

# City of San Leandro



Tobacco Policy Discussion  
January 18, 2022

# Existing Tobacco Policy in San Leandro (adopted in 2017)

- Applicability:

The Tobacco Retailers Ordinance applies to any business that sells:

- Electronic cigarettes
- Electronic cigarette products
- Electronic cigarette paraphernalia
- Tobacco products
- Tobacco paraphernalia

**TOBACCO  
RETAILERS  
LICENSE  
INFORMATION  
SESSIONS**

# Existing City Regulations

- General Provisions:
  - All tobacco retailers must obtain both a state and local tobacco retailers license
    - Includes businesses that sell electronic cigarettes
    - Requires retailers to secure a new TRL upon sale or transfer of business (current local fee = \$500/year)
  - Prohibits sales of all flavored tobacco or nicotine-infused products (except menthol cigarettes)
- Cigar Sales:
  - Must be in a package of five Cigars costing at least \$7
  - Exception for “premium cigars” valued in excess of \$5
  - Sale of flavored cigars prohibited
- Electronic Cigarette Products:
  - Sale of flavored electronic cigarette products prohibited
    - ✓ Includes products without nicotine

# Existing City Regulations

- Penalties for Violations:
  - 1st Violation: Written warning and thirty days to cure the violation
  - 2nd Violation: \$2,500 penalty
  - 3rd Violation: License suspended for 20 days
  - 4th Violation: License revoked and license cannot be issued to retailer or for the retail location for three years



# Prior Council & Rules Committee direction

## October 27, 2020 Rules Committee:

Develop new regulations with the following provisions:

- Ban pharmacies from selling tobacco
- Require point-of-sale system at registers for new TRLS ONLY that requires entry of a birth date or scanning of a driver license
- Impose a total cap on the number of TRLs citywide (using a formula based on population), while grandfathering all existing TRL locations
- Prohibit new TRLs in proximity to schools

## January 19, 2021 City Council meeting Item 14 request:

- Schedule future discussion of menthol cigarette sales ban

## May 26, 2021 Rules Committee Meeting:

- Schedule a roundtable forum that includes health advocates and retailers

## July 20, 2021 Tobacco Policy Roundtable Forum

- Forum held

## October 27, 2021 Rules Committee Meeting

- Committee votes unanimously to recommend banning menthol cigarette sales effective January 1, 2023

# State Context

- SB 793 (statewide flavor ban) signed into law in August 2020
- Referendum filed with Secretary of State
  - To appear on November 2022 statewide ballot
- If affirmed by voters, statewide flavor ban will go into effect

# Regional context in Alameda County

## Cities with full ban on flavored products

- Albany (2019)
- Alameda (2018)
- Berkeley (2019)
- Dublin (2020)
- Fremont (2019)
- Hayward (2020)
- Oakland (2020)
- Pleasanton (2020)
- Livermore (2019)
- Unincorporated area (2020)

## Cities without out full ban

- Emeryville
- Piedmont
- San Leandro (2017) \*
- Newark
- Union City (2010) \*

\*TRL with partial restrictions

# Rules Committee Recommendation

- Adopt proposed ordinance, which bans menthol cigarette sales effective January 1, 2023