

Institute a training program
with your employees:

- ✓ See resources at:
<http://www.dhs.ca.gov/tobacco/html/publications.htm>
- ✓ Teach your employees to recognize age from various forms of ID.
- ✓ Teach them what to say when they have to refuse a sale due to age.
- ✓ Provide additional training if an employee breaks the law or store rules.
- ✓ Give employees written copies of the tobacco laws and store rules. Have them sign the copies to show they have read and understood them.
- ✓ Use aids such as ID scanning systems, calendars, age charts, etc. to assist employees verifying age and ID.
- ✓ Aids such as Coors' BAR program and the TIPS program (Health Education Foundation) can help as well.
- ✓ Your employees are responsible for the conduct of your business if they sell such products.

For more information contact:

**Concord Police
Youth Services Bureau**

(925) 671-3020



**Concord Police
Department**

**1350 Galindo Street
Concord, CA 94521
Telephone (925) 671-3220**

Emergency dial 911



**City of
Concord**

***Tobacco Retailers'
License Ordinance***

CMC 38-61 through 38-80

Business Owner's Information
Pamphlet



***Help Us Stop Sales of
Tobacco Products to
Youth***

**Concord Police
Department Community &
Action Awareness**

All Tobacco Retailers must be licensed to sell tobacco products within the City of Concord.

As of January 1st, 2007, all Tobacco Retailers will be subject to this municipal code and if found in violation can have their tobacco retailers' licenses [TRL] suspended or revoked.

What this means to your business:

If your license is suspended or revoked, you are prohibited from selling tobacco products during the suspension term and must either:

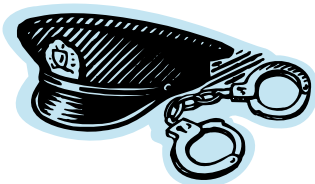
- Cover or hide your tobacco products from customer's view
- Remove them from your store

You have a right to a hearing if your TRL is suspended or revoked. There are fees associated with the hearing and any re-inspection process.

The Concord City Council steadfastly supports this effort to end sales of tobacco and tobacco products to minors.

The Concord Police Department will begin enforcement of State of California Penal Code 308(a): Sales of tobacco products to a minor and the TRLO Municipal Code beginning January 1st, 2007.

Enforcement "stings" will continue in the future with a goal of totally eliminating sales of all tobacco products to minors within the City of Concord.



Penal Code Section 308

- It is a crime to sell, give, or in any way supply tobacco products and paraphernalia to minors
- Signs with the "1-800-ASK-4-ID" phone number must be posted at each cash register

WHAT are the penalties?

- Store owners and/or clerks who break the law may be charged with a misdemeanor or may be fined: \$200 for the first violation, \$500 for the second violation, and \$1,000 for the third violation.

Concord Municipal Code (38-74)

Suspension of TRL (license):

A license can be suspended if an employee of the business sells a tobacco product to a minor.

1st offense: Up to a 30-day suspension

2nd offense: Within 2 years of a prior offense, up to 90-days suspension

3rd offense: Within 2 years of a prior offense, up to 1 year suspension

Sales without a TRL (license):

1st offense: Within 60-months of being cited for selling tobacco products without a license or with a suspended license-no license may be issued for 30-days

2nd offense: Within 60-months-no license for 90-days

3rd offense: Within 60-months-no license for 5 years

Sales after a suspension of TRL:

1st offense: Within 60-months of being cited for selling tobacco products-30-day additional suspension

2nd offense: Within 60-months-90-day additional suspension

3rd offense: Within 60-months-5 year additional suspension

Enforcement Procedure

The employee who sells the tobacco to a minor, if caught, will be cited for 308(a) PC

The employee will be given a court date and has a right to contest the violation in court

If an employee of your business is cited, then a notice of suspension will be sent to you. It will have instructions concerning a hearing in front of the City Manager or his/her designee, and information discussing associated fees for a hearing and re-inspection of the business to ensure compliance.

WE EXPECT ALL STORES DOING BUSINESS IN THE CITY OF CONCORD TO VOLUNTARILY COMPLY WITH THE LAW

Our goal is to eliminate all sales of tobacco products to minors within the City of Concord

You can help us reach this goal by following the law and the guidelines with your employees.

Please help us reach our goal