

Tobacco Retailer License FAQs

1. What is a Tobacco Retailer License (TRL)?

A TRL is a local license issued pursuant to Alameda County Ordinance Title 3, Section 3.58 that authorizes and regulates the sale of Tobacco Products* and Tobacco Paraphernalia* in the unincorporated areas of Alameda County.

** As defined in ordinance*

2. When does enforcement of Alameda County's TRL ordinance begin?

Alameda County's TRL ordinance will be enforced beginning September 6, 2020. This is also the enforcement date for Alameda County's new ordinance which prohibits the sale of all electronic smoking devices in unincorporated areas of Alameda County.

3. How do I obtain a Tobacco Retailer License?

Tobacco retailers must submit a TRL application with supporting documents and payment to Alameda County. For TRL renewals, the retailers must submit a TRL renewal application along with license fee no later than thirty days (30) prior to the expiration of their current license term.

4. How much will a TRL cost?

The annual license fee for a TRL will cost **\$940**.

5. What will the TRL fee be used for?

The fee will be used to recover the cost of administration, documentation, license issuances, compliance inspections and enforcement of the TRL program pursuant to Alameda County Ordinance Title 3, Section 3.58.

6. How long is the TRL valid for?

A TRL is valid for one (1) calendar year between January 1 - December 31 and must be renewed no less than thirty (30) days before the date of expiration. A TRL is invalid if the License fee has not been timely paid in full or if the License term has expired.

7. Is my TRL transferrable?

No. A TRL may not be transferred from one person to another or from one location to another. A new License is required if a Tobacco Retailing location has changed proprietor, or a Person issued a License changes a business location for Tobacco Retailing.

8. If I own more than one (1) business in the unincorporated areas of Alameda County and want to sell tobacco products, do I need separate TRLs for each location?

Yes. A separate TRL is required for each location where tobacco and related products are sold.

9. What happens if I am engaged in Tobacco Retailing without a valid TRL?

Failure to obtain a TRL may result in penalties, fines and fees in accordance with Alameda County Ordinance Title 3, Section 3.58.

10. Where can I obtain a copy of the ordinances, and get more information or additional copies of forms and instructions?

If you need additional information or forms, you can come to the Alameda County Planning Department offices located at 224 W. Winton Ave., Suite 111, Hayward, CA 94544. Contact us via telephone at (510)670-5400. You can also visit our website at acgov.org/cda/trl.htm.