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August 2, 2019

City Attorney Dennis Herrera, Esq.
Ms. Jenica Maldonado, Esq.
Mr. Andrew Shen, Esq.
City Hall Room 234
San Francisco, CA 94102-4635

Re: Ballot Digest for November 2019 Vapor Products Initiative

Dear City Attorney Herrera, Ms. Maldonado, and Mr. Shen:

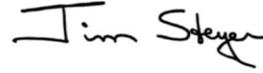
Over the past 15 years, Common Sense has become the trusted advocate for kids and families in the digital age, helping them understand and navigate the impact of technology on their health and well-being at home, in school, and in the halls of justice. In our work with parents and kids in our home city of San Francisco, as well as across the nation, we hear that Juul and e-cigarettes sit at the intersection of their top concerns about their kids, their health, and their relationship with technology.

While Common Sense generally does not engage in city-level politics, the danger posed by the San Francisco Vapor Products ballot initiative compel us to speak out forcefully in opposition. This measure is a reprehensible play by Big Tobacco 2.0 and would severely impede San Francisco's ability to stop the meteoric rise of Juul and e-cigarette use and addiction among middle school and high school age kids.

The Ballot Simplification Committee must make it clear to the public in the ballot digest that this initiative is funded by Juul and Big Tobacco. Moreover, the Ballot Simplification Committee must make it clear that a vote for the proposition will overturn San Francisco's ban on flavored tobacco products as well as the recent ban on e-cigarettes. In addition, the proposition would severely restrict San Francisco's ability to enact anti smoking legislation. All of these would be a disaster for the well-being of San Francisco's kids and families and set a terrible precedent for similar legislation or initiatives around the country.

We greatly appreciate your consideration of our letter, and request that a copy of this letter be included in the formal file for the upcoming Ballot Simplification Committee hearing.

Sincerely,

A handwritten signature in black ink that reads "Jim Steyer". The signature is written in a cursive, slightly slanted style.

James P. Steyer, Founder and CEO of Common Sense

cc: Ms. Barbara Carr, Ballot Simplification Committee