



**First Reading of an  
Ordinance Prohibiting  
the Sale of Cigarettes  
and Cigars with Filters**

**City Council  
August 28, 2025**

# Regional Policy Advancements



**October 29, 2024**

Santa Cruz County Board of Supervisors adopts an ordinance prohibiting sale of filtered tobacco products in unincorporated areas of County



**June 24, 2025**

City of Santa Cruz adopts a similar ordinance



Enforcement begins on January 1, 2027, or on a date at least two additional jurisdictions in the County approve similar ordinance, whichever occurs later



# Capitola Similar Ordinance

## Commission on the Environment (March 19, 2025)

COE unanimously recommends City Council adopt a similar ordinance in alignment with County

## City Council (April 10, 2025)

City Council held public meeting and received presentation from Public Health Division of Santa Cruz Health Services Agency

Council directed staff to return with an ordinance for formal consideration



# Proposed Ordinance

## **Municipal Code Chapter 5.38**

Prohibits sale of flavored tobacco products by tobacco retailers

Proposed ordinance would amend Section 5.38.030 of Municipal Code to prohibit sale of partially inconsumable tobacco products in cigarettes and cigars





# Ordinance Language Update

Attempted to simplify but unintentionally broadened scope

Amended for consistency and enforceability

- Uses "partially inconsumable cigarette or cigar" (not "tobacco product")
- Limited to embedded filters only
- Applies to all potential filter materials

With Capitola's adoption, enforcement begins January 1, 2027.

# Intended Outcomes

Proposed ordinance intends to

- Reduce tobacco product waste
- Improve public health
- Promote environmental and wildlife protection
- Conserve resources used to pick up litter
- Support regional litter prevention efforts
- Align with existing municipal policy goals (Chapters 5.38, 8.38)







# Community Outreach

Staff conducted outreach to all ten active tobacco retailers in Capitola

Intent was to share information on proposed ordinance and gather input on potential impacts

To date, staff has not received correspondence from retailers

- Correspondance received from advocacy groups





# Enforcement in Capitola

If adopted, proposed ordinance would take effect 30 days from its passage and adoption.

Enforcement of ordinance would not take place until January 1, 2027

Similar ordinances have been adopted by

1. County of Santa Cruz
2. City of Santa Cruz





## Recommended Action:

Introduce for first reading, by title only, waiving further reading of text, an ordinance amending Capitola Municipal Code Section 5.38.030 to prohibit sale of partially inconsumable cigarettes and cigars as amended by staff