



What is a Tobacco Retail License (TRL)?

To combat the problem of illegal sales of tobacco products to minors, many California cities and counties have passed a tobacco retailer licensing ordinance. The ordinance requires retailers to obtain a license to sell tobacco products and to meet certain requirements to maintain the license. If the retailer sells tobacco to minors, or violates other local and state laws relating to tobacco, the license can be suspended or revoked. Those communities who have enacted strong tobacco retail licensing policies have had great success in reducing tobacco sales to minors. For instance, in Berkeley, the sales rate dropped from 38% to 4% after passing a licensing ordinance.

The Benefits of a Local Tobacco Retail License

- Sends a message to all tobacco retailers that a community is serious about protecting kids from tobacco products.
- Helps determine who in your community is selling tobacco.
- Increases compliance with laws designed to eliminate the sale of tobacco to minors by creating a greater deterrent than fines alone for violating the law.
- Increases compliance with all tobacco-related laws.
- Creates a level playing field for all members of the business community.
- Licensing and related enforcement are very cost-effective measures for saving lives according to leading researchers in the area of youth access.

How to Obtain a TRL

If you are a tobacco retailer in the following jurisdictions, you are required to hold a tobacco retailer license. For more information, please see the Frequently Asked Questions page.

In the **City of Santa Cruz** and in the **Unincorporated Areas**: Call the Santa Cruz County Environmental Health Department at 454-2022 to obtain a TRL application.

In **Scotts Valley**: Call the City Planning Department at (831) 440-5630 to obtain a TRL application.

In **Watsonville**: Call the Watsonville Police Department at 768-3370 or visit the Police Department at 215 Union Street to obtain an application.

For more information, contact the Santa Cruz County
Tobacco Education Program at (831) 454-4141