is primarily due to concerns from the SB Historical Society, and TPP staff has provided example signage from other cities and suggestions for sign placement. Though the signs have not been posted, the window decals are a common sight at downtown businesses.

- **Solvang: policy adoption & implementation**

After the early success in the City of SB, CEASE members and TPP staff turned their attentions to Solvang in the Santa Ynez Valley. Solvang’s economy is reliant on tourism, and the Solvang City Council tends to be conservative and slow to adopt new policies. Despite these challenges, Solvang City Council voted unanimously to adopt a comprehensive smoke-free outdoor ordinance within 11 months of CEASE’s first strategic planning meeting. TPP staff attribute this surprising success to three factors.

First, the campaign was driven by strong, local partners. TPP connected with the Santa Ynez Valley Youth Coalition (SYVYC), consisting of community leaders dedicated to protecting youth from drugs, alcohol, and tobacco. Members are well connected, influential, and understand the political climate of the city. SYVYC members recognized that the upcoming discussions of cannabis regulations provided an opportunity to introduce SHS issues to the Solvang City Council. TPP staff and a SYVYC representative spoke at the cannabis hearing on May 14, 2018, and, as a result, the city council voted unanimously to revisit their smoking ordinance at a future date. SYVYC members as well as CEASE members attended the following four city council meetings and spoke individually with city council members. Key speakers at the city council meetings included a local doctor, a youth advocate, a Hispanic-Latino advocate, and a school representative.

Second, a champion for a smoke-free outdoor policy was identified early in the campaign. The mayor of Solvang unexpectedly attended the Midwest Academy Strategy Session and became an expert on SHS issues. The mayor returned to his office and handed out information from the strategy session to city staff and other city council members. This created an expectation among city staff that a smoke-free outdoor ordinance was going to happen and put pressure on the city manager to put the issue on the agenda of an upcoming city council meeting.

Third, an opinion survey of businesses played a crucial role in policy adoption. TPP and SYVYC anticipated strong opposition from the business leaders, such as the Chamber of Commerce. To

address this opposition, TPP worked with CEASE and SYVYC to conduct an opinion survey of businesses and a second opinion survey of community members. Leaders of the business community initially did oppose the ordinance but quickly switched to supporting the issue after the result showed strong support from businesses for smoke-free outdoor locations. TPP staff were invited to present the compelling results at a pivotal city council meeting, and the city manager included the results in his report to the council.

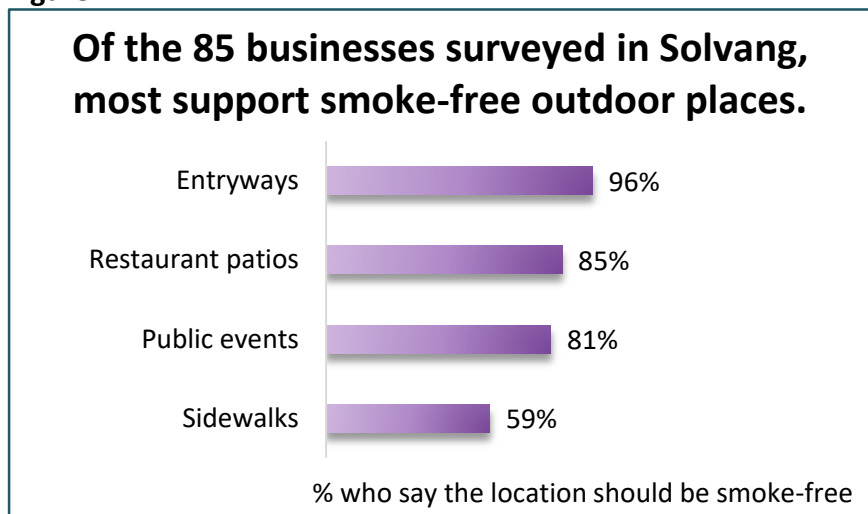
Effective December 13th, 2018, Solvang banned the use of e-cigarettes, tobacco and marijuana in most public places throughout the city, including sidewalks, dining areas, recreational areas such as parks, and at events. Smoking is only be allowed in parking lots within the city.

TPP Staff coordinated with the city staff to announce the new smoke-free law. Key efforts included a press release on November 28<sup>th</sup>, 2018 to all major outlets in the city and neighboring communities resulting in five news stories, the distribution of approximately 450 window decals to businesses in Solvang, and the creation of “no smoking” signs for the parks. Paid ads appeared in the local newspaper, and information on the law was boosted on social media for several months pre and post policy adoption. Coalition and community partners also promoted the new law at community events including one that primarily reached the Hispanic/Latino community.

- **Solvang: opinion surveys**

Between May 25th and August 16th, 2018, TPP staff and their partners surveyed 85 businesses, primarily food-serving establishments, hotels, and wineries, about their opinions towards smoke-free outdoor protections in Solvang (Attachment D). Most respondents (85%) were either a manager or owner. The results indicated strong support among the business community for making many outdoor public places smoke-free, especially entryways (96%), outdoor dining (85%), and public events (81%). Public sidewalks received the least support at 59%. See Figure 2. The results also suggested that most respondents think a smoke-free outdoor policy will have either a positive or no effect on tourism (76%) and local shoppers (91%).

**Figure 2**



A second opinion survey was conducted with 215 residents and visitors in Solvang between June 7th and August 8th, 2018 (Attachment E). Similar to the business community, the results indicate strong support among community members for making many outdoor public places smoke-free, especially entryways (89%), outdoor dining (89%), and public events (76%). Most of the respondents (75%) say they would be more likely to visit a public place if it is smoke-free; another 18% say they are “neutral”, and only 6% say they are less likely.

- **Cultural competency**

According to the U.S. Census, the Hispanic-Latino community makes up the largest ethnic population in both target communities, with 37% residing in City of SB and 27% in Solvang<sup>5</sup>. Community partners representing the Hispanic-Latino community helped shape the campaign in both cities. Advocates from the Hispanic-Latino community and from families with low SES were prepared to speak at city council meetings and wrote letters of support. Talking points included how smoking disproportionately affects Hispanic-Latinos and families with low SES. In the City of SB, promotoras who speak Spanish visited businesses in Hispanic-Latino neighborhoods to conduct education about the new law. Educational materials and public services announcements about the City of SB’s law were provided in Spanish and English. In both cities, the new law was promoted at community events that primarily reached Hispanic/Latinos and low-income families. The opinion survey of community members in Solvang was also administered in Spanish.

- **Baseline butt audit results**

Before the smoke-free policy was implemented in the City of SB, TPP staff coordinated with the coalition, Explore Ecology, and the maintenance crew of Downtown Santa Barbara to collect cigarette butts at five sites during the month of September. The baseline results are summarized in Table 2 and will be compared to future audits.

**Table 2**

<b>Baseline cigarette butt audit results at 5 sites in the City of Santa Barbara, September 2018</b>			
<b>Site</b>	<b># of butts collected</b>	<b>Length of data collection</b>	<b>Who collected data</b>
Chase Palm Park	668	75 minutes on 9-26-2018	TPP staff & coalition members
Eastside Neighborhood	135	30 minutes on 9-26-2018	TPP staff & coalition members
East Beach (Stearns Wharf to Skate Park)	1,290	9-16-2018 (Annual coastal clean-up)	Explore Ecology
Leadbetter Beach	480	9-16-2018 (Annual coastal clean-up)	Explore Ecology
Between the 600 & 700 blocks of State St. in downtown SB City	1,550	8.5 hours on 7 days in September	Maintenance crew from Downtown Santa Barbara

- **Smoking observation surveys**

Prior to each wave of smoking observations, TPP staff trained the data collectors and administered a post-training survey. Results indicated that most data collectors felt confident in their ability to conduct the survey and correctly answered the test questions about the survey protocol.

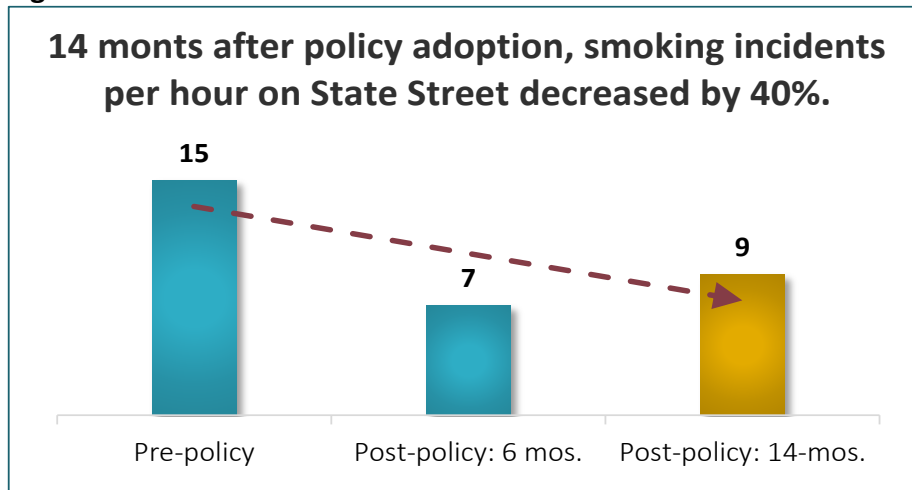
In the City of SB, three waves of data collection have been completed on State Street. During the baseline survey conducted in May/June 2017, a total of 122 smoking incidents were recorded over 8 hours, for an average of 15 incidents per hour. During the post-survey conducted 6 months after policy adoption in April/May 2018, a total of 93 smoking incidents were recorded over 12.5 hours, for an average of 7 incidents per hour. During the 14 months post-policy survey in November/December of 2018, a total of 125 incidents were observed over 14 hours for an average of 9 incidents per hour. See Table 3.

**Table 3**

Smoking incidents on State Street before & after policy adoption. City of Santa Barbara				
		Baseline, May/June 2017	6 months post-policy, April/May 2018	14 months post-policy, Nov./Dec. 2018
<b>Total observations</b>	Total Hours observed	8	12.5	14
	Total incidents	122	93	125
	<b>Incidents/hour</b>	<b>15</b>	<b>7</b>	<b>9</b>

A comparison of the baseline survey and the 14 month follow-up shows the smoking incidents per hour decreased from a baseline of 15, 95% CI (12.8, 18.2) to 9, 95% CI (7.5,10.7) by the fall of 2018 (Attachment F). This is a statistically significant difference with a p-value of <.001 and represents a 40% reduction in smoking (Figure 3). The smoking incidents per hour decreased regardless of the time of day, day of the week, whether it was cloudy or not, and pedestrian density.

**Figure 3**



Though the smoking incidence at 14 months after policy adoption was up slightly from 6 months after adoption, it is not statistically significant (p-value of <.001). The number of smoking incidents in the fall of 2018 was nine, 95% CI (7.5, 10.7) compared to seven, 95% CI (6.1, 9.1) in the spring of 2018.

In Solvang, TPP staff and local partners collected baseline data between September 13<sup>th</sup> and November 7<sup>th</sup> of 2018. Over the eight week observation period, a total of 66 smoking incidents were recorded over 6.75 hours, for an average of 10 incidents per hour. Table 4 summarizes the key findings. The highest number of incidents of smoking was observed during with the festival called, Danish Days, at 35 incidents per hour. These results will be compared to a post-policy survey conducted later in the contract period.

**Table 4**

<b>Smoking incidents in Downtown Solvang before policy adoption. September – November, 2018</b>		
<b>Total observations</b>	Total Hours observed	6.75
	Total incidents	66
	<b>Incidents/hour</b>	<b>10</b>

- **Sharing results**

The results from the community and business survey in Solvang were shared with elected officials and other community leaders through an oral presentation to the city council. Fact sheets were developed and included in the city manager’s staff report and shared with community partners for distribution. The before and after observation results will be shared with city staff and local partners to help assess implementation efforts. In addition, a copy of this report will be shared at an upcoming CEASE meeting and will be discussed. The project also posted highlights of the campaign on Facebook and PARTNERS.

## **Conclusion & Recommendations**

Mid-way through the workplan, the objective has been exceeded. Both the City of SB and Solvang adopted a comprehensive ordinance to provide SHS and ESD protections outdoors, and an implementation campaign was conducted in both cities. Solvang’s leadership spurred the City of Pismo in a neighboring county to adopt a similar ordinance.

Before and after smoking observation surveys were conducted in the downtown area of the City of SB to indicate that implementation efforts were effective. A comparison of the baseline survey and the 14 month follow-up shows the smoking incidents per hour decreased from a baseline of 15, 95% CI (12.8, 18.2) to 9, 95% CI (7.5,10.7) by the fall of 2018. This is a statistically significant difference with a p-value of <.001 and represents a 40% reduction in smoking.

In Solvang, a smoking observation survey was conducted before policy adoption. The average number of smoking incidents per hour was 10. These baseline results will be compared to a post-observation survey later in the workplan.

The following are lessons learned and recommendations for other projects working on a similar objective:

- TPP staff believe that the opinion survey of businesses played a large role in securing support for policy adoption, and their primary recommendation to other communities is conduct a similar survey.
- The next most important key to success was the involvement of influential community members who understood the political climate and were connected to the city council members.
- The educational visits to businesses provided an opportunity for inactive and new members to participate in the coalition.
- The before and after observation surveys of smoking incidents in the heavily visited downtown areas helped show the effectiveness of implementation efforts.

## Acknowledgments

The Santa Barbara County Tobacco Prevention Program would like to thank the Solvang Task Force members, Santa Ynez Valley Youth Coalition members, CEASE Coalition members, and youth volunteers for their continued support and efforts toward making outdoor areas smoke-free throughout our community.

## Works Cited

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<sup>4</sup> United States Census Bureau: Quick Facts, accessed May 2, 2019, <https://www.census.gov/quickfacts/fact/table/solvangcitycalifornia,santabarbaracitycalifornia,santabarbaracountycalifornia/PST045218>

## Downtown Santa Barbara Outdoor Smoking Observation Survey OBSERVATION PROTOCOL

The Tobacco Prevention Program (TPP) is responsible for assessing the efficacy of outdoor smoke-free policies enacted in the City of Santa Barbara. These are guidelines for ensuring a valid measure of outdoor smoking on State Street in Downtown Santa Barbara. Smoking refers to the use of any tobacco products (i.e. cigarettes, cigars, cigarillos, hookah, chew, pipe, etc.) or any electronic smoking devices (ESD). Marijuana use is not being counted specifically, but will be noted.

- One adult or teams of two trained youth should complete the survey. Youth are permitted to complete the survey alone if they have previously participated in this data collection. If in a team of two, one person should be in charge of recording observations on the survey form.
- Complete all sections of the form, **especially the amount of time spent observing**. List each incident of smoking you see on a separate line. Attach additional sheets as needed.
- Walk on one side of State Street from Yanonali Street to Canon Perdido Street, then back on the opposite side of State Street at least one time. Depending on pace, this will take approximately 30-45 minutes. Additional passes through the observation site are encouraged, time permitting. Please don't observe from a stationary position.
- As you walk, observe people who are smoking. **It is very important not to double count smoking**. If you encounter someone who was smoking earlier, you can count them if you are fairly certain they are smoking a second cigarette/other product. If people are smoking marijuana, note in comments.
- Include patrons smoking in outdoor dining areas, and anyone smoking in a stationary car with the windows down.
- Service areas are defined as bus stops, service lines (ATM's, retail lines, taxi stands, etc.)
- When assessing the total number of pedestrians on State Street, come up with the most accurate guess. Estimate if State Street is empty (1-25), mildly full (26-75), or crowded (76+).
- If any event or special activity (i.e. a fair, a rally, or the Farmers Market) is happening during your observation time, please list.
- Please write additional comments, include anything that you think is significant even if it isn't asked for on the form.
- If you can't observe during your scheduled time; please use the contact info below to reschedule.
- It is important that observations are done at different days and time. Teams cannot do observations at the same time.
- If you have any questions about the observational survey, contact Dawn Dunn at [dawn.dunn@sbcphd.org](mailto:dawn.dunn@sbcphd.org) or call 681-5407 or 729-3557.

**Downtown Santa Barbara Outdoor Smoking Observation Survey**  
**State Street: between Yanonali & Canon Perdido Streets**

<b>Observer Name(s):</b>			
<b>Start Time:</b>		<b>End Time:</b>	
<b>Date:</b>		<b>Day of Week:</b> M T W Th F Sat Sun	
<b>Weather:</b> Sunny Cloudy/Foggy Raining		<b>Temperature:</b> Hot Mild Cold	
<b>List any events or special activities:</b>			
<b>Total Pedestrians Observed:</b> <input type="checkbox"/> Empty (under 25) <input type="checkbox"/> Mildly full (26–75) <input type="checkbox"/> Crowded (76 +) (including smokers)			
Smoking Incidents			
Time	Type of Product*	Proximity (0-15 feet) ✓ if YES	Comments
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
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	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/line/bench	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	

\* "Smoking" = cigarettes, cigars, cigarillos, hookah, e-cigarettes, chewing tobacco, pipes, etc. Note marijuana use in Comments



## Smoking Incidents

Time	Type of Product*	Proximity (0-15 feet) ✓ if YES	Comments
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/line/bench	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	

Add other comments/observations below, including comments from pedestrians or business owners, etc.

\* "Smoking" = cigarettes, cigars, cigarillos, hookah, e-cigarettes, chewing tobacco, pipes, etc. Note marijuana use in Comments

# Downtown Santa Barbara Outdoor Smoking Observation Survey

Training Evaluation  
Date

**Facilitator:** Shantal Hover

**Rate the following question on the scale from one to five. (1=Poor 3=Average 5=Excellent)**

1. Overall quality of training ..... 1 2 3 4 5

**Circle True/False for the following statements.**

- 2. I should be walking while I make observations, not standing stationary.  
True False
- 3. I can only count smoking twice if I am fairly certain they are smoking a second cigarette/other product.  
True False
- 4. I am allowed to survey at the same time as another group.  
True False
- 5. If 5 people are smoking while sitting near a bus stop, I will fill out 5 lines on the observation form, one line for each smoker.  
True False

**Answer the following statement on this scale from one to five (1=Not at All 3=Somewhat 5=A lot)**

- 6. I am confident that I will be able to effectively conduct the survey.... 1 2 3 4 5
- 7. Additional comments or suggestions are appreciated. (please use other side if needed)

**Thank you for your feedback and participation!**



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# Outdoor Smoking Observation Survey

— Fall 2018 Training —

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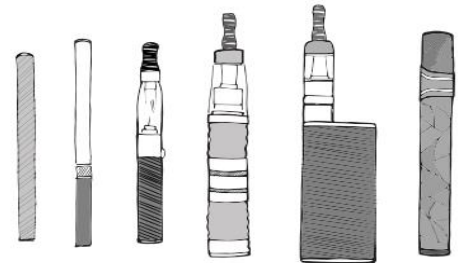
# Background and Purpose

- SB City Council updated its smoking policies in outdoor public areas
- Last year, we collected pre-ordinance data to observe smoking
- One year later, we are collecting the same data to assess the efficacy of the smoke-free policies
- Ensuring a valid measure of outdoor smoking on State St.



# Observation Guidelines

- One adult or a team of two youth will **walk** from Yanonali St. to Canon Perdido St. and back one time to observe smoking on State St.
- Complete all sections of the form and record **each smoking incident on a separate line (1 line per smoker)**
- As you walk, record time, proximity, and comments (if needed) for each smoking incident
- **Duration: 30 -45 minutes**



# Observation Form

- Do not count same smoking incidence twice. Only count if you are certain they are smoking a 2<sup>nd</sup> cigarette/other product
- Capture if they smoking occurs near: **doorways, outdoor dining, children, or service areas**
- **Comments:** Record marijuana, electronic smoking device, any relevant information

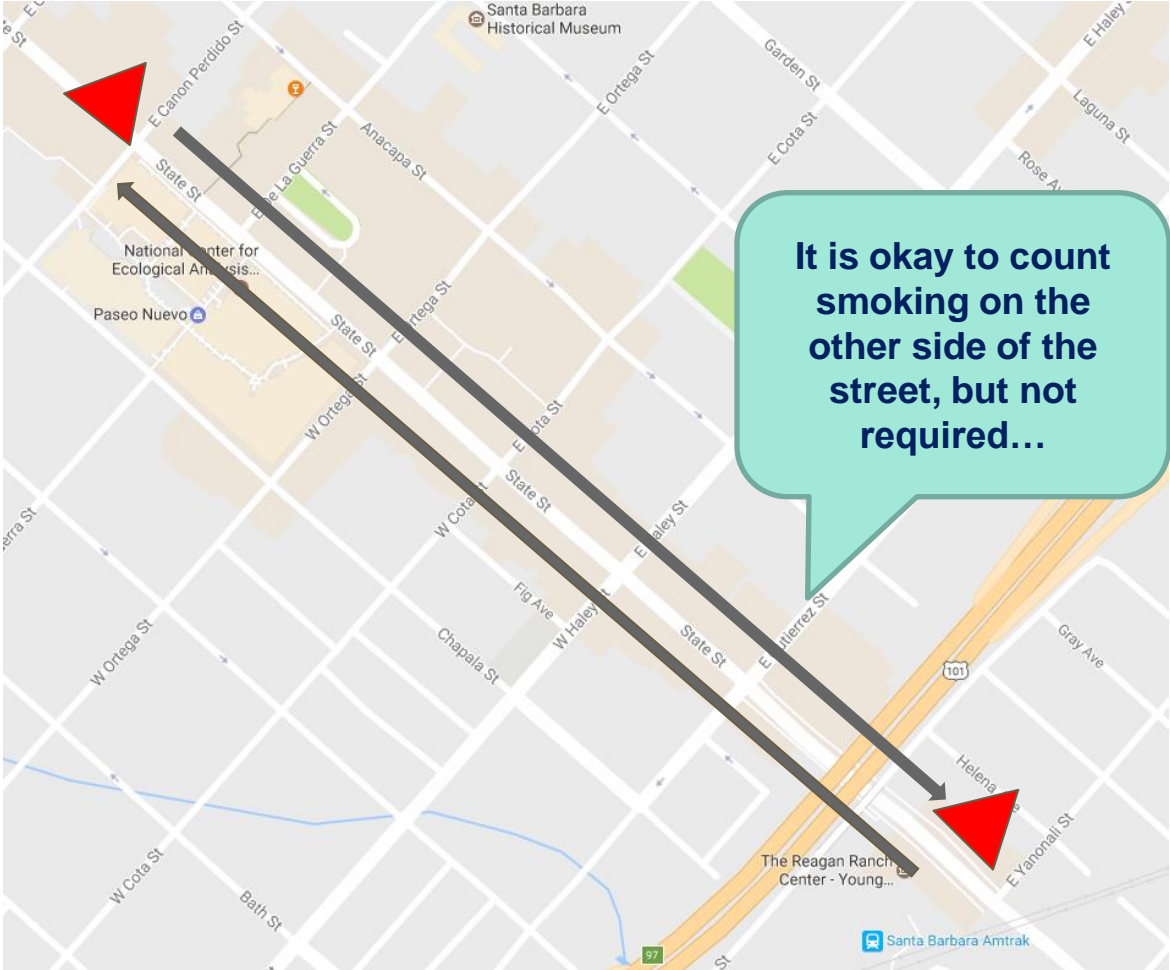
## Downtown Santa Barbara Outdoor Smoking Observation Survey

State Street: between Yanonali & Canon Perdido Streets

Observer Name(s): Shantal <del>Over</del> & Jackie Nunez			
Start Time: 10:00 am		End Time: 10:35 am	
Date: 5/4		Day of Week: M T W <u>Th</u> F Sat Sun	
Weather: Sunny <u>Cloudy/Foggy</u> Raining		Temperature: Hot <u>Mild</u> Cold	
List any events or special activities:			
Total Pedestrians Observed: <input checked="" type="checkbox"/> Empty (under 25) <input type="checkbox"/> Mildly full (26-75) <input type="checkbox"/> Crowded (76 +) (Including smokers)			
Smoking Incidents			
Time	Type of Product*	Proximity (0-15 feet) ✓ if YES	Comments
10:03 am	<input checked="" type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input checked="" type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	No one in outdoor dining
10:07 am	<input checked="" type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
10:08 am	<input checked="" type="checkbox"/> Smoking	<input checked="" type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
10:08 am	<input checked="" type="checkbox"/> Smoking	<input checked="" type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
10:11 am	<input checked="" type="checkbox"/> Smoking	<input checked="" type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
10:16 am	<input checked="" type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
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	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/line/bench	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	

\* "Smoking" = cigarettes, cigars, cigarillos, hookah, e-cigarettes, chewing tobacco, pipes, etc. Note marijuana use in Comments

# Observation Area



# Sign Up

- Each person should sign up for 1-2 time slots that work best
- Surveys must be completed at different times. **Two groups should not go at the same time.**
- Data collection must be **completed by November 30<sup>th</sup>**
- If the event that you observe at a different time than your sign up, please notify us.





# Quiz Time!



- I should be walking while I make observations not standing stationary.
- I can only count smoking twice if I am fairly certain they are smoking a second cigarette/other product.
- I am allowed to survey at the same time as another group.
- If 5 people are smoking while sitting near a bus stop, I will fill out 5 lines on the observation form, one line for each smoker.

# Thank you!

If you have any questions, please contact:

[dawn.dunn@sbcphd.org](mailto:dawn.dunn@sbcphd.org)

(805) 681-5407



# Evaluation Summary Report (1-E-4)

Solvang Business Opinion Survey  
May 25<sup>th</sup> – August 16, 2018

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**Prepared by Natasha Kowalski, Dawn Dunn, and Shantal Hover  
Santa Barbara County Tobacco Prevention Program  
October 5, 2018**

## INTRODUCTION

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Efforts to provide secondhand smoke (SHS) protections in Santa Barbara (SB) County date back more than 20 years, when advocates successfully campaigned for smoke-free indoor workplaces. Well in advance of statewide trends, their local policies expanded to include outdoor SHS protections at bus stops, service areas and a percentage of outdoor dining areas. The City of SB was one of the early adopters of these smoke-free outdoor dining provisions (1995), requiring that 75% of outdoor seating areas in food-serving establishments be smoke-free. In 2011, the City of Carpinteria became the first city in the county to adopt a comprehensive outdoor SHS policy restricting tobacco use at seven locations, virtually becoming a smoke-free city. The County of Santa Barbara and cities of Lompoc, Santa Maria, Goleta and Buellton chose to adopt outdoor policies with limited SHS protections such as smoke-free parks, a 20 foot smoke-free perimeter around places of employment, and outdoor dining provisions.

Based on the Communities of Excellence assessment conducted in the fall of 2016, the Santa Barbara County Tobacco Prevention Program (TPP) and the Coalition Engaged in a Smoke-free Effort (CEASE) decided to address the gaps in outdoor protections during the 2017-2021 workplan. CEASE recommended starting campaign efforts in the City of SB and then focusing on North County cities where policy change has been slower. The objective is as follows:

*“By June 30, 2021, at least one jurisdiction in SB County (e.g., City of SB, Santa Maria, Lompoc and/or Solvang) will adopt and implement a comprehensive outdoor policy that restricts the use of tobacco products at three or more of the following areas: outdoor dining areas, entryways, public events, recreational areas, or service areas.”*

On August 8, 2017, the SB City Council adopted a comprehensive smoke-free policy that protects all outdoor areas with the exception of outdoor bar patios, restaurant patios after 10 PM, private parking lots, and the 18 holes of the Municipal Golf Course. Examples of newly designated smoke-free areas include: parks, beaches, sidewalks, plazas, public events, the wharf and harbor.

After their early success in the City of SB in South County, the coalition decided to target Solvang in the northern part of the county. The City of Solvang was selected as the second target because it is the only city in SB County that has not adopted a single outdoor air policy. Solvang is a small city (population in 2010: 5,245)<sup>1</sup> in the Santa Ynez Valley, a primarily rural area. Solvang prides itself on its Danish roots and relies on tourism and viticulture for its economy.

In terms of tobacco control policies, the Solvang City Council has a history of taking a conservative approach to tobacco control regulations. When the Solvang City Council added indoor electronic smoking device (ESD) restrictions in 2015; they were unwilling to consider any outdoor air provisions, even for entryways. In addition, city council members were not interested in participating in the key informant interviews for the Healthy Stores for a Healthy Community in 2016.

During the Solvang Midwest Strategy Chart Meeting, TPP and community partners decided to conduct a public opinion survey of community members as well as the business community in

the City of Solvang. The results from both surveys will be utilized as key tools in showcasing community and business support during educational efforts. This report summarizes the business opinion survey.

## METHODS

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To measure attitudes among the business community towards outdoor smoke-free protections, TPP staff and their community partner, People Helping People (PHP), collected 85 public intercept surveys from primarily food-serving establishments, hotels, and wineries in Solvang between May 25<sup>th</sup> and August 16th, 2018.

A total of 116 businesses were asked to participate in the survey, with a survey response rate of 73. Sixty-three percent of the 66 food-serving establishments, and almost 40% of the wineries, 65% of the hotels, and 55% of museums/galleries participated in the survey. The sample included all of the food-serving establishments identified by the Public Health Department's Environmental Health Services and all of the hotels and wineries listed on the *Visit Santa Ynez Valley* and *Solvang Chamber of Commerce* websites. Additional businesses from the retail and service industry located in downtown Solvang on Mission, Alisal, and Copenhagen Streets were also included in the sample.

Businesses were recruited to participate in two ways. First, TPP staff and PHP visited the businesses in downtown Solvang, and 29 agreed to complete the survey (pen-to-paper). Second, the Project Director of TPP called the remaining businesses up to two times, and 56 completed the survey either over the phone or online.

The survey instrument (Attachment A) aims to assess the level of support for policy change, attitudes towards the impact of smoke-free policies on tourism and local shoppers, and whether smoke drifts into their business. The existing tool used to assess community support in other parts of the county was tailored to businesses by adding questions about tourism. Businesses were not asked their opinion about parks as this is less relevant to them.

## LIMITATIONS

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Though more than half of the businesses were surveyed; the opinions reported are not necessarily reflective of all businesses in the City of Solvang. The service and retail industry is underrepresented in the sampling methodology, though it is assumed that their opinions would mirror the supportive attitudes provided by the hospitality sector. Additionally, the business organizations that originally agreed to assist with data collection via email distribution to constituents did not participate. Finally, businesses that are less supportive of smoke-free policies may be less likely to participate in the survey.

## RESULTS

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### Respondents

Over a half of the respondents (58%) are from the hospitality industry (restaurants, bars/wineries, and hotels), and the remaining respondents represent retail, service/office, or “other” (Figure 1). Most respondents (85%) say they are either a manager or owner (Figure 2).

Figure 1, n=85

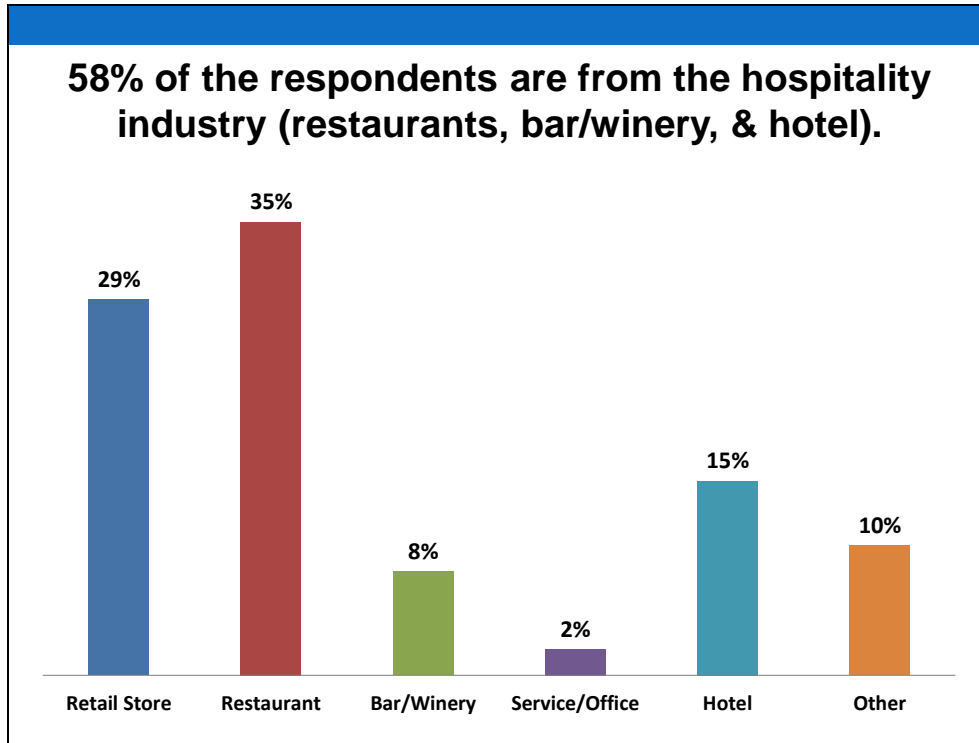
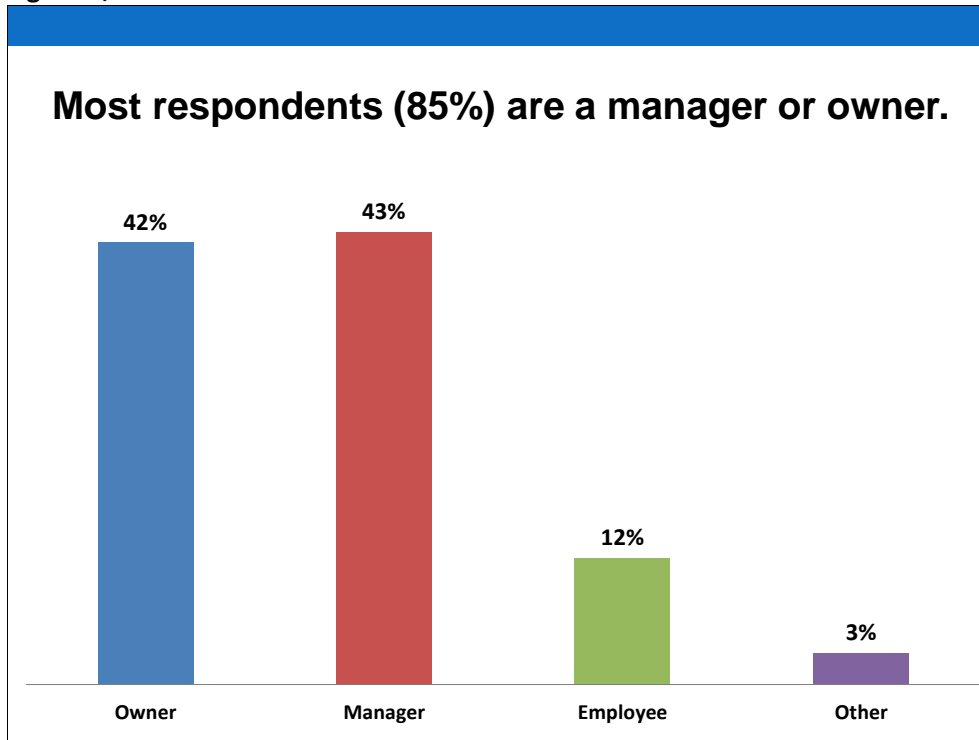


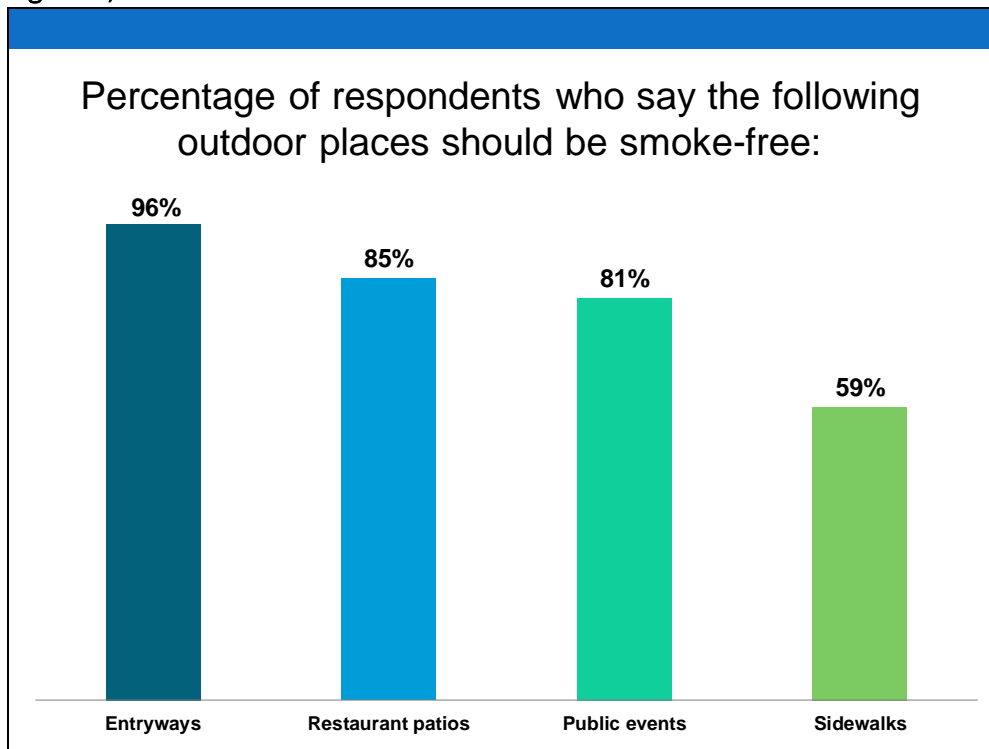
Figure 2, n= 85



## Support for Outdoor Smoke-free Protections

To assess support for smokefree outdoor policies, respondents were asked if four outdoor locations should be smoke-free. Most of the respondents said that all of the four types of outdoor locations should be smokefree, as depicted in Figure 3 which appears below. The top three areas that received the most support for being smoke-free were entryways (96%), restaurant patios (85%), and public events (81%). Public sidewalks received the least support at 59%.

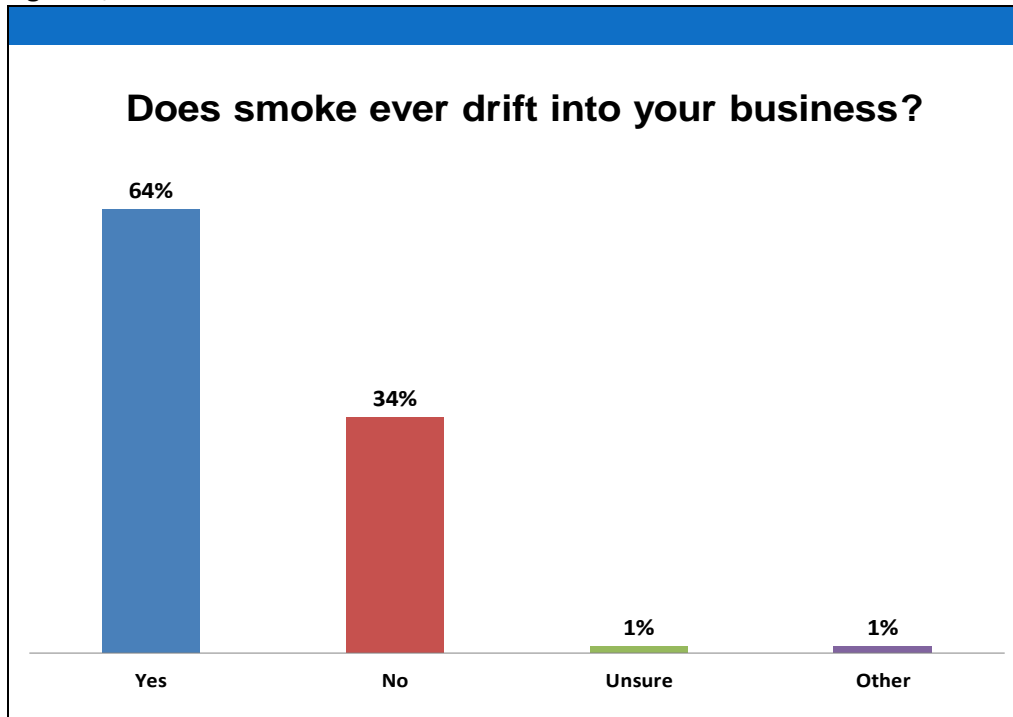
Figure 3, n= 85



## Drifting Smoke

The majority of businesses (64%) do experience smoke drifting into their business from nearby smokers (Figure 4), which appears on the next page.

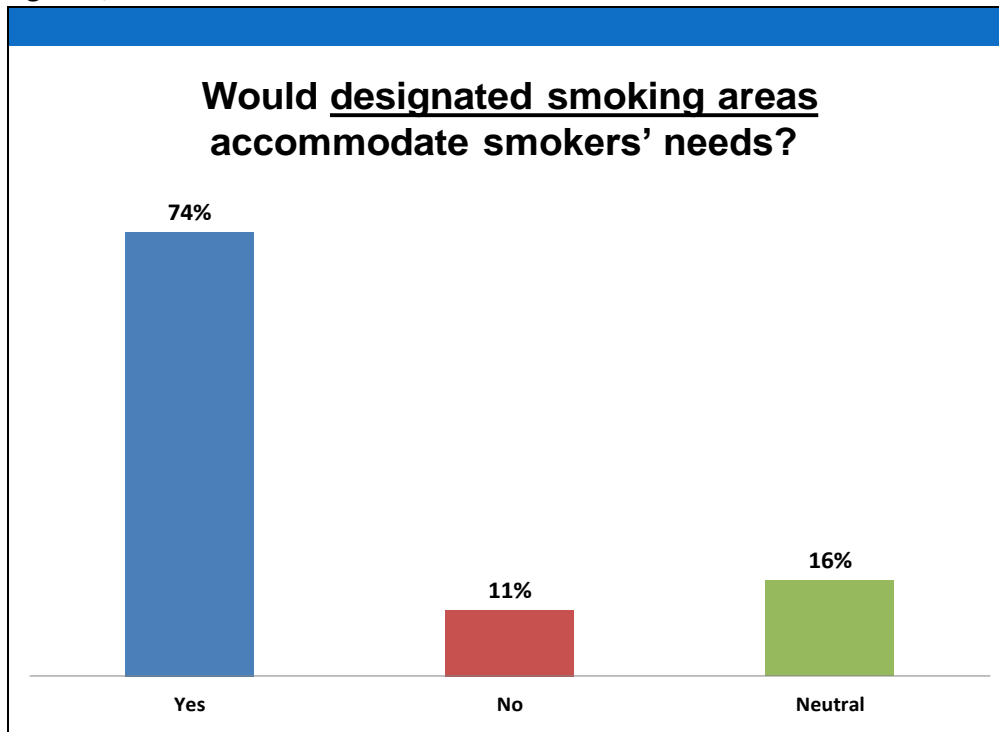
Figure 4, n= 85



### Designated Smoking Areas

Almost three-quarters of respondents (74%) said that designated smoking areas would adequately accommodate smokers' needs in the city.

Figure 5, n=85

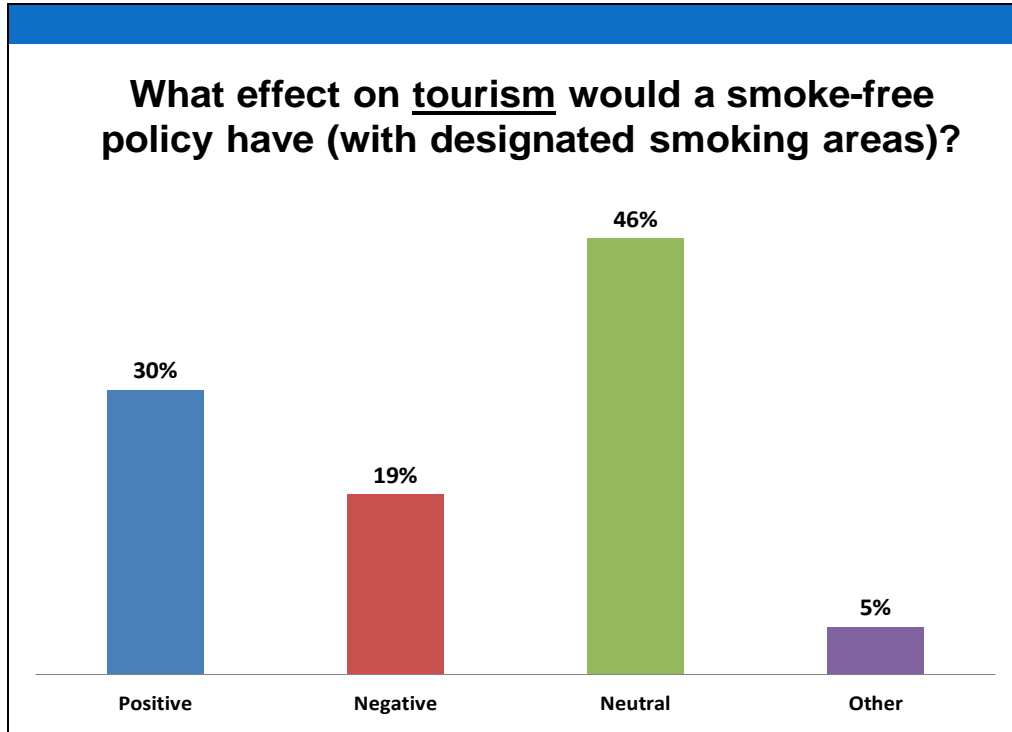




## Effect on Tourism

Over three-quarters of respondents (76%) felt either neutral or positive about the impact of the outdoor protections on tourism (Figure 6).

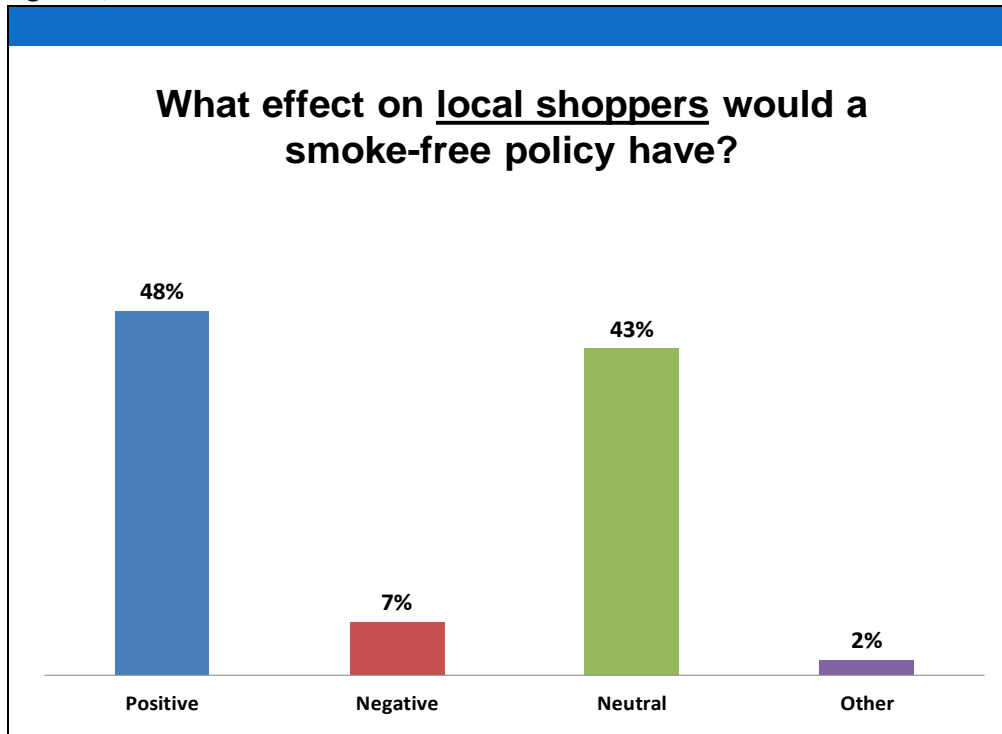
Figure 6, n= 85



## Effect on Local Shoppers

Most respondents (91%) felt that a smoke-free policy would either have a positive effect on local shoppers visiting downtown or no effect (Figure 7), which appears on the next page.

Figure 7, n=85



## Comments

The respondents' comments showed support for smoke-free outdoor protections:

- "If there are a lot of people around, smoking should be prohibited."
- "Save the environment, save time and money from picking up cigarette butts."
- "[It is a] fire hazard."
- "[There are] language barriers when telling tourists, [so we] need multilingual signs."
- "It would be a great thing for the community."
- "Designated smoking areas is a good solution."
- "Smoke blows directly into my store."

## SUMMARY & RECOMMENDATIONS

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A large number and wide variety of businesses in Solvang were surveyed about their opinions towards smoke-free outdoor protections in Solvang. The results indicate strong support among the business community for making many outdoor public places smokefree, especially entryways (96%), outdoor dining (85%), and public events (81%). The results also suggest that most respondents think a smoke-free outdoor policy will have either a positive or no effect on tourism (76%) and local shoppers (91%).

The survey results have the potential to act as a valuable educational tool and should help advance the work plan objective. It is recommended that TPP staff continue to pursue a

comprehensive smoke-free outdoors policy and to share the survey results with policy makers and the general public in the City of Solvang.

## Citations

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<sup>1</sup> U.S. Census Bureau: Quick Facts Solvang City, California, accessed October 4, 2018, <https://www.census.gov/quickfacts/fact/table/solvangcitycalifornia/PST045217>.

**Attachment A**

**Solvang Business Opinion Survey**



# Solvang Business Opinion Survey

Business Name: \_\_\_\_\_ Date: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Type:  Retail Store  Restaurant  Bar or Winery  Service/Office  
 Hotel  Drug/Pharmacy  Other (specify) \_\_\_\_\_

**Introduction:** Hi, I'm \_\_\_\_\_ a member of Santa Ynez Valley Youth Coalition.

Is the owner or manager here? If YES, I'd like to talk with them about drifting smoke (marijuana, ESDs, and cigarettes) because of possible new policies for the City of Solvang.

Circle one: Owner      Manager      Employee

1. Do you think the following outdoor places should be smoke-free?

- a. Near building entrances/windows  Yes  No  Neutral
- b. Restaurant patio seating  Yes  No  Neutral
- c. Public events, festivals, etc.  Yes  No  Neutral
- d. Public streets and sidewalks  Yes  No  Neutral

2. Does smoke ever drift into your business?

Yes  No  Unsure

3. If the City of Solvang adopted a smoke free policy, do you think that designated smoking areas would accommodate smokers' needs?

Yes  No  Neutral

4. What effect on tourism would a smoke-free policy have (with designated smoking areas)?

Positive  Negative  Neutral

5. What effect on local shoppers would a smoke-free policy have?

Positive  Negative  Neutral

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**May I get your contact info in the event that we want to follow up with you?**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

# Evaluation Summary Report (1-E-12)

Opinion Survey of Community Members and Visitors in Solvang  
regarding Outdoor Secondhand Smoke Protections  
June 7th – August 8th, 2018

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**Prepared by Natasha Kowalski, Dawn Dunn, and Shantal Hover  
Santa Barbara County Tobacco Prevention Program  
October 9, 2018**

## INTRODUCTION

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Efforts to provide secondhand smoke (SHS) protections in Santa Barbara (SB) County date back more than 20 years, when advocates successfully campaigned for smoke-free indoor workplaces. Well in advance of statewide trends, their local policies expanded to include outdoor SHS protections at bus stops, service areas and a percentage of outdoor dining areas. The City of SB was one of the early adopters of these smoke-free outdoor dining provisions (1995), requiring that 75% of outdoor seating areas in food-serving establishments be smoke-free. In 2011, the City of Carpinteria became the first city in the county to adopt a comprehensive outdoor SHS policy restricting tobacco use at seven locations, virtually becoming a smoke-free city. The County of Santa Barbara and cities of Lompoc, Santa Maria, Goleta and Buellton chose to adopt outdoor policies with limited SHS protections such as smoke-free parks, a 20 foot smoke-free perimeter around places of employment, and outdoor dining provisions.

Based on the Communities of Excellence assessment conducted in the fall of 2016, the Santa Barbara County Tobacco Prevention Program (TPP) and the Coalition Engaged in a Smoke-free Effort (CEASE) decided to address the gaps in outdoor protections during the 2017-2021 workplan. CEASE recommended starting campaign efforts in the City of SB and then focusing on North County cities where policy change has been slower. The objective is as follows:

*“By June 30, 2021, at least one jurisdiction in SB County (e.g., City of SB, Santa Maria, Lompoc and/or Solvang) will adopt and implement a comprehensive outdoor policy that restricts the use of tobacco products at three or more of the following areas: outdoor dining areas, entryways, public events, recreational areas, or service areas.”*

On August 8, 2017, the SB City Council adopted a comprehensive smoke-free policy that protects all outdoor areas with the exception of outdoor bar patios, restaurant patios after 10 PM, private parking lots, and the 18 holes of the Municipal Golf Course. Examples of newly designated smoke-free areas include: parks, beaches, sidewalks, plazas, public events, the wharf and harbor.

After their early success in the City of SB in South County, the coalition decided to target Solvang in the northern part of the county. The City of Solvang was selected as the second target because it is the only city in SB County that has not adopted a single outdoor air policy. Solvang is a small city (population in 2010: 5,245)<sup>1</sup> in the Santa Ynez Valley (SYV), a primarily rural area. Solvang prides itself on its Danish roots and relies on tourism and viticulture for its economy.

In terms of tobacco control policies, the Solvang City Council has a history of taking a conservative approach to tobacco control regulations. When the Solvang City Council added indoor electronic smoking device (ESD) restrictions in 2015; they were unwilling to consider any outdoor air provisions, even for entryways. In addition, city council members were not interested in participating in the key informant interviews for the Healthy Stores for a Healthy Community in 2016.

During the Solvang Midwest Strategy Chart Meeting, TPP and community partners decided to conduct a public opinion survey of community members as well as the business survey in the City of Solvang. The results from both surveys will be key tools in showcasing community and business support during educational efforts. This report summarizes the community opinion survey and compares key results to the business survey.

## METHODS

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To measure attitudes towards outdoor smoke-free protections, TPP staff and their community partner, People Helping People (PHP), collected 215 public intercept surveys from residents and visitors in Solvang between June 7th and August 8th, 2018.

Residents and visitors to Solvang were eligible to participate, but the survey was primarily promoted to the residents of Solvang and the other communities in the SYV. The survey was promoted via CEASE's Facebook and Instagram pages using paid boosts, PHP's Facebook page, two print ads in the SYV Star newspaper, SYV Star's Facebook and Instagram pages, a banner ad on the online edition of SYV Star for over a month, and in Solvang neighborhood Facebook groups. Respondents had the option to complete the survey online or drop off a hard copy at PHP's center in Solvang. In addition, PHP distributed surveys pen-to-paper at Old Santa Ynez Days in Solvang and emailed the survey link to members of the SYV Youth Coalition.

TPP staff tailored the existing, bilingual survey instrument that was used in other parts of the county to Solvang (Attachment A). The instrument begins by asking where respondents live and ends by asking about tobacco use and other key demographic characteristics. The remaining questions assess the level of support for policy change, attitudes towards cigarette litter, and whether respondents would be more likely to visit a public place if it is smoke-free.

## LIMITATIONS

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A limitation of the survey design is that the survey may not be representative of the entire community. Though the survey was promoted in numerous ways and to a wide variety of people, the majority of the responses were collected from the email outreach on list serves and on Facebook. Whereas, the attempts to reach SYV residents through the SYV star ads and at the community event resulted in minimal responses.



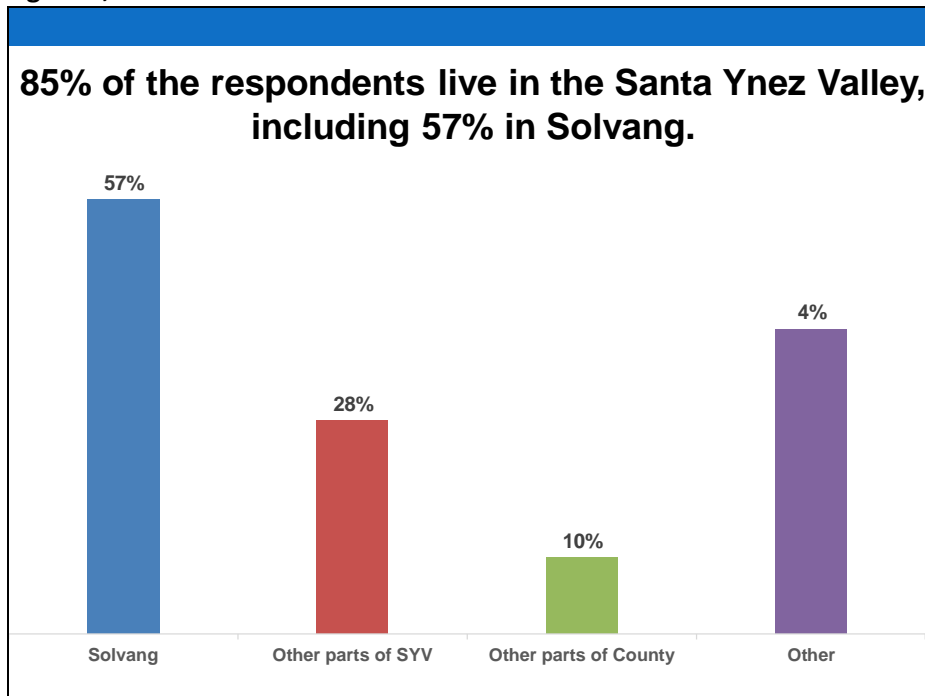
## RESULTS

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### Where Respondents Live

Most respondents (85%) live in the SYV, including 57% who live in Solvang (Figure 1). The remaining respondents live in other parts of SB County (10%) such as Lompoc, City of SB, and Santa Maria or outside of the County (4%).

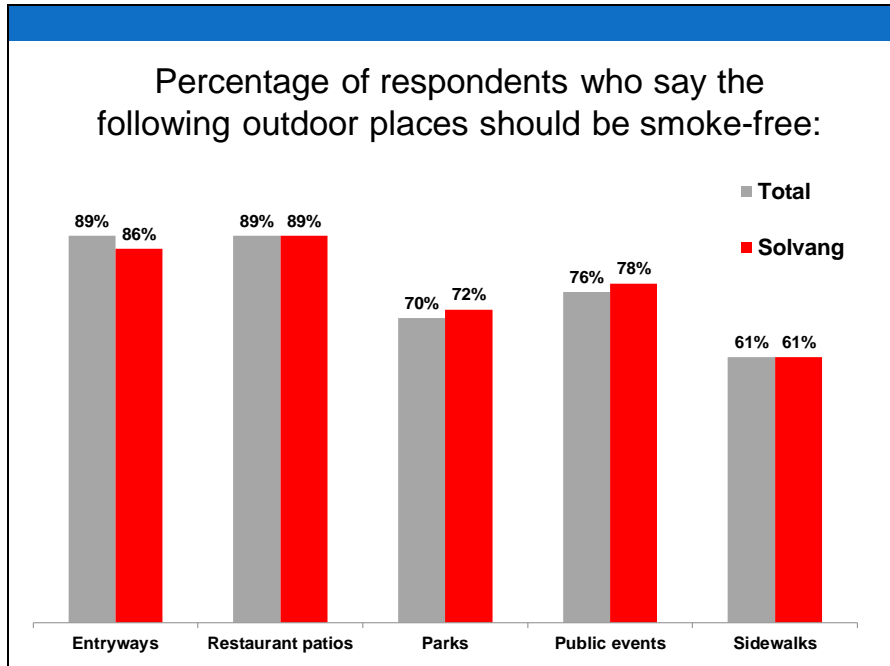
Figure 1, n=215



### Support for Outdoor Smoke-free Protections

To assess support for smokefree outdoor policies, respondents were asked if five outdoor locations should be smoke-free. Figure 2 on the next page depicts the support levels among all of the respondents as well as only the Solvang residents. Among all of the respondents, the top three areas that received the most support for being smoke-free were entryways (89%), restaurant patios (89%), and public events (76%). Similarly, Solvang residents showed the strongest support for entryways (86%), restaurant patios (89%), and public events (78%). All respondents and Solvang residents showed the least support for smoke-free sidewalks (61%).

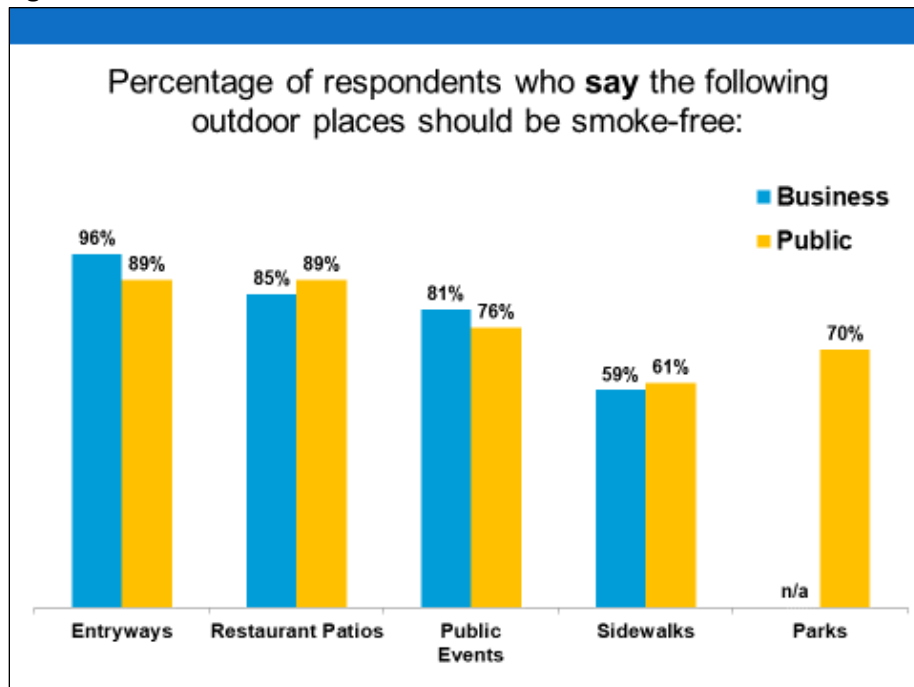
Figure 2, n=212



### Comparison to Business Community

In a separate survey, the business community was also asked whether they support smoke-free outdoor areas except for parks. Figure 3 shows that the support levels among the community members are very similar to the business community's level of support. For some outdoor locations, support is actually higher among the respondents from the businesses. Ninety-six percent of the businesses support smoke-free entryways versus 89% of community members, and 81% of businesses support smoke-free public events versus 76% of community members.

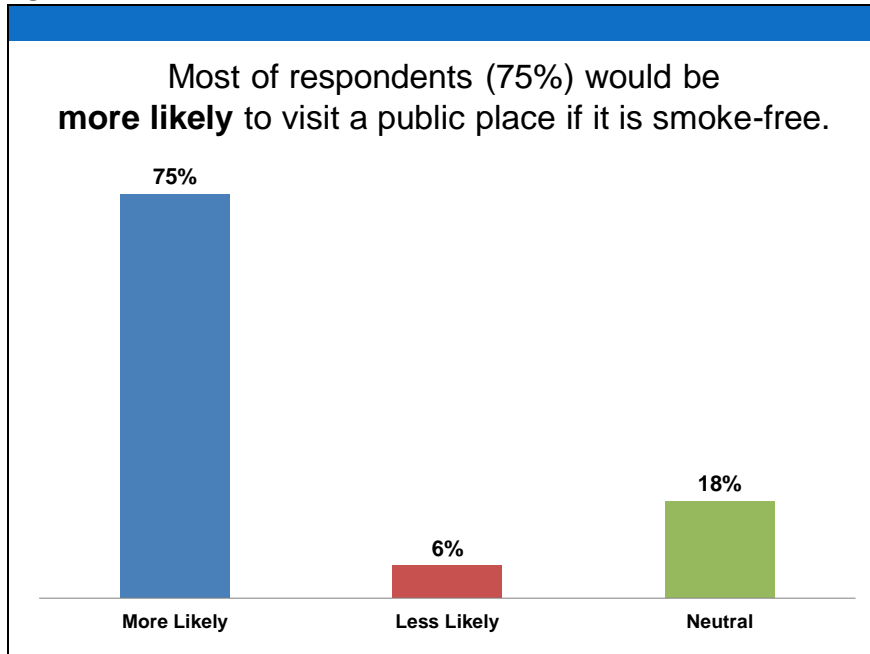
Figure 3



## Effect on Behavior

Most of the respondents (75%) say they would be more likely to visit a public place if it is smoke-free (Figure 4). Another 18% say they are “neutral”, and only 6% say they are less likely. Out of the 14 respondents who said they are less likely, five said they use tobacco and two said they are former users.

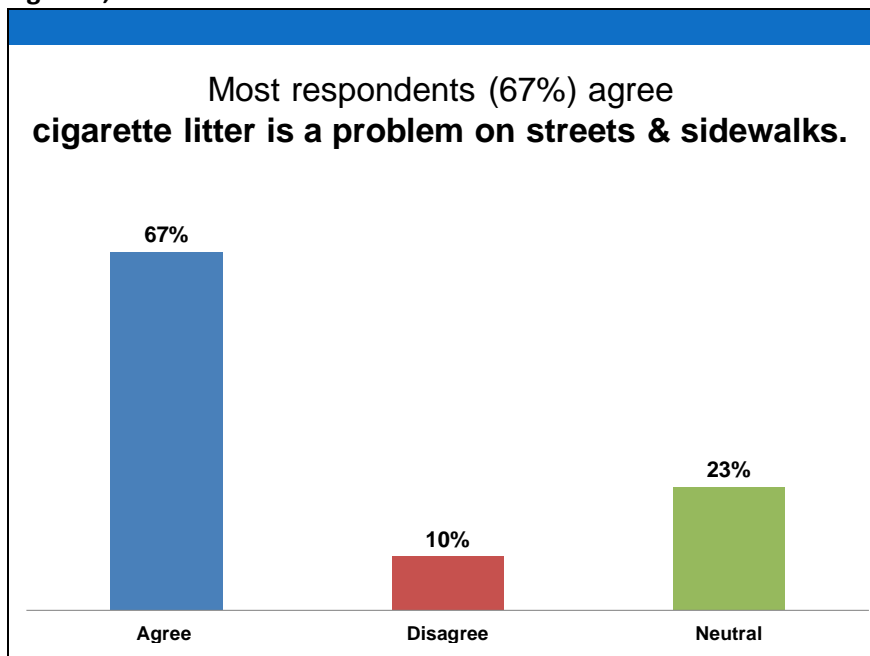
Figure 4, n=214



## Opinions regarding Cigarette Litter

Most respondents (67%) agree cigarette litter is a problem on streets and sidewalks (Figure 5).

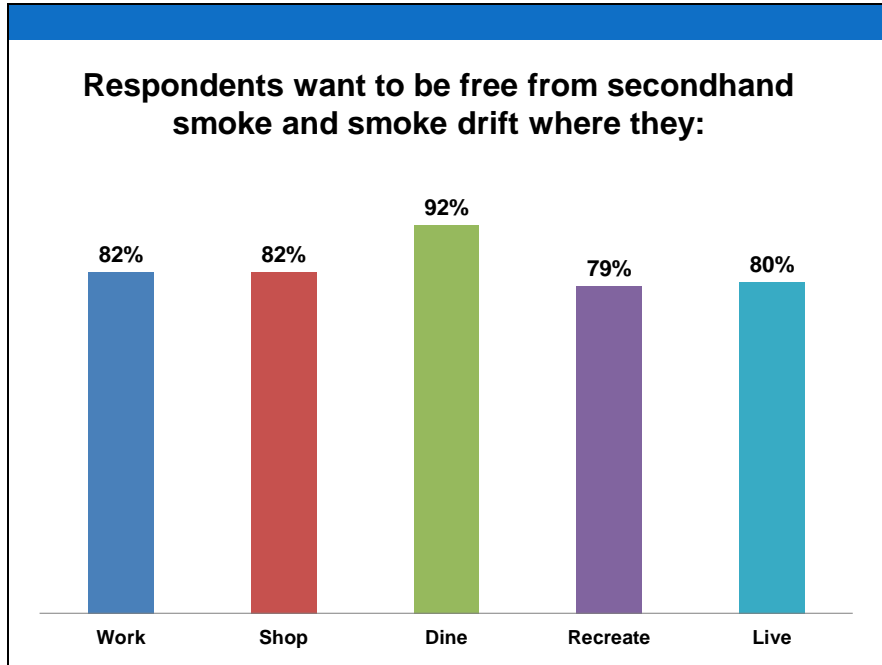
Figure 5, n=214



## Where Respondents Want to be Smoke-free

Respondents were asked if they wanted to be free from secondhand smoke and smoke drift where they work, shop, dine, recreate, and live (Figure 6). Most respondents wanted all of these areas to be smoke-free, with dining receiving the most support at 92%.

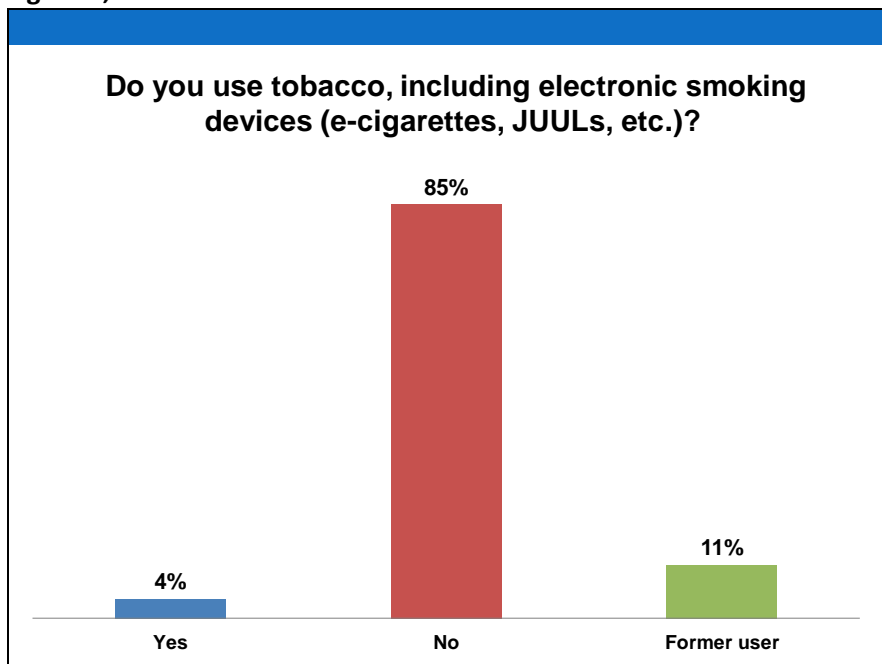
Figure 6



## Tobacco Use and Demographics

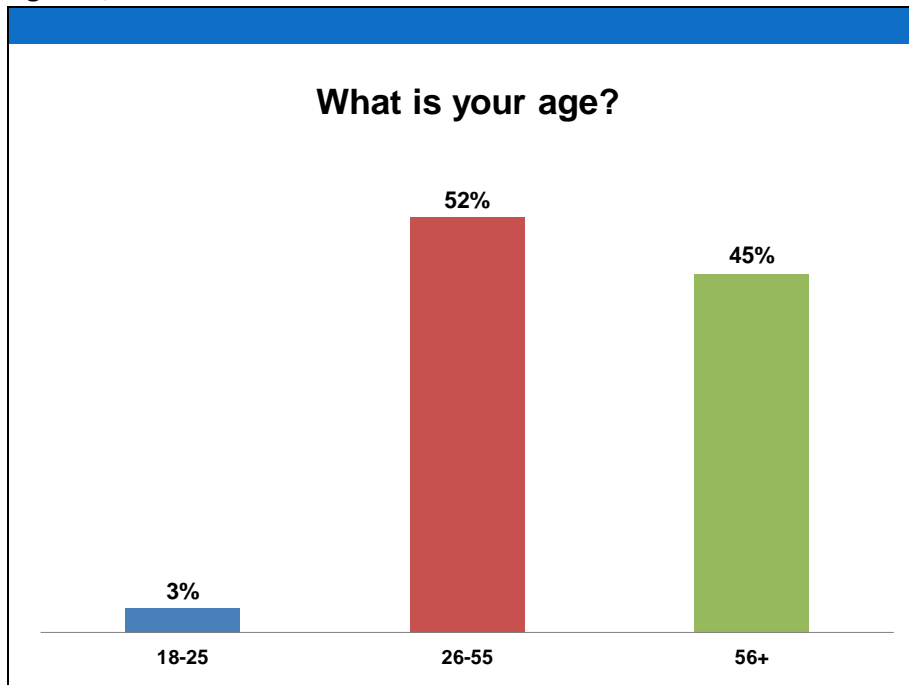
Most respondents (85%) say they do not use tobacco including ESDs (Figure 7).

Figure 7, n=210



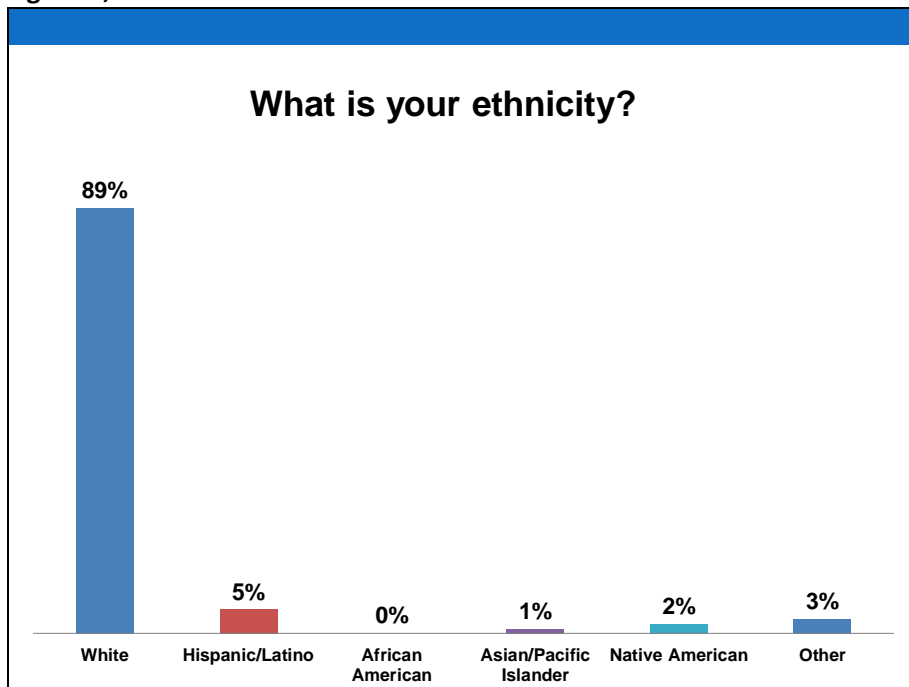
Over half of respondents (52%) are between the ages of 26 and 55 years old (Figure 8).

Figure 8, n=209



Most respondents (89%) say they are white (Figure 9).

Figure 9, n=196



## Comments

Respondents were asked to add any comments. Approximately six respondents thought a smoke-free policy would have a negative impact on tourism. On the other hand, at least three respondents described how successful other communities' smoke-free policies have been. Below are sample comments from both perspectives:

- “I think creating any smoking laws that prohibits smoking on the sidewalks and/or at parades and festivals would KILL our tourist situation. While I don't like being subjected to someone else's ‘dirty’ habits, I think we have to consider the big picture and the tourism that supports our valley”.
- “The foreign visitor seems to be a high percentage of smokers in Solvang. The enforcement of a smoke-free area is going to be hard without large universal no-smoking signs posted everywhere”.
- “Being a smoke-free city has been beneficial for San Luis Obispo”.
- “I was just in Laguna Beach with my wife, and it is completely smoke-free, and it was wonderful”.

Several other respondents said a smoking designated area would be needed. One respondent said, “At least have smoking areas”.

The following are examples of other comments made:

- “I have asthma, and smoke exacerbates the problem”.
- “Those who don't want to be around the smoke can't get away from it unless they simply stay home”.
- “I think it's wrong to make cities smoke-free. [It's] completely predictable that Solvang would try to be smoke-free”.

## SUMMARY & RECOMMENDATIONS

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The majority of respondents (85%) live in SYV, including 57% who live in Solvang, and the remainder are from outside the community. Because the Solvang relies on tourism for its economic vitality, we assume that the Solvang City Council will value the opinion of visitors.

Among the total respondents of the community survey, the results indicate strong support for making many outdoor public places smoke-free, especially entryways (89%), outdoor dining (89%), and public events (76%). The high support levels remain high among Solvang residents and the business community, which was surveyed separately.

Most respondents (75%) say they are more likely to visit a public place if it is smoke-free. If elected officials and other key stakeholders are concerned about the potential impact of a comprehensive smoke-free ordinance on business and tourism; this result should help address this issue.

Most respondents (67%) say cigarette litter is a problem. This suggests that litter should be explored as a possible campaign message.

In summary, the survey results have the potential to act as a valuable educational tool and will help advance the work plan objective. It is recommended that TPP staff continue to pursue a comprehensive smoke-free outdoors policy and to share the survey results with policy makers and the general public in the City of Solvang.

## Citations

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<sup>1</sup> U.S. Census Bureau: Quick Facts Solvang City, California, accessed October 4, 2018, <https://www.census.gov/quickfacts/fact/table/solvangcitycalifornia/PST045217>.

## CITY OF SOLVANG PUBLIC OPINION SURVEY

The Santa Ynez Valley Youth Coalition is interested in your opinions about secondhand smoke, including marijuana. Please take a moment to answer the following questions. Your answers will help shape tobacco-related policies.

### 1. Where do you live?

- |   |   |                                      |
|---|---|--------------------------------------|
| <input type="checkbox"/> Santa Ynez         | <input type="checkbox"/> Buellton                       | <input type="checkbox"/> Solvang     |
| <input type="checkbox"/> Los Olivos/Ballard | <input type="checkbox"/> Lompoc                         | <input type="checkbox"/> Santa Maria |
| <input type="checkbox"/> Goleta             | <input type="checkbox"/> Santa Barbara                  | <input type="checkbox"/> Carpinteria |
| <input type="checkbox"/> Out of County      | <input type="checkbox"/> Other areas in SB County _____ |                                      |

### 2. Do you think the following outdoor places should be smoke-free?

- |   |                              |                             |                                  |
|---|------------------------------|-----------------------------|----------------------------------|
| a. Building entrances/windows               | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Neutral |
| b. Restaurant patio seating                 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Neutral |
| c. Parks, beaches and trails                | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Neutral |
| d. Public events (festivals, parades, etc.) | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Neutral |
| e. Public streets & sidewalks               | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Neutral |

### 3. Check the box that best expresses your opinion on the statements below.

#### a. I would be \_\_\_\_\_ to visit a public place if it is smoke-free.

- More Likely    Less Likely    Neutral

#### b. Cigarette litter is a problem on streets and sidewalks.

- Agree    Disagree    Neutral

#### c. I want to be free from secondhand smoke and smoke drift in the areas where I: *(Check all that apply)*

- Work    Shop    Dine    Recreate    Live

### 4. Do you use tobacco, including e-cigarettes? Yes No Former

### 5. Gender: \_\_\_\_\_

### 6. Age:   18-25   26-55   56+

### 7. Ethnicity (optional): White   Hispanic/Latino   African American   Asian/ Pacific Islander   Native American   Other \_\_\_\_\_

### Comments or Name, Phone &/or Email to get involved:

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Thank you for taking this survey.



## ENCUESTA DE OPINIÓN PÚBLICA EN CIUDAD DE SOLVANG

La Coalición Juvenil Santa Ynez Valley está interesada en sus opiniones sobre fumar y el humo de segunda mano, incluida la marihuana. Sus respuestas ayudarán a formar las políticas relacionadas a tabaco.

### 1. ¿Dónde vives?

- |   |  |                                      |
|---|--|--------------------------------------|
| <input type="checkbox"/> Santa Ynez         | <input type="checkbox"/> Buellton                            | <input type="checkbox"/> Solvang     |
| <input type="checkbox"/> Los Olivos/Ballard | <input type="checkbox"/> Lompoc                              | <input type="checkbox"/> Santa Maria |
| <input type="checkbox"/> Goleta             | <input type="checkbox"/> Santa Barbara                       | <input type="checkbox"/> Carpinteria |
| <input type="checkbox"/> Afuera del condado | <input type="checkbox"/> Otras zonas del condado de SB _____ |                                      |

### 2. ¿Piensa que los sitios siguientes deberían ser libre de humo?

- a. Afuera cerca de entradas/ventanas de edificios  Sí  No  Sin Opinión
- b. Asientos en el patio de restaurantes  Sí  No  Sin Opinión
- c. Parques, playas, y senderos  Sí  No  Sin Opinión
- d. Eventos públicos al aire libre  Sí  No  Sin Opinión  
(Festivales, desfiles, etc.)
- e. Calles públicas, y banquetas  Sí  No  Sin Opinión

### 3. ¿Qué es su opinión en las declaraciones siguientes?

a. Sería \_\_\_\_\_ visitar un lugar público si está libre de humo de tabaco.

- Más probable  Menos probable  Ninguna Opinión

b. Basura de cigarrillos es un problema en las calles y banquetas.

- De Acuerdo  En Desacuerdo  Ninguna Opinión

c. Quiero estar libre de humo de tabaco y el humo ambiental:

(Seleccione todas las que aplican)

- Trabajo  Hago compras  Ceno en pública  Recreo  Vivo

### 4. ¿Usa tabaco, incluyendo los cigarrillos electrónicos?

- Sí  No  Fumador Anterior

### 5. ¿Cuál es tu género? \_\_\_\_\_

### 6. ¿Cuál es su edad? 18-25 26-55 56+

### 7. Etnicidad (opcional): Hispano Anglo Americano africano

- Americano nativo  Asiático/ Isleño pacífico  Otro: \_\_\_\_\_

Otros comentarios, Nombre, teléfono y / o correo electrónico para involucrarse:

Gracias por tomar esta encuesta.



# **Evaluation Summary Report (1-E-1)**

Post-Policy Smoking Observation Survey in the City of Santa Barbara  
Third Wave: November 12<sup>th</sup> – December 1<sup>st</sup>, 2018

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**Prepared by Natasha Kowalski, Dawn Dunn, and Shantal Hover  
December 19, 2018**

## INTRODUCTION

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Based on the Communities of Excellence assessment conducted in the fall of 2016, the Santa Barbara County Tobacco Prevention Program (TPP) and the Coalition Engaged in a Smoke-free Effort (CEASE) decided to address the gaps in outdoor protections during the 2017-2021 workplan and to start campaign efforts in the City of Santa Barbara (SB). The objective is as follows:

*“By June 30, 2021, at least one jurisdiction in Santa Barbara (SB) County (e.g., City of SB, Santa Maria, Lompoc and/or Solvang) will adopt and implement a comprehensive outdoor policy that restricts the use of tobacco products at three or more of the following areas: outdoor dining areas, entryways, public events, recreational areas, or service areas.”*

On August 8, 2017, the SB City Council adopted a comprehensive smoke-free policy that protects all outdoor areas with the exception of outdoor bar patios, restaurant patios after 10 PM, private parking lots, and the 18 holes of the Municipal Golf Course. Examples of newly designated smoke-free areas include: parks, beaches, sidewalks, plazas, public events, the wharf and harbor.

The ordinance went into effect on September 15, 2017, and a comprehensive public education campaign to announce the ordinance was launched in October, 2017. The City of SB has explained the provisions and purpose of the ordinance via their website, social media, weekly bulletins, an online educational video, and youth-developed Public Service Announcements (PSAs). TPP coordinated with City staff on a media release which generated six news articles and promoted the new law on Facebook and Instagram, gaining 27,936 total impressions across seven ads. A logo and postcard was developed by City staff and mailed 10,000+ postcards to every resident and business in the City and even many outside its own zip codes. City staff called Ambassadors, who walk primary business corridors educating tourists and promoting public safety, were trained to include the new law in their outreach efforts. Trained youth and adult volunteers conducted educational visits to 195 businesses in the City, gaining feedback from businesses and distributing information and window decals. To date, roughly 638 warnings and 74 citations have been issued. Though education efforts have been thorough, “no smoking” signs will not be posted throughout the City until January 2019 due to concerns from the SB Historical Society and overall delays with the City’s processes.

To measure compliance with the new ordinance, observation surveys of smoking incidents were conducted before and after policy adoption. TPP staff and youth volunteers collected baseline data on State Street, the downtown corridor in the City of SB, during the previous work plan in May and June of 2017. Follow-up data was collected twice, approximately six months after policy adoption (April/May of 2018) and 14 months after policy adoption (November/December of 2018). The six month post-policy survey showed the smoking incidents per hour decreased from 15, 95% CI (12.8, 18.2) at baseline to seven, 95% CI (6.1, 9.1) in spring of 2018 ( $p < .001$ ). This report focuses on the third wave of data collection and examines whether the decrease in smoking continues 14 months after policy adoption. Results will be shared with policymakers and city staff to show areas where more education is needed and will help inform the final evaluation report.

## METHODS

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Approximately 14 months after policy adoption, TPP staff and their community partner, “Council on Alcoholism and Drug Abuse” (CADA), conducted an observation of the frequency of smoking incidents on State Street in downtown Santa Barbara. A total of 19 surveys were collected during midday, afternoon, and evenings between November 12<sup>th</sup> and December 1<sup>st</sup>, 2018. To ensure varying sampling times and days of the week and to prevent more than one team observing at the same time, observers committed to a time slot on a sign-up sheet (Attachment A).

The same protocol (Attachment B) and survey instrument (Attachment C) were used for the 2017 and 2018 surveys. A total of eight data collectors completed the surveys either individually or in teams of two or three, with one person in charge of recording observations on surveillance forms. Youth volunteers from CADA were accompanied by an adult. Data collectors walked on one side of State Street from Yanonali Street to Canon Perdido Street, then back on the opposite side of State Street at least one time. While walking, data collectors recorded each time they observed a smoking incident on the survey form. Teams were specifically instructed to avoid counting the same smoking incident twice. Smoking was defined as the use of any tobacco products (i.e. cigarettes, cigars, cigarillos, hookah, chew, pipe, etc.), including any electronic smoking devices. Only visually confirmed incidents were counted: Tobacco smoke smell and litter were not considered. Data collectors were also instructed to note if the smoking incident occurred approximately 0-15 feet from doorways, outdoor dining, children, or bus stop/service areas.

All of the data collectors were trained on the use of the survey instrument and data collection guidelines. The training materials were the same ones used during the previous surveys. All youth volunteers participated in a simulation test-run activity on State Street with CADA staff.

Descriptive statistics were used to analyze the data, and post-policy results were compared to the baseline data. The Poisson regression model was used to analyze if there was a statistically significant difference between the waves of data while accounting for the difference in hours for each observation survey.

## LIMITATIONS

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The major limitations of the study design and methods were as follows:

1. As one of the most populated areas in Santa Barbara, State Street does not necessarily provide a representative sample of the overall smoking prevalence in the City of SB.
2. While all volunteers were trained in data collection, there may be inconsistency in the estimated observations of smoking incidents between volunteers, especially during crowded intervals on State Street.

3. Logistics and resources prevented the use of a control group. To counter this limitation, data was collected in three waves and at multiple sites.
4. More hours were observed in the evenings during the third wave, and more smoking occurred during this time period compared to earlier in the day.

## RESULTS

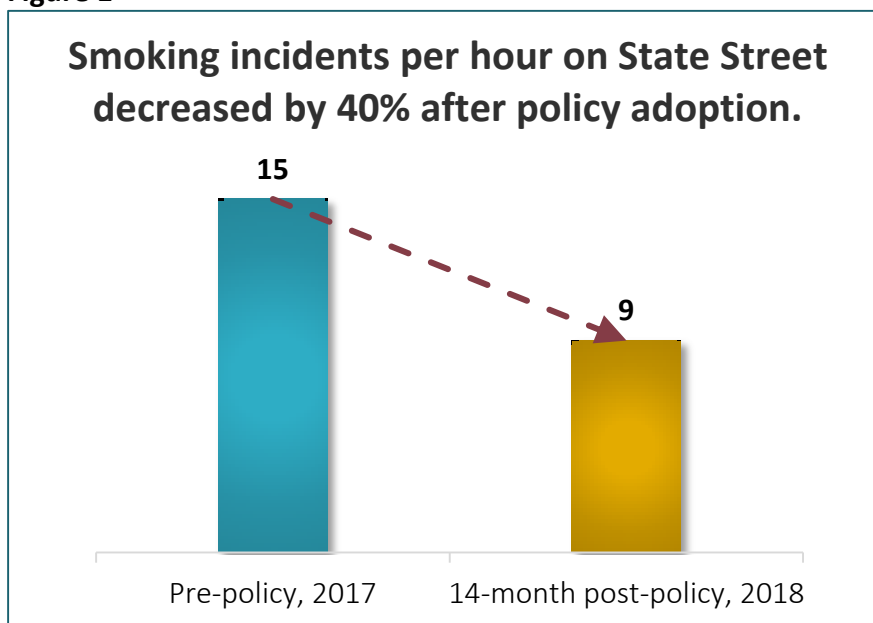
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### Smoking incidents

Over the almost three week observation period during the fall of 2018, a total of 125 smoking incidents were recorded over 14 hours, for an average of nine incidents per hour. Table 1 on the next page summarizes the key findings. The cloud coverage, pedestrian density, special events (i.e. Farmers Market, Black Friday), and day of the week time had little to no affect on the number of smoking incidents per hour. On the other hand, the incidence varied by the time of day and temperature. The number of incidents was higher during evenings (11) compared to both mid-day (8) and afternoon (9), and the number of incidents was lower on hot days (5) compared to both mild days (9) and cold days (10).

The decrease in smoking observed 6 months after policy adoption is also observed 14 months after adoption. A comparison of the baseline and the 14 month follow-up shows the smoking incidents per hour decreased from a baseline of 15, 95% CI (12.8, 18.2) to 9, 95% CI (7.5,10.7) by the fall of 2018. This is a statistically significant difference with a p-value of <.001 and represents a 40% reduction in smoking (Figure 1). The smoking incidents per hour decreased regardless of the time of day, day of the week, whether it was cloudy or not, and pedestrian density. There was a small increase in smoking incidence on cloudy days in fall of 2018 compared to baseline (10 versus 8.5 respectively).

**Figure 1**



Though the smoking incidence at 14 months after policy adoption is up slightly from 6 months after adoption, it is not statistically significant (p-value of <.001). The number of smoking incidents in the fall of 2018 was nine, 95% CI (7.5, 10.7) compared to seven, 95% CI (6.1, 9.1) in the spring of 2018.

**Table 1**

<b>Smoking incidents on State Street before &amp; after policy adoption.</b>				
<b>City of Santa Barbara</b>				
		<b>Baseline, May/June 2017</b>	<b>Post-policy, April/May 2018</b>	<b>Post-policy, Nov./Dec. 2018</b>
<b>Total observations</b>	Total Hours observed	8	12.5	14
	Total incidents	122	93	125
	<b>Incidents/hour</b>	<b>15</b>	<b>7</b>	<b>9</b>
<b>Time, weather, &amp; other variables</b>		<b>Incidents per hour</b>		
<b>Time of day</b>	Mid-day	15	7	7
	Afternoon	16	7	8
	Evening	Not enough data	17	11
<b>Day of week</b>	Weekday	14	8	9
	Weekend	19	7	9
<b>Weather</b>	Sunny	18	8	8
	Cloudy	8.5	7	10
	Clear night	n/a	n/a	9
<b>Temperature</b>	Hot	23	7	5
	Mild	15	8	9
	Cold	Not enough data	7	10
<b>Pedestrian density</b>	Crowded	16	9	9
	Mildly full	15	5	9
	Empty	Not enough data	No data	Not enough data
<b>Events</b>	Antique Car Show	22	n/a	n/a
	Farmers' Market	n/a	10	8
	Earth Day	n/a	6	n/a
	Black Friday	n/a	n/a	8

## Proximity to sensitive areas

Fourteen months after policy adoption, 54% of the total number of incidents occurred near a sensitive area defined as outdoor dining, children, doorways, or service areas such as bus stops or service lines. (Table 2). This represents a 32% decrease from baseline. Compared to baseline, the number of incidents decreased near doors (50% versus 17%), children (24% versus 4%), and dining (20% versus 6%). However, the number of incidents near services areas increased from 8% to 30% between baseline and fall of 2018.

**Table 2**

Amount of smoking incidents near sensitive areas on State Street before & after policy adoption. City of Santa Barbara				
Sensitive Uses (multiple responses)	Baseline, May/June 2017		14-months post-policy, Nov./Dec. 2018	
	# of incidents near sensitive areas	% of total incidents	# of incidents near sensitive areas	% of total incidents
<b>Any sensitive area</b>	<b>96</b>	<b>79%</b>	<b>67</b>	<b>54%</b>
<b>Doorways</b>	<b>61</b>	<b>50%</b>	<b>45</b>	<b>17%</b>
<b>Children</b>	<b>29</b>	<b>24%</b>	<b>9</b>	<b>4%</b>
<b>Dining</b>	24	20%	22	6%
<b>Service areas</b>	10	8%	10	30%
<b>None</b>	26	21%	26	46%

## SUMMARY & RECOMMENDATIONS

The number of smoking incidences per hour decreased by at least 40% between the baseline survey in the fall of 2017 and 14 months after policy adoption. The difference is statistically significant with a p-value of <.001.

Though the study design does not include a control group, the results suggest that the joint educational campaign conducted by the City and TPP staff has successfully maintained a reduction in smoking incidents. Once the “no smoking” signs are posted throughout the City, TPP staff expects the amount of smoking to decrease further.

These results indicate where to target future education efforts regarding the new smoke-free law. Though the reduction in smoking near any type of sensitive area is encouraging, more education may be needed to reduce smoking near service areas. Evenings and some types of special events, such as the Antique Car Show, is another area where additional education may be needed.

Attachment A  
**Downtown Santa Barbara Outdoor Smoking  
 Observation Survey Sign Ups (Post-Policy 1)  
 April 10th – May 19th, 2018**

<b>Mid-day: 11:00 – 2:00</b>		<b>Name(s)</b>	<b>Week Planned</b>	<b>Date Completed</b>
<b>Weekday</b>				
<b>Weekday</b>				
<b>Weekend</b>				
<b>Weekend</b>				
<b>Afternoon: 2:00 – 5:00</b>		<b>Name(s)</b>	<b>Week Planned</b>	<b>Date Completed</b>
<b>Weekday</b>				
<b>Weekday</b>				
<b>Weekday</b>				
<b>Weekend</b>				
<b>Weekend</b>				
<b>Weekend</b>				
<b>Evening: 5:00-9:00</b>		<b>Name(s)</b>	<b>Week Planned</b>	<b>Date Completed</b>
<b>Weekday</b>				
<b>Weekday</b>				
<b>Weekday</b>				
<b>Weekday</b>				
<b>Weekend</b>				
<b>Weekend</b>				
<b>Weekend</b>				



Attachment B  
**Downtown Santa Barbara Outdoor Smoking Observation Survey**  
**OBSERVATION GUIDELINES**

The Tobacco Prevention Program (TPP) is responsible for assessing the efficacy of outdoor smoke-free policies enacted in the City of Santa Barbara. These are guidelines for ensuring a valid measure of outdoor smoking on State Street in Downtown Santa Barbara. Smoking refers to the use of any tobacco products (i.e. cigarettes, cigars, cigarillos, hookah, chew, pipe, etc.) or any electronic smoking devices (ESD). Marijuana use is not being counted specifically, but will be noted.

- One adult or teams of two trained youth should complete the survey. Youth are permitted to complete the survey alone if they have previously participated in this data collection. If in a team of two, one person should be in charge of recording observations on the survey form.
- Complete all sections of the form, **especially the amount of time spent observing**. List each incident of smoking you see on a separate line. Attach additional sheets as needed.
- Walk on one side of State Street from Yanonali Street to Canon Perdido Street, then back on the opposite side of State Street at least one time. Depending on pace, this will take approximately 30-45 minutes. Additional passes through the observation site are encouraged, time permitting. Please don't observe from a stationary position.
- As you walk, observe people who are smoking. **It is very important not to double count smoking**. If you encounter someone who was smoking earlier, you can count them if you are fairly certain they are smoking a second cigarette/other product. If people are smoking marijuana, note in comments.
- Include patrons smoking in outdoor dining areas, and anyone smoking in a stationary car with the windows down.
- Service areas are defined as bus stops, service lines (ATM's, retail lines, taxi stands, etc.)
- When assessing the total number of pedestrians on State Street, come up with the most accurate guess. Estimate if State Street is empty (1-25), mildly full (26-75), or crowded (76+).
- If any event or special activity (i.e. a fair, a rally, or the Farmers Market) is happening during your observation time, please list.
- Please write additional comments, include anything that you think is significant even if it isn't asked for on the form.
- If you can't observe during your scheduled time; please use the contact info below to reschedule.
- It is important that observations are done at different days and time. Teams cannot do observations at the same time.
- If you have any questions about the observational survey, contact Dawn Dunn at dawn.dunn@sbcphd.org or call 681-5407 or 729-3557.

**Attachment C**  
**City of Santa Barbara Smoking Observations**  
**Survey Instrument**

# Downtown Santa Barbara Outdoor Smoking Observation Survey

## State Street: between Yanonali & Canon Perdido Streets

<b>Observer Name(s):</b>	
<b>Start Time:</b>	<b>End Time:</b>
<b>Date:</b>	<b>Day of Week:</b> M T W Th F Sat Sun
<b>Weather:</b> Sunny Cloudy/Foggy Raining	<b>Temperature:</b> Hot Mild Cold

**List any events or special activities:**

**Total Pedestrians Observed:**     Empty (under 25)     Mildly full (26–75)     Crowded (76 +)  
(including smokers)

### Smoking Incidents

Time	Type of Product*	Proximity (0-15 feet) ✓ if YES	Comments
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/line/bench	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	

\* "Smoking" = cigarettes, cigars, cigarillos, hookah, e-cigarettes, chewing tobacco, pipes, etc. Note marijuana use in Comments

## Smoking Incidents

Time	Type of Product*	Proximity (0-15 feet) ✓ if YES	Comments
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/line/bench	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> Smoking	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	
	<input type="checkbox"/> <b>Smoking</b>	<input type="checkbox"/> Doorways <input type="checkbox"/> Outdoor dining <input type="checkbox"/> Children <input type="checkbox"/> Bus stop/service area	

Add other comments/observations below, including comments from pedestrians or business owners, etc.

\* "Smoking" = cigarettes, cigars, cigarillos, hookah, e-cigarettes, chewing tobacco, pipes, etc. Note marijuana use in Comments