

# Goals

- Program Overview
- Enforcement Activities
- Current Fines and Penalties
- Receive Direction

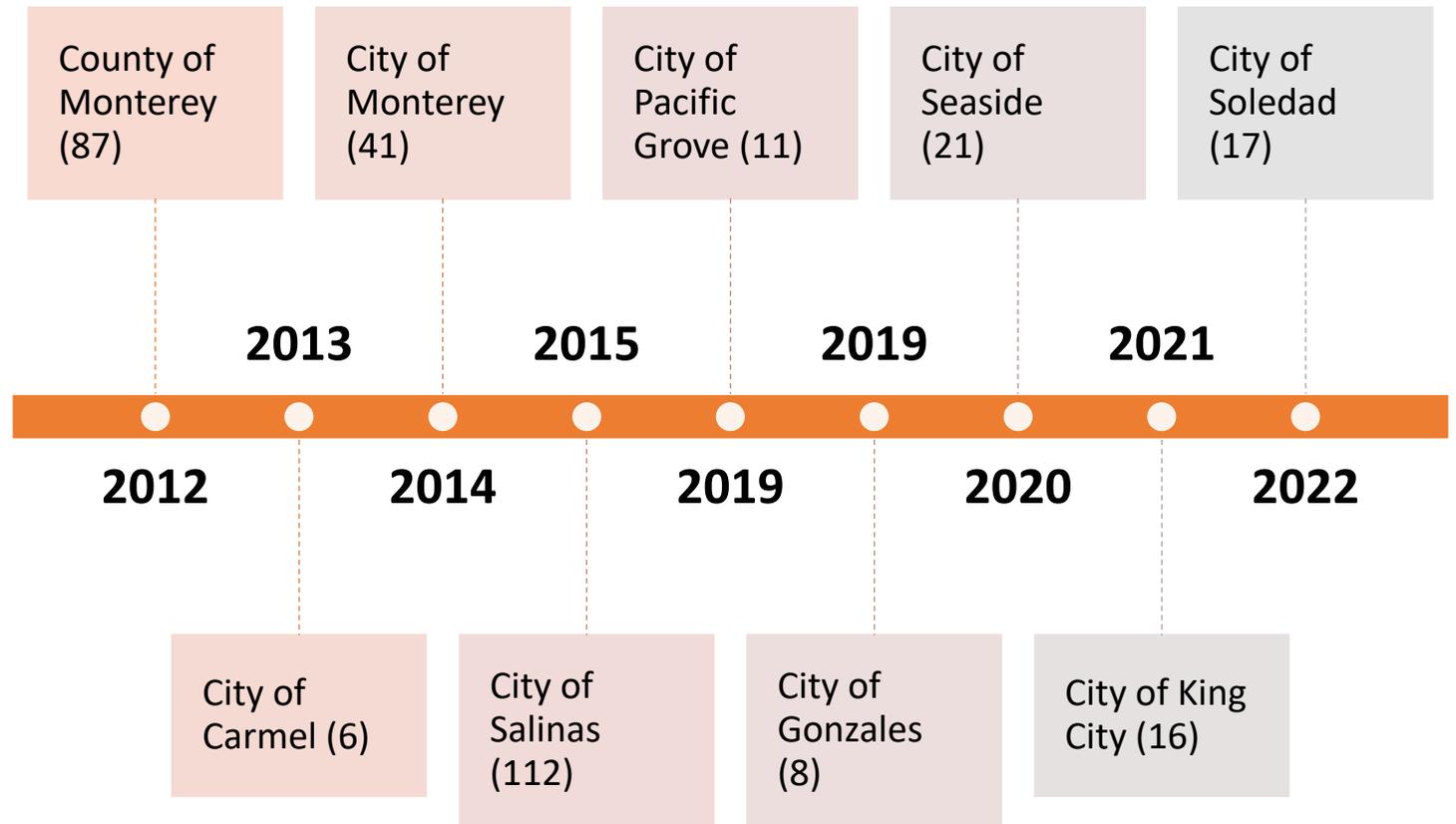
# Tobacco Retail License (TRL) Overview

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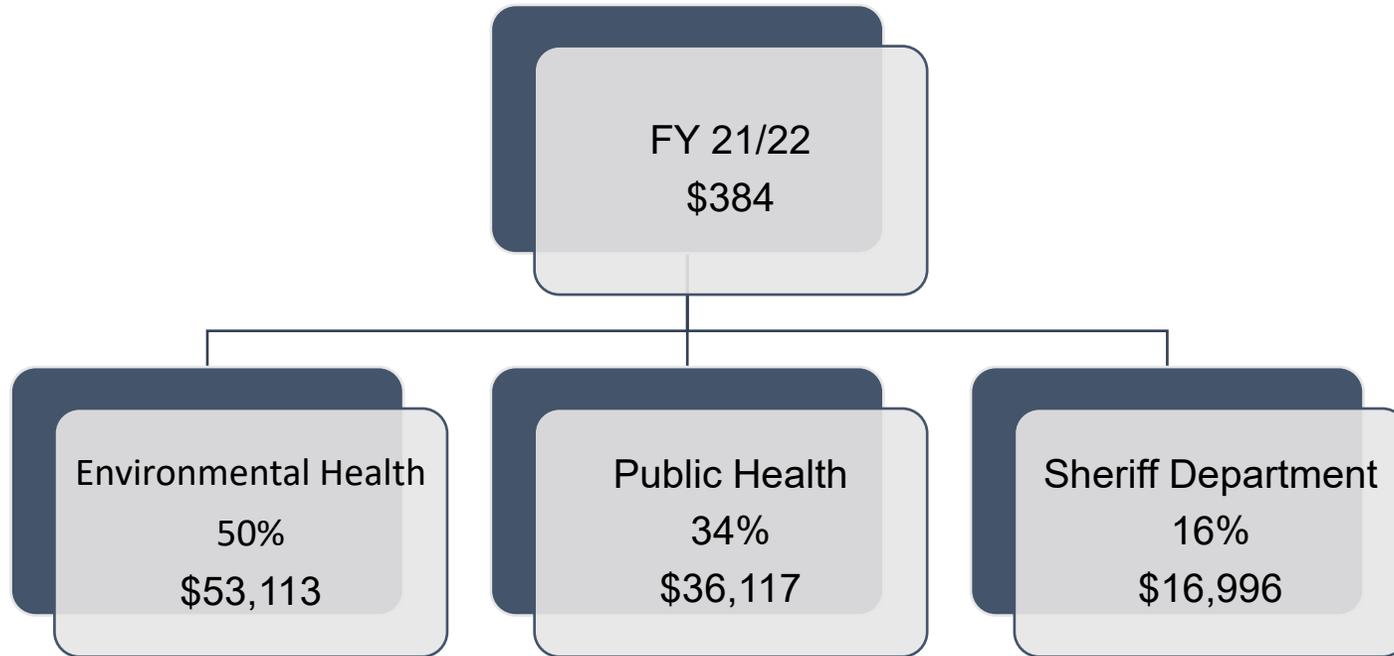


- Education
- Inspections
- Invoicing
- Enforcement

# Jurisdictions With TRL Ordinances



# Tobacco Retail License Fee



# Tobacco Use Regional

(California Student Tobacco Survey 2019-2020)

Prevalence of youth who currently use tobacco within our region is 6.3% (Monterey and San Benito Counties)

5.2% report using electronic cigarettes

1.3% report using traditional cigarettes

# Enforcement

- California Department of Public Health
- Monterey County Sheriff's Office
- Environmental Health Bureau

**The Sale of Tobacco Products to Persons Under 21 Years of Age Is Prohibited by Law and Subject to Penalties**

**To Report an Unlawful Tobacco Sale Call  
1-800-5 ASK-4-ID**

**Valid Identification May Be Required**

Business and Professions Code Section 22562 21 U.S.C 3871(d)

This sign must be readable by the consumer and must not be altered, covered or obliterated in whole or in part



- Open camera or QR code reader on your smartphone.
- Hold your smartphone over QR Code so that it's clearly visible within camera screen.
- Look for the notification banner or tap to trigger code's action.



# Tobacco Sales to Minors

- 55% (16 out of 29) of tobacco retailers sold within our region in 2019
- 16% (20 out of 123) of tobacco retailers sold within Monterey County in 2019
- 10% (3 out of 29) of tobacco retailers sold within Monterey County in 2021

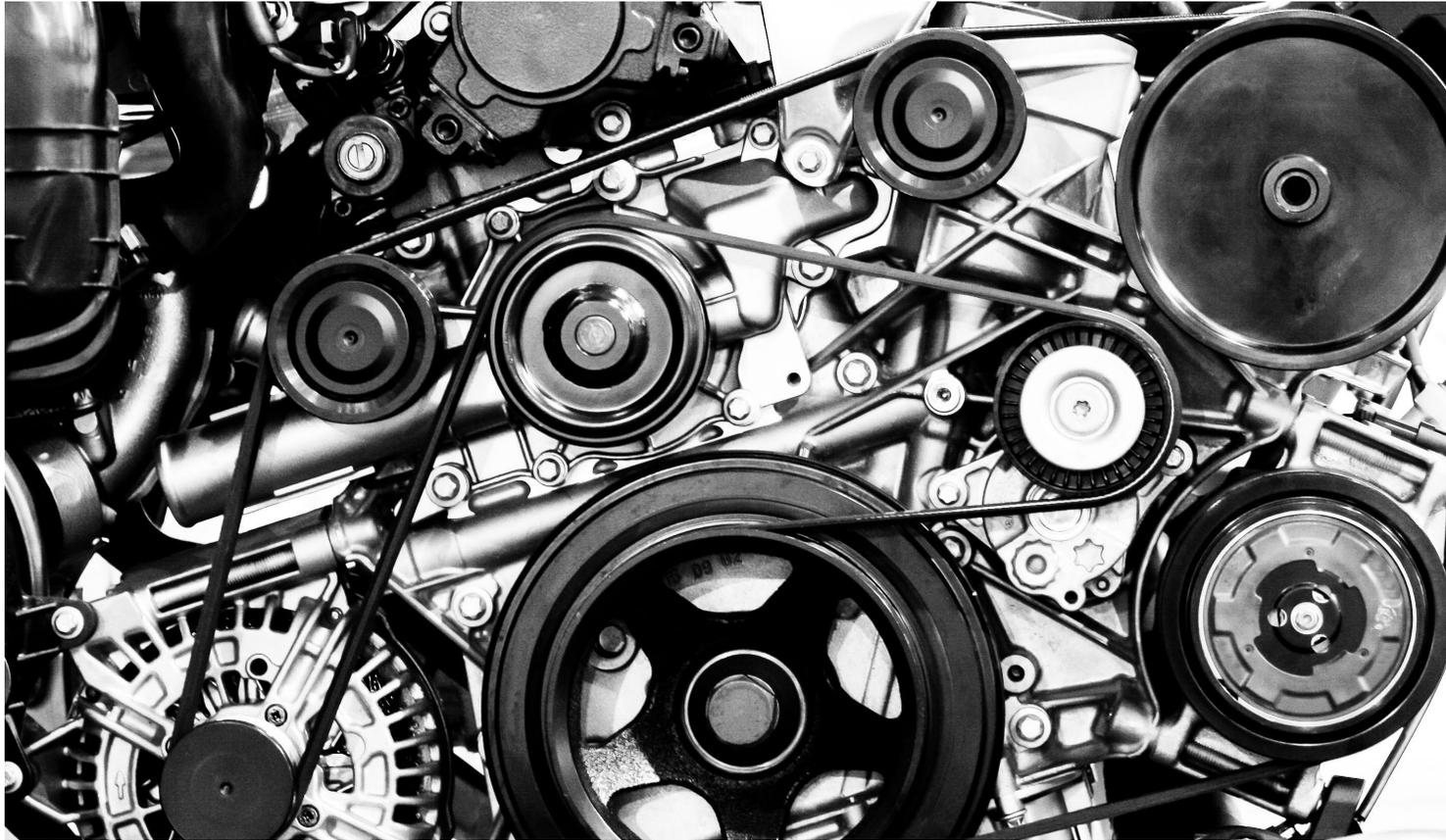
# Department of Justice Grant



## Provides Capacity

- Collaboration
- Public safety
- Community education





## Current Enforcement Mechanisms

TRL license may be:

- Suspended
- Canceled

Fines may be imposed with a license suspense

# Penalties for Selling Without a License

## First Offense

- No license will be issued for 60 days

## Violations within 5 years

- No license for 180 days (2<sup>nd</sup> offense)
- No license for 5 years (3<sup>rd</sup> offense)

# Administrative Penalties for Violating TRL Ordinance

## 1<sup>st</sup> Violation

- Suspend Tobacco Sales for 60 days

## Violations within 5 years

- 120 days (2<sup>nd</sup> Offense)
- 180 days (3<sup>rd</sup> Offense)
- License revoked (4<sup>th</sup> Offense)

# Fines

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- \$1,000 - 1 day suspense
- \$5,000 - 10 day suspense



# Administrative Appeals

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Public Health Officer or designee renders decisions regarding:

- Suspensions or revocations of TRL licenses
- Administrative appeals brought by a tobacco retailer



Questions

Guidance

