
From: Vanessa Marvin
Sent: Tuesday, May 27, 2025 3:57 PM
To: City Council; , City Clerk
Cc: Caroline Baker
Subject: Letter re Agenda Item Number 7.1
Attachments: Tobacco Free Coalition Letter Mountain View May 2025.pdf

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Hello,

Attached is a letter for tonight's meeting (5/27/25) on Agenda Item Number 7.1.

Thank you for considering our input.

Vanessa Marvin & Carol Baker
Tobacco Free Coalition of Santa Clara County



1775 Story Road, Suite 120
San Jose, CA 95122

May 27, 2025

Dear Mayor, Vice Mayor and Council Members,

The Tobacco-Free Coalition of Santa Clara County, which consists organizations and individuals interested in protecting the health of our citizens from tobacco, is writing to support the tobacco retailer licensing (TRL) program being considered by your city at your May 27, 2025 meeting (Agenda Item #7.1: Tobacco and Electronic Cigarette Regulations and Restrictions).

We are excited by the ongoing work being done by the Police Department in Mountain View in partnership with the County Public Health Department. However, to protect our youth and kids this effort needs to become permanent through a comprehensive local tobacco retailer licensing (TRL) program, which has been shown to be effective at reducing sales of tobacco and e-cigarettes to youth.

Tobacco is an urgent issue. In November 2018, the U.S. Food and Drug Administration (FDA) and the U.S. Centers for Disease Control and Prevention (CDC) reported a dramatic increase in youth nicotine use, leading the Surgeon General and the FDA to declare youth e-cigarette use an epidemic in the United States.

To protect the health of Mountain View residents we urge you to adopt a City-County Partnership model and a comprehensive retail tobacco ordinance modeled after the county policy, which includes:

1. Restricting the density of tobacco retailers near schools and other retailers
2. Prohibiting all flavored tobacco products
3. Regular and ongoing enforcement of retailers

Across the state, more than 100 communities have taken action to end the sale of flavored tobacco products. Santa Clara County has been a leader in this effort, with 10 of our local communities covered under a TRL policy. These policies are strong because they include not just prohibition on sales of flavored products, but the necessary tools in place for compliance. Mountain View is one the last cities in Santa Clara County without a comprehensive policy.

For these reasons, we urge you to move forward in Mountain View with a strong tobacco retailer licensing law with a City-County partnership.

Thank you for fighting for the health of Mountain View residents.

Sincerely,

Vanessa Marvin, Coalition Co-Chair

Carol Baker, Coalition Co-Chair