



Tobacco Retailer Licensing Impacts & Improvements

Scott McCann, PhD, LCSW

Director of Health Education

Santa Barbara County Public Health Department



Background

In 2010 the County Tobacco Retailer Licensing (TRL) ordinance was amended to:

- Increase licensing fees based on actual costs
- Phase in the fee increase
 - \$250 in 2011 and 2012
 - \$435 beginning January 2013
- Prohibit new tobacco retailers within 1,000 feet of a school



Ordinance Impacts

Since implementation of the 2010 TRL Ordinance:

- Sales of tobacco to minors decreased from 17% in 2010 to 10% in 2012
- 11 retailers faced suspensions in 2011 and 6 in 2012
- None of the retailers who sold to minors in 2011, repeated the offense in 2012
- Sale of tobacco to minors within 1,000 feet of a school declined from 31% in 2010 to 22% in 2012*

** 28% of tobacco retailers are within 1,000 feet of a school*



Recommendations

1. Establish TRL fee on a separate Fee Schedule by Resolution
2. Reduce the 2013 fee from \$435 to \$409 based on new Fee Study findings
3. Establishes a fee (\$379) for cities who may contract with the County to administer and enforce their Tobacco Retailer License program*

*The fee for cities is \$30 lower as they will issue the licenses for their retailers