



## Matrix of Policies Regulating Tobacco Retail Sales in California

July 2024

California municipalities have led the way in the U.S. in adopting tobacco retail sales policies, and communities continue to consider and adopt innovative policies with the goal of reducing access to and the availability of tobacco products in the community. This matrix provides an overview of select key policy provisions in the municipalities that have enacted policies that regulate tobacco retail sales in some manner.

Jurisdictions qualify for this Tobacco Retail Sales matrix if they have **1 or more** of these policy provisions: no free samples, no discounts, minimum pack size, minimum price, tobacco free pharmacies, ending the sale of electronic smoking devices (ESDs), and ending the sale of tobacco products. Additionally, the matrix notes if these jurisdictions **also** require a TRL and/or regulate the sale of flavored tobacco. This matrix **does not include** the full list of jurisdictions that require a TRL, nor the full list of jurisdictions that regulate the sale of flavored tobacco. For more information on those topics, see the list of Municipalities with Tobacco Retailer Licenses and the Matrix of Policies Regulating the Sale of Flavored Tobacco Products.

**Note:** This matrix includes **both** policies that are on the PETS website, which is current through March 31, 2021, **and** more recently enacted and amended policies that have been analyzed but are not yet in the PETS database. Jurisdictions and/or policy provisions on this matrix that are not yet on PETS are identified with ~.

The best practice is for municipalities to adopt tobacco retail sales restrictions within a framework of requiring a tobacco retailer license. Currently, at least **230** municipalities require a local tobacco retailer license to sell tobacco products. For more information, see the list of California Municipalities with Tobacco Retailer Licenses. This matrix also includes policies in municipalities that have tobacco retail sales requirements but do not require a local tobacco retailer license.

Currently, **149** California municipalities have enacted policies that regulate tobacco retail sales in the following ways:

- **84** municipalities fully prohibit or partially regulate the distribution of **free samples** of tobacco leaf products; **28** of these fully prohibit the distribution of **free samples** of tobacco leaf products.
- **45** municipalities fully or partially require **full price** (no coupons/discounts) for tobacco leaf products.
- **56** municipalities regulate the **pack size**/volume of one or more types of regulated products other than cigarettes.
- **35** municipalities require a **minimum price** for one or more types of regulated products.

- **54** municipalities prohibit the sale of **tobacco leaf** products in **pharmacies** and retailers that contain a pharmacy counter, including **44** municipalities whose policies also prohibit the sale of **ESDs** in pharmacies.
- **22** municipalities **fully** prohibit the **sale of all ESDs**, and **26** municipalities **partially** prohibit the sale of ESDs with limited exemptions (see Definitions on p. 11).
- **1** municipality fully prohibits the **sale of all tobacco leaf products**, excluding ESDs, and **2** municipalities **partially** prohibit the sale of tobacco leaf products with limited exemptions (see Definitions on p. 11).

**See Definitions and Explanatory Notes starting on page 11.**

				Policy Provisions Required for this Matrix							Supplemental Information	
Municipality	County	Most Recent Enactment Date	Population	No Free Samples	No Discounts	Minimum Pack Size	Minimum Price	Tobacco Free Pharmacies	Ends Sale of ESDs	Ends Sale of Tobacco	TRL Required	Regulates Sale of Flavored Tobacco
1. Alameda	Alameda	11/27/2018	77,565	Partial	Yes	Yes	Yes	Yes			Yes	Yes
2. Alameda County	Alameda	3/10/2020	150,015	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes
3. Albany	Alameda	4/15/2019	20,027		Yes	Yes	Yes				Yes	Partial
4. Alhambra~	Los Angeles	5/10/2021	82,295		Yes	Yes					Yes	Yes
5. Antioch~	Contra Costa	3/8/2022	115,016	Partial					Yes		Partial	Yes
6. Arroyo Grande	San Luis Obispo	11/26/2019	18,435						Partial <sup>1</sup>		Yes	
7. Avalon	Los Angeles	12/13/2000	3,441	Partial							No	
8. Benicia	Solano	12/3/2019	27,040		Yes	Yes	Yes	Yes	Partial <sup>1</sup>		Yes	Yes
9. Berkeley	Alameda	9/10/2019	121,385	Partial	Yes	Yes	Yes	Yes			Yes	Yes
10. Beverly Hills	Los Angeles	6/4/2019	32,406					Yes	Partial <sup>4</sup>	Partial - Venues <sup>1</sup>	Yes	Yes
11. Brisbane	San Mateo	12/17/2015	4,756	Partial							Yes	
12. Buena Park~	Orange	7/27/2021	83,542		Yes						Yes	Partial

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13. Calabasas~	Los Angeles	5/27/2020	23,106						Partial <sup>2</sup>		Yes	Partial
14. Camarillo	Ventura	9/28/2016	70,622	Partial							No	
15. Carpinteria	Santa Barbara	11/12/2019	13,187						Partial <sup>2</sup>		Yes	Partial
16. Carson	Los Angeles	1/14/2020	94,475						Partial <sup>1</sup>		Yes	Partial
17. Cathedral City	Riverside	7/13/2016	51,964	Partial		Yes					Yes	
18. Cerritos	Los Angeles	11/14/2019	49,016						Partial <sup>2</sup>		Yes	
19. Chico	Butte	12/18/2007	102,790	Partial							No	
20. Clayton	Contra Costa	5/1/2018	11,070	Partial							Yes	
21. Cloverdale	Sonoma	11/14/2017	8,964	Yes		Yes		Yes			No	Partial
22. Clovis	Fresno	9/8/2014	120,607					Yes			No	
23. Coachella~	Riverside	1/23/2019	42,279	Partial	Partial	Yes					Yes	
24. Colton	San Bernardino	11/5/2019	53,959		Yes						Yes	
25. Compton	Los Angeles	5/12/2020	94,822			Yes					Yes	Partial
26. Concord~	Contra Costa	6/13/2023	125,007	Partial	Yes	Yes	Yes		Yes		Yes	Partial
27. Contra Costa County	Contra Costa	11/19/2019	176,166	Yes	Partial	Yes	Yes	Yes	Partial <sup>1</sup>		Yes	Partial

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28. Corte Madera	Marin	3/19/2019	10,155			Yes	Yes	Yes			Yes	Yes
29. Covina	Los Angeles	3/4/2014	50,717	Partial	Partial						No	
30. Cudahy~	Los Angeles	10/16/2018	22,657			Yes	Yes				Yes	Yes
31. Cupertino	Santa Clara	2/28/2020	59,763					Yes	Yes		Yes	Yes
32. Daly City~	San Mateo	9/14/2015	103,648	Yes	Partial			Yes			Yes	
33. Danville	Contra Costa	2/18/2020	43,449						Partial <sup>1</sup>		Yes	
34. Dinuba	Tulare	1/9/2018	24,713	Partial							No	
35. Duarte	Los Angeles	8/26/2014	21,686	Yes							Yes	
36. Dublin	Alameda	2/4/2020	71,068	Partial					Yes		Yes	Yes
37. East Palo	San Mateo	5/19/2020	29,520	Yes				Yes	Yes		Yes	Yes
38. Eastvale~	Riverside	1/26/2011	69,594	Partial	Partial	Yes					Yes	
39. El Cajon	San Diego	8/12/2014	105,721	Partial							Yes	
40. El Cerrito	Contra Costa	10/6/2015	25,869	Partial	Partial	Yes	Yes				Yes	Partial
41. El Monte	Los Angeles	6/23/2020	108,682			Yes	Yes				Yes	Yes
42. Encinitas	San Diego	9/9/2020	61,942	Partial							No	Partial
43. Fairfax~	Marin	11/3/2021	7,567	Yes		Yes	Yes	Yes			Yes	Yes
44. Firebaugh	Fresno	5/20/2019	8,139	Partial							Yes	
45. Foster City~	San Mateo	11/21/2022	33,215						Partial <sup>2</sup>		Yes	Partial
46. Fremont	Alameda	10/8/2019	228,795	Partial		Yes	Yes				Yes	Yes

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47. Gardena	Los Angeles	7/10/2012	60,377			Yes					Yes	
48. Guadalupe~	Santa Barbara	7/28/2020	8,272	Yes	Yes	Yes	Yes	Yes			Yes	Yes
49. Half Moon Bay	San Mateo	10/16/2018	11,633	Partial				Yes			Yes	Yes
50. Hayward	Alameda	7/21/2020	160,602	Yes	Yes	Yes	Yes	Yes	Yes	Partial - Product	Yes	Yes
51. Healdsburg	Sonoma	11/3/2014	11,481					Yes			Yes	
52. Hermosa Beach	Los Angeles	2/11/2020	19,551			Yes		Yes	Yes		Yes	Yes
53. Hesperia	San Bernardino	6/6/2017	99,878	Yes	Yes						Yes	
54. Hollister	San Benito	6/15/2015	42,093					Yes			Yes	
55. Huntington Park	Los Angeles	11/21/2011	54,547	Partial		Yes					Yes	
56. Jurupa Valley	Riverside	1/26/2010	105,672	Partial		Yes					Yes	
57. Kerman	Fresno	11/2/2016	15,980	Partial							No	
58. Kern	Kern	6/14/2016	307,395	Partial							Yes	
59. La Mesa	San Diego	2/22/2000	60,888	Partial							No	
60. Lafayette	Contra Costa	5/28/2019	25,310	Yes	Yes			Yes			Yes	Yes
61. Laguna Niguel	Orange	11/19/2019	64,259	Partial							No	Partial
62. Larkspur	Marin	4/3/2019	12,969			Yes	Yes	Yes			Yes	Yes
63. Livermore	Alameda	7/8/2019	87,154	Partial					Partial <sup>1</sup>		Yes	Yes

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64. Long Beach~	Los Angeles	4/15/2021	462,293	Yes							Yes	Yes
65. Los Altos	Santa Clara	2/11/2020	31,133					Yes	Yes		Yes	Partial
66. Los Angeles~	Los Angeles	6/10/2022	3,881,041	Yes							Yes	Partial
67. Los Angeles County	Los Angeles	10/1/2019	1,012,265			Yes		Yes			Yes	Yes
68. Los Gatos	Santa Clara	11/19/2019	33,093					Yes	Yes		Yes	Yes
69. Lynwood	Los Angeles	10/16/2012	66,346	Yes							Yes	
70. Manhattan Beach~	Los Angeles	2/18/2020	35,123		Yes			Yes	Partial <sup>2</sup>	Yes	N/A*	Yes
71. Marin County	Marin	11/6/2018	67,676					Yes			Yes	Yes
72. Martinez	Contra Costa	1/17/2001	37,093	Partial							No	
73. McFarland	Kern	12/14/2017	13,971	Partial							Yes	
74. Menlo Park	San Mateo	12/17/2019	33,324	Yes				Yes	Yes		Yes	Yes
75. Mill Valley	Marin	10/5/2020	14,199					Yes			Yes	Yes
76. Monterey~	Monterey	8/2/2022	30,007						Partial <sup>3</sup>		Yes	Partial
77. Moraga~	Contra Costa	10/26/2022	16,859	Yes	Yes				Partial <sup>5</sup>		No	Yes
78. Morgan Hill	Santa Clara	12/18/2019	45,291						Yes		Yes	Partial
79. Morro Bay~	San Luis Obispo	4/28/2020	10,766			Yes		Yes	Yes		Yes	Partial
80. National City	San Diego	6/3/2003	56,345	Partial							No	
81. Nevada City	Nevada	7/6/2016	3,142			Yes	Yes				Yes	
82. Newark	Alameda	1/25/2018	47,470	Partial							No	

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83. Novato~	Marin	10/26/2021	53,055			Yes	Yes	Yes			Yes	Yes
84. Oakland	Alameda	5/12/2020	437,825	Yes	Yes	Yes	Yes	Yes			Yes	Yes
85. Oceanside	San Diego	9/9/2020	173,722	Partial							Yes	
86. Ojai	Ventura	12/14/1993	7,610	Partial	Partial						No	
87. Orange Cove	Fresno	9/28/2019	9,635	Partial							No	
88. Orinda~	Contra Costa	5/4/2010	19,477	Yes	Partial						Partial	
89. Oxnard	Ventura	12/17/2019	202,279	Partial	Yes	Yes	Yes				Yes	Yes
90. Pacifica~	San Mateo	3/8/2022	38,048					Yes	Partial <sup>2</sup>		Yes	Partial
91. Palm Springs~	Riverside	10/17/2018	44,935	Partial	Partial	Yes					Yes	
92. Palo Alto~	Santa Clara	8/3/2020	67,901					Yes	Yes		Yes	Yes
93. Pasadena~	Los Angeles	11/1/2021	137,554	Partial							Yes	Yes
94. Petaluma~	Sonoma	12/6/2021	59,682	Yes	Partial	Yes	Yes	Yes	Yes		Yes	Yes
95. Pico Rivera~	Los Angeles	3/8/2022	61,561		Yes	Yes					Yes	Yes
96. Pinole	Contra Costa	9/17/2019	18,946			Yes	Yes				Yes	Partial
97. Pittsburg	Contra Costa	7/21/2014	76,419	Partial							No	
98. Pleasant Hill~	Contra Costa	2/7/2022	34,504	Partial		Yes			Partial <sup>5</sup>		Partial	Partial
99. Pleasanton	Alameda	8/18/2020	78,691		Yes	Yes	Yes		Yes		Yes	Yes
100. Portola Valley	San Mateo	9/12/2018	4,397					Yes			Yes	Yes
101. Rancho Mirage	Riverside	6/15/2017	17,257	Partial	Partial	Yes					Yes	

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102. Redwood City~	San Mateo	12/21/2021	83,077					Yes	Partial <sup>2</sup>		Yes	Partial
103. Richmond	Contra Costa	9/21/2019	115,619	Yes	Yes	Yes		Yes	Partial <sup>1</sup>		Yes	Yes
104. Riverside County~	Riverside	1/26/2010	394,388	Partial	Partial	Yes					Yes	
105. San Anselmo	Marin	5/28/2019	12,761			Yes	Yes	Yes			Yes	Partial
106. San Benito County**~	San Benito	8/23/2022	20,684						Partial <sup>3</sup>		No	
107. San Carlos	San Mateo	4/8/2019	30,490					Yes			Yes	Yes
108. San Diego~	San Diego	10/2/2014	1,383,987	Partial							Yes	Partial
109. San Diego County	San Diego	1/28/2020	514,736	Partial	Yes	Yes	Yes	Yes			Yes	Partial
110. San Francisco	San Francisco	6/28/2019	851,036	Partial				Yes	Partial <sup>1</sup>		Yes	Yes
111. San Jose~	Santa Clara	1/11/2011	1,001,176	Yes	Partial						Yes	Partial
112. San Leandro~	Alameda	10/16/2017	89,723	Yes		Yes	Yes				Yes	Yes
113. San Luis Obispo~	San Luis Obispo	2/4/2020	47,529						Partial <sup>1</sup>		Yes	Partial
114. San Luis Obispo County~	San Luis Obispo	1/14/2020	122,822						Partial <sup>1</sup>		Yes	
115. San Marcos	San Diego	2/12/2019	94,360	Partial							Yes	
116. San Mateo	San Mateo	10/5/2020	104,165					Yes	Partial <sup>2</sup>		Yes	Yes



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117. San Mateo County~	San Mateo	11/12/2019	62,509	Yes	Yes			Yes	Yes		Yes	Yes
118. San Pablo	Contra Costa	12/17/2018	31,907			Yes	Yes				Yes	Yes
119. San Rafael	Marin	6/17/2019	60,891					Yes			Yes	Yes
120. San Ramon	Contra Costa	11/26/2019	86,119	Partial							Yes	
121. Sanger	Fresno	6/1/2017	26,553	Partial							No	
122. Santa Barbara County	Santa Barbara	12/17/2019	137,659		Yes	Yes	Yes				Yes	Yes
123. Santa Clara County	Santa Clara	11/19/2019	89,803					Yes	Yes		Yes	Yes
124. Santa Maria	Santa Barbara	12/3/2019	109,543		Yes	Yes	Yes	Yes			Yes	Yes
125. Santee	San Diego	4/24/2019	59,497	Partial							No	
126. Saratoga	Santa Clara	9/16/2020	30,771					Yes	Yes		Yes	Partial
127. Seal Beach	Orange	2/10/2014	25,046	Partial							No	
128. Seaside	Monterey	2/6/2020	32,291	Yes							Yes	
129. Sebastopol~	Sonoma	9/15/2020	7,503	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes
130. Solana Beach	San Diego	6/11/2014	12,946	Partial							Yes	Yes
131. Solano County	Solano	11/26/1991	19,277	Partial							No	
132. Soledad~	Monterey	5/18/2022	24,781						Partial <sup>2</sup>		Yes	Partial

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133. Sonoma~	Sonoma	6/1/2015	10,702			Yes	Yes				Yes	Partial
134. Sonoma County	Sonoma	4/19/2016	133,557				Yes	Yes			Yes	
135. South San Francisco	San Mateo	10/9/2019	65,596					Yes	Partial <sup>7</sup>		Yes	Partial
136. Stanton	Orange	11/26/2019	38,271			Yes		Yes			Yes	Yes
137. Tiburon	Marin	9/2/2020	9,115					Yes			No	Yes
138. Union City	Alameda	12/10/2013	69,502	Partial		Yes					Yes	
139. Vallejo	Solano	4/23/1991	125,132	Partial							No	
140. Ventura~	Ventura	1/13/2020	110,358	Partial	Partial						Yes	Partial
141. Victorville	San Bernardino	8/18/2015	134,417	Yes	Yes						No	
142. Walnut~	Los Angeles	3/9/2022	28,212		Yes	Yes					Yes	Yes
143. Walnut Creek~	Contra Costa	11/6/2021	69,809						Yes		Partial	Partial
144. Watsonville	Santa Cruz	10/22/2019	52,457					Yes	Partial <sup>1</sup>		Yes	Yes
145. West Hollywood~	Los Angeles	2/16/2021	35,358		Yes	Yes					Yes	Partial
146. West Sacramento	Yolo	1/15/2020	54,163	Partial							Yes	Yes
147. Windsor~	Sonoma	8/18/2021	26,320	Yes	Partial	Yes	Yes	Yes	Yes		Yes	Yes
148. Winters~	Yolo	12/6/2022	7,270	Yes	Yes	Yes	Yes				Yes	Yes
149. Yolo County~	Yolo	11/22/2022	27,278	Yes	Yes	Yes	Yes				Yes	Yes

## **Explanatory Notes:**

The population data in this matrix is from the U.S. Census Bureau 2018-2022 American Community Survey 5-Year Estimates.

~ **Not in PETS:** Jurisdiction has new or updated policy provisions that are not yet available on the PETS website.

\*\* San Benito County's policy covers the cities of Hollister and San Juan Bautista.

## **Definitions:**

**Most Recent Enactment Date:** Jurisdictions may have enacted multiple policies regulating the sale of tobacco, such as amending prior policy provisions. The matrix lists the most recent date that a policy addressing the sale of tobacco for the topics covered by this matrix was enacted or amended.

### **No Free Samples:**

**Yes** = Policy fully requires payment (as opposed to distribution of free samples) for tobacco leaf products and/or paraphernalia.

**Partial** = Policy requires payment (as opposed to distribution of free samples) for tobacco leaf products and/or paraphernalia in some but not all circumstances.

### **No Discounts:**

**Yes** = Policy prohibits discounts and requires full price for tobacco leaf products and/or paraphernalia.

**Partial** = Policy regulates discounts on tobacco leaf products and/or paraphernalia in some manner but does not completely prohibit them.

### **Minimum Pack Size:**

**Yes** = Policy regulates the pack size/volume of one or more types of tobacco, ESD, and/or nicotine products, other than cigarettes.

### **Minimum Price:**

**Yes** = Policy requires a minimum price for one or more types of tobacco, ESD, and/or nicotine products.

### **Tobacco Free Pharmacies:**

**Yes** = Policy prohibits the sale of tobacco leaf products in pharmacies and retailers that contain a pharmacy counter.

### **Ends Sale of ESDs:**

**Yes** = Policy fully ends the sale of all ESDs including but not limited to e-cigarettes, e-hookah, vape pens, e-liquids, etc.

**Partial** = Policy ends the sale of all ESDs including but not limited to e-cigarettes, e-hookah, vape pens, e-liquids, etc., except for these specified limited exemptions:

**Partial<sup>1</sup>** = Policy ends the sale of all ESDs except for products that have been authorized for sale under the **FDA's premarket review** process.

**Partial<sup>2</sup>** = Policy ends the sale of all ESDs except for products that **do not contain nicotine**, either by specifically exempting products that do not contain nicotine or defining ESDs to only include products containing nicotine.

**Partial<sup>3</sup>** = Policy ends the sale of only **single-use ESDs**, containing all substances or only containing nicotine.

**Partial<sup>4</sup>** = Policy ends the sale of all ESDs **except in hotels** for sales to guests and in cigar lounges.

**Partial<sup>5</sup>** = Policy ends the sale of all ESDs except for products that **do not contain nicotine or cannabinoids**.

**Partial<sup>6</sup>** = Policy ends the sale of all ESDs except for **certain marijuana** ESD products.

**Partial<sup>7</sup>** = Policy ends the sale of all ESDs except at **adult-only and specialty** tobacco retailers.

#### **Ends Sale of Tobacco:**

**Yes** = Policy ends the sale of all tobacco leaf products, whether smoked or ingested (note: ESDs are not tobacco leaf products).

**Partial** = Policy ends the sale of all tobacco leaf products, whether smoked or ingested (note: ESDs are not tobacco leaf products), except for specified exemptions:

**Partial-Venues<sup>1</sup>** = Policy ends the sale of all tobacco leaf products **except in hotels** for sales to guests and in cigar lounges.

**Partial-Product<sup>1</sup>** = Policy ends the sale of bidis.

#### **TRL Required:**

**Yes** = Policy requires merchants to obtain a local tobacco retail license (TRL) to sell tobacco products.

**Partial** = Policy requires some but not all merchants to obtain a local tobacco retail license (TRL) to sell tobacco products.

**N/A\*** = Manhattan Beach prohibits the sale of all tobacco and nicotine products (non-nicotine ESDs are not regulated, per chapter definitions), and no longer issues tobacco retailer licenses.

#### **Regulates Sale of Flavored Tobacco:**

**Yes** = Policy prohibits the sale of all flavors of all tobacco products, including menthol, at all venues.

**Partial** = Policy regulates the sale of flavored tobacco products, but contains one or more exemptions, such as exempting menthol products, exempting flavored hookah/shisha products, or allowing the sale of flavored tobacco at certain locations, such as adult-only tobacco retailers.

**Note:** For more detailed information on jurisdictions with flavored tobacco policy provisions, see Matrix of Policies Regulating the Sale of Flavored Tobacco Products in California.

ANR Foundation is actively collecting policies for the PETS Database. **If you know of local laws that you think should be included in this matrix**, or want to inquire about additional information on particular laws, please contact the ANR Foundation at [PETS-TA@no-smoke.org](mailto:PETS-TA@no-smoke.org).

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