

# CALIFORNIA LEGISLATURE

STATE CAPITOL  
SACRAMENTO, CALIFORNIA  
95814

September 13, 2019

**Re:** City of San Jose Local Ordinance Proposal to Ban e-cigarettes

Mayor Liccardo and San José City Council  
San José City Hall - 18<sup>th</sup> Floor  
200 E. Santa Clara  
San José, CA 95113

Dear Mayor Liccardo and San José City Council:

We support the proposal submitted by Councilmember Carrasco to ban e-cigarettes and flavored tobacco products to combat the sharp rise in youth vaping and flavored tobacco use. The policy also seeks to address the overconcentration of tobacco outlets in lower income neighborhoods.

According to a study funded by the Santa Clara County Public Health Department conducted in Santa Clara County, nearly 1 in 3 teens have tried vaping. Flavored tobacco products and vaping are intentionally marketed towards youth and communities of color. The survey also found:

- 13.2 percent of Santa Clara County teens reported using e-cigarettes in the past month, meaning they were counted as current users
- Nearly 1 in 3 Santa Clara County teens – 31.6 percent – report that they have used an e-cigarette at least once
- 82.3 percent of teens currently using tobacco reported using a flavored product: use of flavored products was widespread across all tobacco products and all demographic categories
- More than 2 in 5 teens – 45.4 percent – reported purchasing their own e-cigarettes, with over a quarter of this group saying they buy them directly from a local store. Among those who purchased e-cigarettes in a local store, 62.5 percent purchased them at a vape shop

In San Jose, more than 1 in 4 stores that sell tobacco products are located within 2 blocks of a school. Exposure to tobacco marketing has been shown to impact tobacco use initiation among youth, especially when stores are close to schools. Additionally, multiple studies have shown that youth are more likely to smoke when they live or go to school in neighborhoods with a high concentration of tobacco retailers. This policy could restrict new tobacco retailers from being located within 1,000 feet of schools and other youth-

sensitive areas, such as community centers, parks, and libraries.

Sincerely,

[Redacted Signature]

Jim Beall, State Senate District 15

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