

Tobacco Retail License

PRESENTED TO TOBACCO RETAILERS

MARCH 17, 2022

NANCY SANDS, MANAGEMENT ANALYST II

Agenda

Introductions

Tobacco Retail License Overview

Application Process Overview

Monitoring & Enforcement

TRL Overview

Expands the City's existing tobacco prevention rules

License required by July 6, 2022 (renewed annually)

Regulates WHAT, HOW MUCH, WHO, WHERE

Annual Fee (\$525 in 2022)

Impact Sonoma will implement

Restrictions – Product Type

Flavored
Tobacco
Products
Prohibited

Electronic
Smoking Devices
Prohibited

No sale of flavored tobacco products

"Flavored tobacco product" means any tobacco product that contains a taste or smell, **other than the taste or smell of tobacco**, that is distinguishable by an ordinary consumer either prior to, or during the consumption of, a tobacco product, including, **but not limited to, any taste or smell relating to fruit, menthol, mint, wintergreen, chocolate, cocoa, vanilla, honey, molasses, or any candy, dessert, alcoholic beverage, herb, or spice.**

Cigarettes - No sale of Menthol



Pouches and Chew



Nicotine Pouches



No sale of electronic smoking devices

“Electronic smoking device” means any device that may be used to deliver any aerosolized or vaporized substance to the person inhaling from the device, including, but **not limited to, an e-cigarette, e-cigar, e-pipe, vape pen, e-hookah or other electronic nicotine delivery system.**

Electronic smoking device includes any component, part, or accessory of the device, and also includes any substance that may be **aerosolized or vaporized by such device, whether or not the substance contains nicotine.**

No sale of electronic smoking devices



Packaging & Display Requirements

Manufacturer's
Packaging Only

Price must be
displayed
clearly

No Freebies,
Coupons, or
Incentives

At least 5 little
cigars per pack

At least 2
Cigars OR 1
Cigar \$10+

Price Requirements

\$10 Minimum

Cigarettes – \$10/20 cigarettes

Little Cigars – \$2 per cigar/minimum package of 5

Cigars – \$5 per cigar/2 OR \$10/1

Cigarettes - a pack must be sold at \$10



Cigarillos - 5 pack must be sold at \$10



Cigarillos - Cannot sell singles or 3 packs



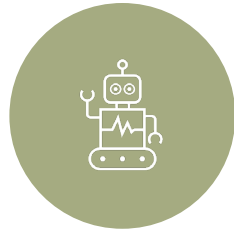
No Coupons or Promotions



Location Restrictions



ONSITE SALES ONLY



NO VENDING
MACHINES



NO PHARMACIES



NO RETAILERS
WITHIN 500 FEET OF
EACH OTHER*



NO RETAILERS
WITHIN 1000 FEET
OF SCHOOL PARKS*

*After July 2022

Application Process



Apply Online



Provide proof of State Tobacco License & Valid City Business License



Fee = \$525 (first year)



Impact Sonoma will process

Education & Enforcement

Education 1st

Compliance 2nd

Enforcement 3rd

Education & Enforcement

Site Visits (Impact Sonoma)

```
graph TD; A[Site Visits (Impact Sonoma)] --> B[Warnings (Impact and City)]; B --> C[Penalties (City)];
```

Warnings (Impact and City)

Penalties (City)

Websites and Resources

Impact Sonoma Website - County of Sonoma

Impact City of Petaluma - Tobacco Retailer License Website

COUNTY OF SONOMA

Residents: Discover, Engage & Thrive | Business: Trends, News & Resources | Visitors: Explore Sonoma County | Your Government: We Work for You

You are here: Home / Health Services / Public Health / Tobacco Prevention / Compliance / Retailers

Tobacco Prevention

- About Us
- Compliance
 - State County & Local Regulations
 - Businesses
 - Renters & Landlords
 - Retailers
 - Free Printables
- E-cigarettes & Vaping
- Cessation Resources
- News Archive
- Press Releases
- Calendar
- Contact Us
- Data and Reports

IMPACT tobacco nicotine prevention sonoma

Tobacco Retailers

Tobacco retailers in the unincorporated areas of Sonoma County must obtain an annual Tobacco Retail License (TRL) from the Sonoma County Department of Health Services in order to sell tobacco products.

California's New Flavored Tobacco Law

In August 2020, California passed a law prohibiting the sale of most flavored tobacco products. However, a proposed referendum was submitted to the Attorney General of California. The referendum has now qualified for the ballot, putting the law on hold until the 2022 general election vote. To learn more about California's new law for tobacco retailers, please watch this informational video.

sonoma county
DEPARTMENT OF HEALTH SERVICES

Contact Information

Tobacco/Nicotine Prevention
Public Health Division
Health Services Department

Contact us with questions and concerns by **Web Form**
Email: preventioninfo@sonoma-county.org

Contact us by Phone
Phone: (707) 565-6680

Address
Public Health Division
625 5th Street
Santa Rosa, CA 95404
[Google Maps™ Directions »](#)

State, County, and Local Tobacco Regulations

[State, County, and Local Tobacco Regulations »](#)

ABOUT SERVICES **PETALUMA** SONOMA COUNTY RESOURCES GOVERNMENT

[Economic Development](#) / [Tobacco Retail License](#)

TOBACCO RETAIL LICENSE (TRL)

TRL WEBINAR FOR RETAILERS & DISTRIBUTORS

The City is hosting a virtual meeting on **Thursday, March 17, 2022, from 9:00 - 10:00 a.m.** to learn about Petaluma's TRL and the application process. Registration is required. Please register at:

https://us06web.zoom.us/webinar/register/WN_vtZRYU4jShS_VWVcxgASDA

After registering, you will receive a confirmation email containing information about joining the webinar.

WHAT IS A TOBACCO RETAIL LICENSE (TRL)?

A Tobacco Retail License gives a business the right to sell tobacco in Petaluma. Under a local tobacco retailer licensing law, the government requires all business that sell tobacco products to obtain a license from the government in exchange for the privilege of selling tobacco products.

WHAT IS THE PROCESS?

City Council approved an ordinance on November 15, 2021, after a presentation by City staff and public comment. Click [HERE](#) to read the staff report and [HERE](#) to watch video of the presentation. Click [HERE](#)

Questions?

General Info

cityofpetaluma.org/trl

Ordinance

petaluma.municipal.codes/Code/8.21

Application Process/Review and Compliance

Marco Caro, Impact Sonoma

marco.caro@sonoma-county.org

707-565-6629 (direct line)