

Former Vice Mayor of Beverly Hills, first city in the nation to end sales of tobacco and nicotine in 2019

ENDGAME
POLITICAL
WILL



“We wouldn’t let stores sell edible rat poison for human beings... If we truly want to lead, we need to have the courage of our convictions.”

Former Vice Mayor, Beverly Hills
John Mirisch
August 7, 2018

Manhattan Beach, second city in the nation to pass an ordinance ending the sale of ALL tobacco and nicotine products (implemented January 2021)

The screenshot shows the City of Manhattan Beach website. The top navigation bar includes the city logo, 'CITY OF MANHATTAN BEACH', and links for 'Services', 'Government', 'Residents', 'Businesses', 'Visitors', and 'Departments'. The 'Government' link is highlighted. A left sidebar menu lists various topics, with 'Smoke Free MB' selected and highlighted in blue. The main content area displays the title 'Smoke Free MB' and a breadcrumb trail 'Government » City Manager ». Below the title are links for 'Font Size', 'Feedback', and 'Print'. The text describes the city's commitment to a healthy lifestyle and details the ordinance passed in February 2020, which bans the sale of all tobacco and nicotine products, including flavored tobacco and e-cigarettes, effective January 1, 2021.

CITY OF MANHATTAN BEACH Services **Government** Residents Businesses Visitors Departments

– City Manager
Airport Noise
Bruce's Beach
City Manager Contract
Communications
Homelessness
MB vs Hate
– **Smoke Free MB**
Resources to Help Quit Smoking
Blue Zones Project
Contact the City

Government » City Manager »

Smoke Free MB

Font Size: + - Feedback Print

The City of Manhattan Beach has a long-standing history of promoting a healthy and active lifestyle. With our beautiful beaches and amazing recreation opportunities, the City is focused on the health and well-being of residents and visitors to our stunning geography.

One of the ways in which Manhattan Beach upholds this standard is by promoting a Smoke Free MB.

In February 2020, Manhattan Beach became the second city in the nation to prohibit the sale of all tobacco products within the city. Along with Beverly Hills, these retail bans went into effect January 1, 2021. In addition, Manhattan Beach has enacted a comprehensive ordinance banning smoking in all public places, including multi-unit housing, and implemented a tobacco retail permit that aims to reduce the illegal sale of tobacco products to minors while banning the sale of flavored tobacco products. In October 2019, the Manhattan Beach City Council adopted an ordinance banning the sale of e-cigarette and vaping devices due to emerging health concerns.



State of Tobacco Control 2026
California Local Grades

Marin is the only county
in California that has earned
Straight As

Marin County

	Belvedere	Contra Costa	Fairfax	Larkspur	Mill Valley	Novato	Rosario	San Anselmo	San Rafael	Sausalito	Thibault	Marin County Unincorporated
Overall Tobacco Control Grade	A	A	A	A	A	A	A	A	A	A	A	A
Total Points	8	14	14	14	14	14	8	14	14	13	10	14
Smokefree Outdoor Air	A	A	A	A	A	A	A	A	A	A	A	A
Dining	4	4	2	4	4	4	4	4	4	4	4	2
Entryways	4	4	4	4	4	4	4	4	4	4	4	4
Public Events	4	4	4	4	4	4	4	4	3	3	4	4
Recreation Areas	4	4	4	4	4	4	4	4	4	4	4	4
Service Areas	4	4	4	4	4	4	4	4	4	4	4	4
Sidewalks	0	0	0	0	0	1	0	0	1	0	1	0
Worksites	1	1	1	1	1	1	0	1	1	1	0	1
Total Points	21	21	19	21	21	22	20	21	21	20	21	19
Smokefree Housing	A	A	A	A	A	A	A	A	A	A	A	A
Nonsmoking Apartments	4	4	4	4	4	4	4	4	4	4	4	4
Nonsmoking Condominiums	4	4	4	4	4	4	4	4	4	4	4	4
Nonsmoking Common Areas	4	4	4	4	4	4	4	4	4	4	4	4
Total Points	12	12	12	12	12	12	12	12	12	12	12	12
Reducing Sales of Tobacco Products	N/A	A	A	A	A	A	N/A	A	A	A	N/A	A
Tobacco Retailer Licensing		4	4	4	4	4		4	4	4		4
Total Points	n/a	4	4	4	4	4	n/a	4	4	4	n/a	4
Restrictions on Flavored Tobacco Products	N/A	Y	Y	Y	Y	Y	N/A	Y	Y	Y	Y	Y
Flavored Tobacco Products		1	1	1	1	1		1	1	1	1	1
Total Points	n/a	1	1	1	1	1	n/a	1	1	1	1	1
Emerging Issues Bonus Points												
Emerging Products Definition - Secondhand Smoke	1	1	1	0	1	1	1	1	1	0	1	1
Emerging Products Definition - Licensing	0	1	1	1	1	1	1	1	1	1	1	1
Emerging Products Definition - Cannabis	1	1	1	1	1	1	1	1	0	1	1	1
Retailer Location Restrictions	0	0	0	0	0	1	0	0	1	0	0	1
Sale of Tobacco Products in Pharmacies	0	1	1	1	1	1	0	1	1	0	1	1
Minimum Price of Cigarettes	0	0	0	0	0	0	0	0	0	0	0	0
Minimum Pack Size of Cigars	0	1	1	1	0	1	0	1	0	0	0	0
Total Points	2	5	5	4	4	6	3	5	4	2	4	5

Marin County is leading the nation in the endgame!

- | | |
|-------------------|---|
| October 15, 2025 | Tiburon Town Council: complete preemption of sales, first in the nation no exemptions no allowances (first reading 5-0) |
| October 21, 2025 | Marin County Board of Supervisors: ban sale of e-cigarettes, first in the nation ban on heated tobacco systems, \$12 minimum price/pack on all others (first reading 5-0) |
| November 13, 2025 | Town of Ross: complete preemption (first reading 4-1) |
| January 12, 2026 | Fairfax Town Council BOS ordinance plus first in the nation ban on nicotine pouches (first reading 4-1) |
| March 3, 2026 | Corte Madera Town Council introduction of the BOS ordinance, unanimously gave staff direction to add a ban on pouches (per Fairfax's ordinance) AND conduct research and outreach to lay the groundwork for considering a complete end-of-sales ordinance |
| March 17, 2026 | Mill Valley City Council informational hearing on options. Unanimously gave staff direction to bring back a complete end-of-sales ordinance. |
| March 17, 2026 | Corte Madera Town Council Fairfax's ordinance (first reading 5-0) |

ARCO off 101 near East Blithedale Ave, Unincorporated Marin County
Stopped selling tobacco & nicotine about 3 years ago

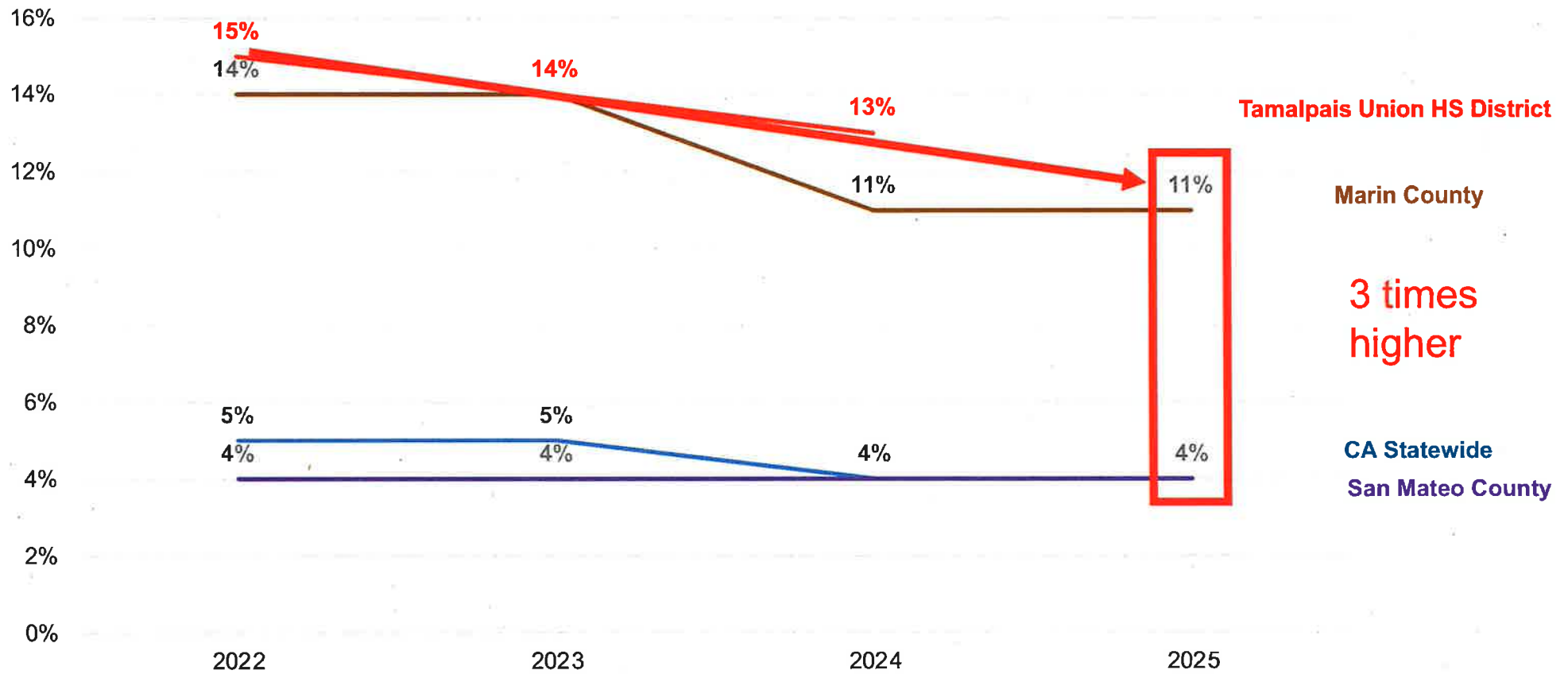


Thriving Manhattan Beach AM PM market at ARCO gas station with
no more tobacco/nicotine power wall



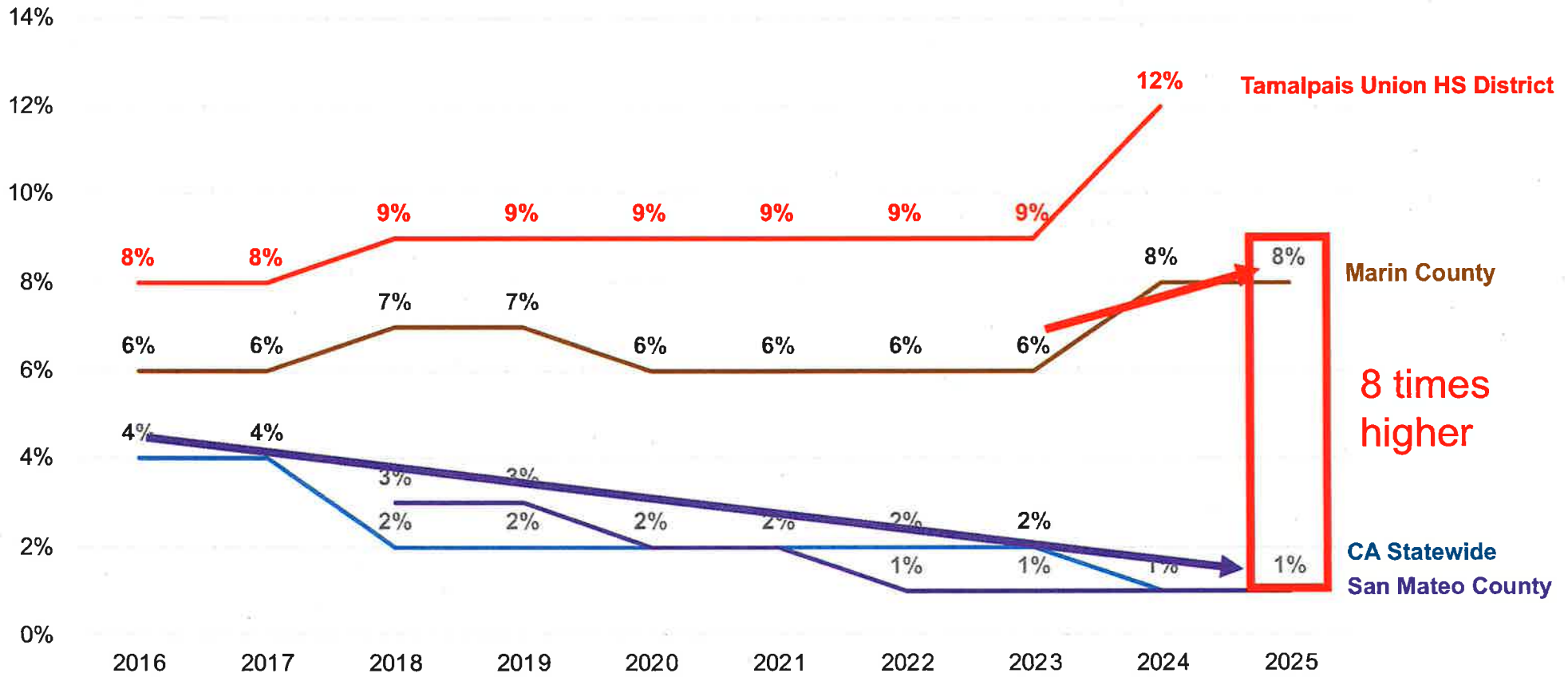
NO
TOBACCO
OR
NICOTINE!

Trends in prevalence of current (past 30-day) **nicotine vaping** among of 11th graders



Source: California Healthy Kids Survey data dashboard

Trends in prevalence of current (past 30-day) **cigarette smoking** among of 11th graders



Source: California Healthy Kids Survey data dashboard

Actual YES on Prop 31 flavor ban vs predicted YES (likely voters) for complete end of sales of tobacco and nicotine

Jurisdiction	Prop 31 YES (2022)	Predicted YES (Full Ban)
Mill Valley	85.8%	77–79%
San Anselmo	85.2%	76–78%
Fairfax	84.2%	75–77%
Corte Madera	83.3%	74–76%
Tiburon	83.0%	73–75%
Larkspur	82.6%	73–75%
Unincorporated Marin	82.2%	72–74%
Sausalito	81.3%	71–73%
Ross	81.2%	71–73%
Belvedere	80.8%	70–72%
San Rafael	80.7%	70–72%
Novato	77.1%	66–69%
Manhattan Beach	72.8%	64–67%
Beverly Hills	67.5%	58–61%
California	63.4%	52–56%

Predicted YES (likely voters) for complete end of sales of tobacco and nicotine
 Youth (ages 15–25) vs Adults (ages 26+)

Jurisdiction	Youth (15–25)	Adults (26+)	Gap
Mill Valley	78–82%	72–76%	+6
San Anselmo	78–82%	72–76%	+6
Fairfax	77–81%	71–75%	+6
Corte Madera	75–80%	69–73%	+6–7
Tiburon	75–80%	69–73%	+6–7
Larkspur	75–80%	69–73%	+6–7
Unincorporated Marin	74–78%	68–72%	+6
Sausalito	73–77%	67–71%	+6
Ross	73–77%	67–71%	+6
Belvedere	73–77%	67–71%	+6
San Rafael	72–76%	67–71%	+5
Novato	68–73%	63–68%	+5