

City of San Leandro

Civic Center, 835 E. 14th Street
San Leandro, California 94577
www.sanleandro.org



June 27, 2018

Dear Licensee:

On October 6, 2017, the San Leandro City Council approved Chapter 4-36 of the San Leandro Municipal Code, which is specific to tobacco retailing within San Leandro's city limits. This new ordinance will become effective on August 15, 2018, and provisions within the Chapter may impact your San Leandro-based business.

One requirement states that all retailers selling tobacco and related products in San Leandro are required to obtain a Tobacco Retailer's License (TRL) from the City of San Leandro. The ordinance also establishes various regulations related to the retail sale of tobacco products and electronic cigarettes, including new requirements related to package sizes, pricing, and restrictions on the sale of flavored products.

SLMC section 4-36-500 allows a fee to be imposed to recover the cost of administration and enforcement of Chapter 4-36, including for education programs, issuance of tobacco retailing licenses, retailer inspections, compliance checks, and the documentation and prosecution of violations. A resolution recommending a fee of up-to \$500 per license will be discussed and likely voted on at the July 16, 2018 City Council meeting. We invite you to attend this public Council session where you can listen to the discussions and give your input.

San Leandro's goal, through education and partnership, is to have all tobacco retailers in San Leandro in compliance with this new ordinance before its effective date of August 15, 2018. The first step in this partnership is to offer free information sessions around the tobacco retail ordinance for you and your employees. Please consider attending at least one of the scheduled sessions at City Hall, located at 835 E 14th Street on:

- Wednesday, July 11, 2018 from 11:00 a.m. to 12:30 p.m.
- Wednesday, July 25, 2018 from 5:00 p.m. to 6:30 p.m.

The information sessions taught by City staff members is intended to provide an opportunity to:

1. learn about the requirements of the tobacco retailers ordinance and how the proposed TRL fees will be used,
2. understand the definition of "flavored tobacco" products as described,
3. receive information on acceptable forms of identification; how to best check a patron's ID for validity; how to refuse service; signs and prevention of illicit drug/criminal activity,
4. obtain updated information on California's tobacco-related laws,
5. ask questions of City and SLPD staff about the program.

We recommend attendees bring a copy of their State Board of Equalization Tobacco Retail License. If you have any questions regarding the scheduled information sessions, or have concerns about tobacco retail licensing, please do not hesitate to contact me at 510-577-3372 or email akim@sanleandro.org.

We look forward to seeing you there and working together as this ordinance is implemented in our city.

Sincerely,

Alice Kim
Communications Manager
City of San Leandro

Pauline Russo Cutter, Mayor

City Council:

Pete Ballew

Deborah Cox

Ed Hernandez

Benny Lee

Corina N. López

Lee Thomas



TOBACCO RETAILERS LICENSE INFORMATION SESSIONS

WHEN

July 11. 11:00 a.m. – 12:30 p.m.

July 25. 5:00 p.m. – 6:30 p.m.

WHERE

San Leandro City Hall

835 East 14th Street, San Leandro, CA 94577

FOR MORE INFORMATION

WWW.SANLEANDRO.ORG/TRL

MUNICIPAL CODE 4-36

**Tobacco Retailing in
San Leandro**

AT THE EVENT:

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Understand the definition of “flavored tobacco” products as described

Receive information on acceptable forms of identification; how to best check a patron’s ID for validity; how to refuse service; signs and prevention of illicit drug/criminal activity

Obtain updated information on California’s tobacco-related laws

Ask questions of City and SLPD staff