



Staff Report

October 8, 2019

TO: Honorable Mayor and Members of the Town Council
FROM: Sean Rabé, Town Manager
DATE: October 8, 2019
RE: Council Direction on Vaping and Electronic Cigarette Epidemic

Recommendation

Staff requests Council direction on how the Town should, if at all, address the vaping and electronic cigarette (e-cig) epidemic. The Town has two options at this point:

1. Direct Staff to prepare an ordinance to ban the sale of e-cigs and vaping products throughout the Town, and direct Staff to work with the Placer County Sheriff's Office and our local schools on other educational programs to curb the proliferation of vaping by youth; or,
2. Direct Staff to prepare a Council Resolution that encourages residents to immediately stop the use of e-cigs and other vaping products due to significant health concerns

Issue Statement and Discussion

During the September 10, 2019 Council meeting, Mayor pro tempore Clark-Crets and Councilmember Baker requested Staff to look into how the Town could potentially curb the proliferation of e-cig and vaping use by our local youth.

The Town currently has three businesses that sell e-cigs and/or vaping products.

Staff has researched the use of e-cigs and vaping products by youth and has found the following information:

- According to The Truth Initiative (tobacco use awareness campaign that targets youth):
 - Vaping and e-cig use grew 78 percent among high schoolers and 48 percent among middle schoolers in just one year (between 2017 and 2018, the most recent data)
 - Teens are 16 times more likely to use vaping and e-cig products than adults aged 25-34, and are four times more likely to start smoking traditional cigarettes
 - Of 15-17-year olds who use e-cigs, 56 percent use it more than three times per month
- According to the 2017/2018 Healthy Kids Survey (most recent data reported), in the Placer Union High School District (which includes Del Oro High School):
 - 18 percent of 11th graders have used one e-cig once or more times in the past 30 days – as opposed to just 4 percent who have smoked a traditional cigarette
- The California Department of Health reports the following:
 - Vaping devices are the most commonly used tobacco in California, and more than 80 percent of high schoolers who consume tobacco use a vaping device

- Of the teens who consume tobacco products, 86 percent report using a flavored tobacco product
- Teenagers and young adults make up almost half of the people hospitalized with breathing problems related to vaping in California

Staff discussed this issue with the Placer County Sheriff's Office. Lieutenant Josh Barnhart said PCSO is currently working with the Coalition of Auburn and Lincoln Youth to create a model ordinance for municipalities in Placer County to adopt that will provide additional enforcement capabilities on vaping and e-cig use. Those additional penalties could include diversion programs for youth using e-cigs and vaping products, however, those programs are not established yet. Lieutenant Barnhart also said PCSO is seeking out grants to provide educational resources to address vaping in schools.

Staff also discussed this issue with Loomis Grammar School Superintendent Gordon Medd, who said that while vaping isn't an epidemic at the local grammar schools, he has had a couple instances of students vaping. Medd said the District would support a ban on the sale of e-cigs and other vaping products in Town.

Staff also discussed this issue with Del Oro High School staff. Council may recall that a former Del Oro graduate recently was hospitalized for vaping-induced respiratory issues. Del Oro staff said that vaping is becoming a significant issue for school administration.

It should be noted that the State of California will soon be taking some sort of action on vaping and e-cig sales, as will the Federal Government. It is unknown at this point what those actions will be or when they will occur, however.

CEQA Requirements

There are no CEQA implications associated with the recommended action.

Financial and/or Policy Implications

The three businesses that sell e-cigs and vaping products would see a financial loss if the Town were to ban the sale of e-cigs and vaping products. There would also likely be a minor loss of sales tax revenue to the Town, but that loss of revenue would likely be negligible.