

# Local Tobacco Policies in the Retail Environment



## JUNE 2016

In order to reduce illegal sales of tobacco products to minors, many cities and counties in California have passed policies to regulate the sale of tobacco in the retail environment. One critical policy is a strong tobacco retailer licensing ordinance, which over 100 local communities have adopted. Some of these communities have also adopted additional measures to further regulate the retail environment and decrease youth use of tobacco products. For example, placing restrictions on what retailers can and cannot sell and where retailers can be located are important measures to counter Big Tobacco's efforts to attract new customers. These provisions can either be included as part of a tobacco retailer licensing ordinance or outside of it.

Throughout California, 167 cities and counties have one or more policies that provide additional protections in the retail environment. Of those communities, 93 have passed additional policies exclusively as part of their tobacco retailer licensing ordinance. Fifty-three have passed additional policies as separate ordinances unassociated with a tobacco retailer licensing ordinance; these policies are usually part of the community's zoning or conditional use permit regulations. Twenty-one have tobacco retailer licensing ordinances and have passed a mix of additional policies, some of which are associated with the tobacco retailer license and some of which are separate. This document lists all 167 communities that have one or more of the following additional provisions:

- 1. Sales Near Schools** – Prohibits tobacco retailers from being located within a certain distance of schools.
- 2. Reducing Retailers by Location** – Prohibits a tobacco retailer from being located within a certain distance of other retailers to avoid a high concentration in certain areas.

- 3. Reducing Retailers by Population** – Limits the number of tobacco retailer licenses that can be issued, depending on population, to avoid a high concentration within communities.

- 4. Sampling** – Prohibits or restricts tobacco industry coupons, coupon redemptions, discounts, multi-pack discount offers and gifts.

- 5. Pharmacies** – Prohibits the sale of tobacco products in stores containing a pharmacy in order to limit the number of locations where tobacco is available in a community.

- 6. Flavor Restrictions** – Bans the sale of flavored tobacco products (not just cigarettes), which are attractive to youth.

- 7. Minimum Pack Size for Cigars** – Prohibits the sale of cigars in individual or small packages, which increases the price and makes them less attractive to youth.

- 8. Electronic Cigarettes** – Regulates the sale of electronic cigarettes the same as other tobacco products.

- 9. Tobacco to 21** – Raises the minimum purchase age of tobacco from 18 to 21 with no military exemption.

Though the matrix below notes whether a community has a tobacco retailer license (TRL), only communities that also have one of the nine policies listed above are included. For a full list of the communities in California with tobacco retailer licensing ordinances go to:

<http://center4tobaccopolicy.org/tobacco-policy/tobacco-retail-environment/>.

Community	Tobacco Retailer License	Sales Near Schools	Reducing Retailers by Location	Reducing Retailers by Population	Sampling	Pharmacies	Flavor Restrictions	Minimum Pack Size for Cigars	Electronic Cigarettes	Tobacco to 21
<b>Alameda County</b>										
<b>Albany</b> Population: 18,893	Feb 2009	Feb 2009* <sup>NG</sup> CUP							Feb 2009	
<b>Berkeley</b> Population: 119,915	Dec 2002	Sep 2015 <sup>1</sup>			Jun 2006*	Sep 2015	Sep 2015 <sup>2</sup>		Sep 2015	Jan 2016
<b>County of Alameda</b> Population: 149,821					1998*					
<b>Dublin</b> Population: 57,349	Nov 2012**	Dec 2012* Zoning			Jan 1994*				Nov 2012	
<b>Emeryville</b> Population: 11,721		Mar 2007* <sup>NG</sup> Reg								
<b>Fremont</b> Population: 229,324			Dec 2015* <sup>3</sup> Zoning		Dec 2012*				Dec 2015*	
<b>Hayward</b> Population: 158,985	Jul 2014	Jul 2014* CUP		Jun 2014	May 2008*		Jun 2014	Jun 2014	Jun 2014	
<b>Livermore</b> Population: 88,138					Jan 1994*					
<b>Newark</b> Population: 44,733					Jul 1999*					
<b>Oakland</b> Population: 422,856	Apr 2008	Apr 2008* CUP			Apr 2011*				Apr 2008	
<b>Pleasanton</b> Population: 74,982					Jan 1991*					
<b>San Leandro</b> Population: 87,700		Jul 2001* CUP	Jul 2001* CUP							
<b>Union City</b> Population: 72,952	Nov 2010	Jan 2010* CUP			Nov 2010			Dec 2013	Dec 2013	
<b>Butte County</b>										
<b>Chico</b> Population: 92,464					Jan 2008*					
<b>Oroville</b> Population: 17,996	Mar 2013	Mar 2013* Zoning		Mar 2013					Mar 2013	
<b>Contra Costa County</b>										
<b>Antioch</b> Population: 112,968					Sep 1993*					
<b>Clayton</b> Population: 11,209	Jun 2001**				Jun 1992*					
<b>Concord</b> Population: 129,707	Sep 2006				Nov 2011*				Sep 2011	

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County of Contra Costa Population: 171,122	Jan 2003				Oct 2006*				Apr 2013	
El Cerrito Population: 24,378	Sep 2015	Sep 2015	Sep 2015				Sep 2015	Sep 2015	Sep 2015	
Hercules Population: 24,791					Apr 1992*					
Lafayette Population: 24,924					Feb 1992*					
Martinez Population: 37,057					Jan 2001*					
Orinda Population: 18,749					May 2010*					
Pinole Population: 18,739	Jun 1999**				Apr 1994*					
Pittsburg Population: 67,817					Feb 1994*					
Pleasant Hill Population: 34,077	Jul 2015**				Jul 2015				Jul 2015	
Richmond Population: 110,378	Jun 2009				Jun 2009*	Nov 2009*			Jun 2009	
San Ramon Population: 78,363	Feb 2013**				Feb 2013					
Walnut Creek Population: 70,018					Mar 1999*					
<b>Del Norte County</b>										
Crescent City Population: 6,592		Apr 2015* CUP							Apr 2015* CUP	
<b>Fresno County</b>										
Firebaugh Population: 8,154	Aug 2009								Aug 2009	
Selma Population: 24,844		Dec 2013* CUP	Dec 2013* CUP							
<b>Kern County</b>										
California City Population: 13,992	Feb 2007								Feb 2007	
County of Kern Population: 309,425	Nov 2006								Jul 2014	
Delano Population: 52,999	Jun 2008								Jun 2008	
Tehachapi Population 63,934	Feb 2007								Oct 2015	
Wasco Population: 26,471	Mar 2007								Mar 2007	

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<b>Los Angeles County</b>										
Avalon Population: 3,678					Jan 2011*					
Baldwin Park Population: 74,738	Oct 2008								Oct 2008	
Beverly Hills Population: 34,763	Aug 2010								Feb 2014	
Burbank Population: 105,110	Feb 2007								Feb 2007	
Calabasas Population: 24,263	Jun 2009	Jun 2009							Jun 2009	
Carson Population: 93,993	Nov 2006								Jan 2015 <sup>4</sup>	
Compton Population: 101,226	Jul 2007								Jul 2007	
Covina Population: 49,291		Apr 2014* CUP	Apr 2014* CUP						Apr 2014*	
Culver City Population: 40,448	Jul 2009								Jul 2009	
Duarte Population: 22,177	May 2013				Dec 2011*				Aug 2014	
El Monte Population: 113,885	Nov 2011								Nov 2011	
Gardena Population: 60,785	Jul 2008							Jul 2008	Jul 2008	
Glendale Population: 201,668	Sep 2007								Sep 2007	
Hawaiian Gardens Population: 14,926	Jul 2011				Jul 2011				Jul 2011	
Huntington Park Population: 59,718	Nov 2011	Nov 2011	Nov 2011	Nov 2011	Nov 2011			Nov 2011	Nov 2011	
Inglewood Population: 116,648	Oct 2007								Oct 2007	
La Canada Flintridge Population: 20,556	Jun 2009								Sep 2015 <sup>4</sup>	
La Mirada Population: 49,639		Nov 2007* CUP								
Lancaster Population: 157,094	Jun 2006								Jun 2006	
Lomita Population: 20,290	May 2007								May 2007	
Long Beach Population: 484,958	Feb 2008				Dec 2004				Mar 2014 <sup>4</sup>	
Los Angeles Population: 4,030,904	Sep 2005								Dec 2013	

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Lynwood Population: 72,505	Oct 2012	Oct 2012	Oct 2012	Oct 2012	Oct 2012				Oct 2012	
Malibu Population: 12,706	Nov 2011								Nov 2011	
Manhattan Beach Population: 35,297	Jan 2016**	Dec 2015	Dec 2015				Dec 2015			
Maywood Population: 28,219	Aug 2006**								Aug 2006	
Montebello Population: 63,924	Sep 2009								Sep 2009	
Monterey Park Population: 61,346	Apr 2010								Aug 2014 <sup>4</sup>	
Palmdale Population: 160,072	Jan 2010	Jan 2010* CUP							Jan 2010	
Pasadena Population: 141,023	Feb 2004	Feb 2004* CUP								
Santa Monica Population: 93,640	Nov 2008								Jun 2014	
South Pasadena Population: 26,028	Dec 2013	Dec 2013							Feb 2009	
Temple City Population: 36,534	Dec 2012	Oct 2014* <sup>NG</sup> Zoning	Oct 2014*							
West Hollywood Population: 35,923		Mar 2011* Reg								
<b>Marin County</b>										
County of Marin Population: 68,572	May 2012	Feb 2002* CUP					Aug 2014			
Mill Valley Population: 14,880	Sep 2012								Sep 2012	
Novato Population: 54,749		Apr 2001* Zoning								
San Rafael Population: 60,582	Aug 1999	Feb 2003* CUP								
<b>Monterey County</b>										
Carmel-by-the-Sea Population: 3,833	Oct 2013								Oct 2013	
County of Monterey Population: 105,545	May 2012								May 2012	
Monterey Population: 28,610	Nov 2014								Nov 2014	
Salinas Population: 161,042	Jan 2015								Jan 2015	
Seaside Population: 34,071					Apr 1992*				Apr 2015*	

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<b>Nevada County</b>										
Grass Valley Population: 12,955	Nov 2009								Nov 2009	
Nevada City Population: 3,260	Nov 2006								Nov 2007	
<b>Orange County</b>										
Anaheim Population: 358,136		Jun 2013* CUP								
Costa Mesa Population: 114,603		Sep 2015* Zoning								
Santa Ana Population: 342,930	Oct 2006								Oct 2006	
Seal Beach Population: 25,078			Mar 2014* CUP		Oct 1993*				Mar 2014*	
Westminster Population: 94,073		Jul 2014* CUP							Jul 2014*	
<b>Placer County</b>										
Rocklin Population: 60,351		Sep 2015* Reg							Sep 2015*	
<b>Riverside County</b>										
Banning Population: 30,834	Aug 2006								Aug 2006	
Beaumont Population: 45,118	Jun 2006								June 2008	
Calimesa Population: 8,289	Jun 2007				Jun 2007				Jun 2007	
Coachella Population: 45,407	Jul 2007								Jul 2007	
Corona Population: 164,659	Oct 2005								Oct 2005	
County of Riverside Population: 364,413	Jan 2010				Jan 2010					
Desert Hot Springs Population: 29,048	Aug 2007								Aug 2007	
Eastvale Population: 63,162	Oct 2010				Oct 2010				Jan 2011	
Hemet Population: 80,070	Mar 2008								Mar 2008	
Jurupa Valley Population: 98,177	Sep 2011				Sep 2011					
Lake Elsinore Population: 61,006	Aug 2007								Aug 2007	

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Menifee Population: 89,004	Dec 2009								Dec 2009	
Moreno Valley Population: 205,383	Sep 2007								Sep 2007	
Murrieta Population: 113,795	May 2006				May 2006*				May 2006	
Norco Population: 26,896	Mar 2006								Mar 2006	
Perris Population: 73,722	Aug 2008								Aug 2008	
Riverside Population: 324,696	May 2006								May 2006	
San Jacinto Population: 47,656	Jun 2006								Jun 2006	
Temecula Population: 109,064	Jun 2006								Jun 2008	
Wildomar Population: 35,168	Jul 2008								Jul 2008	
<b>Sacramento County</b>										
Rancho Cordova Population: 69,112	Feb 2005								Jun 2014	
Sacramento County Population: 579,613	May 2004		Jul 2015* Zoning							
Sacramento Population: 485,683	Mar 2004	Jun 2012* CUP								
<b>San Benito County</b>										
Hollister Population: 36,484	May 2006					Feb 2015			May 2006	
<b>San Bernardino County</b>										
Adelanto Population: 33,497		May 2010* Zoning								
<b>San Diego County</b>										
El Cajon Population: 102,337	Jun 2004	Mar 2014* NG Zoning							Jun 2004	
Lemon Grove Population: 26,611					Apr 1994*					
San Diego Population: 1,391,676	Nov 2007**								Nov 2014 <sup>4</sup>	
Solana Beach Population: 13,494	Jul 2009				Aug 1992*				Jul 2009	
Vista Population: 98,896	May 2005	Jun 1997* Zoning							Oct 2013	

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<b>San Francisco County</b>										
San Francisco Population: 866,583	Nov 2003	Jan 2015	Jan 2015	Jan 2015	Aug 2008	Aug 2008			Mar 2014	Mar 2016
<b>San Luis Obispo County</b>										
Arroyo Grande Population: 17,731	Feb 2005								Feb 2005	
County of San Luis Obispo Population: 119,552	Oct 2008								Aug 2008	
Grover Beach Population: 13,397	Sep 2005								May 2006	
San Luis Obispo Population: 46,117	Aug 2003								Mar 2015	
<b>San Mateo County</b>										
Brisbane Population: 4,699	Nov 2015**				Nov 2015				Nov 2015	
County of San Mateo Population: 65,201	Oct 2014**				Jan 1992*				Nov 2014	
Daly City Population: 109,139	Sep 2015**				Sep 2015	Sep 2015			Sep 2015	
Pacifica Population: 37,806	Feb 2008								Feb 2008	
San Mateo Population: 102,659	Nov 2015**								Nov 2015	
South San Francisco Population: 64,585	March 2008**								Jan 2014	
<b>Santa Barbara County</b>										
Buellton Population: 4,957			Apr 2014* Reg							
Carpinteria Population: 13,928	Apr 2013	May 2013* Zoning							Apr 2013	
County of Santa Barbara Population: 142,088	Nov 2010	Nov 2010							Jul 2015	
Goleta Population: 31,235	May 2014	May 2014							May 2014	
<b>Santa Clara County</b>										
Campbell Population: 42,584	Dec 2012								Dec 2012	
County of Santa Clara Population: 87,352	Nov 2010	Nov 2010	Nov 2010			Nov 2010	Nov 2010		Jun 2014	Jun 2015
Gilroy Population: 55,170	Nov 2014	Nov 2014							Nov 2014	
Morgan Hill Population: 43,645	Apr 2014								Apr 2014	



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Mountain View Population: 77,925		Dec 2013* <sup>5</sup> Zoning								
San Jose Population: 1,042,094	Dec 2010**				Jun 2015				Dec 2010	
Santa Clara Population: 123,752			Mar 2015* CUP						Mar 2015 <sup>4</sup>	
Saratoga Population: 30,219	Jun 2015	Oct 2009* CUP	Oct 2009* CUP		Jun 1994* Reg				Jun 2015	
<b>Santa Cruz County</b>										
Capitola Population: 10,150		Feb 2013* Reg							Apr 2015*	
County of Santa Cruz Population: 136,086	Apr 2011								Apr 2011	
Santa Cruz Population: 64,632	Oct 2012	Apr 2014							Oct 2012	
Scotts Valley Population: 12,143	Dec 2015	Apr 2014* <sup>NG</sup> Reg							Apr 2014	
Watsonville Population: 52,891	Oct 2010								Mar 2013	
<b>Solano County</b>										
County of Solano Population: 19,661					Nov 1994*					
Fairfield Population: 112,637		Dec 2013* CUP								
Vallejo Population: 117,322		Dec 2009* CUP			1991*					
<b>Sonoma County</b>										
County of Sonoma Population: 150,814	Apr 2016	Apr 2016		Apr 2016		Apr 2016			Apr 2016	
Healdsburg Population: 11,699	Jun 2014					Oct 2014			Nov 2014	Oct 2014
Rohnert Park Population: 42,003		Apr 2009* CUP								
Santa Rosa Population: 175,667					Jul 2006*					
Sebastopol Population: 7,527					Aug 2010*					
Sonoma Population: 10,865	Jun 2015		Feb 2015 <sup>6</sup>	Jun 2015			Jun 2015	Jun 2015	Jun 2015	
Windsor Population: 27,031		Nov 2009* CUP								

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<b>Stanislaus County</b>										
Riverbank Population: 23,913	Jul 2010	Jul 2010 <sup>NG</sup>								
<b>Tulare County</b>										
County of Tulare Population: 145,050					Aug 2015* Reg					Aug 2015* <sup>4</sup>
<b>Ventura County</b>										
Ojai Population: 7,477					Feb 1994*					
Oxnard Population: 206,997	Feb 2012								Feb 2012	
Ventura Population: 856,508					May 2015* Reg					
<b>Yolo County</b>										
County of Yolo Population: 28,419	May 2006								May 2006	
Davis Population: 68,314	Aug 2007								Aug 2007	
West Sacramento Population: 53,082	Nov 2009**				Oct 1991*					
Winters Population: 7,214	Jan 2016								Jan 2016	
Woodland Population: 57,526	Apr 2015								Jun 2015	

\* The policy is not a part of the community’s tobacco retailer license (TRL).

\*\* Community has a TRL, however TRL does not meet requirements to be considered ‘strong’

<sup>NG</sup> Applies to new and existing retailers (no grandfathering exemptions for existing retailers)

<sup>1</sup> Includes restriction on new licenses near schools and prohibits sale of e-cigs and flavored tobacco products near schools

<sup>2</sup> Restricts sale of flavored tobacco products near schools

<sup>3</sup> License applies to e-cigarette retailers and vapor bars

<sup>4</sup> The policy regulates electronic cigarettes, but does not define them as a tobacco product

<sup>5</sup> Significant tobacco retailers proposing locations within 1000 feet of schools, playgrounds, and public recreational facilities will be examined for suitability and alternative locations

<sup>6</sup> Prohibits new retailers that aren’t on pre-existing list of allowed locations from obtaining licenses

Sources: Population figures are from the State of California, Department of Finance, E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change – January 1, 2016

All County populations are based on the unincorporated areas