



# Adoption of Tobacco Retailers Fee

July 16, 2018

# Background

2015: City Council begins exploring potential tobacco retailers license (TRL)

City Council Rules Committee Holds Discussions on TRL

- ▶ May 25, 2016
- ▶ November 28, 2016
- ▶ April 24, 2017

June 5, 2017: City Council considers draft ordinance and refers item back to Rules Committee

June 26, 2017: Rules Committee considers updated ordinance

October 16, 2017: City Council adopts TRL Ordinance, to be effective on August 15, 2018

June 18, 2018: City Council continues TRL fee adoption to July 16, 2018 meeting

# Overview of TRL Ordinance

## Prohibited Activities Include:

- Sale of tobacco or electronic cigarette products without a valid TRL
- Tobacco retailing via a self-service display
- Tobacco retailing by anyone younger than 18
- Non-sale distribution of tobacco & e-cigarette products in a public place
- Sale of cigars in a package of less than \$7 per five cigars, except for single cigars in excess of \$5
- Sale of flavored tobacco products, cigars and e-cigarettes



# Proposed Fee

## Not to Exceed \$500 per year

- ▶ Fee is designed to recover administrative & enforcement costs, including:
  - ▶ Developing & maintaining a retailer database
  - ▶ Developing & maintaining program website
  - ▶ Education and outreach programs, including notices, site visits, training sessions
  - ▶ SLPD compliance & monitoring program:
    - ▶ Periodic compliance checks
    - ▶ Underage decoy operations
    - ▶ Documentation & prosecution of violations
- City staff are also pursuing additional state grant funds
- Fee to go into effect January 1, 2019; online application in development
- Valid State BOE TRL is sufficient through December 31, 2018

# TRL Fees in Neighboring Jurisdictions

- ▶ Hayward \$ 400
- ▶ El Cerrito \$ 439
- ▶ **San Leandro \$ 500 maximum**
- ▶ San Jose \$ 533
- ▶ Union City \$ 769
- ▶ Oakland \$1,500

# Outreach

- ▶ February 28, 2018 meeting with retailers
- ▶ Development & promotion of program website: [www.sanleandro.org/TRL](http://www.sanleandro.org/TRL)
- ▶ Mailed letter & flyer to all 86 known tobacco retailers
- ▶ In-person site visits to retailers by SLPD staff
- ▶ July 11 retailers information session
- ▶ July 25 retailers information session
- ▶ News article in San Leandro Times

## 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 14<sup>th</sup> Street, San Leandro, CA 94577

### WEB ADDRESS

[WWW.SANLEANDRO.ORG/TRL](http://WWW.SANLEANDRO.ORG/TRL)

### MUNICIPAL CODE 4-36

Tobacco Retailing in  
San Leandro

### AT THE EVENT:

Learn about the requirements of tobacco retailers, understand the new ordinance, and learn how the proposed TRL fees will be used

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

Questions?