



Proposed Tobacco Retail License Ordinance

TRL ORDINANCE TIMELINE

May
2018 –
Jan. 2019

HRC hears tobacco policy proposals from advocates & directs staff to research

April
2019

Special HRC meeting to revise recommendations and refer to City Council

May
2019

Council hears HRC proposal and directs staff to conduct community outreach and return with a draft ordinance

June
2019

City conducts outreach:
Letters sent to retailers
Held community Meeting
Conducted online survey

July
2019

Council approves first reading of a Tobacco Retail License Ordinance with a TRL and a minimum price and minimum pack size

Council votes to reintroduce TRL ordinance with flavor ban in September

Sept.
2019

Staff return to Council with alternative recommendations

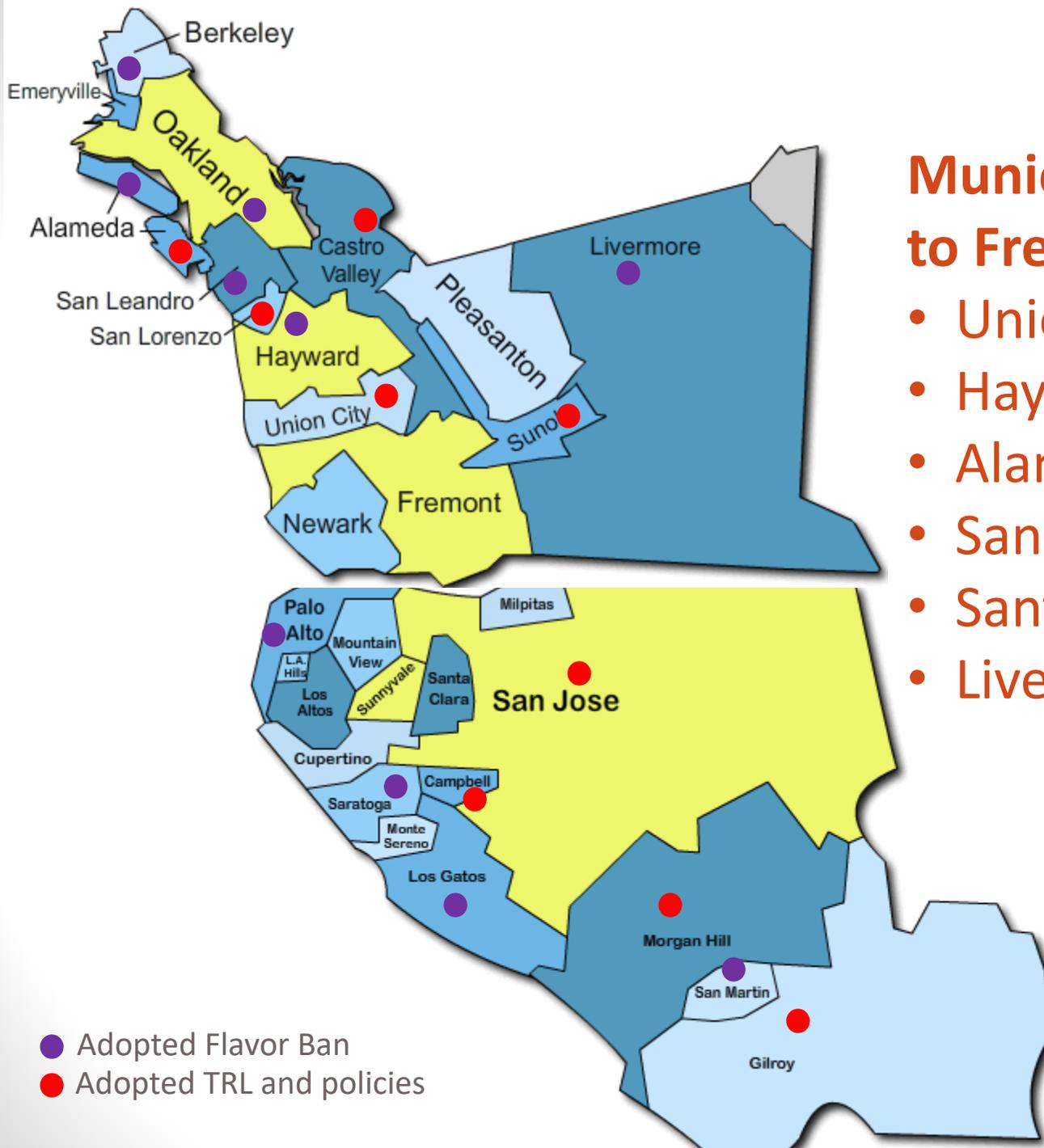
ALTERNATIVE RECOMMENDATIONS

Staff returns to Council with alternative recommendations:

- **Approve a second reading of an ordinance with a TRL and minimum price and pack size provisions.**

OR

- **Approve a first reading of an ordinance with a TRL, minimum price and pack size, and ban on flavored tobacco products**



Municipalities Close to Fremont

- Union City
- Hayward
- Alameda County
- San Jose
- Santa Clara County
- Livermore

STATE LEGISLATION

Bill	Proposed Legislation	Status
SB 39	Online sales: a person 21 or older must show ID and sign for package, Packaging required to display “contains tobacco products: signature of person 21 years or older required for delivery”	Passed Assembly and Senate, waiting for Governor’s signature
SB 538	E-cigarette manufacturers must submit photo and description of product to Dept. of Public Health before sale	Passed Senate, amended in the Assembly
SB 424	Ban sale and distribution of single use filtered cigarettes and single use electronic device components. These products would not be allowed to be shipped to a CA address	Passed Senate but missed deadline. Available to be reviewed in January of 2020

NATIONAL UPDATES

- **September 3, 2019 - State of Michigan bans flavored e-cigarettes and vaping devices**
- **September 9, 2019 – FDA issues warning letter to JUUL for false advertisement of vaping product**
- **September 11, 2019 - President Trump announces ban on most flavored e-cigarettes and vaping devices**
- **September 15, 2019 – New York’s Governor Cuomo announced pursuit of emergency regulations to ban flavored e-cigarettes**
- **September 16, 2019 – California’s Governor Newsom announced plans to implement vaping awareness campaign and instructed state regulators to find ways to ban illegal and counterfeit products**