



COUNTY OF SAN MATEO

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Director

Environmental Health Services
San Mateo County Health
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July 1, 2022

Dear Tobacco Retail Owner,

This letter is to inform you that the San Mateo County Board of Supervisors is considering updating the **Tobacco Retailer Permit Ordinance** to include several changes, including, but not limited to:

- Definition of “Tobacco Product” explicitly includes synthetic nicotine
- Definition of “Electronic Smoking Device” expanded to non-nicotine products
- No new tobacco retailers within 1,000 feet of youth-populated areas
- No new tobacco retailers within 500 feet of another tobacco retailer
- Fines doubled for violating the Ordinance

One of the major purposes of the proposed ordinance is to decrease youth access to tobacco products. In April 2021, the San Mateo County Sheriff’s Office coordinated undercover enforcement operations and found that among 74 retailers, 11 tobacco sales to underage decoys occurred.

The Board of Supervisors will discuss the proposed ordinance at their board meeting on Tuesday, July 12, 2022 at 9:00 a.m.

The meeting will be held virtually (smcgov.org/bos) as well as in-person at the Board Chambers at 400 County Center, Redwood City, CA 94063.

You are invited to attend this meeting to learn about and provide feedback regarding the ordinance.

If you have questions about the Ordinance, please leave the [Tobacco Prevention Program](#) a voicemail at (650) 573-3777 or email them at TobaccoPrevention@smcgov.org.

Sincerely,

Heather Forshey
Director of Environmental Health Services



**SAN MATEO
COUNTY HEALTH**