



Tobacco Retail License

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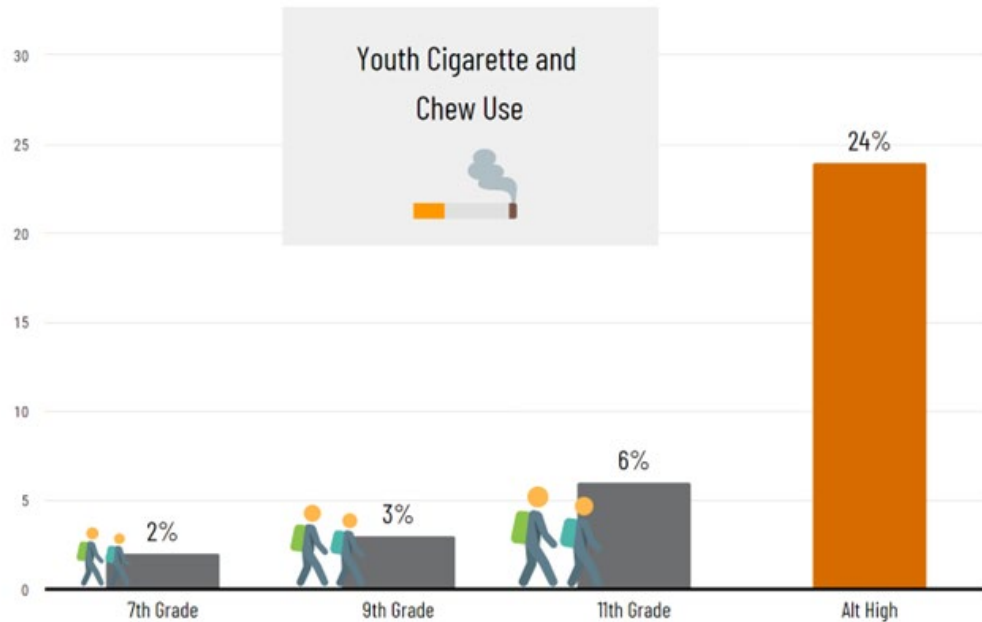
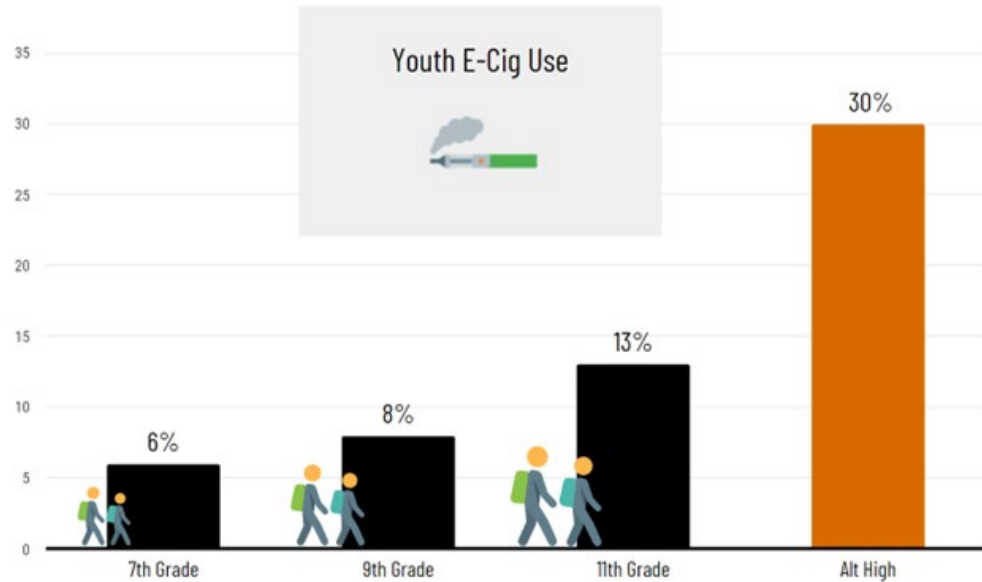
Impact Sonoma



- Who is Impact Sonoma?
 - Tobacco-Nicotine Prevention Program for Sonoma County Department of Health Services
- What do they do?
 - Provide prevention services and coordinate tobacco control activities with community partners and allies throughout Sonoma County
 - Conduct Tobacco Retail License (TRL) enforcement for the City of Petaluma, Windsor, and Unincorporated Sonoma County
 - Offer administrative support to Tobacco Free Sonoma County Community Coalition
 - Collaborate with interested county jurisdictions to discuss and provide administrative support regarding health policies to protect our community

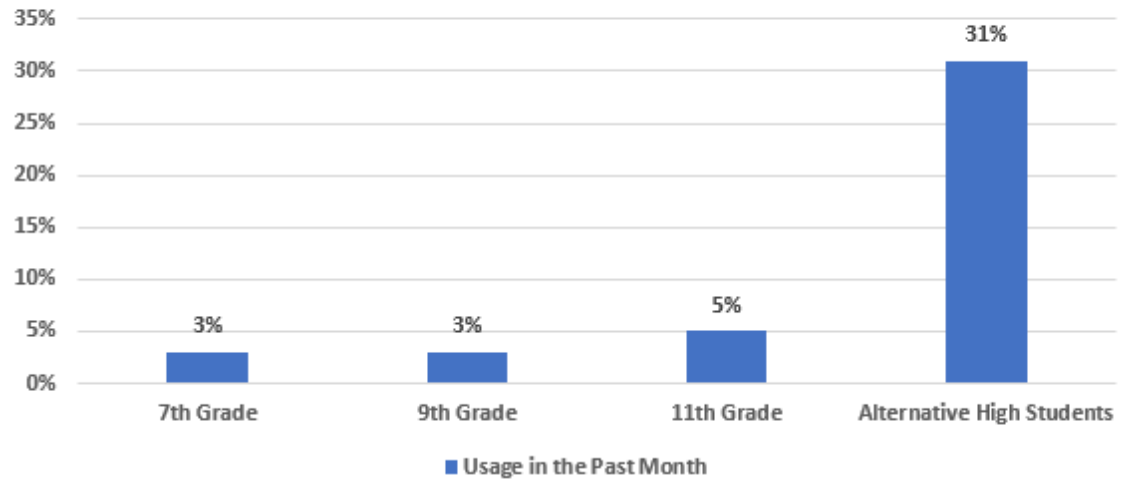
Sonoma County Youth Current Use

Source 2023 Youth Truth Survey

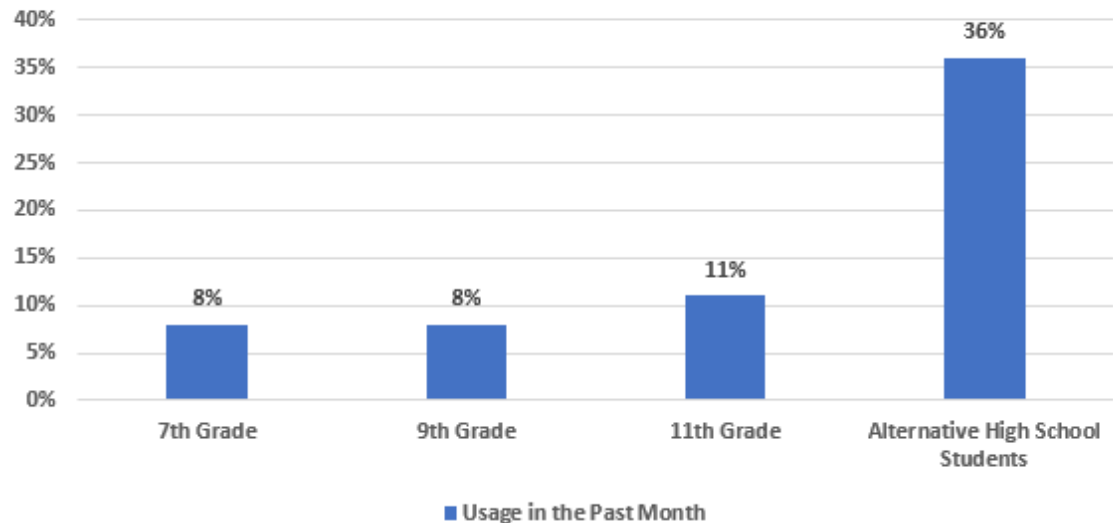


Current Santa Rosa Youth Use by Product Type

Santa Rosa City Schools Cigarette or Chewing Tobacco
Usage in the Past Month
January 2023



Santa Rosa City Schools Youth Vaping in the Past Month
January 2023

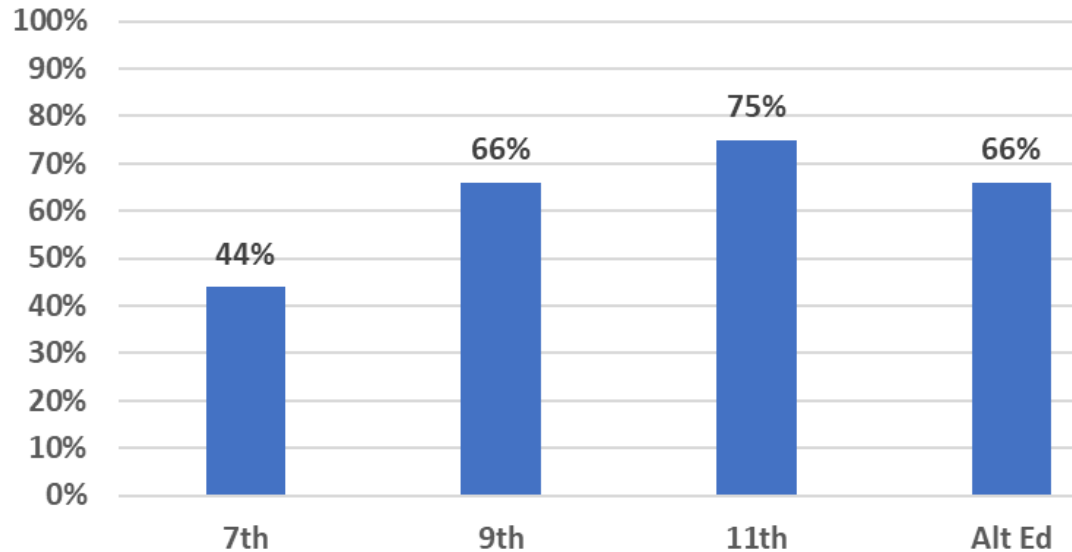


Source 2023 Youth Truth Data

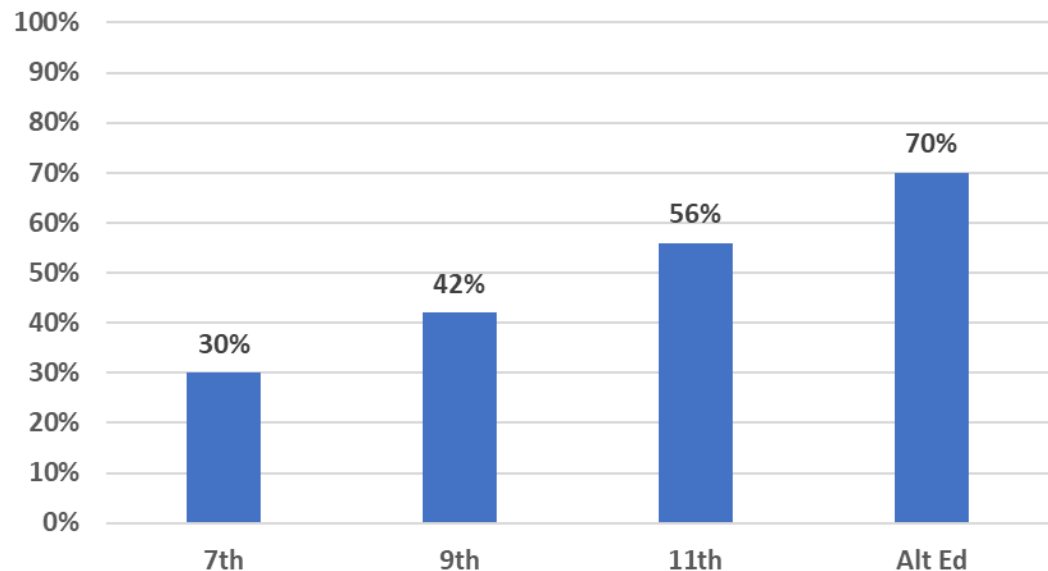
Youth Perceived Access to Tobacco Products (2017-2018)

Source 2017-2018 Santa Rosa City
Schools California Healthy Kids Survey

**Santa Rosa City Schools Youth Perception that
Obtaining E-Cigarettes is Very/Fairly Easy**



**Santa Rosa City Schools Youth Perception that
Obtaining Cigarettes is Very/Fairly Easy**



Tobacco Retail Policies

GREEN: STRONG POLICY

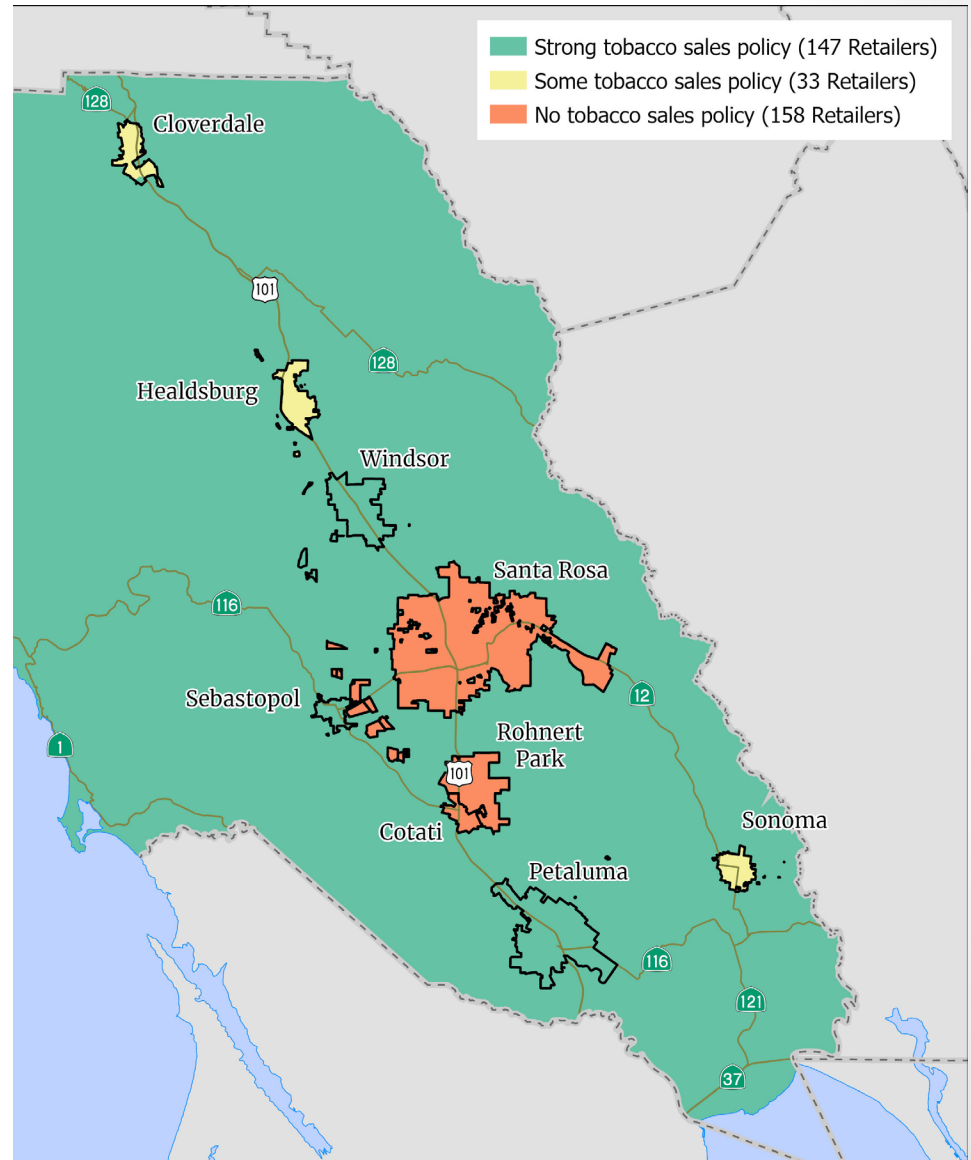
- Petaluma
- Sebastopol
- Windsor
- Unincorporated Sonoma County*

YELLOW: MODERATE POLICY

- Cloverdale
- Healdsburg
- Sonoma (City)

RED: NO POLICY

- Cotati
- Rohnert Park
- Santa Rosa



Sonoma County Young Adult Tobacco Purchase Survey (YATPS)

2021

- 156 Sonoma County tobacco retailers surveyed
 - All county jurisdictions represented
- 75 of the 156 retailers sold to the decoy (minor)
- Sonoma County buy rate 48%

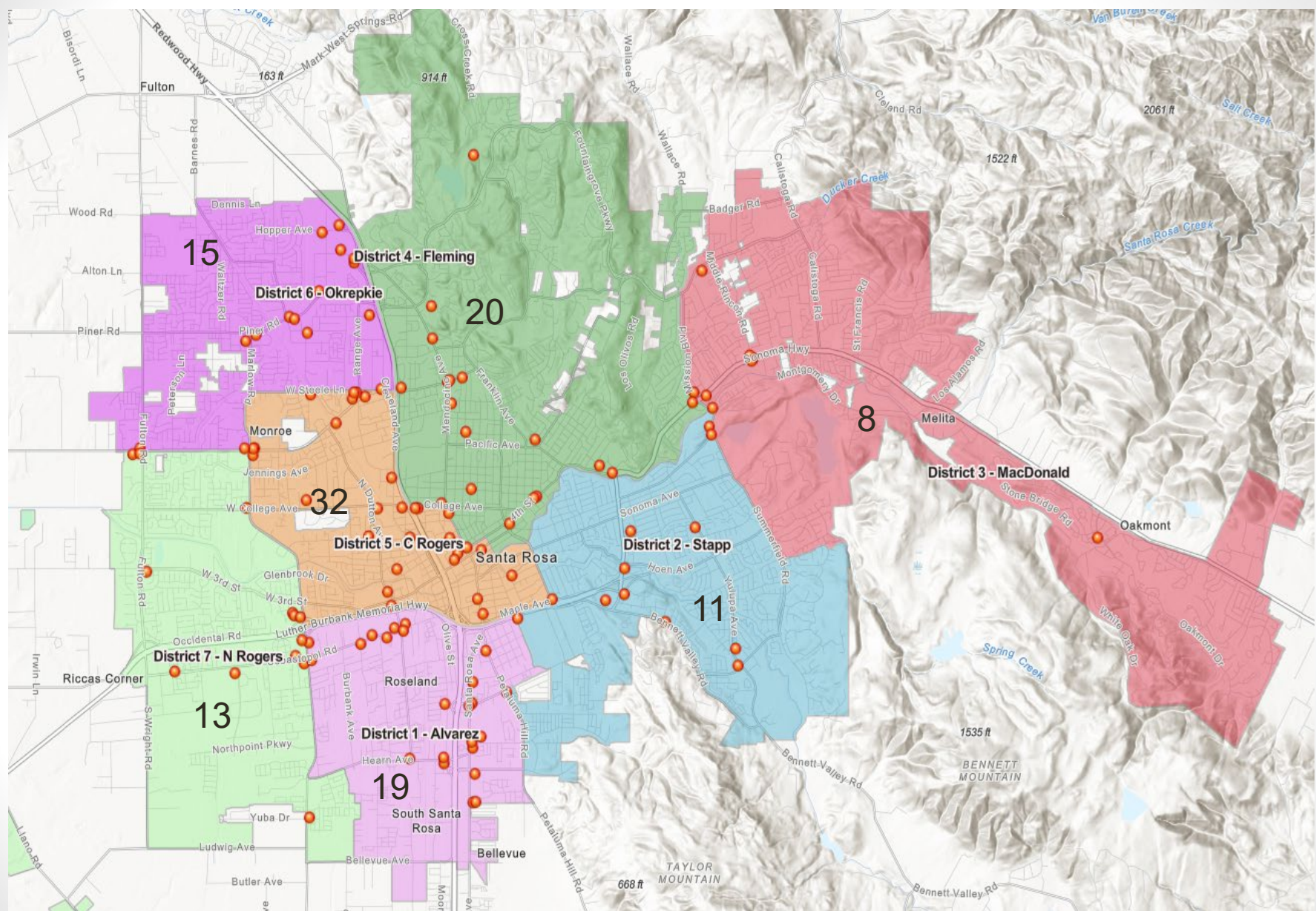
2023

- 100 Sonoma County tobacco retailers surveyed
 - Not a representative sample
- 17 retailers sold to the decoy

Petaluma Chapter 8.21

Regulation of Retail Tobacco Sales

- Annual fee for tobacco retailers
 - Compliance checks & violation enforcement
 - License to sell tobacco products
- Youth deterrents
 - No new retailers w/in 1,000 feet of “youth-oriented area”
- Density requirements
 - No new retailers w/in 500 feet of another retailer
 - One new license per 2,000 residents
- Bans sale of flavored tobacco products and electronic smoking devices
- Sets min package price and bans coupons and discounts



Type of Retailers Selling Tobacco

Convenience Store w/ Gas	46
Convenience Store w/out Gas	30
Golf Course	1
Grocery Store	10
Significant Retailer	14
Store w/ Pharmacy	8
Liquor Store	7
Other	2
Total Tobacco Retailers	118

Proposed Policy Elements

- Annual fee for tobacco retailers
 - License required to sell tobacco products
 - County to administer and perform compliance checks
 - City Code Enforcement for violations
- Youth deterrents
 - No new retailers w/in 600 feet of “youth-oriented area”
- Retail license cap
 - Cap number of licenses at 118

Proposed Policy Elements

Other considerations

- Ban sale of flavored tobacco products and electronic smoking devices
- Set minimum package size
- Set minimum package price
- Ban price promotions, coupons and discounts
- Require only on-site sales (no online sales)

Proposed Policy Enforcement

- Progressive license suspensions for violations:
 - First - County notices violation and schedules follow-up inspection
 - Second - Code Enforcement issues a fine
 - Third - Tobacco Retail License revoked
- Suspended license requires retailer to post a suspended notice

Economic Impact

- County of Sonoma collects annual fee to cover inspection costs
- The violation fee imposed and collected by Code Enforcement
- Potential sales tax loss not currently measurable

Feedback

1. Should staff continue to pursue development of a Tobacco Retail License?
2. Should there be a cap on the number of retailers or should licenses be issued on a density basis like Petaluma?
3. Is the 600 foot boundary from a “youth oriented area” enough?
4. Is the enforcement framework adequate?
5. Should the policy include packaging size, minimum costs and loose-leaf products?

Questions?