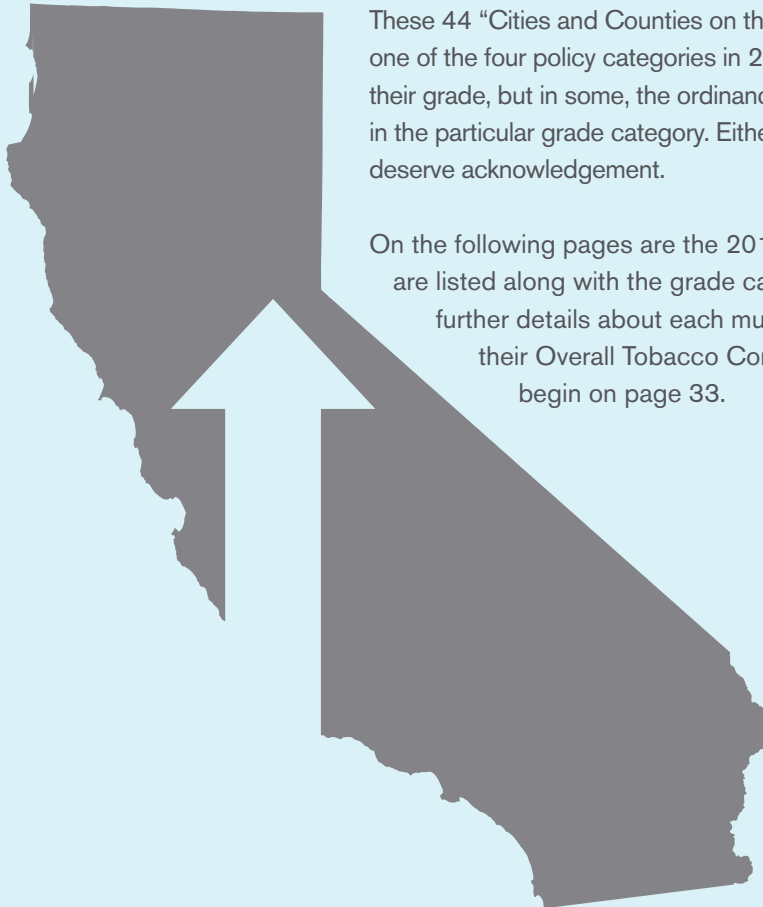Each year, cities and counties across the state work diligently to safeguard their residents from the harmful effects of tobacco. Our "On the Rise" communities have taken action during 2016 to reduce sales of tobacco products and prevent the harmful effects of secondhand smoke. For some communities, these policies represent a hard-earned first step in tobacco control policy. For others, these policies round out comprehensive measures already in place. Each of these policies represent the tangible impact that tobacco control efforts are having on communities.

These 44 "Cities and Counties on the Rise" adopted local ordinances in at least one of the four policy categories in 2016. In most cases, their actions improved their grade, but in some, the ordinance(s) only contributed to increasing the points in the particular grade category. Either way, these policies are noteworthy and deserve acknowledgement.
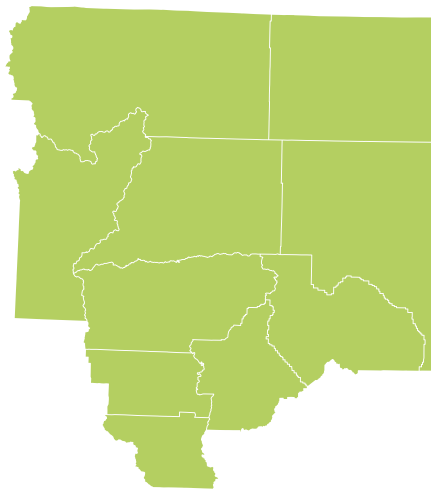
On the following pages are the 2016 "Cities and Counties on the Rise," which are listed along with the grade categories in which they passed a policy. For further details about each municipality's grades and points, including their Overall Tobacco Control grade, see the county report cards that begin on page 33.

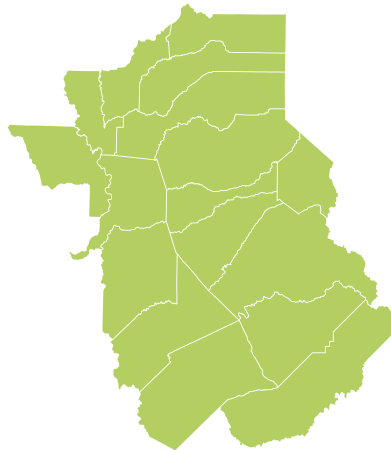**Cynthia Sapien Rocha,** Program Manager, Youth Leadership Institute

"In 2016, youth leaders from our organization, Youth Leadership Institute, teamed up with the American Lung Association in California and others to make public parks in Kerman, CA completely smokefree. Our community members, especially the youth, can now enjoy public spaces without fear of secondhand smoke and cigarette litter. Smokefree policies like these at the local level are critical to improving the overall health of our communities."
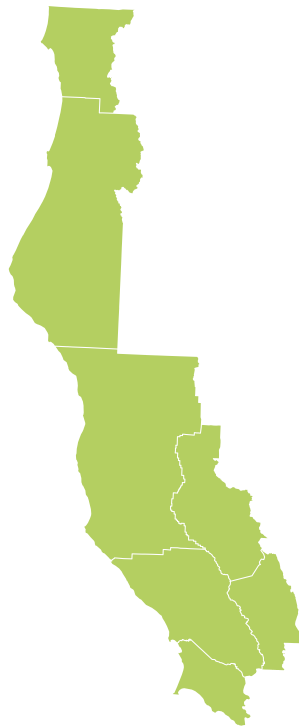
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# Cities and Counties on the Rise



## Northern California

| Community | County | Grade Category for 2017 (Points Improvement) |
|---|---|---|
| Willows | Glenn | Smokefree Outdoor Air (F to D), Emerging Issues (1 bonus point) |
| Plumas | Plumas | Reducing Sales of Tobacco Products (F to D), Emerging Issues (1 bonus point) |
| Tehama | Tehama | Smokefree Outdoor Air (points increase, grade remains F), Emerging Issues (1 bonus point) |



## Greater Sacramento Region

| Community | County | Grade Category for 2017 (Points Improvement) |
|---|---|---|
| Merced | Merced | Emerging Issues (1 bonus point) |
| Nevada City | Nevada | Emerging Issues (2 bonus points) |
| Nevada County | Nevada | Smokefree Outdoor Air (points increase, grade remains F), Emerging Issues (1 bonus point) |
| Sierra County | Sierra | Smokefree Outdoor Air (F to D), Emerging Issues (1 bonus point) |
| Sutter County | Sutter | Smokefree Outdoor Air (points increase, grade remains F) |
| Winters | Yolo | Reducing Sales of Tobacco Products (F to A), Emerging Issues (1 bonus point) |
| Yolo County | Yolo | Emerging Issues (2 bonus points) |

## North Coast

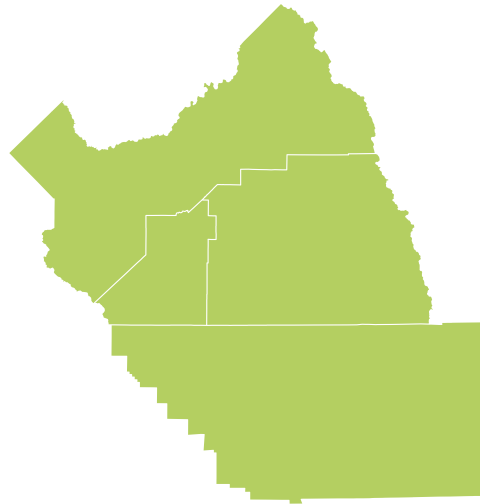| Community | County | Grade Category for 2017 (Points Improvement) |
|-----------|--------|---------------------------------------------|
| Blue Lake | Humboldt | Emerging Issues (1 bonus point) |
| Fortuna | Humboldt | Smokefree Outdoor Air (F to A), Smokefree Housing (F to C), Emerging Issues (1 bonus point) |
| Lake County | Lake | Smokefree Outdoor Air (points increase, grade remains F), Emerging Issues (1 bonus point) |
| Belvedere | Marin | Smokefree Outdoor Air (F to A), Smokefree Housing (D to A), Emerging Issues (1 bonus point) |
| San Rafael | Marin | Emerging Issues (1 bonus point) |
| Fort Bragg | Mendocino | Emerging Issues (2 bonus points) |
| American Canyon | Napa | Emerging Issues (2 bonus points) |
| Cloverdale | Sonoma | Smokefree Outdoor Air (F to D) |
| Sonoma City | Sonoma | Smokefree Outdoor Air (F to A), Smokefree Housing (D to A), Emerging Issues (1 bonus point) |
| Sonoma County | Sonoma | Reducing Sales of Tobacco Products (F to A), Emerging Issues (3 bonus points) |

## Greater Bay Area

| Community | County | Grade Category for 2017 (Points Improvement) |
|---|---|---|
| Pittsburg | Contra Costa | Emerging Issues (1 bonus point) |
| Orinda | Contra Costa | Smokefree Outdoor Air (F to B) |
| Belmont | San Mateo | Emerging Issues (1 bonus point) |
| Brisbane | San Mateo | Smokefree Housing (F to A) |
| East Palo Alto | San Mateo | Smokefree Outdoor Air (F to C), Emerging Issues (1 bonus point) |
| San Bruno | San Mateo | Smokefree Outdoor Air (F to B), Smokefree Housing (F to A), Emerging Issues (1 bonus point) |
| South San Francisco | San Mateo | Smokefree Housing (F to A), Emerging Issues (1 bonus point) |
| Los Gatos | Santa Clara | Smokefree Outdoor Air (C to A), Smokefree Housing (F to B) |
| Saratoga | Santa Clara | Smokefree Outdoor Air (D to A), Smokefree Housing (F to C) |
| Sunnyvale | Santa Clara | Smokefree Outdoor Air (C to A), Smokefree Housing (F to A) |
| Santa Cruz | Santa Cruz | Smokefree Outdoor Air (D to A), Emerging Issues (2 bonus points) |



## Los Angeles County

| Community | County | Grade Category for 2017 (Points Improvement) |
|---|---|---|
| El Monte | Los Angeles | Smokefree Housing (F to A) |
| Monrovia | Los Angeles | Smokefree Outdoor Air (F to D), Emerging Issues (1 bonus point) |
| West Hollywood | Los Angeles | Reducing Sales of Tobacco Products (F to B), Emerging Issues (2 bonus points) |

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## Central Valley

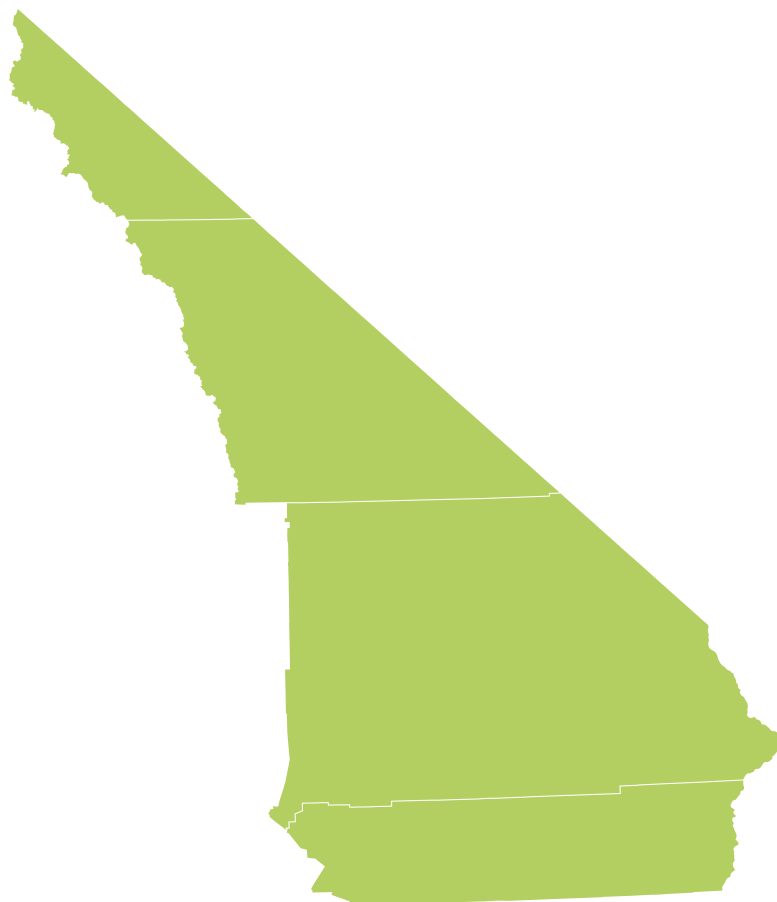| Community | County | Grade Category for 2017 (Points Improvement) |
|-----------|--------|----------------------------------------------|
| Kerman | Fresno | Smokefree Outdoor Air (F to D), Emerging Issues (1 bonus point) |
| Arvin | Kern | Reducing Sales of Tobacco Products (F to A), Emerging Issues (1 bonus point) |
| Shafter | Kern | Reducing Sale of Tobacco Products (F to A), Emerging Issues (1 bonus point) |
| Taft | Kern | Reducing Sales of Tobacco Products (F to A), Emerging Issues (1 bonus point) |

## Central Coast

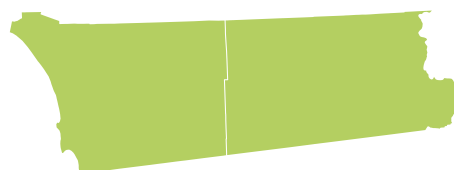| Community | County | Grade Category for 2017 (Points Improvement) |
|-----------|--------|----------------------------------------------|
| Santa Maria | Santa Barbara | Smokefree Outdoor Air (F to C) |
| Oxnard | Ventura | Smokefree Outdoor Air (F to A), Emerging Issues (1 bonus point) |

## Orange County

| Community | County | Grade Category for 2017 (Points Improvement) |
|-----------|--------|----------------------------------------------|
| La Palma | Orange | Smokefree Outdoor Air (F to D), Emerging Issues (1 bonus point) |

## Inland Empire

| Community | County | Grade Category for 2017 (Points Improvement) |
| --- | --- | --- |
| Bishop | Inyo | Smokefree Outdoor Air (F to D), Emerging Issues (3 bonus points) |
| Rialto | San Bernardino | Smokefree Outdoor Air (F to D), Emerging Issues (1 bonus point) |



## San Diego

| Community | County | Grade Category for 2017 (Points Improvement) |
| --- | --- | --- |
| San Marcos | San Diego | Reducing Sales of Tobacco Products (F to A), Emerging Issues (1 bonus point) |