

Martinez, Ruben

From: Ashley Carrasco <ashley.carrasco@cityofpasadena.net>
Sent: Monday, November 01, 2021 1:27 PM
To: PublicComment-AutoResponse
Subject: City Council Meeting

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Hi my name is Gabrielle M and I am a resident of Pasadena. I am a student at Blair HS. I am writing to you today in an attempt to convince City Council to ban flavored tobacco products due to its negative effects on the community, especially the youth. Its no secret that flavored products target the youth, evident by the "Cotton Candy" and "Strawberry" flavors. Furthermore, 69.6 % of Middle School and High School students have used a flavored tobacco product at least once. Statistical significance, is only a portion of the story. As a senior in high school I can personally testify to the range of impact flavored tobacco has had on this city. I watched 13 year olds become addicted, afraid to reach out for help for their substance abuse, these 13 year olds progressed through high school and are now juniors still addicted to tobacco. These kids are kids I've grown up with, wishing they would have never tried that. You must prevent the sale and access of flavored tobacco. You have the ability to save the future.

Thank you
Gabrielle M

Martinez, Ruben

From: Alisha Lopez
Sent: Monday, November 01, 2021 1:27 PM
To: PublicComment-AutoResponse
Subject: Written Comment for Item #13 - Prohibition on the Sale of Flavored Tobacco

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To Whom It May Concern with the City of Pasadena,

Please see below for my written public comment for tonight's city council meeting:

Dear Honorable Mayor and City Council members,

My name is Alisha Lopez and I am the Director of Tobacco Prevention Programs at Day One, a local Pasadena non-profit organization.

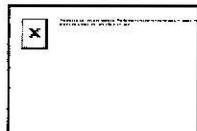
I am writing to once again applaud your leadership for consideration of a Tobacco Flavor Ban Ordinance this evening upon second reading, per item 13 on the agenda. Making flavored tobacco products inaccessible for youth in the city will no doubt save countless lives, as 90% of adult cigarette smokers begin smoking before the age of 18. In addition, youth are more likely than adults to initiate tobacco product use with flavored tobacco products. This additional provision will further protect Pasadena youth from beginning a lifelong addiction to tobacco.

Pasadena has always been a leader in the region when it comes to putting public health and our youth first by adopting preventative ordinances such as this one. Again, I applaud your leadership and look forward to an even safer and healthier Pasadena for our youth and future generations.

Thank you for your time and consideration.

Alisha Lopez

--



Alisha Lopez | Director of Tobacco Programs

Pronouns: She, Her, Hers

a: 175 N Euclid Ave, Pasadena, CA 91101

c: 818-359-0830 **e:** alisha@goDayOne.org

Day One builds vibrant, healthy cities by advancing public health, empowering youth, and igniting change

DO Stay Home DO Stay Healthy DO Stay Connected

11/01/2021
Item 13

Martinez, Ruben

From: Shibli Shell <shiblishell@gmail.com>
Sent: Monday, November 01, 2021 1:32 PM
To: PublicComment-AutoResponse
Subject: Pasadena City Council

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November 1, 2021

Mayor Victor M. Gordo
100 North Garfield Avenue
Pasadena, CA 91101

Good afternoon, Mayor Gordo and members of the Pasadena city council –

My name is Shibli Haddad and I own Arroyo Shell at 290 S. Arroyo Parkway. Thank you for your service to our community, but I don't believe you understand the unintended consequences of a citywide flavored tobacco sales ban on responsible retailers like me. Since 2016, I have been serving my convenience store customers with essential items as they make their way to and from work and home. Some gas up their cars. Some grab milk, eggs, bread, drinks, and coffee. Some pick up tobacco items. Right now, it's legal for them to do that. While I understand your intention is to prevent and end the use of e-cigarettes by teens, and menthol cigarettes from the Black and LGBTQ communities, your plan to end the sales of these products will significantly impact stores like mine.

When it comes to young people getting their hands on e-cigs, studies show it won't work. An analysis by a Yale School of Public Health professor found that when San Francisco banned the sales of flavored tobacco products there, the city's high school students' odds of smoking regular cigarettes actually doubled. They bypassed vaping and went straight to cigarettes. How is this good for public health? Instead of pushing retailers like me off the frontlines, we encourage you to look at local retailers like me as partners who want the same results – to keep all tobacco products out of the hands of young people. We do our part by carding and using technology that detects fake ID's and I am proud of our 100% compliance rate with age-verification laws.

The fact is young people under the age of 21 are not getting their vapes from law-abiding retailers. They are getting these tobacco products from older adults like friends and family who are willing to break the law. Make no mistake, neither adults or teens who choose to use tobacco are going to stop because retailers like me have emptied our shelves of menthol cigarettes and strawberry vapes. They will simply go online and order them to be delivered to their homes. They will also go to the black market where I can guarantee you criminals aren't carding or paying taxes.

This ban pulls the rug out from under law-abiding retailers like me. The least you can do is place a pillow on the concrete before our heads slam into it. We implore you to please give us at least a year to sell down the millions of dollars of inventory that sits on shelves in hundreds of stores across our city. Thank you for considering this option if you decide to move forward with a ban of these products that make up to 30% of my sales and even more in ancillary sales.

Sincerely,
Shibli Haddad
Owner, Arroyo Shell
290 S. Arroyo Parkway
Pasadena, California 91105
626-390-4366
shiblishell@gmail.com

11/01/2021
Item 13

Martinez, Ruben

From: Hay Katcher
Sent: Monday, November 01, 2021 1:39 PM
To: PublicComment-AutoResponse
Subject: City Council Meeting, Monday November 1st, 2021 - Item #13

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Dear City Council members and Honorable Mayor of the City of Pasadena,

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The City Council has already destroyed many households income and stability by closing/shutting down hookah lounges, NOW you are following the lies to close down more businesses and infringe on the PUBLIC's right (Middle Eastern, Arab, Armenian, Jew, Turk, Pakistani, Indian) that NONE of you associate yourselves with to smoke what they please legally in the privacy of your homes.

We will not forget this intrusion to our culture and your unconstitutional action to dictate your personal preferences and will upon the people, the voters.

Exclude cigar, hookah and loose leaf tobacco from this oppressive law you're writing and please FOCUS on the dangers of SYNTHETIC NICOTINE in vape and urge parents to be BETTER parents first.

11/01/2021
Item 13

Martinez, Ruben

From: Celina Arthur Arold
Sent: Monday, November 01, 2021 1:39 PM
To: PublicComment-AutoResponse
Subject: City Council Meeting, Monday November 1st, 2021 - Item #13

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11/01/2021
Item 13

Martinez, Ruben

From: Andre Sedrak >
Sent: Monday, November 01, 2021 1:40 PM
To: PublicComment-AutoResponse
Subject: City Council Meeting, Monday November 1st, 2021 - Item #13

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11/01/2021
Item 13

Martinez, Ruben

From: Phillip Hacker <
Sent: Monday, November 01, 2021 1:41 PM
To: PublicComment-AutoResponse
Subject: City Council Meeting, Monday November 1st, 2021 - Item #13

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11/01/2021
Item 13

Martinez, Ruben

From: Linette Abdalian <linette.abdalian@cityofpasadena.net>
Sent: Monday, November 01, 2021 1:43 PM
To: PublicComment-AutoResponse
Subject: City Council Meeting, Monday November 1st, 2021 - Item #13

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11/01/2021
Item 13

Martinez, Ruben

From: Linette Abdalian <om>
Sent: Monday, November 01, 2021 1:44 PM
To: PublicComment-AutoResponse
Subject: City Council Meeting, Monday November 1st, 2021 - Item #13

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11/01/2021
Item 13

Martinez, Ruben

From: Tati Baltayan <
Sent: Monday, November 01, 2021 1:48 PM
To: PublicComment-AutoResponse
Subject: City Council Meeting, Monday November 1st, 2021 - Item #13

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11/01/2021
Item 13

Martinez, Ruben

From:
Sent: Monday, November 01, 2021 12:42 PM
To: PublicComment-AutoResponse
Subject: Letter in Response to City Council Meeting 11/1/21 - Item 13
Attachments: 11.1.21_Item 13_A.Frank.pdf

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Dear Mayor and City Councilmembers,

The attached letter is in response to of tonight's meeting item #13. I would like to provide additional information about the comprehensive restriction of flavored tobacco products.

Thank you for your careful consideration on this item.

Sincerely,

April Frank, MPH

11/01/2021
Item 13

November 1, 2021

Pasadena City Council
100 N. Garfield Ave.
Pasadena, CA 91107-7215

Re: Tobacco Retailer License Ordinance, Title 5, Chapter 5.74

Honorable Mayor and City Council Members,

As a community member and someone who has spent the past 15 years working to improve the health and wellbeing of Los Angeles residents, I would like to thank you for taking the bold step to pass a comprehensive restriction on the sale of all flavored tobacco products. Comprehensive flavor bans are effective at reducing youth tobacco initiation, and in turn will improve the quality of life and lead to better health outcomes for Pasadena citizens'.

A study published in the September 2021 journal *Tobacco and Nicotine Research* cited evidence associating sale restrictions of flavored tobacco products and policy implementation with reduced availability, marketing and sales of restricted products and decreased youth and adult tobacco use. The study went on to note that policy exclusions and exemptions can undermine intended policy efforts. Therefore, it is critical that the policy moves forward as presented, with no exemptions.

Despite the innumerable benefits of restricting the sale of flavored tobacco, you will likely hear from individuals who oppose this step. These individuals may be well meaning, but often cite inaccurate data and studies and are not focused on the totality of the public's best interest. Therefore, I would like to provide additional information to put the issue into context.

Like my friend Monique, who passed away at the age of 55 due to complications associated with her lifelong use of tobacco, nine-out-of-ten adult cigarette smokers first began smoking or vaping before the age of 18. Additionally, like Monique, over half of youth cigarette smokers use menthol tobacco. The menthol makes it easier to continue smoking and for a nicotine addiction to take hold. However, this is not by coincidence, this was by design.

The U.S. Surgeon General found that, to remain profitable over the long-term, tobacco companies designed their products to appeal to youth, including using menthol and other flavoring agents. Over the decades they have aggressively marketed menthol to African Americans, the LGBTQ community, women, and youth to the extent that these groups associate menthol as part of their culture. However, it was the tobacco industry's focus on creating new consumers that popularized menthol tobacco. Most recently, the industry's focus has been to

popularize disposable flavored vape pens. Because tobacco products are continuously evolving it is key to use the recommended definitions of tobacco and tobacco products.

Similarly, hookah use is not unique to any community or culture. A study from 2010 reported college student's (often under the age of 21) hookah use as high as 40%. Hookah lounges are often located close to colleges and cater to college students. Hookah is the starting point for roughly a quarter of students who have ever used nicotine products. Additionally, hookah lounges often do not follow California law which prohibits the sale of food and alcohol and market themselves as a place to socialize. As the home to two well-regarded college institutions, Pasadena students require the same protections from flavored hookah products as from other forms of tobacco.

You will likely hear from retail associations and retailers who report that they do not sell to consumers under the age of 21, and commonly cite sales enforcement data conducted by the State. However, the California STAKE Enforcement Program has very limited enforcement resources and their data is not always sufficient to be statistically significant. Rather, recent Young Adult Purchase Surveys conducted with youth between the ages of 18 – 20 across 13 Los Angeles County jurisdictions reflected that an average 23% of tobacco retailers were willing sell a flavored tobacco product to underage individuals.

Once again, thank you for moving forward to protect the lives of Pasadenians and Angelinos by passing a comprehensive policy to restrict the sale of all forms of flavored tobacco products. This important step will help to ensure that our youth (our 'rose buds'), community members, and society do not have to pay the financial cost associated with tobacco use and the premature loss of our loved ones.

Thank you for your careful consideration of this item.

Sincerely,

April Frank, MPH

Martinez, Ruben

From: Ashley Carrasco
Sent: Monday, November 01, 2021 2:19 PM
To: PublicComment-AutoResponse
Subject: City Council Meeting 11/1

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Item 11

Hi my name is Allegra V, I am a Pasadena resident from district 3 and attend Marshall Fundamental. I'm writing to advocate for a full tobacco ban on all flavored products in Pasadena. These products target younger people in the community. And I don't want these at my school any more or around my little brother. Children already find drugs appealing because it makes them feel grown and the flavors make it even more appealing. There's a lot of girls I now that have been addicted to flavored tobacco and I really don't want my little brother and his friends to start vaping. The bathrooms at my school always smell like smoke and stuff. These products are extremely harmful to the community. Higher rates of depression amongst young people cause them to turn to exciting things or distractions to cope. Obviously kids aren't suppose to be vaping but if you don't ban it you can't really make sure young people don't get to it. Do the right thing and don't listen to are corporations and listen to Pasadena Citizens.

Thank you Allegra V.

11/01/2021
Item 13

Martinez, Ruben

From: Amy Anderson
Sent: Monday, November 01, 2021 1:50 PM
To: PublicComment-AutoResponse
Subject: City Council Meeting, Monday November 1st, 2021 - Item #13

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11/01/2021
Item 13

Martinez, Ruben

From: kelly chun <
Sent: Monday, November 01, 2021 5:33 PM
To: PublicComment-AutoResponse
Subject: Flavored ban

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Dear Pasadena Councilmembers,

The majority of the time during city meetings, the concern seems to be mainly about budgetary shortcomings and solutions. Ironically, the proposal to ban all flavored products is completely short sided and will destroy the growth and viability of our industry (convenience stores and gas stations), and most importantly the economic equilibrium of Pasadena. Our industry provides revenue and services for business owners, employees, residents, and most importantly the city of Pasadena. We provide goods that range from different products, and each product is important because it involves cross selling. If you eliminate our freedom to sell flavored tobacco products, you not only eliminate revenue from this source, but also the ability to sell other products. It would be similar to fast food burger businesses banning the sale of French fries because of acrylamide (cancer causing chemical in oil). The great people of Pasadena rely on our business to provide a wide variety of goods and products, including tobacco products.

If you ban flavored tobacco, you will hinder Pasadena's economy. When businesses across the city are impacted from the pandemic's economic effects, we need proposals that implement business-friendly policies, not restricting people's right to choose.

Has the economic impact of this proposal been accurately calculated?

With approximately 100 retailers in Pasadena:

- 1) How much tax and sales tax revenue is Pasadena going to lose?
- 2) How many employees will lose their jobs?
- 3) How many businesses will survive?
- 4) Will this proposal create a monopoly with surviving retailers, ultimately increasing cost of goods and services that will be passed on to patrons? I recently drove by one of the only 2 gas station in Beverly Hills, and the gas price was 25% higher than what you would normally see elsewhere.
- 5) Does this proposal actually achieve and change the issue at hand with youth prevention?

Neighboring cities who choose to see this issue from a wholistic and community inclusive perspective will gain from our losses in various ways. Lets have the state of California deal with the intra-State issue and economic fallback..

Passing this one sided ban on flavored tobacco products **will only serve today's feel good agenda**. The ones who will lose is the city of Pasadena, business owners, employees, residents, and patrons.

Please reconsider this proposal.

Sincerely,

Joel Ice
Kelly

11/01/2021
Item 13