



July 12, 2019

City of Fremont
3300 Capitol Ave.
Fremont, CA 94538

RE: Draft Ordinance to Add Chapter 8.75 to the Fremont Municipal Code to Establish a Tobacco Retail License Program, Set Minimum Price or Pack Sizes for Tobacco Products, and Ban the Sale of Flavored Tobacco Products

Dear Mayor Mei, Vice Mayor Salwan, Councilmember Bacon, Councilmember Keng, Councilmember Jones, Councilmember Kassan, and Councilmember Shao:

First 5 Alameda County supports the proposed ordinance that would require licensure of all tobacco product retailers, ban the sale of flavored tobacco products, and set minimum prices or pack sizes for tobacco products. The best way to prevent tobacco-related illness and death is to prevent youth and other vulnerable communities from smoking in the first place. These thoughtful policy changes will help protect the health and well-being of Fremont residents for years to come.

Flavored tobacco products, small pack sizes, and cheap prices help the tobacco industry target young people and vulnerable communities. Flavors like strawberry and cotton candy mask tobacco's taste and appeal directly to youth. Tobacco companies have everything to gain from marketing to young people, given research that the vast majority of tobacco use begins during adolescence. In fact, 4 out of 5 American children who have used tobacco started with a flavored product. The candy-like appeal of flavored tobacco and the affordability of tobacco products makes them more accessible to young people, in particular youth of color and LGBTQ youth, who are disproportionately harmed by tobacco.

Thank you to City Council, City Staff, and the Human Relations Commission for their dedication to this issue. First 5 Alameda County is committed to ensuring that children 0-5 experience the best start possible, and young people's health is inextricably linked to positive outcomes for their families and their communities. I urge you to pass this ordinance.

Sincerely,

A handwritten signature in black ink that reads "Kristin Spanos".

Kristin Spanos, CEO
First 5 Alameda County

Merry Monlux

From: Brian [REDACTED]
Sent: Thursday, July 11, 2019 11:40 AM
To: Lily Mei; Raj Salwan; Vinnie Bacon; Teresa Keng; Rick Jones - Councilmember; Jenny Kassan; Yang Shao
Cc: CClerk
Subject: JUUL promotion in Kennedy High School yearbook
Attachments: JFK HS Yearbook 18-19.pdf

Dear Mayor Mei and Members of the Fremont City Council:

I am writing to you today as a member of the Alameda County Tobacco Control Coalition.

As you may be aware, this year's Kennedy High School yearbook contained a section of a page featuring student interviews on the subject of JUUL (see image below and attached). Two of the three students thought JUUL was fine, and one of the two was very enthusiastically supportive.



If you have any doubt about the pervasiveness of JUUL in Fremont schools, look no further than this image, which tells you a lot about the everyday realities of these students.

E-cigarette retailers will tell you that their goal is to help existing smokers quit, but research shows that for every adult who quits smoking using e-cigarettes, 80 youth and kids become addicted. The trade off isn't worth it.

Please take the same strong action that the last 24 California cities and counties that have addressed this problem chose, and stop the sale of all flavored tobacco products in all stores as part of a tobacco retail license policy.

I appreciate your time and consideration.

Sincerely,

Brian Davis

Merry Monlux

From: Laurie Flores
Sent: Monday, July 15, 2019 3:12 PM
To: Merry Monlux; CClerk
Subject: FW: Fremont Flavored Tobacco Ban

This email came in about the TRL item. It's addressed to me but should it be included as Council Correspondence?

Best,

Laurie Flores
Human Services
Management Analyst
510-574-2040

From: John Cooper [REDACTED]
Sent: Monday, July 15, 2019 3:08 PM
To: Laurie Flores
Subject: Fremont Flavored Tobacco Ban

Hi Laurie,

While I am pleased to see the exclusion in section 8.75.110 for premium cigars (cigars sold for \$5.00 or more), I would like to see the same exclusion for premium flavored cigars and pipe tobacco. I would like to suggest the following be added to section 8.75.120:

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This section does not apply to the sale of premium pipe tobacco. Premium pipe tobacco is defined as tobacco sold exclusively for the use in pipes for which the minimum retail price is \$5.00 per ounce, including taxes and fees.

This section does not apply to the sale of premium flavored cigars. Premium flavored cigars are defined as flavored cigars for which the minimum retail price is \$5.00 per cigar, including taxes and fees.
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Neither of these products are marketed towards children and are priced such that they are not readily accessible to minors.

If you have any questions, please feel free to contact me by email or phone.

Regards,

John Cooper
Owner, Ohlone Cigar Lounge
[REDACTED]