



STAFF REPORT
10/14/2026

TO: Honorable Mayor and City Council Members

FROM: Gustavo J. Romo, City Manager

PREPARED BY: Kendra Reif, Community Development Director

SUBJECT: Second Reading of Ordinance No. 1232, Regulating the Sale and Distribution of Kratom Products

STAFF RECOMMENDATION:

Staff recommends that the City Council conduct the Second Reading of Ordinance No. 1232, thus completing the adoption of the Ordinance adding Chapter 8.70 to Title VIII of the Coachella Municipal Code to regulate the sale and distribution of Kratom Products within the City of Coachella.

EXECUTIVE SUMMARY:

On September 9, 2026, the City Council held a public hearing regarding the Introduction and First Reading of Ordinance No. 1232, which would add Chapter 8.70 to the Coachella Municipal Code to regulate the sale, distribution, furnishing, marketing, display, and possession for sale of kratom products, 7- hydroxymitragynine products, commonly known as “7-OH,” and synthesized or semi-synthesized kratom alkaloid products.

The Ordinance establishes a minimum purchase age of twenty-one (21), requires age verification, prohibits products containing more than two percent (2%) 7-OH as a percentage of total kratom alkaloids, prohibits products that are attractive to children, and prohibits synthesized and semi-synthesized kratom products.

Ordinance No. 1232 is now before the City Council for second reading and adoption.

DISCUSSION/ ANALYSIS:

Ordinance No. 1232 prohibits the sale or distribution of kratom products to persons under twenty-one (21) years of age and requires age verification through valid government-issued photo identification.

The Ordinance also prohibits products containing more than two percent (2%) 7-OH of the total kratom alkaloids, products marketed or packaged in a manner attractive to children, and products containing synthesized or semi-synthesized kratom alkaloids, constituents, or derivatives.

The Ordinance establishes administrative, civil, and criminal enforcement mechanisms as authorized by the Coachella Municipal Code and applicable law.

CONCLUSION:

Staff recommends that the City Council conduct the Second Reading of Ordinance No. 1232, thus completing the adoption of the Ordinance adding Chapter 8.70 to Title VIII of the Coachella Municipal Code to regulate the sale and distribution of Kratom Products within the City of Coachella. If adopted, the Ordinance will become effective 30 days following today's action.

RECOMMENDED ALTERNATIVES:

1. Adopt Ordinance No. 1232 Adding Chapter 8.70 to Title VIII of the Coachella Municipal Code to regulate the sale and distribution of Kratom Products within the City of Coachella.

ATTACHMENTS:

1. Ordinance No. 1232 Adding Chapter 8.70 to Title VIII of the Coachella Municipal Code to regulate the sale and distribution of Kratom Products within the City of Coachella.
2. September 9, 2026 City Council Staff Report