



2024

# RETAILER EDUCATION MATERIAL

## TO OUR VALUED LOCAL TOBACCO RETAIL BUSINESSES:

The County of San Diego Tobacco Control Resource Program (TCRP) is providing this packet of resources to help local tobacco retailers comply with California tobacco sales laws.

The trend of declining tobacco sales has many tobacco retail stores transitioning away from sales of these products. This packet provides resources to help retailers make the transition, including providing suggestions of higher margin products.

For more information, email [tobacco@sdcounty.ca.gov](mailto:tobacco@sdcounty.ca.gov) or visit [tinyurl.com/TCRPInfo](https://tinyurl.com/TCRPInfo).





# ACKNOWLEDGEMENTS

We want to thank the following organizations for their help and support developing the Retailer Education Materials:

- Community Action Service & Advocacy/CASA
- County of San Diego Economic Development Workgroup
- East County Economic Development Council
- Envision Broadway
- MainStreet Oceanside
- San Diego Regional East County Chamber of Commerce
- Service Corps of Retired Executives
- Social Advocates for Youth San Diego
- Tobacco-Free Coalition of Trinity County
- Vista Community Clinic





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# TIPS TO COMPLY WITH TOBACCO LAWS

## CALIFORNIA LAW PROHIBITS TOBACCO SALES TO PEOPLE UNDER AGE 21

The Stop Tobacco Access to Kids Enforcement (STAKE) Act prohibits the sale and furnishing of tobacco products to persons under the age of 21. Learn more here: [tinyurl.com/STAKEAct](https://tinyurl.com/STAKEAct).

Retailers must check the ID of anyone who looks younger than 27 years of age. [21 CFR 1140.14(a)(2)].



Source: California Department of Public Health

## TOBACCO RETAILERS MUST BE LICENSED IN CALIFORNIA

To sell tobacco products in California, a retailer must obtain a California Cigarette and Tobacco Products Retailer License administered by the California Department of Tax and Fee Administration and pay an annual fee (currently \$265). Learn more here: [tinyurl.com/cdtfaca](https://tinyurl.com/cdtfaca). Local licenses may also be required. Check with your city before selling tobacco products.



## DISPLAY STOP TOBACCO ACCESS TO KIDS ENFORCEMENT (STAKE) ACT AGE-OF-SALE WARNING SIGNS AT EACH REGISTER

Tobacco retailers are required to post age-of-sale warning signs at each point of sale, which state that selling tobacco products to anyone under 21 years of age is illegal and subject to penalties at each point of sale. Signs available free of cost here: [tinyurl.com/Tobacco21Law](https://tinyurl.com/Tobacco21Law).



Source: California Department of Public Health

## SELF-SERVICE TOBACCO DISPLAYS ARE NOT PERMITTED

A self-service display is any display that allows customers to access items without help from the retailer. Remove any self-service displays for tobacco products, including electronic smoking devices, liquids for use inside electronic cigarettes (e-liquids), components, parts, or accessories. Specific exceptions are made for tobacco only stores for limited products.

**To Report an Unlawful Tobacco Sale, Call 1-800-5 ASK-4-ID**

# STUDY SHOWS TOBACCO FLAVOR BANS DID NOT IMPACT PROFITS

## KEY FINDINGS FROM THE 2023 REPORT “THE ECONOMIC EFFECTS OF CIGARETTE SALES AND FLAVOR BANS ON TOBACCO RETAIL BUSINESSES”:

- Declines in cigarette sales did not adversely impact retailers.
- Bans on the sale of flavored tobacco products did not adversely impact retailers.

Learn more about the [Economic Effects Report](https://tinyurl.com/EconomicEffectsReport) | [tinyurl.com/EconomicEffectsReport](https://tinyurl.com/EconomicEffectsReport).

## PROFIT MARGINS FOR VARIOUS CONVENIENCE STORE PRODUCTS:

Among the compared products:

- Food services have the largest profit margin.
- Cigarettes have the lowest profit margins.

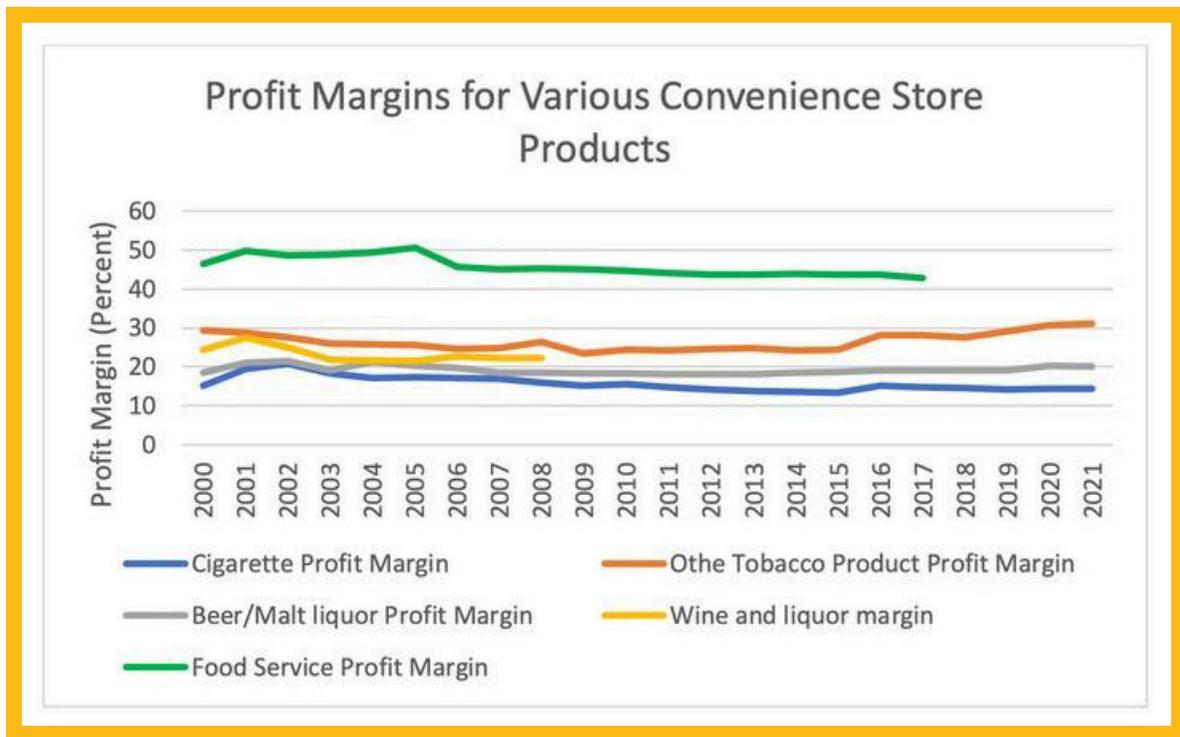


Figure 1: Profit Margins for Various Convenience Store Products

Source: Tauras, J.A. & Chaloupka, F.J. (2023). *The Economic Effects of Cigarette Sales and Flavor Bans on Tobacco Retail Businesses*. *Tobacco Economics*.

- ➔ Trend data suggest that convenience stores successfully adapt to changes in market conditions.
- ➔ Tobacco sales consistently generate the smallest fraction of revenue.



**Industry myth:** “Flavor bans are bad for business.” This is a commonly used talking point of the tobacco industry.

**FACT:** Convenience stores are thriving despite declining cigarette sales:

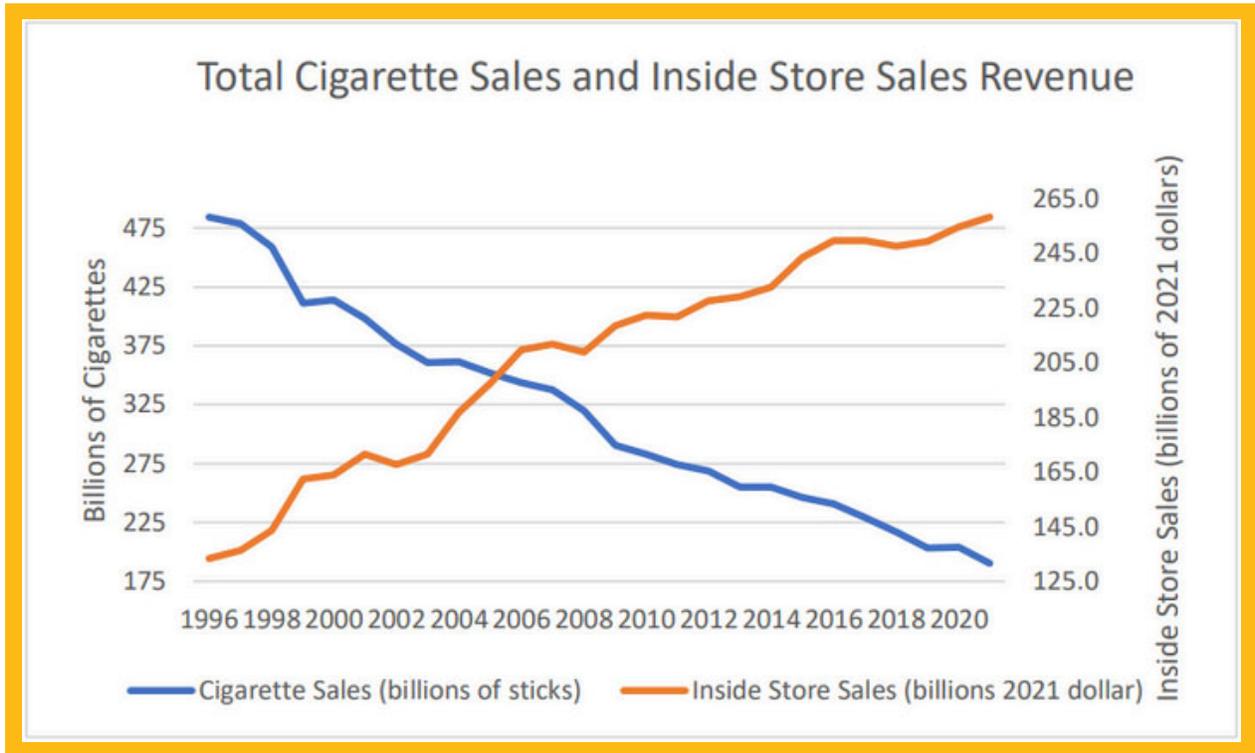


Figure 2: Total Cigarette Sales and Inside Store Sales Revenue

Source: Tauras, J.A. & Chaloupka, F.J. (2023). *The Economic Effects of Cigarette Sales and Flavor Bans on Tobacco Retail Businesses*. *Tobacconomics*.

- ➔ The number of convenience stores, in-store sales revenues, cigarette sales revenues and profits have all generally increased while cigarette sales have declined.



# TIPS TO SUCCEED WITHOUT TOBACCO

## HIGH MARGIN PRODUCTS: REPLACEMENT ITEMS THAT INCREASE SALES

- **Fresh prepared foods:**
  - Deli sandwiches, flat breads, pizzas, soups, and salads
- **Coffee drinks:**
  - Upgrade coffee stations and offer gourmet and specialty brews
- **Produce:**
  - Fresh fruits and vegetables
- **Basic groceries:**
  - Milk, eggs, and yogurt
- **Cultural cuisine and specialty products:**
  - Align with cultures in your area
- **Local souvenirs:**
  - T-shirts, mugs, decals, toys, or water bottles
- **Refreshments:**
  - Sparkling water, fruit drinks, health drinks, or iced tea
- **Snacking:**
  - Protein bars, protein snack boxes, holiday foods, or specialty candy
- **Emergency & recreation supplies:**
  - Flashlights, batteries, coolers, or bottled water
- **Sundries & electronic accessories:**
  - Toilet paper, tissues, wipes, condoms, cleaning and pet supplies, or cell phone accessories
- **Food 'to go' offerings:**
  - Partner with local vendors, grocers and caterers for rotisserie chicken or ribs, take & bake pizzas, hot meals, and desserts



For more information about high product margin products, visit the website here: [tinyurl.com/TobaccoFreeTrinityMaterials](https://tinyurl.com/TobaccoFreeTrinityMaterials).

## THE HEALTHY REFRIGERATION GRANT PROGRAM

To find more information about the Healthy Refrigeration Grant Program, visit the website, [tinyurl.com/HealthyRefrigerationGrant](https://tinyurl.com/HealthyRefrigerationGrant).



## CHANGING SALES TACTICS AND BUSINESS PRACTICES

Try an incremental process - one thing at a time.

### TIPS FOR INVOLVING CUSTOMERS

- **Cash discounting:**
  - Display signs, no card fees
- **Social media contests for giveaways:**
  - Share the post or take a photo and share to be entered in a contest for a prize
- **Customer loyalty:**
  - Punch cards for a free item



### INCREASE ONLINE PRESENCE

- Create or update a website for retailer business.
- Try social media promotions on Facebook, Instagram or Google.
- Update business information on Google Maps or other search engines.



### OTHER STRATEGIES TO INCREASE SALES

- Register with a delivery service like DoorDash or Instacart.
- Sign up to be a vendor that accepts Electronic Benefit Transfer (EBT) and the Women, Infants, and Children (WIC) program.
- Consider offering:
  - Money orders,
  - Video rental box,
  - ATM,
  - Lottery tickets, and
  - Outside vending machines for water and ice.



### LEARN MORE ABOUT DELIVERY SERVICES

- [Door Dash for Merchants | tinyurl.com/DoorDashUS](https://www.tinyurl.com/DoorDashUS)
- [InstaCart Inquiries | tinyurl.com/InstaCartform](https://www.tinyurl.com/InstaCartform)
- [UberEats for Merchants | tinyurl.com/UberEatsInquiry](https://www.tinyurl.com/UberEatsInquiry)

# HELP FOR RETAILERS

## BECOME A WOMEN, INFANTS, & CHILDREN (WIC) VENDOR

### How do I apply to accept benefits?

Find out more about becoming a WIC authorized vendor. Applications for new store locations are accepted year-round. See application information below:

- [EBT Requirements | tinyurl.com/EBTrequirements](https://tinyurl.com/EBTrequirements)
- [WIC Point of Sale System | tinyurl.com/WICPOSSystem](https://tinyurl.com/WICPOSSystem)

### Apply to become a WIC authorized vendor!

The Vendor Application Package consists of the following documents:

- [WIC Vendor Application | tinyurl.com/WICVendorApplication](https://tinyurl.com/WICVendorApplication)
- [WIC Vendor Agreement Form | tinyurl.com/VendorAgreementForm](https://tinyurl.com/VendorAgreementForm)
- [New Vendor Store Instructions | tinyurl.com/NewVendorStoreInstructions](https://tinyurl.com/NewVendorStoreInstructions)

### What documents do I need to provide?

Submitting all the required items may result in expedited processing of your Vendor Application Packet. All required items are listed below:

- Health Permit,
- Parent Company Information (if applicable),
- Additional Vendor Ownership Disclosure Information (if applicable), and
- California Sales and Use Tax Forms.

### How do I submit my completed application?

Upon completion of the Vendor Application Packet, please follow the instructions for submitting your the packet here: <https://tinyurl.com/NewVendorSubmission>.

### Additional vendor resources

- [WIC Vendor Criteria | tinyurl.com/WICVendorCriteria](https://tinyurl.com/WICVendorCriteria)
- [WIC Authorized Shopping Guide | tinyurl.com/WICAuthorizedShoppingGuide](https://tinyurl.com/WICAuthorizedShoppingGuide)

For support, email [WICVendorInfo@cdph.ca.gov](mailto:WICVendorInfo@cdph.ca.gov) or call (855) 942-7867.

## INFORMATION ABOUT BECOMING A CALFRESH/SNAP/EBT VENDOR

### How do I apply to accept benefits?

If you are a Retail Food Store, you can apply to accept Supplemental Nutrition Assistance Program (SNAP) and Electronic Benefit Transfer (EBT) benefits at your store by following the steps below.

[How To Apply and Accept SNAP Benefits | tinyurl.com/HowToApplySNAP](https://tinyurl.com/HowToApplySNAP)

### If you are not a Retail Food Store:

- Do not fill out an application, and
- Call the SNAP Retail Service Center at 1(877) 823-4369 or find them at [Retailer Service Center | tinyurl.com/RetailerServiceCenter](https://tinyurl.com/RetailerServiceCenter).

### If you are a retailer that wants to accept SNAP-EBT on your website or mobile app:

- Do not complete this application, and
- Follow the requirements listed on the retailer requirements page, or visit [tinyurl.com/RetailerRequirements](https://tinyurl.com/RetailerRequirements).

### 1. Create a Login.gov account

- Before you start your application, you must create an account on [login.gov/create-an-account/](https://login.gov/create-an-account/) | <https://tinyurl.com/logingovcreateaccount>.
- The following information is needed:
  - Email address,
  - Secure password, and
  - One additional authentication method to keep your account secure (for example, a mobile phone number to receive texts for verification).

### 2. Complete the SNAP Retailer Application | [tinyurl.com/SNAPRetailerApplication](https://tinyurl.com/SNAPRetailerApplication)

- Once you start your application, you have 30 days to complete it. If your application is not complete within 30 days, it will be deleted.
- You will need to submit the required supporting documents.
- Instructions for submitting your documents are provided at the end of the application. Make sure that you have name(s), home address(es), and Social Security Number(s) for each store owner, and sales data your store(s).
- If you own 10 or more stores, consider whether you are a [Multi-Store Owner | tinyurl.com/MultiStoreOwner](https://tinyurl.com/MultiStoreOwner).

### 3. Wait for a Decision from Food and Nutrition Service (FNS)

- FNS will process your application and we will contact you if we need any further information.
- After you complete it, you can check the [SNAP Application Status | tinyurl.com/SNAPApplicationStatus](https://tinyurl.com/SNAPApplicationStatus) in real time.
- If you have additional questions, please call the SNAP Retailer Service Center at 1(877) 823-4369 or find them at [Retailer Service Center | tinyurl.com/RetailerServiceCenter](https://tinyurl.com/RetailerServiceCenter).





## HELP FOR RETAILERS - CHULA VISTA

### BUSINESS ASSISTANCE ORGANIZATIONS

#### Identify Successful Products and Increased Profits

##### **San Diego South County Economic Development Council**

[tinyurl.com/SouthCountyEDC](http://tinyurl.com/SouthCountyEDC)

780 Bay Blvd. Suite 204

Chula Vista, CA 91910

(619) 424-5143

##### **Service Corps of Retired Executives of San Diego Free Business Mentoring**

[tinyurl.com/RequestSCOREMentor](http://tinyurl.com/RequestSCOREMentor)

8825 Aero Drive, Ste 101

San Diego, CA 92123

(858) 283-1100

##### **Small Business Administration**

[tinyurl.com/SBASanDiego](http://tinyurl.com/SBASanDiego)

550 West C St., Suite 550

San Diego, CA 92101

(619) 557-7250

##### **San Diego Women’s Business Center**

[tinyurl.com/SanDiegoWBC](http://tinyurl.com/SanDiegoWBC)

880 National City Blvd.

National City, CA 91950

(619) 216-6719

### TYPES OF SERVICES PROVIDED

- Free individual counseling & no/low-cost training.
- Free one-on-one consulting.
- Workshops for building websites with e-commerce for clientele.
- Help to determine need for financial assistance to grow your small business.
- Help to adapt your operations for more high margin products.

### SAN DIEGO GAS & ELECTRIC (SDG&E)

#### **Small Business Opportunity Program**

The program’s authorized contractors work with qualified small business customers to identify ways to save money on utility bills through energy-efficient upgrades. For more information, visit [tinyurl.com/SDGESmallBusiness](http://tinyurl.com/SDGESmallBusiness).

### SMALL BUSINESS EXTERIOR IMPROVEMENT PROGRAM

#### **Signage and Façade Improvement Program National City**

SFIP assists local businesses with signage compliance and improving the appearance of existing businesses. For more information, visit [tinyurl.com/NationalCitySIP](http://tinyurl.com/NationalCitySIP).



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## HELP FOR RETAILERS - CITY OF SAN DIEGO

### BUSINESS ASSISTANCE ORGANIZATIONS

#### Identify Successful Products and Increased Profits

##### **Small Business Development Centers San Diego and Imperial Counties**

[tinyurl.com/SBDCSanDiego](http://tinyurl.com/SBDCSanDiego)

7675 Dagget St., Suite 340

San Diego, CA 92111

(858) 277-2822

##### **Service Corps of Retired Executives of San Diego Free Business Mentoring**

[tinyurl.com/RequestSCOREMentor](http://tinyurl.com/RequestSCOREMentor)

8825 Aero Drive, Ste 101

San Diego, CA 92123

(858) 283-1100

##### **SoCal Veterans Business Outreach Center**

[tinyurl.com/SoCalVBOC](http://tinyurl.com/SoCalVBOC)

2075 Las Palmas Drive

Carlsbad, CA 92011

(760) 796-8739

##### **Small Business Administration**

[tinyurl.com/SBASanDiego](http://tinyurl.com/SBASanDiego)

550 West C St., Suite 550

San Diego, CA 92101

(619) 557-7250

### TYPES OF SERVICES PROVIDED

- Free individual counseling & no/low-cost training.
- Free one-on-one consulting.
- Workshops for building websites with e-commerce for clientele.
- Help to determine need for financial assistance to grow your small business.
- Help to adapt your operations for more high margin products.

### SMALL BUSINESS EXTERIOR IMPROVEMENT PROGRAM

#### Storefront Improvement Program

This program is set up to help small businesses create and implement a plan for improving their street-facing appearance.

#### City of San Diego Economic Development Program

For more information, visit [tinyurl.com/SanDiegoSIP](http://tinyurl.com/SanDiegoSIP).



## HELP FOR RETAILERS - EAST COUNTY

### BUSINESS ASSISTANCE ORGANIZATIONS

#### Identify Successful Products and Increased Profits

**East County Economic Development  
Council San Diego East County Region**

[tinyurl.com/EastCountyEDC](http://tinyurl.com/EastCountyEDC)

127 E. Lexington Avenue  
El Cajon, CA 92020  
(619) 258-3670

**Service Corps of Retired Executives of  
San Diego Free Business Mentoring**

[tinyurl.com/RequestSCOREMentor](http://tinyurl.com/RequestSCOREMentor)

8825 Aero Drive, Ste 101  
San Diego, CA 92123  
(858) 283-1100

**San Diego Regional East County  
Chamber of Commerce**

[tinyurl.com/EastCountyChamber](http://tinyurl.com/EastCountyChamber)

201 S. Magnolia Ave.  
El Cajon, CA 92020  
(619) 440-6161

### TYPES OF SERVICES PROVIDED

- Free individual counseling & no/low-cost training.
- Free one-on-one consulting.
- Workshops for building websites with e-commerce for clientele.
- Help to determine need for financial assistance to grow your small business.
- Help to adapt your operations for more high margin products.

### SMALL BUSINESS SAFETY PROGRAMS

#### Sheriff's Program - Crime Prevention Through Environmental Design (CPTED)

The San Diego County Sheriff's Crime Prevention Unit strives to reduce crime and improve quality of life in partnership with the communities they serve. Stay aware of the latest commercial security practices and resources to combat crime. This service is available in Lemon Grove and in the unincorporated areas of San Diego County. Request a Crime Prevention Specialist. For more information, visit [tinyurl.com/SDCrimePrevention](http://tinyurl.com/SDCrimePrevention).

#### SDG&E Small Business Energy Savings Program

The program's authorized contractors work with qualified small business customers to identify ways to save money on utility bills through energy-efficient upgrades. For more information, visit [tinyurl.com/SDGESmallBusiness](http://tinyurl.com/SDGESmallBusiness).



## HELP FOR RETAILERS - OCEANSIDE

### BUSINESS ASSISTANCE ORGANIZATIONS

#### Identify Successful Products and Increased Profits

##### **Small Business Development Centers North San Diego County**

[tinyurl.com/SBDCSanDiego](http://tinyurl.com/SBDCSanDiego)

333 Manchester Avenue Cardiff,  
Oceanside, CA 92007

(760) 795-8740

##### **Service Corps of Retired Executives of San Diego Free Business Mentoring**

[tinyurl.com/RequestSCOREMentor](http://tinyurl.com/RequestSCOREMentor)

8825 Aero Drive, Ste 101  
San Diego, CA 92123

(858) 283-1100

##### **SoCal Veterans Business Outreach Center**

[tinyurl.com/SoCalVBOC](http://tinyurl.com/SoCalVBOC)

2075 Las Palmas Drive  
Carlsbad, CA 92011

(760) 796-8739

##### **Small Business Administration**

[tinyurl.com/SBASanDiego](http://tinyurl.com/SBASanDiego)

550 West C St., Suite 550  
San Diego, CA 92101

(619) 557-7250

### TYPES OF SERVICES PROVIDED

- Free individual counseling & no/low-cost training.
- Free one-on-one consulting.
- Workshops for building websites with e-commerce for clientele.
- Help to determine need for financial assistance to grow your small business.
- Help to adapt your operations for more high margin products.

### SMALL BUSINESS SAFETY PROGRAMS

#### **Oceanside Police Department - Crime Prevention Through Environmental Design (CPTED)**

Request a Crime Prevention Specialist. Offers basic tips to reduce crime and improve business safety. Evaluations upon request for businesses and facilities experiencing issues related to calls for service. For more information, visit [tinyurl.com/OceansideCPTED](http://tinyurl.com/OceansideCPTED).

#### **SDG&E Small Business Energy Savings Program**

The program's authorized contractors work with qualified small business customers to identify ways to save money on utility bills through energy-efficient upgrades. For more information, visit [tinyurl.com/SDGESmallBusiness](http://tinyurl.com/SDGESmallBusiness).



## HELP FOR RETAILERS - POWAY

### BUSINESS ASSISTANCE ORGANIZATIONS

#### Identify Successful Products and Increased Profits

##### **Small Business Development Centers North San Diego County**

[tinyurl.com/SBDCSanDiego](http://tinyurl.com/SBDCSanDiego)

333 Manchester Avenue Cardiff,  
Oceanside, CA 92007

(760) 795-8740

##### **Service Corps of Retired Executives of San Diego Free Business Mentoring**

[tinyurl.com/RequestSCOREMentor](http://tinyurl.com/RequestSCOREMentor)

8825 Aero Drive, Ste 101  
San Diego, CA 92123

(858) 283-1100

##### **SoCal Veterans Business Outreach Center**

[tinyurl.com/SoCalVBOC](http://tinyurl.com/SoCalVBOC)

2075 Las Palmas Drive  
Carlsbad, CA 92011

(760) 796-8739

##### **Small Business Administration**

[tinyurl.com/SBASanDiego](http://tinyurl.com/SBASanDiego)

550 West C St., Suite 550  
San Diego, CA 92101

(619) 557-7250

### TYPES OF SERVICES PROVIDED

- Free individual counseling & no/low-cost training.
- Free one-on-one consulting.
- Workshops for building websites with e-commerce for clientele.
- Help to determine need for financial assistance to grow your small business.
- Help to adapt your operations for more high margin products.

### SMALL BUSINESS SAFETY PROGRAMS

#### **Sheriff's Program - Crime Prevention Through Environmental Design (CPTED)**

The San Diego County Sheriff's Crime Prevention Unit strives to reduce crime and improve quality of life in partnership with the communities they serve. Stay aware of the latest commercial security practices and resources to combat crime. This service is available in Poway and in the unincorporated areas of San Diego County. Request a Crime Prevention Specialist. For more information, visit [tinyurl.com/SDCrimePrevention](http://tinyurl.com/SDCrimePrevention).

# APPENDIX

## ADDITIONAL RESOURCES

### When to call 911 vs. Sheriff Dispatch or the local Police Department

Call 911 if any of these situations are happening in the parking lot of or on business property:

- Crime & Trash at Your Backdoor
- Potholes
- *Live Well San Diego* Business Sector Newsletter offers business news, resources, tools, events and webinars to help support your business.
  - [Live Well San Diego Business Sector | tinyurl.com/LiveWellBusinessSector](https://tinyurl.com/LiveWellBusinessSector)
- Sign up for the [Live Well San Diego Newsletter | tinyurl.com/LiveWellBusinessNewsletter](https://tinyurl.com/LiveWellBusinessNewsletter)

## ADDITIONAL CITY RESOURCES

- Chula Vista (see page 15)
- City of San Diego (see page 16)
- East County (see page 17)
- Oceanside (see page 18)
- Poway (see page 19)

## ADDITIONAL RESOURCES - CHULA VISTA

### When to call 911 vs. Sheriff Dispatch or the Chula Vista Police Department

Call 911 if any of these situations are happening in the parking lot of or on business property:

- Fighting,
- Illegal drug use/sales,
- Car theft or burglary in progress,
- Graffiti in progress,
- Brandishing weapons or threats of violence, and
- Any felony crime in progress.

Call the Sheriff's non-emergency dispatch at (858) 565-5200 or the Chula Vista Police Department non-emergency dispatch at (619) 691-5151 for the following situations:

- Aggressive panhandling,
- Trespassing,
- Loitering,
- Alcohol use in parking lot, and
- New graffiti or vandalism (not in progress).

### CRIME & TRASH AT YOUR BACKDOOR?

There can be unwanted activity in alleys behind a business. A few ways to reduce this are:

- Maintain cleanliness of the store interior and exterior, including trash receptacles and graffiti removal.
- Provide adequate lighting at entrances, exits, and parking lots.
- Lock all dumpsters whenever possible to discourage illicit activity and reduce excess trash.

### POTHOLES

Potholes on the road near a business can discourage customers from visiting an establishment. A phone call can make all the difference.

To report a pothole near your business in Chula Vista call the Public Works Dispatch at (619) 397-6000.

Use the "SD County Tell Us Now" app for Android or iPhone to report potholes in the unincorporated area. Note: Potholes in the parking lot of a business are the responsibility of the property owner.



Residents can use [ACT Chula Vista | tinyurl.com/ACTChulaVistaServiceRequest](https://tinyurl.com/ACTChulaVistaServiceRequest) to report issues such as graffiti, potholes, dead animal, malfunctioning traffic signal, or an abandoned vehicle.

## ADDITIONAL RESOURCES - CITY OF SAN DIEGO

### When to call 911 vs Sheriff Dispatch or the City of San Diego Police Department

Call **911** if any of these situations are happening in the parking lot of or on business property:

- Fighting,
- Illegal drug use/sales,
- Car theft or burglary in progress,
- Graffiti in progress,
- Brandishing weapons or threats of violence, and
- Any felony crime in progress.

The following are appropriate situations to call the Sheriff's non-emergency dispatch at **(858) 565-5200** or the San Diego Police Department non-emergency dispatch at **(619) 531-2000** or **(858) 484-3154**:

- Aggressive panhandling,
- Trespassing,
- Loitering,
- Alcohol use in parking lot, and
- New graffiti or vandalism (not in progress).

### CRIME & TRASH AT YOUR BACKDOOR?

There can be unwanted activity in the alley behind a business. A few strategies to reduce this are:

- Maintain cleanliness of the store interior and exterior, including trash receptacles and graffiti removal.
- Provide adequate lighting for all entrances, exits, and parking lots.
- Lock all dumpsters whenever possible to discourage illicit activity and reduce excess trash.

### POTHOLES

Potholes on the road near a business can discourage customers from visiting an establishment. A phone call can make all the difference.

To report a pothole repair 24-hours a day, seven days a week, call **(619) 527-7500** or by use the online system, [Service Request | tinyurl.com/SDGetItDone](https://www.sdcounty.com/ServiceRequest).

Use the "SD County Tell Us Now" app for Android or iPhone to report potholes in the unincorporated area. Note: Potholes in a parking lot of a business are the responsibility of the property owner.



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## ADDITIONAL RESOURCES - EAST COUNTY

### When to call 911 vs. Lemon Grove Sheriff Dispatch or the El Cajon Police Department

Call 911 if any of these situations are happening in the parking lot of or on business property:

- Fighting,
- Illegal drug use/sales,
- Car theft or burglary in progress,
- Graffiti in progress,
- Brandishing weapons or threats of violence, and
- Any felony crime in progress.

The following are appropriate situations to call the Lemon Grove Sheriff's non-emergency dispatch at (858) 565-5200 or the El Cajon Police Department non-emergency dispatch at (619) 579-5200:

- Aggressive panhandling,
- Trespassing,
- Loitering,
- Alcohol use in parking lot, and
- New graffiti, or vandalism (not in progress).

### CRIME & TRASH AT YOUR BACKDOOR?

There can be unwanted activity in the alley behind a business. A few ways to reduce this problem is:

- Maintain cleanliness of the store interior and exterior, including trash receptacles and graffiti removal.
- Provide adequate lighting at all entrances, exits, and parking lots.
- Lock all dumpsters whenever possible to discourage illicit activity and reduce excess trash.

### POTHOLES

Potholes on the road near a business can discourage customers from visiting an establishment. A phone call can make all the difference.

To report a pothole near your business in El Cajon, you can call the El Cajon Public Works Maintenance Operations at (619) 441-1658. Hours of Operation are Monday through Friday from 6 a.m. to 2:30 p.m.

Use the "SD County Tell Us Now" app for Android or iPhone to report potholes in the unincorporated area. Note: Potholes in a parking lot of a business are the responsibility of the property owner.



To report a pothole near your business in Lemon Grove please fill out the [tinyurl.com/LemonGroveReportanIssue](https://tinyurl.com/LemonGroveReportanIssue).



## ADDITIONAL RESOURCES - OCEANSIDE

### WHEN TO CALL 911 VS SHERIFF DISPATCH OR THE OCEANSIDE POLICE DEPARTMENT

Call **911** if any of these situations are happening in the parking lot of or on business property:

- Fighting,
- Illegal drug use/sales,
- Car theft or burglary in progress,
- Graffiti in progress,
- Brandishing weapons or threats of violence, and
- Any felony crime in progress.

The following are appropriate situations to call the Sheriff's non-emergency dispatch at (858) 565-5200 or the Oceanside Police Department non-emergency dispatch at (760) 435-4900:

- Aggressive panhandling,
- Trespassing,
- Loitering,
- Alcohol use in parking lot, and
- New graffiti or vandalism (not in progress).

### CRIME & TRASH AT YOUR BACKDOOR?

There can be unwanted activity in the alley behind your business. A few ways to reduce this are:

- Maintain cleanliness of the store interior and exterior, including trash receptacles and graffiti removal.
- Provide adequate lighting at all entrances, exits, and parking lots.
- Lock all dumpsters whenever possible to discourage illicit activity and reduce excess trash.

### POTHoles

Potholes on the road near a business can discourage customers from visiting an establishment. A phone call can make all the difference.

For questions about street maintenance or to report raised sidewalks, potholes, or other deficiencies, please call (760) 435-4500 or email [CustomerCare@ci.oceanside.ca.us](mailto:CustomerCare@ci.oceanside.ca.us).

Use the "SD County Tell Us Now" app for Android or iPhone to report potholes in the unincorporated area. Note: Potholes in a parking lot of a business are the responsibility of the property owner.



## ADDITIONAL RESOURCES - POWAY

### WHEN TO CALL 911 VS SHERIFF DISPATCH

Call **911** if any of these situations are happening in the parking lot of or on business property:

- Fighting,
- Illegal drug use/sales,
- Car theft or burglary in progress,
- Graffiti in progress,
- Brandishing weapons or threats of violence, and
- Any felony crime in progress.

The following are appropriate situations to call the Sheriff's non-emergency dispatch at **(858) 565-5200**:

- Aggressive panhandling,
- Trespassing,
- Loitering,
- Alcohol use in parking lot, and
- New graffiti or vandalism (not in progress).

### CRIME & TRASH AT YOUR BACKDOOR?

There can be unwanted activity in the alleys behind your business. A few ways to reduce this are:

- Maintain cleanliness of the store interior and exterior, including trash receptacles and graffiti removal.
- Provide adequate lighting at all entrances, exits, and parking lots.
- Lock all dumpsters whenever possible to discourage illicit activity and reduce excess trash.

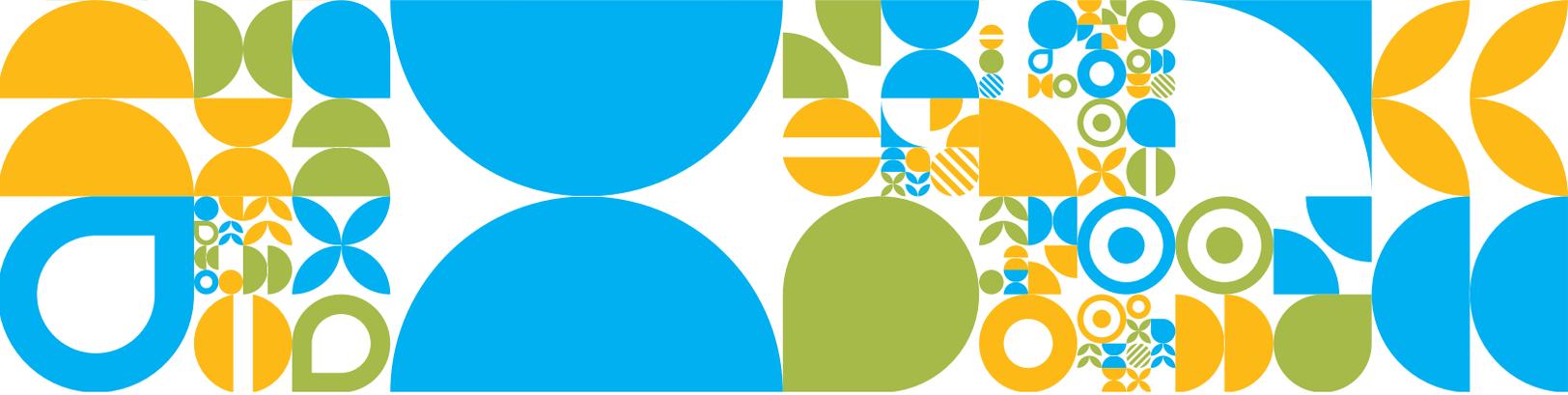
### POTHOLES

Potholes on the road near a business can discourage customers from visiting an establishment. A phone call for repair can make all the difference.

Use the [Poway City App | tinyurl.com/PowayCityApp](https://tinyurl.com/PowayCityApp) to report maintenance issues or other problems. Submit a request through the app or call **(858) 668-4700**, and the relevant authorities will be notified.

Use the "SD County Tell Us Now" app for Android or iPhone to report potholes in the unincorporated area. Note: Potholes in a parking lot of a business are the responsibility of the property owner.





***The Public Health Services department, County of San Diego Health and Human Services Agency, has maintained national public health accreditation, since May 17, 2016, and was re-accredited by the Public Health Accreditation Board on August 21, 2023.***



**LIVE WELL  
SAN DIEGO**