

TOBACCO RETAIL LICENSE ORDINANCE UPDATE DISCUSSION

Community Development Committee Meeting, City of Fort Bragg
4 pm Tuesday, June 25, 2024

**Nicole Graumann,
Program Specialist II,
Mendocino County Public Health
Community Wellness
Tobacco Prevention and Control**

**Larry Olson,
Chair,
MCTPC**

**Lucy Bartholomew,
Public Policy Advocate,
Blue Zones Project**

**Co-Chair,
MCTPC**

Thank you for having us

MCTPC

Our Purpose:

MCTPC implements culturally responsive strategies for a healthier Mendocino County by informing on nicotine products, supporting freedom from addiction, raising support for local actions and policies to address commercial tobacco, and empowering local leadership.



Agenda



Introduction



Context & History



Model TRL Policies



Support and Resources



Best Practices to Craft,
Pass, and Implement



Next Steps



Tobacco Retail Licenses (TRL)

- ❖ Required to be held by every purveyor of tobacco, tobacco products, or nicotine delivery systems
- ❖ TRL articulates local codes and regulations
- ❖ A small fee paid by the vendor upon licensing is used to fund enforcement and control in many cases
- ❖ License revocation risks encourage rule-following
- ❖ TRLs have been historic changemakers in tobacco control efforts

What Brings us Here?

California's Flavored Tobacco Retail Laws: AB 935 (2023) and SB 793 (2024)

Local Policy Patchwork: Unincorporated County, City of Willits, City of Ukiah in compliance

After three generations of waning addictions, innovations in nicotine have resulted in an epidemic

Our community deserves and needs this intervention

TRLs work! They are a time-tested effective strategy to mitigate commercial tobacco provocation on local communities

Model TRL Ordinances

- ❖ Review of Fort Bragg's Current Policy
- ❖ Key components from the three recently updated local TRLs
- ❖ County compared to Fort Bragg: What should be the same? Different?
- ❖ Revenue Neutrality

- ❖ County of Mendocino
- ❖ City of Ukiah
- ❖ City of Willits

SUPPORT AND RESOURCES

The County of Mendocino

- Technical Assistance
- Cooperative development
- Lessons learned
- Shared resources

Advocacy Groups & Experts

- Mendocino County Tobacco Prevention Coalition
- Blue Zones Project
- Public Health Law Center

Local Municipalities

- Willits
- Ukiah
- Point Arena

Best Practices to Craft, Pass, and Implement TRL Update

- ❖ Adapt (or adopt) well-crafted TRLs recently passed by like communities
- ❖ Fee Structuring ([TRL Fee Calculator, Public Health Law Center](#))
- ❖ Enforcement roles and strategies
- ❖ Public education and outreach
- ❖ Vendor Education
- ❖ Young Adult Tobacco Purchase Surveys (YATPS)
- ❖ Partnering and sharing resources with local governments



[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)

We are more than happy
to assist at every step
along the way

- ❖ Polish a fresh TRL draft
 - ❖ Fort Bragg City Council to consider updated TRL adoption

 - ❖ Please let us know what the City of Fort Bragg may need or want in this process
 - ❖ Does anything stand out that we should adjust to be more palatable?
 - ❖ Did you notice us having blind spots? Please let us know.
-

Now What?

THANK YOU

Larry Olson

707-498-2328

Excel@humboldt1.com

Lucy Bartholomew

949-306-5454

Lucy.Bartholomew@sharecare.com

Nicole Graumann

707-472-7013

Graumann@mendocinocounty.gov