

DRAFT – FOR CITY COUNCIL REVIEW

January 21, 2020



PERSONAL COURIER DELIVERY

The Honorable Jerry Hill
California State Senate, 13th District
State Capitol, Room 5035
Sacramento, CA 95814

Re: LETTER OF SUPPORT – SB 793 (HILL) FLAVORED TOBACCO PRODUCTS

Dear Senator Hill:

On behalf of the City of San Pablo, I would like to express my **support** for Senate Bill 793 (D-Hill). This proposed legislation will prohibit a tobacco retailer from selling, offering for sale, or possessing with the intent to sell or offer for sale, a flavored tobacco product. Additionally, the City understands that the proposed bill would make a violation of this prohibition on sale an infraction punishable by a fine of \$250 for each violation.

The proposed SB 793 legislation will address a substantial growing local, state-wide and national public health epidemic, with the state-wide legislative intent to effectively decrease the amount of youth who consume these harmful tobacco products which contain high amounts of nicotine. The public health impacts and associated increase in the deaths associated with flavored tobacco product use is staggering, and are unfortunately substantial to date. No local community is immune to the detrimental public health impacts of flavored tobacco products, and its associated impacts on vulnerable populations such as local families and youth.

In attempting to ban the sale of flavored tobacco products state-wide, the proposed SB 793 legislation is in direct alignment with the San Pablo City Council's current public health adopted policies. In fact, in December 2018, the San Pablo City Council passed a local ordinance banning flavored tobacco products within city limits. The subject ordinance is now in effect as of March of 2019, with active enforcement activities underway within City limits since June 2019.

Prior to commencement of local enforcement activities, the San Pablo City Council directed the implementation of a community outreach program to local retailers, schools and the community on the dangers and impacts of flavored tobacco products through the San Pablo Police Department/Tobacco Enforcement Division following adoption of the City's ordinance in December 2018.

During a two-year period (2018-2019), the City was successfully awarded two (2) state grants totaling \$1.97M from the State of CA Department of Justice (DOJ). These grant resources are being implemented over the next 3-year period and are instrumental in providing community-wide tobacco product use education and outreach activities with local community service organizations, non-profits, retailers, and other stakeholders. Additionally, the City of San Pablo Police Department- Tobacco Enforcement Division uses these resources to highlight the public health dangers of these flavored tobacco products community-wide, including the ongoing collaboration with the Contra Costa County Health Services/Tobacco Division, and proponents with the Youth Tobacco Advocacy and Policy Project (YTAPP) at local schools.

In closing, a number of local communities, like San Pablo, struggle with the eradication of a number of socio-economic and health disparities within its community. Therefore, we support all legislative efforts to address this dangerous and impactful public health epidemic of flavored tobacco use caused by the tobacco industry. We are hopeful legislation, such as SB 793, will curb the use of flavored tobacco product use, and lead to the creation of healthier and safe environments in our local communities, and enhance the quality of life for local residents.

Again, we commend you for your leadership and dedicated efforts on this important public health legislation, and **formally support** the proposed SB 793 legislation state-wide.

For additional information, please contact San Pablo City Manager Matt Rodriguez at (510) 215-3016, or via email: mattr@sanpabloca.gov.

Thank you for your time and consideration.

Sincerely,

Arturo M. Cruz, Mayor
City of San Pablo

cc: State Senator Nancy Skinner (D- 9th District)
State Assembly Member Buffy Wicks (D- 15th District)
San Pablo City Councilmembers
San Pablo City Manager
San Pablo City Attorney