



To Whom It May Concern-

San Francisco's flavored tobacco ordinance was implemented in the Fall of 2018.

The ordinance was crafted deliberately to contain no exemptions in order to create a level playing field across all businesses that carry the local tobacco retailer license (TRL). During educational visits, businesses noted that they appreciated that all businesses are treated equally under the ordinance. This is in contrast to feedback from businesses in several other communities—Berkeley and Oakland among them—that are now working to revise their ordinances-- eliminating all exemptions--because of the unfair competition among tobacco retailers that the exemptions created.

Many communities have asked how implementation of the flavor ordinance is going in San Francisco.

The ordinance in San Francisco covered all 799 businesses carrying a tobacco retail license. Between October and December 2018, I visited nearly 250 businesses, and together with colleagues, we visited all 799 businesses in order to listen and to answer questions pertaining to the ordinance. Each retailer had been mailed a poster detailing many aspects of the ordinance, for example, outlining the categories of flavored products to be removed and also the general schedule of educational visits and compliance check visits.

To date, no holder of a San Francisco tobacco retailer license, is known to have gone out of business because of the flavored tobacco ordinance.

For more information, you may contact me at:

Bob Gordon, Project Director, California LGBT Tobacco Education Partnership

[bob@lgbtpartnership.org](mailto:bob@lgbtpartnership.org)

Sincerely,

A handwritten signature in blue ink, appearing to read "Bob Gordon".

Bob Gordon

Attachments from San Francisco Department of Environmental Health that may be useful:

<https://www.sfdph.org/dph/files/EHSdocs/Tobacco/SFDPHFlavoredTobaccoFactSheet.pdf>

[https://www.sfdph.org/dph/files/EHSdocs/Tobacco/Flavored\\_Tobacco\\_FAQ.pdf](https://www.sfdph.org/dph/files/EHSdocs/Tobacco/Flavored_Tobacco_FAQ.pdf)