



Matrix of Policies Regulating the Sale of Flavored Tobacco Products in California

September 2021

California cities and counties have led the way in adopting policies that regulate the sale of flavored tobacco products. California can boast the first municipalities in the U.S. to end the sale of all flavored tobacco products—including menthol—at all retailers.

The purpose of these policies is to reduce access to the flavored tobacco products that are enticing young people to start on a lifetime of nicotine addiction, to limit the negative public health consequences of tobacco use, and to reduce the impact of targeted tobacco industry marketing of menthol cigarettes especially to communities of color and low-income communities.

This matrix provides an overview of key policy provisions in the municipalities that have enacted ordinances that regulate the sale of flavored tobacco products. The policies on this matrix are all included in the Policy and Evaluation Tracking System (PETS) database at <https://pets.tcpspartners.org>.

Note: This information is based on the policies in the PETS database as of March 31, 2021. More recently enacted or amended policies may not yet be in the PETS database and thus are not yet reflected on this matrix.

Currently, **98** California municipalities in 26 counties have enacted ordinances that regulate the sale of flavored tobacco products in some manner:

- **58** municipalities prohibit the sale of all flavors of all tobacco products, **including menthol**, at all venues. These communities are in **bold**.
- **6** municipalities prohibit the sale of all flavors of all tobacco products, including menthol, **except** at adult-only/specialty retailers.
- **73** municipalities prohibit the sale of **menthol cigarettes** in all venues.
- **79** municipalities prohibit the sale of **menthol cigarettes**, regardless of any other exemptions.

See Definitions and Explanatory Notes starting on page 6.

		Flavored Tobacco Policy Provisions								
Municipality	County	Year Enacted*	Population	TRL Required	Includes Menthol Products ¹	Includes Menthol Cigarettes	Includes Combustibles ²	Includes Non-Combustibles ³	Includes ESDs ⁴	Adult-Only / Specialty Retailer Exemption
1. Adelanto	San Bernardino	2019	33,416	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
2. Alameda	Alameda	2018	78,462	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
3. Alameda County	Alameda	2020	149,130	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
4. Albany	Alameda	2019	19,758	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
5. Alturas	Modoc	2019	2,577	Yes	Yes, some	No	Yes, all	Yes, except menthol	Yes	No
6. Anderson	Shasta	2019	10,265	No	Yes, some	No	Yes, some	Yes, some	Yes	No
7. Auburn	Placer	2019	13,946	Yes	Yes, some	No	Yes, all	Yes, some	Yes	No
8. Benicia	Solano	2019	28,088	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
9. Berkeley	Alameda	2019	120,926	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
10. Beverly Hills	Los Angeles	2018	34,362	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
11. Burbank	Los Angeles	2019	104,275	Yes	Yes, some	Yes	Yes, except at certain locations	Yes, except at certain locations	Yes, except at certain locations	Yes
12. Burlingame	San Mateo	2019	30,459	No	Yes, all	Yes	Yes, all	Yes, all	Yes	No
13. Calabasas	Los Angeles	2020	24,077	Yes	No	No	No	No	Yes	No
14. Capitola	Santa Cruz	2019	10,135	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
15. Carpinteria	Santa Barbara	2019	13,550	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes, except ESDs w/o nicotine	No
16. Carson	Los Angeles	2020	92,517	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes, except ESDs w/o nicotine	No
17. Cloverdale	Sonoma	2017	8,798	No	No	No	Yes, all	Yes, all	Yes, except menthol	No
18. Compton	Los Angeles	2020	97,301	Yes	Yes, except at certain locations	Yes	Yes, except at certain locations	Yes, all	Yes	Yes
19. Contra Costa County	Contra Costa	2019	175,597	Yes	Yes, all	Yes	Yes, some	Yes, all	Yes	No

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20. Corte Madera	Marin	2019	9,866	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
21. Culver City	Los Angeles	2019	39,295	Yes	Yes, except at certain locations	Yes	Yes, except at certain locations	Yes, except at certain locations	Yes, except at certain locations	Yes
22. Cupertino	Santa Clara	2019	60,614	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
23. Davis	Yolo	2020	67,988	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
24. Delano	Kern	2020	52,713	Yes	Yes, some	No	Yes, all	Yes, all	Yes	No
25. Dublin	Alameda	2020	59,172	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
26. East Palo Alto	San Mateo	2020	29,633	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
27. El Cerrito	Contra Costa	2015	25,203	Yes	Yes, some	No	Yes, except menthol	Yes, except menthol	Yes	No
28. El Monte	Los Angeles	2020	115,669	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
29. Encinitas	San Diego	2020	62,713	No	Yes, some	Yes	Yes, some	Yes, all	Yes	No
30. Fairfax	Marin	2019	7,591	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes, except ESDs w/o nicotine	No
31. Fremont	Alameda	2019	233,083	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
32. Half Moon Bay	San Mateo	2018	12,706	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
33. Hayward	Alameda	2020	158,241	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
34. Hermosa Beach	Los Angeles	2019	19,650	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
35. Imperial Beach	San Diego	2020	27,290	No	Yes, all	Yes	Yes, all	Yes, all	Yes	No
36. Lafayette	Contra Costa	2019	26,060	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
37. Laguna Niguel	Orange	2019	65,652	No	No	No	No	No	Yes	No
38. Larkspur	Marin	2019	12,375	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
39. Livermore	Alameda	2019	89,027	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
40. Long Beach	Los Angeles	2019	468,883	Yes	Yes, all	Yes	Yes, some	No	Yes	No
41. Los Altos	Santa Clara	2020	30,588	Yes	Yes, except at certain locations	Yes	Yes, except at certain locations	Yes, except at certain locations	Yes	Yes
42. Los Angeles County	Los Angeles	2019	1,050,740	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No

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43. Los Gatos	Santa Clara	2019	30,922	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
44. Mammoth Lakes	Mono	2020	8,091	No	Yes, all	Yes	Yes, all	Yes, all	Yes, except ESDs w/o nicotine	No
45. Manhattan Beach	Los Angeles	2019	35,573	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
46. Marin County	Marin	2018	68,394	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
47. Maywood	Los Angeles	2020	27,542	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
48. Menlo Park	San Mateo	2019	33,869	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
49. Mill Valley	Marin	2020	14,343	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
50. Mono County	Mono	2018	6,083	No	Yes, all	Yes	Yes, all	Yes, all	Yes, except ESDs w/o nicotine	No
51. Morgan Hill	Santa Clara	2019	43,876	Yes	Yes, some	No	Yes, some	Yes, all	Yes	No
52. Morro Bay	San Luis Obispo	2020	10,592	Yes	No	No	Yes, all	No	Yes, except ESDs w/o nicotine	No
53. Napa	Napa	2020	79,516	No	Yes, some	Yes	Yes, some	Yes, some	Yes	No
54. Novato	Marin	2017	55,523	Yes	No	No	Yes, some	Yes, some	Yes, except menthol	No
55. Oakland	Alameda	2020	421,042	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
56. Oroville	Butte	2020	19,040	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes, except ESDs w/o nicotine	No
57. Oxnard	Ventura	2019	207,568	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
58. Pacific Grove	Monterey	2019	15,567	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
59. Palmdale	Los Angeles	2019	156,904	Yes	Yes, some	No	No	No	Yes	No
60. Palo Alto	Santa Clara	2020	67,019	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes, except ESDs w/o nicotine	No
61. Paradise	Butte	2020	26,543	No	Yes, all	Yes	Yes, all	Yes, all	Yes, except ESDs w/o	No

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									nicotine	
62. Pinole	Contra Costa	2019	19,264	Yes	Yes, some	No	Yes, some	Yes, all	Yes	No
63. Pleasanton	Alameda	2020	80,847	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
64. Portola Valley	San Mateo	2018	4,594	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
65. Redondo Beach	Los Angeles	2019	67,700	Yes	Yes, except at certain locations	Yes	Yes, except at certain locations	Yes, except at certain locations	Yes, except at certain locations	Yes
66. Richmond	Contra Costa	2018	109,340	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
67. Sacramento	Sacramento	2019	495,011	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
68. San Anselmo	Marin	2019	12,567	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes, except ESDs w/o nicotine	No
69. San Carlos	San Mateo	2019	30,080	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
70. San Diego County	San Diego	2020	510,142	Yes	Yes, some	Yes	Yes, some	Yes, all	Yes	No
71. San Francisco	San Francisco	2017	870,044	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
72. San Leandro	Alameda	2017	90,103	Yes	Yes, some	No	Yes, some	Yes, all	Yes	No
73. San Mateo	San Mateo	2020	104,035	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
74. San Mateo County	San Mateo	2018	65,327	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
75. San Pablo	Contra Costa	2018	30,839	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
76. San Rafael	Marin	2019	58,939	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
77. Santa Barbara County	Santa Barbara	2019	140,903	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
78. Santa Clara County	Santa Clara	2016	84,651	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
79. Santa Cruz	Santa Cruz	2018	64,273	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
80. Santa Cruz County	Santa Cruz	2019	133,841	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
81. Santa Maria	Santa Barbara	2019	105,483	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
82. Saratoga	Santa Clara	2018	30,886	Yes	Yes, some	No	Yes, all	Yes, all	Yes	No
83. Sausalito	Marin	2018	7,139	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No

		Flavored Tobacco Policy Provisions								
Municipality	County	Year Enacted*	Population	TRL Required	Includes Menthol Products ¹	Includes Menthol Cigarettes	Includes Combustibles ²	Includes Non-Combustibles ³	Includes ESDs ⁴	Adult-Only / Specialty Retailer Exemption
84. Sebastopol	Sonoma	2020	7,666	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
85. Solana Beach	San Diego	2020	13,370	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
86. Sonoma	Sonoma	2015	11,074	Yes	No	No	Yes, some	Yes, some	Yes, except menthol	No
87. South San Francisco	San Mateo	2019	67,294	Yes	Yes, except at certain locations	Yes	Yes, except at certain locations	Yes, except at certain locations	Yes, except at certain locations	Yes
88. Stanton	Orange	2019	38,509	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
89. Sunnyvale	Santa Clara	2020	152,323	No	Yes, all	Yes	Yes, all	Yes, all	Yes	No
90. Tiburon	Marin	2020	9,151	No	Yes, all	Yes	Yes, all	Yes, all	Yes	No
91. Ventura	Ventura	2019	110,234	No	Yes, some	No	Yes, some	Yes, all	Yes	No
92. Ventura County	Ventura	2019	96,187	No	Yes, some	No	No	No	Yes	No
93. Watsonville	Santa Cruz	2019	53,616	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
94. West Hollywood	Los Angeles	2016	36,384	Yes	Yes, some	Yes	Yes, some	Yes, all	Yes	No
95. West Sacramento	Yolo	2020	52,826	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
96. Windsor	Sonoma	2018	27,506	Yes	No	No	Yes, some	Yes, some	Yes, except menthol	No
97. Woodland	Yolo	2019	59,044	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No
98. Yolo County	Yolo	2016	27,987	Yes	Yes, all	Yes	Yes, all	Yes, all	Yes	No

Definitions and Explanatory Notes:

ESDs = Electronic smoking devices, such as e-cigarettes, hookah pens, e-liquids, and other vaping products.

* **Year Enacted:** Jurisdictions may have enacted multiple policies regulating flavored tobacco products, such as amending prior policy provisions. The matrix lists the most recent year that a policy was enacted or amended. The information on the matrix is based on policies in the PETS database as of March 31, 2021. More recently enacted or amended policies may not yet be in the PETS database and thus are not yet reflected on this matrix.

TRL Required: This column addresses whether the jurisdiction requires a local tobacco retail license (TRL), but does not specify whether the flavored tobacco restrictions are specifically included in the TRL framework.

1: Includes Menthol Products: This column addresses whether the policy regulates the sale of menthol-flavored tobacco leaf products (e.g. cigarettes, cigarillos/little cigars, cigars, snuff, chew, snus, heated products, shisha/hookah). This column does not address ESDs.

Yes, all = Policy prohibits the sale of all menthol flavored tobacco leaf products.

Yes, some = Policy prohibits the sale of some, but not all, menthol flavored tobacco leaf products.

Yes, except at certain locations = Policy prohibits the sale of menthol flavored tobacco leaf products except at certain specified locations, such as adult-only, specialty tobacco retailers, and/or tobacco bars.

2: Includes Combustibles: This column addresses whether the policy regulates the sale of non-menthol flavored combustible tobacco products (e.g. cigarillos/little cigars, cigars, hookah/shisha tobacco, pipe tobacco, etc.). The policy may regulate the sale of some, but not all, types of combustible products.

Yes, all = Policy prohibits the sale of all non-menthol flavored combustible tobacco products.

Yes, some = Policy prohibits the sale of some, but not all, non-menthol flavored combustible tobacco products, such as flavored hookah/shisha tobacco or flavored premium cigars.

Yes, except at certain locations = Policy prohibits the sale of all non-menthol flavored combustible tobacco products except at certain specified locations, such as adult-only, specialty tobacco retailers, and/or tobacco bars.

3: Includes Non-Combustibles: This column addresses whether the policy regulates the sale of non-menthol flavored non-combustible tobacco products (e.g. snus, snuff, chew, etc.)

Yes, all = Policy prohibits the sale of all non-menthol flavored non-combustible tobacco products.

Yes, some = Policy prohibits the sale of some, but not all, non-menthol flavored non-combustible tobacco products.

Yes, except at certain locations = Policy prohibits the sale of all non-menthol flavored non-combustible tobacco products except at certain specified locations, such as adult-only, specialty tobacco retailers, and/or tobacco bars.

4: Includes ESDs: This column addresses whether the policy regulates the sale of flavored ESDs (Electronic smoking devices, such as e-cigarettes and other vaping products).

Yes = Policy prohibits the sale of all flavors of ESDs.

Yes, except menthol = Policy prohibits the sale of all flavors of EDSs except sale of menthol-flavored ESDs is permitted.

Yes, except ESDs w/o nicotine = Policy does not apply to flavored ESD products that do not contain nicotine.

Yes, except at certain locations = Policy prohibits the sale of all flavors of EDSs except at certain specified locations, such as adult-only, specialty tobacco retailers, and/or tobacco bars.

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.

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