From:	Marsha Sue Lustig
To:	Patrick Slayter
Cc:	Neysa Hinton; Sarah Gurney; Michael Carnacchi; Una Glass; Mary Gourley
Subject:	Sebastopol Tobacco Retail License - adopt the ordinance for our kids
Date:	Sunday, August 30, 2020 12:24:18 PM

Dear Mayor Slayter and the Sebastopol City Council,

As you may be aware, your community has been working to reduce the rising tide of teen ingestion of tobacco products for more than five years. The Gravenstein Health Action Coalition (nee Chapter) began again in earnest in 2019 as we saw the data on teen tobacco addiction rise in proportion to the Big Tobacco circumvention of tobacco laws by introducing flavored vaping products.

We are so grateful to our elected officials and City staff who have joined with us to stop the use of our town as a place to purchase discount vaping and other tobacco products. Yes, because our tobacco products are cheaper than in the County and many other jurisdictions within Sonoma County, tobacco retailers can do very well selling these products within our fair City. These cheaper prices also correlate to why we have, by far, the most per capita tobacco retail outlets in Sonoma County!

And then there's the children. As you consider adopting this Ordinance, please know that our high school administrators and teachers see the crisis in teen tobacco consumption everyday (well, when they all used to go to school). This growth industry has pummeled our previous successes of preventing teen smoking so that we once again are seeing a substantial rise in teen tobacco use. Collectively, Sonoma County high schools now confiscate nearly 800 vaping products per month!! And these kids, for the most part, have no idea that within one month of vaping with these yummy flavorful products can be seriously addicted.

We have come to you to help our kids! This is not hyperbole. Might some businesses be harmed? Perhaps. But, studies have shown that they are generally able to pivot to other products. And, is it ok to be making these products so easy to attain? When is selling death a virtue? No one wants to be addicted to tobacco. Our kids don't even realize that's what's happening. Let's give them a fighting chance at the tail end of their childhood to not get addicted to cotton candy flavored tobacco products.

For those of you who may be undecided, what other choice is there? Do it for the kids.

Thank you for your service,

Marsha Sue

From:	Pam Granger
To:	Mary Gourley; Lawrence McLaughlin; Glass Una; sarahgurney.seb@gmail.com; Neysa Hinton; ps.sebcc@gmail.com; Michael Carnacchi
Cc:	Terese Voge; Ariel Thomas-Urlik
Subject:	SB 793, the flavored tobacco ban passes and a TRL is more important than ever
Date:	Saturday, August 29, 2020 7:36:10 PM
Attachments:	image.png

Dear Sebastopol Council and Staff Members,

We want to make sure that you are up-to-date on important California legislation that just passed and understand the implication for Sebastopol.
Senator Hill's press release: https://sd13.senate.ca.gov/news/2020-08-28-governor-newsom-signs-landmark-legislation-restricting-store-sales-flavored-tobacco



A BIG THANK YOU to California Governor Newsom who just signed SB 793 - the Flavored Tobacco Ban - a bill aimed at stopping kids from getting addicted to tobacco!

Tobacco companies waged an intense opposition campaign recognizing this move will spur other states to follow suit. Cotton candy vape, tropical fusion cigarillos and menthol cigarettes will be extinct in California by January, 2021.

Tobacco-Free Sonoma County Community Coalition knows this isn't the complete solution, and local Tobacco Retailer Licenses will be even more important in order to provide implementation and enforcement. This is an unfunded bill, so the retailer license fee continues to provide the fiscal support needed to make the policy work. As you recall, a STAKE ACT grant that the County's Impact Sonoma received is available to underwrite much of the enforcement staffing and expense for 2-3 years for those jurisdictions who are interested.

While a flavored tobacco ban, including vaping devices, is the cornerstone of local campaigns to reduce the addiction, disease and death associated with tobacco use, local governments can make policies that are even stronger and include elements identified by the community. Prohibiting the sale of vaping devices, regulating how close tobacco retailers can be to schools and parks, restricting the use of discount coupons designed to make tobacco cheaper, and prohibiting tobacco sales in pharmacies where people go to get healthy are all important

strategies in efforts to keep kids from being Big Tobacco's next customer for life.

And while I'm at it, I'd like to share a letter to the editor sent to the Marin IJ last week in response to an article about Tiburon passing a flavored tobacco ban and a tobacco lobbyist's public comment.

Profiting from Addiction

> Dear Editor: The August 22 IJ article "Tiburon nears ban on flavored tobacco sales" says, "During public comment, Jaime Rojas, a lobbyist for the National Association of Tobacco Outlets, said the council should consider exemptions. He said restrictions will negatively affect merchants who are struggling financially because of the pandemic." He also said they should wait for the vote on SB 793.
>
> Many businesses fail each year. Sometimes the cause is huge like a war or natural disaster. During the CoronaVirus pandemic, we have seen the permanent closing of retailers and restaurants, gyms and airlines. Sometimes products and entire industries fade away. The horse and buggy were replaced by the automobile, the kerosene lamp by electricity, and ice boxes by refrigerators. Audio cassettes, video tapes, floppy disks are now handled through digital such as thumb drives and computers and Netflix took out video rental stores. The use of landlines and postal services to send and receive messages are being replaced by cell phone and email. Those cell phones have nearly eliminated cameras and printed pictures and Amazon now sells everything from food to entertainment. As industries progressed, the demand for the old faded.
>
> Perhaps the easiest way to lose customers is to produce or sell an unsafe product. Products that can cause harm to consumers such as spontaneous fire dangers, exploding devices or toxic material use can completely destroy a business. There have been recalls for cell phones, strollers, airbags and floor mats, for example. It might seem that Big Tobacco and their products that cause or support addiction, disease and death might quickly fall out of favor with the public, yet somehow have been able to morph and rebrand themselves to last over 55 years since the first Surgeon General's report in 1964 linking smoking to lung cancer. So, the tobacco industry has had since 1964 in the U.S. to anticipate that they are one day going to face extinction. Those who profit from addiction should not be surprised when their community says "enough!"

I look forward to "seeing you" on Tuesday,

Pam Granger, chair
Tobacco-free Sonoma County
Community Coalition

[redacted]

From: Mary Lou Schmidt
To: Mary Gourley
Subject: Tobacco Retail Licensing Ordinance
Date: Friday, August 28, 2020 3:46:26 PM

Re: TRL First Read

Dear Council Members

I am writing to support the TRL Ordinance that will be in front of you on your Tuesday Meeting.

I am a nurse with degrees in Public Health and Community Health. I have worked In the Community at Palm Drive Hospital as the Director of Quality several different times in my career. I feel I have a vested interest in the health of this community.

I believe that passing a Tobacco Retail License will help improve the health of our community by reducing the number of young people who start a lifetime of nicotine addiction by smoking and vaping. The California Healthy Kids Survey (2017-2018) has shown that there is a vaping epidemic in Sonoma County and the teens in our community had a higher tobacco use than the rest of the county. This use leads to exposure to toxins, early and persistent tobacco addiction, cancer and possible irreversible lung damage.

I know there are arguments that vaping is an aid to smoking cessation, however, the FDA has not approved e-cigarettes as an aid to smoking cessation. Since some of the e-cigarette products contain chemical toxins and variable amounts of nicotine it creates a much larger health hazard than what youth are led to believe by the tobacco industry's advertising. Tobacco companies spend millions on advertising, promotions and marketing to persuade adults to continue smoking and youths to start. A national survey from 2016 found that 54.6% of e-cigarette users also use regular cigarettes. and within that population, 55.9% of the e-cigarette users from the age of 13 to 25 use other tobacco products as well.

The density of Tobacco/Nicotine Retailers in Sebastopol is 2 per 1,000 residents. That is more than twice the density in Santa Rosa. Does the large number of tobacco retailers in this city coincide with the Sebastopol General Plan which, I believe contains a goal under Community Health and Wellness to reduce the harmful impacts of alcohol, tobacco and drugs. I respectfully request you pass this ordinance.

Thank You
Mary Lou Schmidt, RN,MSN

Mary Gourley

From: Sandra D Bodley <sdbodley@sonic.net>
Sent: Monday, August 31, 2020 9:41 AM
To: City Council; Mary Gourley
Subject: Tobacco Retail License

To: Sebastopol City Council Members, I want to express my strong support for the Tobacco Retail License ordinance coming before you this week. I know each of you has a serious concern for the well being of our local youth. This ordinance will reduce the likelihood of our local youth having access to all tobacco products, particularly flavored tobacco products that are marketed specially to young people. We know that the tobacco companies ruthlessly market to young people because they need to replace those life long smokers who are dying . We also know from public health data that smoking as an adolescent can lead to a life long pattern of smoking. This ordinance can help counteract this marketing effort by making tobacco products less accessible to young people. This ordinance demonstrates a strong community commitment to the health and well being of our youth. I *will be very proud of the city council for your affirming vote for this ordinance.*

Sincerely Yours, Sandra DeBella Bodley RN,EdD

President of the Gravenstein Health Action Coalition.

From:	Kate Haug
To:	Mary Gourley
Subject:	Public Comment for 9/1/20 Meeting _ Item 10 _Parking on Morris Street
Date:	Monday, August 31, 2020 11:46:58 AM

Dear City Council,

Thank you for considering instituting parking limitations on Morris Street. People living in the RVs on Morris Street impact local businesses and community members' access to public sidewalks, bike lanes and recreational areas.

I would like to know how the people on Morris Street will be relocated. Is there space for them at Park Village? The issue on Morris Street is people living in their RVs and if we do not address that issue, it does not solve the problem.

I know that the County recently applied for Project Homekey funding to convert the Sebastopol Inn to permanent supportive housing. It seems from reading the application, that there might be more opportunities available through this funding. People during the study session spoke about the vacant hospital. From reading the application, it seems that this might be a possible site. In the study session, it was not clear how residents would receive treatment and how medical services would be administered within the current layout of the Sebastopol Inn. It was unclear where the administrative offices would be located within the Sebastopol Inn.

The Project Homekey application allows for the purchase of mobile homes. As many of the residents on Morris Street already have RVs, it seems that the County and City might look at mobile home parks as an option. As we think about Morris Street, it is relevant to consider how we can work with the County to make sure that the people living in their RVs are not simply pushed to another location but are moved to a space that is designed for residents with bathroom, garbage service and other basic sanitation.

We saw that with the encampment of the Joe Rodota Trail that many people left the encampment to set up more encampments in other locations. This is not a viable solution and is also very costly to the taxpayer.

It seems that there is no guarantee that if the Sebastopol Inn is purchased and converted that it will provide housing for those living on Morris Street and others living in vehicles in Sebastopol and West County. If it were possible to use Project Homekey funds to develop a supportive RV park, similar to Park Village, this might help to house more people in need. The tragic murder of a homeless woman at Wilard Libby park underscores the need for this type of simple solution for people who have RVs and simply need a designated parking area which is zoned for RVs.

I'm sure that you've already reviewed the application and have pondered these options. The timeline and funding guidelines seem fairly clear.
https://www.hcd.ca.gov/grants-funding/active-funding/homekey/docs/2020_HCD_HomeKey-NOFA_07-15-2020.pdf

Thank you for all your work on this important issue.

Best regard,
Kate Haug

Mary Gourley

From: Greg Damron <gdamron707@gmail.com>
Sent: Monday, August 31, 2020 2:08 PM
To: Mary Gourley
Subject: In Support of a TRL in Sebastopol

Hello Mary,

I'm re-sending this with a corrected subject line, should that detail be important.

-Greg

Hello Mary,

I realize it may be late in the game to get this to the Council before tomorrow's meeting. I thought I would share this, nevertheless. Am I correct in assuming that you can forward this to them?

Best,

Greg Damron

8/31/20

Dear Honorable Sebastopol City Mayor and City Council Members,

I have been supporting the Gravenstein Health Action Committee efforts for a Tobacco Retail License in the City of Sebastopol in various capacities since early 2018 when GHAC approached County of Sonoma DHS where I worked on the Impact Sonoma tobacco prevention team. In February this year I moved on from DHS and am now supporting tobacco control across Sonoma County as Co-Chair of the Sonoma County Tobacco-Free Community Coalition. In my role as a DHS employee and a coalition leader and volunteer I have gotten a clear window into what the tobacco retailing environment is like in Sebastopol. I have conducted undercover Young Adult Tobacco Surveys across West County as well as participated in two phases of GHAC Sebastopol tobacco store visits. During my undercover surveys (for County of Sonoma) our youth were told that the place to go where retailers would sell to them was Sebastopol. This seemed to match our data that 1 out of 6 stores in late 2018 sold tobacco products to underage purchasers. Retailers like to claim that teen access to tobacco is a problem unrelated to their business practices. Our local data, on the other hand, proves that this is not the case. Retailers are playing a role.

During the GHAC Sebastopol tobacco retail store visits in late 2019 and early 2020, one of which we conducted a survey, one store, in particular, The Green Zone, which features a massive window display of two young people exhaling smoke or aerosol, became of significant concern to us. During each visit, the manager, who has always been very friendly and courteous, has not held back in expressing his assertive claims on his perceived benefits of vaping. He has expounded upon his knowledge that e-cigarettes are a good cigarette cessation alternative, that e-cigarettes and e-juices are not dangerous, and that claims to the contrary by the FDA and other well-established medical authorities on the matter are erroneous. He has also said these authorities and the media are spreading falsehoods by saying e-cigarette products are dangerous or tied to the recent surge in e-cigarette deaths. This same manager, during one of our community engagement visits to the store, during conversation with us, as if to prove his point actually engaged in vaping from his e-cigarette device, exhaling aerosol in our proximity, openly, with no effort to conceal, and with a strange ignorance or open defiance of California's secondhand smoking laws. It was therefore, no surprise to me when, after the California and County Shelter in Place Order took effect in March, that on three occasions over a series of weeks, The Green Zone kept its doors open in defiance of the Essential Business Only orders despite community complaints. In tobacco prevention, we often speak about "Big Tobacco," the exceedingly powerful tobacco industry and its impact on our local communities. It is easy to create a perception of bad actors, far away lobbying in Washington DC or Sacramento. In my work as a DHS tobacco control investigator and compliance inspector, for me, the "tentacles" of a toxic industry are very much active right in our home neighborhoods. Big Tobacco, their misinformation, their strategies to hook youth, their aggressive tactics to profit off our neighborhoods and community members, many young, and many otherwise vulnerable, is very much at work right in Sebastopol. I, and other GHAC volunteers, have seen it with our own eyes and heard it with our own ears. As young families walk their kids across South Main Street from bucolic residential neighborhoods near Muir's Tea Room to the art store on 116, they are walking past a huge, almost sexualized, mysterious green lit advertisement clearly targeting youth to the appeals of vaping. This store, The Green Zone, is dispensing false medical statements and advice, making a mockery of science, the medical community, and our government agencies committed to keeping us safe. It is for reasons like this, local stores that become champions and advocates of the corrupt tobacco industry that Tobacco Retail License Ordinances are key. Local control, accountability mandates backed by inspection and restrictions are important tools to keeping these vanguards of the teen vaping epidemic in check. The Green Zone is not the whole problem. It is part of a broader problem, but I suspect from their retail model, a possible major part of it locally. A TRL can help retailers that can all to easily deviate into rogue retailing to acting within structure.

It is my hope that the City Council will continue its commendable momentum working with a broad base of community advocates for health and enact a comprehensive ordinance. I hope in the not too distant future we will not have to see vaping glamorized on the Green Zone's storefront. If that is something we have to live with for now, ok, but let's at least get some accountability into the picture.

Sincerely,

Greg Damron

From: greensmoke shop
To: Mary Gourley
Subject: Agenda Item Number 11
Date: Monday, August 31, 2020 4:01:35 PM

Dear Mayor Slater and Members of the City Council:

We understand the city council's intent with a proposed amendment that aims to ban retail sales of certain tobacco products within the city limits. Like city leaders, we too are responsible community members who believe tobacco is not for young people. We feel great pride in knowing that we are reliable partners in the fight to keep tobacco products out of minors' hands. The FDA inspects retailers for compliance with the law, and they have not issued one violation in the past five years in Sebastopol to a retailer for selling a tobacco product to a minor.

We are the best line of defense when it comes to restricting the sale of cigarettes and vaping products to minors. We're doing our part to keep tobacco out of young people's hands, yet the city council appears ready to destroy small businesses in Sebastopol.

For retailers, that are mostly small family-owned stores, the sale of tobacco products to adults is a significant part of our revenue and drive the other sales of gas, food, and other products. This change to the ordinance will directly impact our bottom line and ability to stay in business.

This is also a case of local government overreach and will result in shifting sales of these products to Illegal sources who don't check IDs. Additionally, adult users will go to another city, another county, or go online to purchase these legal products. We encourage you to seek other solutions that include stopping online sales that allow tobacco products to be delivered directly to those under the legal age.

As a member of the Sebastopol community who provides jobs and essential products to my neighbors, I urge City Council to reconsider adopting an ordinance that would ban the sale of flavored tobacco products. If passed, the ordinance will result in financial hardship and small business closures, something local retailers don't want or deserve.

For the reasons cited here, please reconsider banning the sales of these adult products in Sebastopol. #SaveOurStores

Respectfully,

Ieva Gudauskas

The Green Zone SmokeShop

[redacted]

From: William Deeths
To: City Council; Mary Gourley
Cc: Dave Rose; Keri Pugno
Subject: Email regarding e cigarettes & flavored tobacco
Date: Tuesday, September 01, 2020 9:14:22 AM

To the Sebastopol City Council-

The Administration of the Gravenstein Union School District is in favor of the adoption of the policy restricting the sale of flavored tobacco products and electronic smoking devices . As school leaders in Sebastopol Schools, we have seen first hand the addictive nature of E-cigarettes and flavored tobacco. We have worked with students as young as 12 years old who brought these devices to school and shared them with other students on campus. Kids are drawn to them with their sweet flavors of bubblegum and cotton candy (these are examples of the flavors that have been found on students carrying on campus). They are marketed as "safe alternatives" but they seem to be just as addictive to the young people of our community.

This policy is in the best interest of the youth of our community.

Sincerely-

The Administration of the Gravenstein Union School District

From:	Jen Grand-Lejano
To:	City Council; Mary Gourley
Cc:	Pam Granger
Subject:	RE: Support for Flavored Tobacco Sales ban
Date:	Tuesday, September 01, 2020 11:15:13 AM
Attachments:	image001.png image003.png Sebastopol_TRL flavors comprehensive 1st reading 8-4-20 cc.pdf

Dear Mayor Slayter and City Councilmembers,

Thank you for considering a strong policy at tonight's city council meeting. I'm resending our letter of support from last month when this item was rescheduled. Please see attached and let me know if there are any questions.

Jen Grand-Lejano
Northern California Government Relations Director
[redacted]

American Cancer Society Cancer Action Network, Inc.
1001 Marina Village Parkway Suite 300
Alameda, CA 94501
fightcancer.org | 1.800.227.2345

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From: Jen Grand-Lejano
Sent: Tuesday, August 4, 2020 8:07 PM
To: citycouncil@cityofsebastopol.org; mgourley@cityofsebastopol.org
Subject: Support for Flavored Tobacco Sales ban

Dear Mayor Slayter and Sebastopol City Councilmembers,

Please see the attached letter supporting the TRL and Flavored tobacco sales ordinance to be heard at a September city council meeting. Thank you for your leadership on this important issue to protect our kids from flavored tobacco and the industry's predatory marketing. We ask for the strongest ordinance possible, and have outlined our recommendations and supporting evidence in the attached letter. Please let me know if you have any questions.

Thank you,
Jen

Jen Grand-Lejano
Northern California Government Relations Director
[redacted]

American Cancer Society Cancer Action Network, Inc.
1001 Marina Village Parkway Suite 300
Alameda, CA 94501



fightcancer.org | 1.800.227.2345

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August 3, 2020

The Honorable Patrick Slayter
Members of the Sebastopol City Council
7120 Bodega Avenue P.O. Box 1776
Sebastopol, CA 95473

Dear Mayor Slayter and Members of the Sebastopol City Council:

The American Cancer Society Cancer Action Network's (ACS CAN) mission is to end suffering and death from cancer, and we are committed to continuing that mission in the City of Sebastopol. We are deeply concerned about the availability of flavored tobacco products, which is contributing to the growing epidemic that is plaguing our communities here in Northern California and nationwide. Thank you for considering strong policies to protect the health of our youth. We urge you to adopt a comprehensive tobacco retailer licensing (TRL) policy to end the sale of all flavored tobacco products, including menthol cigarettes, flavored hookah and flavored e-cigarettes, establish a minimum 20 pack size and a minimum $10 price for tobacco products with no discounting, end the sale of all tobacco products in pharmacies, allow no new tobacco retailers to locate within 1000 feet youth areas, and limit the number of tobacco retailers. Together, these provisions go far to protect the lives of our young people from the predatory marketing of the tobacco industry.

It is imperative to include menthol cigarettes, flavored hookah, other flavored combustible tobacco, as well as flavored e-cigarettes in a policy that aims to address the epidemic of youth tobacco use. Four out of five youth who have ever used a tobacco product started with a flavored tobacco product, and when asked why, say because they come in flavors they like. A recent study concluded that youth who use e-cigarettes are more than four times more likely to try cigarettes and nearly 3 times as likely to smoke cigarettes than those youth who never tried e-cigarettes.

Young people who smoke menthol cigarettes are disproportionately African American, Asian American, LGBT and from low-income communities already significantly impacted by tobacco-related disease. Prohibiting the sale of all flavored tobacco products, including menthol cigarettes, removes much of the allure of these products and is a key component of a comprehensive strategy to effectively help reduce tobacco initiation, and subsequent addiction.

Increasing the price and pack size of tobacco products reduces availability of these products to young people who are price sensitive, therefore making a minimum price for tobacco products adds a strong provision in any comprehensive tobacco retailer licensing policy. When tobacco products are made more expensive, fewer people use tobacco, fewer initiate tobacco use, and more people quit tobacco use. By prohibiting coupon redemption and discounting, you maintain the intent of the ordinance to keep tobacco prices high and out of the hands of youth. We urge you to adopt the strongest option for minimum price and pack size for tobacco products with no discounting as part of your local policy.

We've learned from experience that exempting adult-only stores is problematic and weakens what could be a strong policy. All places where tobacco can be purchased, including adult-only tobacco shops, should be required to have a TRL Research shows that smoke shops have higher rates of sales to minors. Smoke shops should not be exempted from a TRL.

American Cancer Society Cancer Action Network
1001 Marina Village Parkway Suite 300 ▪ Alameda CA 94501 ▪ 510.464-8107

Tobacco-free pharmacies is a natural and necessary next step. Tobacco products, which are still the leading cause of preventable death in California, should not be sold in pharmacies where residents seek health promoting products. We urge you to join the 31 other jurisdictions across the state that have chosen to end the sale of all tobacco products in their pharmacies.

By not allowing any new retailers to locate near youth areas, youth exposure to tobacco product marketing decreases. Research shows that when tobacco retailers are located near schools, youth experimentation with tobacco products goes up. The tobacco industry pours millions of dollars a day into in-store marketing because they know it works. For this reason, we also encourage you to limit tobacco retailer licenses.

The City Council needs to make the health of Sebastopol youth a priority and join our neighbors in the 80+ communities throughout California who have adopted strong policies to end the sale of flavored tobacco products. We urge you to end the sale of all flavored tobacco products citywide, including menthol cigarettes, flavored hookah, flavored e-cigarettes, and other flavored tobacco products. We ask that you do this by requiring that all tobacco retailers obtain a tobacco retailer license that also includes a price floor and minimum pack size for tobacco products, ends the sale of all tobacco products in pharmacies, and limits tobacco retailer locations.

Sincerely,



Jen Grand-Lejano
Government Relations Director, Northern California
American Cancer Society Cancer Action Network

From:	Jaime Rojas Jr
To:	Mary Gourley
Subject:	Public Testimony - Agenda Item #11
Date:	Tuesday, September 01, 2020 10:53:35 AM
Attachments:	Letter to Sebastopol City Council (Sept 1 2020).pdf

---

Good Morning City Clerk,

Please find attached public comment for tonight's city council meeting regarding agenda item #11. Should you have any questions, please feel free to contact me.

Thank you!

Jaime

--
National Association of Tobacco Outlets
Legislative Consultant

18653 Ventura Blvd., Suite 115
Tarzana, CA 91356
[redacted]
www.RCGcommunications.com

NATO

September 1, 2020

Mayor Patrick Slayter
Sebastopol City Council Members
City of Sebastopol
7120 Bodega Avenue P.O. Box 1776
Sebastopol, CA 95473

RE: Proposed Flavored Tobacco Products Ban

Dear Mayor Slayter and Councilmembers:

As the Executive Director of the National Association of Tobacco Outlets (NATO), a national retail trade association that represents more than 60,000 retail stores throughout the country including several Sebastopol retail store members, I am writing to submit our comments and concerns regarding the proposed tobacco products flavor ban on your September 1, 2020 meeting. These changes would apparently prohibit the sale of all flavored tobacco products, including menthol cigarettes, many cigars, and most smokeless tobacco, pipe tobacco, and flavored electronic smoking devices.

Pandemic Impact and Economic Crisis Will Be Magnified by a Flavored Tobacco Product Ban: During the current emergency caused by the Coronavirus, now is not the appropriate time for a local government to consider an ordinance that would prohibit the sale of legal products. According to our convenience store and service station members, they have experienced a loss of 45% in gasoline sales and up to 20% or more in grocery, snack, beverage, and tobacco product sales. These declines are significant because the average convenience store relies on tobacco product sales, including menthol cigarettes and other flavored tobacco products, for approximately 36% of in-store sales.

If flavored tobacco products are banned, hundreds of brands will be removed from store shelves and legal-age customers will drive to an adjacent city to buy not only their preferred tobacco products, but gasoline, grocery items and beverages. The result would be losses far greater than the current combined 65% declines in gasoline and other product sales. These retailers have done everything possible to survive the pandemic, but they will not survive an across-the-board ban on legal flavored tobacco products that results in even higher aggregate sales declines. Moreover, the closure of these stores will leave a deep void in the public's need for retailers that sell gas, food, and beverages.

A Blanket Ban Does Not Take into Account All the Facts: We ask that the City Council consider these facts:

- Based on the California Healthy Kids Survey of 11th Graders in the West Sonoma County Union High School District for 2017-18, the most recent statistics available, use of tobacco products are at historic lows and, in two categories, almost zero:

    - 87% had never smoked a cigarette and only 4% said they had smoked any cigarettes in the previous 30 days
    - 87% had never used smokeless tobacco and only 4% reported having used any smokeless tobacco in the previous 30 days
    - Cigar and pipe tobacco are not even surveyed, suggesting their usage is even less

    These figures contrast with the 30% of 11th graders who had used alcohol or marijuana in the previous 30 days, and 19% who reported they engaged in binge drinking in the past 30 days. Clearly, cigarette and other traditional tobacco product use is not the problem for Sebastopol 11th graders.

- Sebastopol retailers have a near perfect (29 out of 30, or 97%) compliance check passing rate in retail tobacco compliance checks conducted from 2014 to 2017 according to the Food and Drug Administration (see accompanying FDA retail compliance check report). The one retailer who failed one time was checked three subsequent times and passed each inspection.

- Although California has had Age 21 for several years now, the federal Age 21 law that went into effect in December 2019 is broader and should be allowed to work to further reduce underage access to and use of tobacco products, as should the federal ban on cartridge-based electronic cigarette products that went into effect in February 2020. Additionally, effective September 9, 2020, electronic cigarette products that have not been properly submitted to the FDA for approval will also be illegal to sell and required to come off retailers' shelves.

- Governor Newsome signed Senate Bill 793 to ban flavored tobacco products statewide last week. The law becomes effective January 1, 2021.

NATO and its Sebastopol retail members share everyone's interest in keeping tobacco products out of the hands of persons under 21 years old, but the ordinance overreaches by banning all flavored tobacco products when these products are almost entirely used by adults 21 and over.

We urge the Sebastopol City Council not to move forward with any attempt to impose a ban on all flavored tobacco products, and to certainly not even consider making any such changes under the existing state of emergency in which we find ourselves.

Sincerely,

Thomas A. Briant

NATO Executive Director

From: Arlene and Bill
To: Mary Gourley
Subject: Draft Proclamation, United in Kindness Declaration
Date: Tuesday, September 01, 2020 11:03:44 AM

To our Council members:

We write to support Sebastopol in proclaiming its commitment to the United in Kindness declaration. Sebastopol has a long history that has often (not, alas, always; we are imperfect beings) included acts of kindness and inclusiveness by its citizens and government. This commitment would build on the best of our history.

We believe the reasoning statement (the "whereas" part) could be strengthened by paying as much detailed attention to the actions of city government and adult citizens as is given to the development, in our children, of kindness and respect for human rights.

The ninth through eleventh paragraphs focus on the city's children; the Council might consider whether there are analogous statements that could be made about city government and adult citizens. For example, attention is rightly given to the effect on learning of hostile cultures in the schools. Hostile cultures (bullying, discrimination, harassment) in workplaces and in the public forum are equally corrosive to relations among adults, and we encourage the addition of a paragraph recognizing that.

We thank the City Council for its consideration of this topic. In our 47 years living in Sebastopol, we have often been proud of this city; this would give us another reason for our pride.

Bill and Arlene Houghton

HEALTHACTION

HEARTS OF SONOMA COUNTY
MEMBER ORGANIZATIONS:

Carium
Mike Hatfield

Ceres Community Project
Cathryn Couch
Reilly Briggs

Northern California Center for Well-Being
Karissa Moreno MA

Partnership HealthPlan of California
Marshall Kubota MD

Petaluma Healthcare District
Halley Cloud
Ramona Faith MSN RN

Redwood Community Health Coalition
Kelly Bond MPH

Santa Rosa Community Health
Elisabeth Chicoine RN MS PNP
Kathleen Sarmento RN MSN

Sutter Santa Rosa Family Medicine Residency
Danny Toub MD

Sonoma County Family YMCA
Nicole Martinovich

Sonoma County Indian Health Project, Inc.
Mark Goodwin MD

Saint Joseph Health Medical Group
Monica Ferguson MD

Saint Joseph Health Sonoma County, Health Promotions Program
Chelene Lopez

Sutter Medical Group of the Redwoods
Gary Green MD
Kai Gelphman MD

United Way of the Wine Country
Nicolette Weinzveg

West County Health Centers
DeEtte DeVille MD

August 27, 2020

Dear Sebastopol City Council Members,

Hearts of Sonoma County (HSC) urges the City of Sebastopol to take immediate policy action to address the rapid increase in vaping (i.e., the use of e-cigarettes) among Sonoma County youth. Vaping represents a serious threat to the immediate and long-term health of these young people, including hospitalization, permanent lung damage, and even death. In addition, teens who use e-cigarettes are more likely to progress to smoking cigarettes in the future, with all the health risks this entails.[i]

Hearts of Sonoma County (HSC) is an initiative developed more than six years ago by Health Action's Committee for Health Care Improvement. HSC's goal is to prevent heart attacks and strokes—the leading causes of death and disability in Sonoma County—through prevention, earlier detection and better management of chronic health conditions such as hypertension, diabetes, and obesity. Working collaboratively with health systems, hospitals, clinics, medical technology companies such as Medtronic and Carium, and community-based organizations, HSC has been successful in improving blood pressure control—a key step in reducing deaths from heart attacks and strokes.[ii]

According to the Centers for Disease Control and Prevention (CDC), youth are more likely than adults to use e-cigarettes. In 2019, over 5 million U.S. middle and high school students reported using e-cigarettes for nicotine in the past 30 days. JUUL is the most popular vaping product used by teens, many of whom don't even know it contains nicotine. Yet one JUUL contains as much nicotine as at least 20 cigarettes.[iii]

Local data reflect these disturbing national trends. In Sonoma County in 2017-2018, 21.7% of 9th graders and 26.5% of 11th graders reported using e-cigarettes in the past 30 days. Among alternative school students, the number was 49.3%. This epidemic in vaping is driven by the marketing of flavored tobacco products as well as misunderstanding among youth about the danger of these products.[iv]

Tobacco use in any form remains the single largest preventable cause of disease and premature death and is directly responsible for one in five deaths nationally.[v] In Sonoma County, tobacco use is responsible for an estimated 503 deaths annually, representing 13% of total annual deaths.[vi]

The recent rapid increase in vaping among young people threatens to undo decades-long reductions in smoking and tobacco use, with devastating consequences for the long-term health of this generation, our healthcare sector, and our community.

Changes in public policy are among the most effective approaches to achieve optimal health outcomes for county residents. In light of the current situation, HSC strongly urges you to consider policy options to reduce and/or prevent vaping and tobacco use in youth. Specifically, please consider modification of the current **tobacco retail license** (TRL) to include a flavored tobacco and e-cigarette sales ban, and request TRL adoption in all areas of the county, including cities. We also recommend that funds be allocated to develop and implement an education campaign aimed at both young people and their parents across the county.

Thank you for protecting and championing the lifelong health of today's Sonoma County youth.

Sincerely,

Hearts of Sonoma County
An initiative of the Health Action Committee for Healthcare Improvement

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[i] Rand Corporation (2018): https://www.rand.org/news/press/2018/10/02.html

[ii] Cheadle A, Rosaschi M, Burden D, Ferguson M, Greaves B, Houston L, et al. A Community-Wide Collaboration to Reduce Cardiovascular Disease Risk: The Hearts of Sonoma County Initiative. Prev Chronic Dis 2019;16:180596. DOI: http://dx.doi.org/10.5888/pcd16.180596

[iii] Centers for Disease Control and Prevention (2019): https://www.cdc.gov/tobacco/basic_information/e-cigarettes/surgeon-general-advisory/index.html

[iv] Hong, H., Addictive Behaviors, https://doi.org/10/1016/j.addbeh.2018.11.020

[v] U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 [accessed 2018 Feb 22].

[vi] Source: Calculated using CDC methodology for Smoking Attributable Mortality, Sonoma County DHS; CHIS 2012-2016 pooled estimates; CDHP, CCDF 2012-2016 deaths; CPS-II(82-88)

From:	Meg Mizutani
To:	Mary Gourley; Patrick Slayter
Cc:	Sonoma County United In Kindness; Val Churma
Subject:	Letter for the UIK Campaign
Date:	Tuesday, September 01, 2020 12:12:41 PM
Attachments:	SWF for UIK resolution.pdf

Mary,
Since we won't be able to attend the meeting tonight, we are sending this letter in support of the resolution for the United in Kindness Campaign.
Please let us know if you have any questions.
Meg Mizutani and Val Churma
Sebastopol World Friends

Sebastopol World Friends

WORLD PEACE, ONE FRIEND AT A TIME

September 1, 2020

Dear Sebastopol Mayor Patrick Slayter,

The Board of Directors of Sebastopol World Friends would like to express our appreciation to you and the Sebastopol City Council for issuing *the Proclamation to Support the Sonoma County Gold Resolution and Endorsing the United in Kindness Campaign*.

Sebastopol World Friends (SWF) wholeheartedly supports the goals of the United in Kindness Campaign. The SWF's mission is to promote mutual understanding and lasting friendships between the citizens of Sebastopol and its sister cities through educational and cultural programs. We strive to provide participating students, their families, and the community of Sebastopol with opportunities to show respect to one another and embrace differences with openness. Kindness and compassion are the very foundation of SWF's work.

As one of the community education leaders, SWF is committed to continuing our work toward our motto *World Peace, One Friend at a Time*, guided by kindness and compassion. We appreciate the initiative of the United in Kindness and look forward to working alongside with them.

Once again, we thank you for supporting this Proclamation. Your leadership and commitment to working together for a better life for all give us hope and inspiration.

Sincerely,

Sebastopol World Friends Board of Directors