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**CATE PROPOSES SAFEGUARDS ON MARIJUANA ADVERTISING TO PROTECT OUR KIDS**  
*Regulating and Restricting Marketing from Unpermitted Marijuana Outlets and Delivery Services*

San Diego, CA: With the full implementation of Proposition 64 and the commencement of legal recreational marijuana sales as of January 1<sup>st</sup> of this year, it is important that the City continue to work on reasonable solutions and regulations to shut down illegal operations, and ensure the safe and legal access of marijuana.

Although the City has passed ordinances to regulate marijuana outlets and production facilities, San Diego has yet to adequately address the regulation of marijuana-related advertisements. The State of California's rules regulating the advertisement of licensed marijuana outlets are inadequate for San Diego to effectively regulate all marijuana related advertisements, and do not provide the tools necessary for local governments to eliminate advertising by illegal, unpermitted marijuana operations.

Public Safety and Livable Neighborhoods Chairman, Councilmember Chris Cate, issued a [memorandum](#) and [proposals](#) for marijuana advertisement regulations to supplement existing State law providing the City with a greater ability for local control.

Councilmember Cate's proposals include:

- 1) Preventing marijuana billboard advertisements from being physically located within 1,000 feet of schools, parks, minor-oriented facilities, recreation centers, libraries, churches, and residential care facilities, and 100 feet from residential zones.
- 2) Requiring marijuana billboard regulations within the San Diego Municipal Code to apply to both permitted/licensed marijuana outlets and un-permitted/un-licensed marijuana outlets, marijuana delivery services, and online marijuana advertising platforms, such as Weedmaps and Eaze.
- 3) Stating that violation of these San Diego Municipal Code regulations shall be prosecuted as infractions for the first offense, and may be prosecuted as misdemeanors for subsequent offenses. This shall apply equally to licensed/permitted marijuana operations, unlicensed/unpermitted marijuana operations, marijuana delivery services, and online marijuana advertising platforms.
- 4) Prohibiting illegal, unpermitted, or unlicensed marijuana outlets and delivery services from advertising on internet advertisement platforms, billboards, newspapers, circulations, magazines, or other publications within the City of San Diego.

**"I believe my proposals are fair and reasonable regulations that will provide our Code Enforcement Division and our San Diego Police Department with additional tools to better regulate marijuana advertisements within our City and protect our children and families."**

Councilmember Cate recently sent a [letter](#) requesting the City of San Diego look into enforcing illegal deliveries. The State of California and City of Sacramento have sent similar letters.