

# Matrix of Strong Local Tobacco Retailer Licensing Ordinances



## JULY 2018

In order to reduce illegal sales of tobacco products to minors, many cities and counties in California have adopted strong local tobacco retailer licensing ordinances. This document highlights the 144 ordinances that are considered strong, as well as the fee and enforcement provisions. A strong local tobacco licensing law is defined as one that includes the following four components:

- Requirements that all retailers that sell tobacco products must obtain a license and renew it annually.
- A fee set high enough to sufficiently fund an effective program including administration of the program and enforcement efforts. An enforcement plan, that includes compliance checks, should be clearly stated.
- Coordination of tobacco regulations so that a violation of any existing local, state or federal tobacco regulation violates the license.
- A financial deterrent through fines and penalties including the suspension and revocation of the license. Fines and penalties should be outlined in the ordinance.

Below is a list of the 144 local ordinances in California that have met the requirements for a strong local tobacco retailer licensing ordinance along with basic information about the community population, license fee and designated

enforcement agencies. The jurisdictions are listed in alphabetical order under each county in order to make it easy to compare fee and enforcement details for similar jurisdictions.

For the table below, the agencies that enforce these ordinances have been categorized in the following way:

- Law Enforcement: Includes Police Departments and Sheriff Departments
- Health Department: Includes Environmental Health Services, Departments of Public Health, Health Services Department, and Health and Human Services Divisions.
- City Officials: Includes City Manager, City Attorney, and any authorized city official
- Other: Includes Community Development Services, Department of Finance, code enforcement agencies/ services, Administrative Services, Neighborhood Preservation Division, neighborhood services inspectors, Business License Division, and District Attorneys

Other documents on tobacco retailer licensing, including a fact sheet on the effectiveness of these ordinances, are available at: <http://Center4TobaccoPolicy.org/tobacco-policy/tobacco-retail-environment>

Community	Date Passed	Population	Fee	Designated Administration/Enforcement Agencies			
				Law Enforcement	Health Department	City Officials	Other
<b>Alameda County</b>							
Albany	February 2009	18,988	\$250	X			
Berkeley	December 2002	121,238	\$427*	X	X		
Hayward	July 2014	161,040	\$400				X
Oakland	April 2008	426,074	\$50**	X			
San Leandro	October 2017	86,071	TBD	X		X	
Union City	November 2010	73,452	\$665	X			
<b>Butte County</b>							
Oroville	March 2013	18,037	\$30			X	
<b>Contra Costa County</b>							
Concord	September 2006	128,370	\$160	X			
Contra Costa County	January 2003	173,454	\$287*		X		
El Cerrito	October 2015	24,600	\$485 (initial) \$439 (renew)	X			X
Richmond	June 2009	111,785	\$1,062.44**	X			
San Pablo	April 2004	31,053	\$196				X
<b>Fresno County</b>							
Fowler	October 2012	6,348	\$30	X			
Firebaugh	August 2009	8,202	\$190	X			
Parlier	April 2012	15,500	\$200	X			
<b>Imperial County</b>							
Calexico	February 2004	40,921		X		X	
<b>Kern County</b>							
Arvin	September 2016	21,157	\$275-\$655		X		
California City	February 2007	14,248	\$275-\$655		X		
Delano	June 2008	53,152	\$275-\$655	X			
Kern County	November 2006	311,015	\$275-\$655		X		
McFarland	May 2007	14,919	\$275-\$655		X		
Shafter	November 2016	18,868	\$275-\$655		X		
Taft	August 2016	9,492	\$275-\$655		X		
Tehachapi	February 2007	12,280	\$275-\$655		X		

Community	Date Passed	Population	Fee	Designated Administration/Enforcement Agencies			
				Law Enforcement	Health Department	City Officials	Other
Wasco	March 2007	26,980	\$275-\$655		X		
Los Angeles County							
Baldwin Park	October 2008	75,537	\$342	X			X
Beverly Hills	August 2010	34,646	No Fee Planned	X			
Burbank	February 2007	105,033	\$300**	X			
Calabasas	June 2009	24,202	No Fee Planned*				X
Carson	November 2006	93,674	\$500	X			X
Cerritos	January 2008	50,039	\$50*	X			
Compton	July 2007	100,050	\$500	X			X
Culver City	July 2009	40,103	\$235	X			X
Duarte	May 2013	22,033	\$100	X			
El Monte	November 2011	114,268	\$300	X			X
El Segundo	June 2010	16,717	\$250	X			
Gardena	July 2008	60,721	\$120 **	X			X
Glendale	September 2007	201,748	\$255	X			
Hawaiian Gardens	July 2011	14,753	\$246				X
Hawthorne	July 2009	87,662	\$375	X			X
Huntington Park	November 2011	59,383	No Fee Planned	X			
Inglewood	October 2007	114,900	\$350	X			X
La Canada Flintridge	June 2009	20,497	\$50*	X		X	
La Verne	January 2017	32,389	\$300	X		X	
Lancaster	June 2006	157,820	\$261	X			
Lawndale	October 2009	33,365	\$150				X
Lomita	May 2007	20,403	\$150	X			X
Long Beach	February 2008	480,173	\$442	X	X	X	
Los Angeles (City)	September 2005	4,041,707	\$300		X	X	X
Los Angeles County	December 2007	1,053,030	\$235	X	X		
Lynwood	October 2012	71,997	TBD			X	
Malibu	November 2011	12,742	No Fee Planned *				X
Maywood	August 2006	27,633	\$46 (initial) \$11.50 (renew)				X
Montebello	September 2009	63,917	\$300	X			
Monterey Park	April 2010	61,606	\$40*	X			
Palmdale	January 2010	158,605	\$350			X	

Community	Date Passed	Population	Fee	Designated Administration/Enforcement Agencies			
				Law Enforcement	Health Department	City Officials	Other
Pasadena	February 2004	143,333	\$225	X	X		
San Fernando	October 2008	24,486	\$250				X
San Gabriel	March 2010	41,020	\$300	X			
Santa Monica	November 2008	93,834	\$135			X	
Sierra Madre	November 2006	11,010	\$30	X			
South El Monte	September 2014	20,883	\$120				X
South Pasadena	February 2009	25,992	\$150				X
Temple City	December 2012	36,389	\$320 (initial) \$75 (renew)	X			
<b>Marin County</b>							
Fairfax	December 2017	7,598	TBD			X	
Marin County	May 2012	69,214	\$25		X		
Mill Valley	September 2012	14,910	\$25	X			
Novato	January 2017	54,522	\$50 or less			X	
San Rafael	August 1991	60,842	\$48 (initial) \$10 (renew)				X
<b>Mendocino County</b>							
Fort Bragg	December 2012	7,772	\$195			X	
Mendocino County	April 2010	59,668	\$350		X		
Ukiah	December 2012	16,314	\$35	X		X	
Willits	October 2003	4,928	\$75		X		
<b>Modoc County</b>							
Alturas	February 2016	2,537	\$100 (initial) \$25(renew)	X			
<b>Monterey County</b>							
Carmel-By-The-Sea	June 2013	3,842	\$286	X	X		
Monterey	November 2014	28,828	\$286	X	X		
Monterey County	May 2012	107,009	\$286	X	X		
Salinas	January 2015	162,470	\$286	X	X		
<b>Nevada County</b>							
Grass Valley	November 2009	12,859	\$100	X			
Nevada City	November 2006	3,208	\$100	X			
<b>Orange County</b>							
Santa Ana	October 2006	341,341	\$635	X	X		

Community	Date Passed	Population	Fee	Designated Administration/Enforcement Agencies			
				Law Enforcement	Health Department	City Officials	Other
<b>Riverside County</b>							
Banning	August 2006	31,068	\$350		X		
Beaumont	December 2006	46,179	\$350		X		
Calimesa	June 2007	8,637	\$350		X		
Cathedral City	January 2016	52,381	\$350		X		
Canyon Lake	June 2009	10,891	\$350				X
Coachella	July 2007	45,551	\$350		X		
Corona	October 2005	167,759	\$350		X		
Desert Hot Springs	August 2007	29,111	\$350		X		
Eastvale	October 2010	64,613	\$350		X		
Hemet	March 2008	81,868	\$350		X		
Jurupa Valley	September 2011	101,315	\$350		X		
Lake Elsinore	August 2007	62,092	\$350		X		
Menifee	December 2009	90,660	\$350		X		
Moreno Valley	September 2007	206,750	\$350		X		
Murrieta	May 2006	114,914	\$350		X		
Norco	March 2006	26,882	\$350		X		
Perris	August 2008	75,739	\$350		X		
Rancho Mirage	May 2017	18,194	\$350		X		
Riverside (City)	May 2006	326,792	\$350		X		
Riverside County	January 2010	373,755	\$350		X		
San Jacinto	June 2006	47,925	\$350		X		
Temecula	June 2006	111,024	No Fee Planned*	X			
Wildomar	July 2008	35,782	\$350		X		
<b>Sacramento County</b>							
Elk Grove	September 2004	171,059	\$270	X			
Rancho Cordova	February 2005	73,872	\$218	X			
Sacramento (City)	March 2004	493,025	\$370	X			X
Sacramento County	May 2004	584,729	\$309	X	X		
<b>San Benito County</b>							
Hollister	May 2006	36,677	\$269	X			X
<b>San Diego County</b>							
Chula Vista	March 2018	243,916	TBD	X		X	X

Community	Date Passed	Population	Fee	Designated Administration/Enforcement Agencies			
				Law Enforcement	Health Department	City Officials	Other
El Cajon	June 2004	102,803	\$675				X
San Marcos	July 2016	94,042	\$190	X			
Solana Beach	July 2009	13,527	\$110 **				X
Vista	May 2005	101,797	\$250	X			
<b>San Francisco County</b>							
San Francisco	November 2003	874,228	\$315	X	X		
<b>San Luis Obispo County</b>							
Arroyo Grande	February 2005	17,736	\$208	X			
Grover Beach	September 2005	13,438	\$224	X			
San Luis Obispo (City)	August 2003	46,724	\$278	X			
San Luis Obispo County	October 2008	120,549	\$342	X			
<b>San Mateo County</b>							
Pacifica	February 2008	38,124	\$79	X			X
<b>Santa Barbara County</b>							
Carpinteria	April 2013	13,943	\$379	X	X		
Goleta	May 2014	31,760	\$534	X	X		
Santa Barbara County	November 2010	143,439	\$409*	X	X		
<b>Santa Clara County</b>							
Campbell	December 2012	42,726	\$51	X			
Gilroy	November 2014	55,936	\$100	X			
Los Gatos	May 2017	31,314	\$425	X	X		
Morgan Hill	April 2014	44,145	\$125				X
Palo Alto	October 2017	65,412	\$425	X			
Santa Clara County	November 2010	87,764	\$425	X	X		
Saratoga	June 2015	30,569	\$50*	X		X	
<b>Santa Cruz County</b>							
Santa Cruz (City)	October 2012	65,070	\$425	X			
Santa Cruz County	April 2011	136,193	\$318	X	X		
Scotts Valley	December 2015	12,163	No Fee Planned				
Watsonville	October 2012	53,015	\$255-\$382				X

\*City or County fee does not fully cover administration and enforcement of the tobacco retailer license. Rather, the fee is supplemented with another stable source of funds, such as Master Settlement Agreement (MSA) funds or general funds.

\*\* Fees may have additional restrictions, charges or may be combined with another fee.

Sources: Population figures are from California Department of Finance, E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change — Jan. 1, 2016 and 2017.

Community	Date Passed	Population	Fee	Designated Administration/Enforcement Agencies			
				Law Enforcement	Health Department	City Officials	Other
<b>Sonoma County</b>							
Healdsburg	November 2014	11,800	\$445	X			
Sonoma	June 2015	10,989	\$246	X			
Sonoma County	April 2016	151,371	\$350		X		
Windsor	March 2018	27,555	\$350		X	X	
<b>Stanislaus County</b>							
Riverbank	July 2010	24,610	\$25-\$200	X		X	
<b>Ventura County</b>							
Oxnard	February 2012	207,772	\$51*				X
<b>Yolo County</b>							
Davis	August 2007	68,740	\$344		X		X
Winters	January 2016	7,255	\$344		X		X
Woodland	June 2015	59,616	\$360				X
Yolo County	May 2006	30,122	\$344		X		X