



June 25, 2024

Community Development Committee for The City of Fort Bragg ,

Thank you for your time and consideration . We are grateful to collaborate on supporting a more just and healthy community .

Rationale/Policy Context:

The City of Fort Bragg has long been exemplar in protecting the health , safety , and environment of its residents . Via AB 935 and SB 793 , California has mandated a statewide flavored tobacco retail ban effective 2024 . Fort Bragg’s active TRL was adopted in 2012 and amended in 2020; however , it is out of compliance with the state and at odds with neighboring communities , which creates a confusing landscape of rules .

Helpful Resources:

- [CA Flavor Ban Fact Sheet , Public Health Law Center](#)
- [TRL Fee Calculator , Public Health Law Center](#)
- Ongoing Technical Assistance: Tobacco Prevention Control Program, County of Mendocino (i.e., policymaking, implementation, enforcement, public and retailer education best practices, etc. .)

Outstanding considerations for policy making and implementation:

- Fee structure for revenue neutrality
- Enforcement best practices
- Retailer education
- Public education and perception

Provided Documents:

- Current TRL for The City of Fort Bragg
- Current TRL for The County of Mendocino (3 versions)
- Current TRL for The City of Ukiah
- Current TRL for The City of Willits
- The California Youth Tobacco Survey (CYTS) 2023 Data Summary

Recommended Actions/Partner Requests:

- Recommend an updated Tobacco Retail License compliant with SB 793 and AB 935 for the City of Fort Bragg
- Please let us know what questions remain or what support is anticipated.

Lucy Bartholomew ,
 Public Policy Advocate , BZP Mendocino County
 Co-Chair , MCTPC
 949-306-5454
 Lucy .Bartholomew@sharecare .com

Larry Olson
 Chair , MCTPC
 707-498-2328
 Excel@humboldt1 .com

Nicole Graumann
 Program Specialist II ,
 Mendocino County Public Health
 707-472-7013
 Graumannn@mendocinocounty .gov

Our Purpose:

MCTPC implements culturally responsive strategies for a healthier Mendocino County by informing on nicotine products, supporting freedom from addiction, raising support for local actions and policies to address commercial tobacco, and empowering local leadership.