

**ORDINANCE NO. \_\_\_\_\_**

An ordinance adding Article 6.7.1 to Chapter IV of the Los Angeles Municipal Code to require posting of suicide prevention information at firearms stores and firing ranges.

**WHEREAS**, suicide is a significant cause of death in the United States and is the second leading cause of death for persons aged 15-34;

**WHEREAS**, suicidal individuals would often benefit from talking with a mental health professional, or simply calling a suicide prevention hotline;

**WHEREAS**, firearms play a significant role in suicide in the United States, with suicides making up more than 60 percent of all firearm-related deaths in the country;

**WHEREAS**, although firearms are not the most common method used by those attempting suicide, they are the most lethal, with 85 percent of suicide attempts using firearms resulting in death;

**WHEREAS**, every day for the years 2005-2010, an average of 49 suicides are committed by individuals utilizing firearms; and

**WHEREAS**, to address this concern, the City wants to publicize suicide prevention information in locations likely to be visited by individuals who want to buy, rent or borrow a firearm for the purposes of committing suicide.

**NOW, THEREFORE,**

**THE PEOPLE OF THE CITY OF LOS ANGELES  
DO ORDAIN AS FOLLOWS:**

Section 1. A new Article 6.7.1 is added to Chapter IV of the Los Angeles Municipal Code to read:

**ARTICLE 6.7.1**

**SUICIDE PREVENTION SIGNS**

**SEC. 46.40. SUICIDE PREVENTION SIGNAGE AT FIREARM STORES AND FIRING RANGES.**

**(a) Definitions.**

(1) **"FIREARM"** means any pistol, revolver, shotgun, rifle, or other firearm, as that term is defined in Section 103.314 of this Code.

(2) “**DEALER**” means any person who is engaged in the retail sale of firearms and any retail firearms dealer, as that term is defined in Section 103.314 of this Code.

(3) “**FIRING RANGE**” means any shooting gallery, rifle range, gun club, trap shooting range, or other place where firearms are discharged.

(b) **Posting Requirements.**

(1) Any firearm dealer or owner of a firing range shall post or cause to be posted a sign as provided in this section on the retail premises of the firearm dealer or the premises of the firing range.

(2) The sign required by this section shall read substantially as follows:

IF YOU OR SOMEONE YOU KNOW IS CONTEMPLATING SUICIDE,  
PLEASE CALL THE NATIONAL SUICIDE PREVENTION LIFELINE AT  
1-800-273-TALK (8255).

(3) The sign shall not be smaller than 8 inches wide and 11.5 inches long, nor shall any lettering on the sign be less than 1 inch in height.

(4) A firearm dealer or firing range owner shall post or cause to be posted the sign required by this section in a conspicuous location at either its purchase counter, customer service counter, or other area frequented by customers patronizing the business.

(5) If more than 20 percent of the customers patronizing the firearm dealer’s retail premises or the firing range speak a language other than English as a primary language, the sign required by this section shall be worded in both English and the primary language or languages of those customers.

(c) **Severability.** If any provision of this ordinance is found to be unconstitutional or otherwise invalid by any court of competent jurisdiction, that invalidity shall not affect the remaining provisions that can be implemented without the invalid provisions, and to this end, the provisions of this ordinance are declared to be severable.

Sec. 2. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by positing for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

By *Linda Nguyen*  
LINDA N. NGUYEN  
Deputy city Attorney

Date 2/20/18

File No. 17-0095

M:\PGEN\PGEN\LINDA NGUYEN\Ordinances\Suicide Signs 46.70\Firearm Ord.docx

I hereby certify that the foregoing ordinance was passed by the Council of the City of Los Angeles.

CITY CLERK

MAYOR

\_\_\_\_\_

\_\_\_\_\_

Ordinance Passed \_\_\_\_\_

Approved \_\_\_\_\_