



Peralta Community College District

333 East Eighth Street • Oakland, CA 94606 • (510) 466-7202

January 12, 2018

Mayor Trish Herrera Spencer
Vice Mayor Malia Vella
Councilmember Marilyn Ezzy Ashcraft
Councilmember Frank Matarrese
Councilmember Jim Oddie
Alameda City Hall
2263 Santa Clara Avenue
Alameda, CA 94501

RE: Potential City of Alameda Tobacco Retail Licensing Ordinance Including Restrictions on the Sale of Menthol Cigarettes and Other Flavored Tobacco Products

Dear Mayor Spencer and Members of the Alameda City Council:

Peralta Community College District supports a citywide Tobacco Retail Licensing Ordinance to ensure that tobacco retailers do not sell tobacco products to young people and to prohibit the sale of flavored tobacco products in the City of Alameda, including menthol cigarettes. Additionally, we support creating a minimum package size and minimum price for tobacco products, as well as prohibiting the sale of tobacco in pharmacies or near child-sensitive areas. The best way to prevent tobacco-related illness and death is to keep youth and other vulnerable communities from starting to smoke in the first place.

The tobacco industry targets young people and vulnerable communities with flavored tobacco products. Flavors including grape, menthol, cotton candy, bubble gum and gummy bear mask the harsh taste of tobacco and are highly appealing to youth, encouraging young smokers. Tobacco companies have everything to gain from addicting young people, given research showing that the earlier a person starts using tobacco, the higher the risk of addiction, and the harder it becomes to quit.

According to California Healthy Kids Survey results from Alameda Unified School District (2016-2017):

- 42% of 11th graders believe that it is either very easy or fairly easy to obtain cigarettes
- 22% of 11th grade students use electronic cigarettes or other vaping devices
- The majority of 11th grade smokers reported beginning smoking between ages 11-17

*Submitted by Marlene Hurd
Re: 9-A
1/16/18*

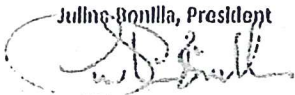
Additionally, it is no accident that 95% of Black youth smokers, 61% of Asian youth smokers, and 58% of Hispanic youth smokers report smoking menthol-flavored cigarettes. Tobacco companies have historically targeted communities of color with aggressive marketing of mentholated tobacco products. As a result, vulnerable communities bear a disproportionate burden of tobacco-related disease and death; for example, 47,000 African Americans die annually from smoking-related illnesses, making tobacco use the largest preventable cause of death among African Americans.

Strong Tobacco Retail Licensing laws like protect youth from accessing flavored tobacco products and are crucial to preventing a lifetime of tobacco addiction. Thank you for putting the health and lives of our children before tobacco industry profits, and ensuring that all of Alameda's children get to have the healthy and prosperous lives they deserve.

Sincerely,

Peralta Community College District, Board of Trustees

Julio Bonilla, President



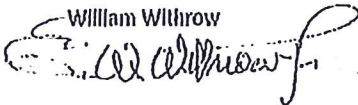
Nicky González Yuen, Ph.D.



Dr. William Riley



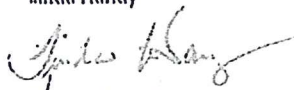
William Withrow



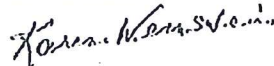
Meredith Brown Esq., Vice President



Linda Handy



Karen Wolstein



Section of the City of San Leandro's Tobacco Retail License ordinance adopted on October 16th, 2017 pertaining to minimum price and minimum pack size for cigars:

(k) Minimum Pack Size for Cigars.

(1) Notwithstanding any other provision of this Chapter, no tobacco retailer shall sell, offer for sale, or exchange for any form of consideration:

(i) Any single cigar, whether or not packaged for individual sale;

(ii) Any number of cigars fewer than the number contained in the manufacturer's original consumer packaging designed for retail sale to a consumer; or

(iii) Any package of cigars at a price that is less than \$7.00 per five Cigars, including all applicable taxes and fees.

(2) This subsection does not apply to the sale or offer for sale of a single cigar for which the retail price exceeds either five dollars or the dollar amount adopted by resolution of the City Council and adjusted from time to time, whichever is higher. The public shall be given notice of any such resolution in the manner notice is given of ordinances of the City.

(3) This subsection shall apply to cigars, cigarillos and any other cigar product regardless of the terminology used for the product.

For more information on minimum pack size and minimum price options, please contact Derek Carr at ChangeLab Solutions at dcarr@changelabsolutions.org or (510) 302-3348.

Submitted by Vy Vv

Re: 9-A

1/16/18