

**Santa Barbara County Public Health Department  
Tobacco Retailer Licensing Fee Study  
Incorporated and Unincorporated Areas**

**Note 4**

<b>Task</b>	<b>Description</b>	<b>Position Title</b>	<b>Frcncy of Task</b>	<b>Time on Task (Hours)</b>
<b>Licensing (Annual)</b>				75 stores
Develop and/or update protocols and communications	Administrative oversight duties	Program Administrator	Monthly	1
Acquire list of retailers from Board of Equalization and/or Code Enforcement and verify	Verify list, check against database, update and share findings with BOE & law enforcement	Admin Office Pro II	Annual	3
Maintain database of tobacco retailers and run monthly reports	Run expiration list for license renewals and email to city/Treasurer monthly	Admin Office Pro II	Monthly	3
Monitor TRL expirations and send correspondence via certified mail to retailer	Issue past due/expired license letter to retailers with pertinent materials, copy to city	Admin Office Pro II	Monthly	3
Coordinate with issuing entity and verify tobacco retailer information	Review applications and update database (ownership, mailing address, etc)	Admin Office Pro II	Monthly	4
Review and sign applications	Approve applications	Program Administrator	Monthly	1
Enter & maintain licensing data in TRL database (copy of license received from city)	Data entry (license #, expiration date), Update records in TRL database and files	Admin Office Pro II	Monthly	3
Prepare reconciliation, communicate with City/County staff, provide reports to PHD fiscal	Coordinate with PHD fiscal and city	Admin Office Pro II	Monthly	2
Maintain financial records	Reconciliation by PHD fiscal, reports	Accountant I	Quarterly	2
TRL database development, maintenance, server hosting and system improvements	PHD IT development and maintenance of TRL database and reporting systems	EDP Sys & Prog Anlst II	Annual	25
<b>Enforcement Operations</b>				
<b>Education (On site for retailers)</b>				75 stores
Develop/update educational materials	Customize educational materials for the city/county ordinance	Program Administrator	Annual	0.7
Develop/update educational materials	Customize educational materials for the city/county ordinance	Health Educator	Annual	0.7
Schedule and confirm education presentations	Coordinate calendars, locations, attendees & confirm	Admin Office Pro II	Annual	0.7
Conduct site visits	Coordinate with City/County Code Enforcement staff, plan and execute the visits	Program Administrator	Annual	5.0
Conduct site visits	Coordinate with City/County Code Enforcement staff, plan and execute the visits	Health Educator	Annual	5.0
Provide follow up documentation	Literature, DVD's	Program Administrator	Annual	0.7
Provide follow up documentation	Literature, DVD's	Health Educator	Annual	0.7
Motor pool and mileage	Vehicle and mileage costs for educational site visits	motor pool/mileage	Annual	-
County Counsel costs	Technical review on law interpretation and new communication templates	Sr Deputy County Counsel	Annual	1.3
<b>Preparation</b>				261 shoppe
Develop and/or update protocols and communications	Coordinate with District Attorney, recruitment correspondence, Sheriff's MOU	Program Administrator	Annual	4
Recruit and train youth decoys and/or adult chaperones	South County	Program Administrator	Annual	6
Recruit and train youth decoys and/or adult chaperones	North County	Health Educator	Annual	6
Recruit and train youth decoys and/or adult chaperones	Maintain forms and documentation (data on youth, drivers)	Admin Office Pro II	Annual	3
Prepare data collections forms and buy routes, reserve vehicles	North and South County	Admin Office Pro II	Annual	14
Train and coordinate with law enforcement	Coordinate undercover operations	Program Administrator	Annual	5
<b>Conducting the Operation</b>				
Conduct undercover buy operations	Oversee operations, chaperones and staff	Program Administrator	Annual	10
Conduct undercover buy operations	Coordinate activities, chaperones and staff, record buys	Health Educator	Annual	10
Conduct undercover buy operations	Review documentation	Admin Office Pro II	Annual	5
<b>Follow up</b>				
Enter data for sales and suspensions, maintain records, etc	Data entry for all operations, verify completed data with deputies	Admin Office Pro II	Annual	25
Analyze findings and create graphs	Verify data accuracy, perform statistical analysis, create graphs and reports	Program Administrator	Annual	4
Develop press releases and respond to media	Oversight & South County	Program Administrator	Annual	2
Develop press releases and respond to media	Development & North County	Health Educator	Annual	4
Process fiscal claims to reimburse participants	Log expenses, complete claims for payment	Admin Office Pro II	Annual	2
Process fiscal claims to reimburse participants	Monitor expenses, sign claims, MOU's, emails, budget, accruals, etc	Program Administrator	Annual	5
Acquire court documentation	Minute orders, records	Admin Office Pro II	Annual	4
Notify Owners of violation /certified letter and maintain files	Send certified letters to owners of stores, maintain offender files	Admin Office Pro II	Annual	12
Review and approve violation notifications		Program Administrator	Annual	3
Send "certificates of appreciation" to each retailer that did not sell	Create list, print labels and certificates, and mail	Admin Office Pro II	Annual	7

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Tobacco Retailer Licensing Fee Study  
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				Note 4
Task	Description	Position Title	Frqncy of Task	Time on Task (Hours)
<b>Other Expenses</b>				
Youth Decoys, Chaperones	Undercover operations	Vendors	Annual	-
Intern	Various TRL activities - data entry, education, undercover, etc	Subcontractor(s)	Annual	-
Professional and Special Services	Agencies/individuals that assist with youth recruitment, training &/or conduct the buys	Subcontractor(s)	Annual	-
Motor pool and mileage	Vehicle and mileage costs for undercover operations	motor pool/mileage	Annual	-
Law Enforcement Costs	Sheriff's Deputy and City PD Labor costs- undercover operations	Sheriff's Dept/Deputy	Annual	-
Special Departmental Expense	Store product buys - undercover operations	Services & Supplies	Annual	-
Misc supplies - paper, postage	Paper & postage - letters, certificates	Services & Supplies	Annual	-
<b>Suspensions/Settlements/Appeals</b>				75 stores
<b>Suspensions</b>				<b>Note 5</b>
Respond to inquiries resulting from sales in stores and/or receipt of letters		Program Administrator	Annual	1
Notify tobacco retailers of suspension details and monitor suspensions		Program Administrator	Annual	1
Notify tobacco retailers of suspension details and monitor suspensions		Health Educator	Annual	1
Prepare communication and maintain suspension schedule and records	Certified letters, signs for stores, calendars, etc	Admin Office Pro II	Annual	3
Data entry-suspension details	Maintain data base regarding suspension details	Admin Office Pro II	Annual	1
<b>Settlements (Reduced Suspension)</b>				<b>Note 5</b>
Review and respond to requests for reduced suspension	Provide information to retail owners regarding settlement terms	Program Administrator	Annual	2
Notify retailers of settlement terms	Send letter and collect settlement payments	Admin Office Pro II	Annual	4
<b>Appeals (of Denial/Revocation/Suspension)</b>				
Review of documents for appeal received by Public Health Tobacco Program	Appeals received by Health Officer or designee - directed to Public Health Tobacco Program	Program Administrator	Annual	0.2
Facilitate appeal hearing	Schedule hearing and notify parties in writing	Admin Office Pro II	Annual	0.3
Preparation for Hearing	Prepare evidence/records for hearing, documentation	Admin Office Pro II	Annual	0.4
Appeal hearing		Program Administrator	Annual	0.2
Appeal hearing and written decision	Appeal Hearing and written notice to retailer of administrative decision of appeal	Pub Hlth Dir/Hlth Offcr	Annual	0.3
Appeal hearing and written decision	Counsel for Health officer or designee	Sr Deputy County Counsel	Annual	0.3
Appeal hearing	Counsel for Tobacco Program	Sr Deputy County Counsel	Annual	1
Appeal hearing	Review of case and appeal hearing	Sheriff's Deputy	Annual	0.7

**Total Costs**

**Indirect Cost Rate 15.02%**

**Note 3**

**Grand Total Costs**

**Number of Licenses Issued**

**Note 1**

**Cost Per License/Suggested Fee**

**Note 2**

**Note 1:** Basis of Study - 397 Stores, 3 yr average

**Note 2:** Tobacco Retailer Licenses to be issued by city/Treasurer staff monthly with a copy sent to County Public Health Tobacco Program.

**Note 3:** Departmental Indirect Cost Rate Proposal FY 11-12 reviewed and approved by Auditor Controller's office.

**Note 4:** Time on Task hours provided by Program Administrator and staff. Based on actual hours worked and estimates based on experience in program.

**Note 5:** Hours based on 5 suspensions or settlements, per historical data and Administrator's experience.

## Note 4

Time Per Store (Hours)	Task Hours 397 Stores	Annual Hours 397 Stores	Productive Hrly Rate	Annual Cost
0.01	5	63.52	76.17	4,838.32
0.04	16	15.88	48.45	769.39
0.04	16	190.56	48.45	9,232.63
0.04	16	190.56	48.45	9,232.63
0.05	21	254.08	48.45	12,310.18
0.01	5	63.52	76.17	4,838.32
0.04	16	190.56	48.45	9,232.63
0.03	11	127.04	48.45	6,155.09
0.03	11	42	52.38	2,218.12
0.34	133	133	77.89	10,398.15
0.01	3.5	3.5	76.17	268.80
0.01	3.5	3.5	58.37	205.98
0.01	3.5	3.5	48.45	170.97
0.07	26.5	26.5	76.17	2,015.97
0.07	26.5	26.5	58.37	1,544.86
0.01	3.5	3.5	76.17	268.80
0.01	3.5	3.5	58.37	205.98
-			-	677.05
0.02	7.1	7.1	178.00	1,256.28
0.02	6.1	6.1	76.17	463.44
0.02	9.1	9.1	76.17	695.16
0.02	9.1	9.1	58.37	532.71
0.01	4.6	4.6	48.45	221.09
0.05	21.3	21.3	48.45	1,031.74
0.02	7.6	7.6	76.17	579.30
0.04	15.2	15.2	76.17	1,158.60
0.04	15.2	15.2	58.37	887.85
0.02	7.6	7.6	48.45	368.48
0.10	38.0	38.0	48.45	1,842.40
0.02	6.1	6.1	76.17	463.44
0.01	3.0	3.0	76.17	231.72
0.02	6.1	6.1	58.37	355.14
0.01	3.0	3.0	48.45	147.39
0.02	7.6	7.6	76.17	579.30
0.02	6.1	6.1	48.45	294.78
0.05	18.3	18.3	48.45	884.35
0.01	4.6	4.6	76.17	347.58
0.03	10.6	10.6	48.45	515.87

## Note 4

Time Per Store (Hours)	Task Hours 397 Stores	Annual Hours 397 Stores	Productive Hrly Rate	Annual Cost
		-	-	2,479.10
		-	-	242.77
		-	-	5,053.00
		-	-	355.66
		-	-	28,218.90
		-	-	570.85
		-	-	366.65
	<b>Note 5</b>			
0.01	5.3	5.3	76.17	403.19
0.01	5.3	5.3	76.17	403.19
0.01	5.3	5.3	58.37	308.97
0.04	15.9	15.9	48.45	769.39
0.01	5.3	5.3	48.45	256.46
	<b>Note 5</b>			
0.03	10.6	10.6	76.17	806.39
0.05	21.2	21.2	48.45	1,025.85
0.003	1.1	1.1	76.17	80.64
0.004	1.6	1.6	48.45	76.94
0.01	2.1	2.1	48.45	102.58
0.003	1.1	1.1	76.17	80.64
0.004	1.6	1.6	182.08	289.14
0.004	1.6	1.6	178.00	282.66
0.01	5.3	5.3	178.00	942.21
0.01	3.7	3.7	109.59	406.07

130,962

19,670

**150,632****397****\$ 379**

Unincorporated Areas

Task	Description	Position Title	Frqncy of Task	Note 4		Note 4		Productive Hrlly Rate	Annual Cost
				Time on Task (Hours)	Time Per Store (Hours)	Task Hours 73 Stores	Annual Hours 73 Stores		
<b>Licensing (Annual)</b>				75 stores					
Develop and/or update protocols and communications	Administrative oversight duties	Program Administrator	Monthly	1	0.01	1	11.68	76.17	889.67
Acquire list of retailers from Board of Equalization and/or Code Enforcement and verify	Verify list, check against database, update and share findings with BOE & law enforcement	Admin Office Pro II	Annual	3	0.04	3	3	48.45	141.47
Maintain database of tobacco retailers and run monthly reports	Run expiration list for license renewals and email to city/Treasurer monthly	Admin Office Pro II	Monthly	3	0.04	3	35.04	48.45	1,697.69
Monitor TRL expirations and send correspondence via certified mail to retailer	Issue past due/expired license letter to retailers with pertinent materials, copy to city	Admin Office Pro II	Monthly	3	0.04	3	35.04	48.45	1,697.69
Coordinate with issuing entity and verify tobacco retailer information	Review applications and update database (ownership, mailing address, etc)	Admin Office Pro II	Monthly	4	0.05	4	46.72	48.45	2,263.58
Review and sign applications	Approve applications	Program Administrator	Monthly	1	0.01	1	11.68	76.17	889.67
Enter & maintain licensing data in TRL database (copy of license received from city)	Data entry (license #, expiration date), Update records in TRL database and files	Admin Office Pro II	Monthly	3	0.04	3	35.04	48.45	1,697.69
Prepare reconciliation, communicate with City/County staff, provide reports to PHD fiscal	Coordinate with PHD fiscal and city	Admin Office Pro II	Monthly	2	0.03	2	23.36	48.45	1,131.79
Maintain financial records	Reconciliation by PHD fiscal, reports	Accountant I	Quarterly	2	0.03	2	8	52.38	407.87
TRL database development, maintenance, server hosting and system improvements	PHD IT development and maintenance of TRL database and reporting systems	EDP Sys & Prog Anlst II	Annual	25	0.33	24	24	77.89	1,895.32
<b>Enforcement Operations</b>				75 stores					
<b>Education (On site for retailers)</b>				75 stores					
Develop/update educational materials	Customize educational materials for the city/county ordinance	Program Administrator	Annual	0.7	0.01	0.6	0.6	76.17	49.43
Develop/update educational materials	Customize educational materials for the city/county ordinance	Health Educator	Annual	0.7	0.01	0.6	0.6	58.37	37.88
Schedule and confirm education presentations	Coordinate calendars, locations, attendees & confirm	Admin Office Pro II	Annual	0.7	0.01	0.6	0.6	48.45	31.44
Conduct site visits	Coordinate with City/County Code Enforcement staff, plan and execute the visits	Program Administrator	Annual	5.0	0.07	4.9	4.9	76.17	370.69
Conduct site visits	Coordinate with City/County Code Enforcement staff, plan and execute the visits	Health Educator	Annual	5.0	0.07	4.9	4.9	58.37	284.07
Provide follow up documentation	Literature, DVD's	Program Administrator	Annual	0.7	0.01	0.6	0.6	76.17	49.43
Provide follow up documentation	Literature, DVD's	Health Educator	Annual	0.7	0.01	0.6	0.6	58.37	37.88
Motor pool and mileage	Vehicle and mileage costs for educational site visits	motor pool/mileage	Annual	-	-			-	124.50
County Counsel costs	Technical review on law interpretation and new communication templates	Sr Deputy County Counsel	Annual	1.3	0.02	1.3	1.3	178.00	231.00
<b>Preparation</b>				261 shopped					
Develop and/or update protocols and communications	Coordinate with District Attorney, recruitment correspondence, Sheriff's MOU	Program Administrator	Annual	4	0.02	1.1	1.1	76.17	85.22
Recruit and train youth decoys and/or adult chaperones	South County	Program Administrator	Annual	6	0.02	1.7	1.7	76.17	127.83
Recruit and train youth decoys and/or adult chaperones	North County	Health Educator	Annual	6	0.02	1.7	1.7	58.37	97.95
Recruit and train youth decoys and/or adult chaperones	Maintain forms and documentation (data on youth, drivers)	Admin Office Pro II	Annual	3	0.01	0.8	0.8	48.45	40.65
Prepare data collections forms and buy routes, reserve vehicles	North and South County	Admin Office Pro II	Annual	14	0.05	3.9	3.9	48.45	189.72
Train and coordinate with law enforcement	Coordinate undercover operations	Program Administrator	Annual	5	0.02	1.4	1.4	76.17	106.52
<b>Conducting the Operation</b>									
Conduct undercover buy operations	Oversee operations, chaperones and staff	Program Administrator	Annual	10	0.04	2.8	2.8	76.17	213.04
Conduct undercover buy operations	Coordinate activities, chaperones and staff, record buys	Health Educator	Annual	10	0.04	2.8	2.8	58.37	163.26
Conduct undercover buy operations	Review documentation	Admin Office Pro II	Annual	5	0.02	1.4	1.4	48.45	67.76
<b>Follow up</b>									
Enter data for sales and suspensions, maintain records, etc	Data entry for all operations, verify completed data with deputies	Admin Office Pro II	Annual	25	0.10	7.0	7.0	48.45	338.78
Analyze findings and create graphs	Verify data accuracy, perform statistical analysis, create graphs and reports	Program Administrator	Annual	4	0.02	1.1	1.1	76.17	85.22
Develop press releases and respond to media	Oversight & South County	Program Administrator	Annual	2	0.01	0.6	0.6	76.17	42.61
Develop press releases and respond to media	Development & North County	Health Educator	Annual	4	0.02	1.1	1.1	58.37	65.30
Process fiscal claims to reimburse participants	Log expenses, complete claims for payment	Admin Office Pro II	Annual	2	0.01	0.6	0.6	48.45	27.10
Process fiscal claims to reimburse participants	Monitor expenses, sign claims, MOU's, emails, budget, accruals, etc	Program Administrator	Annual	5	0.02	1.4	1.4	76.17	106.52
Acquire court documentation	Minute orders, records	Admin Office Pro II	Annual	4	0.02	1.1	1.1	48.45	54.20
Notify Owners of violation /certified letter and maintain files	Send certified letters to owners of stores, maintain offender files	Admin Office Pro II	Annual	12	0.05	3.4	3.4	48.45	162.61
Review and approve violation notifications		Program Administrator	Annual	3	0.01	0.8	0.8	76.17	63.91
Send "certificates of appreciation" to each retailer that did not sell	Create list, print labels and certificates, and mail	Admin Office Pro II	Annual	7	0.03	2.0	2.0	48.45	94.86

Unincorporated Areas

Task	Description	Position Title	Frqncy of Task	Note 4		Note 4		Productive Hrly Rate	Annual Cost
				Time on Task (Hours)	Time Per Store (Hours)	Task Hours 73 Stores	Annual Hours 73 Stores		
<b>Other Expenses</b>									
Youth Decoys, Chaperones	Undercover operations	Vendors	Annual	-			-	-	455.85
Intern	Various TRL activities - data entry, education, undercover, etc	Subcontractor(s)	Annual	-			-	-	44.64
Professional and Special Services	Agencies/individuals that assist with youth recruitment, training &/or conduct the buys	Subcontractor(s)	Annual	-			-	-	929.14
Motor pool and mileage	Vehicle and mileage costs for undercover operations	motor pool/mileage	Annual	-			-	-	65.40
Law Enforcement Costs	Sheriff's Deputy and City PD Labor costs- undercover operations	Sheriff's Dept/Deputy	Annual	-			-	-	5,188.87
Special Departmental Expense	Store product buys - undercover operations	Services & Supplies	Annual	-			-	-	104.97
Misc supplies - paper, postage	Paper & postage - letters, certificates	Services & Supplies	Annual	-			-	-	67.42
<b>Suspensions/Settlements/Appeals</b>				75 stores					
<b>Suspensions</b>				Note 5		Note 5			
Respond to inquiries resulting from sales in stores and/or receipt of letters		Program Administrator	Annual	1	0.01	1.0	1.0	76.17	74.14
Notify tobacco retailers of suspension details and monitor suspensions		Program Administrator	Annual	1	0.01	1.0	1.0	76.17	74.14
Notify tobacco retailers of suspension details and monitor suspensions		Health Educator	Annual	1	0.01	1.0	1.0	58.37	56.81
Prepare communication and maintain suspension schedule and records	Certified letters, signs for stores, calendars, etc	Admin Office Pro II	Annual	3	0.04	2.9	2.9	48.45	141.47
Data entry-suspension details	Maintain data base regarding suspension details	Admin Office Pro II	Annual	1	0.01	1.0	1.0	48.45	47.16
<b>Settlements (Reduced Suspension)</b>				Note 5		Note 5			
Review and respond to requests for reduced suspension	Provide information to retail owners regarding settlement terms	Program Administrator	Annual	2	0.03	1.9	1.9	76.17	148.28
Notify retailers of settlement terms	Send letter and collect settlement payments	Admin Office Pro II	Annual	4	0.05	3.9	3.9	48.45	188.63
<b>Appeals (of Denial/Revocation/Suspension)</b>									
Review of documents for appeal received by Public Health Tobacco Program	Appeals received by Health Officer or designee - directed to Public Health Tobacco Program	Program Administrator	Annual	0.2	0.003	0.2	0.2	76.17	14.83
Facilitate appeal hearing	Schedule hearing and notify parties in writing	Admin Office Pro II	Annual	0.3	0.004	0.3	0.3	48.45	14.15
Preparation for Hearing	Prepare evidence/records for hearing, documentation	Admin Office Pro II	Annual	0.4	0.01	0.4	0.4	48.45	18.86
Appeal hearing		Program Administrator	Annual	0.2	0.003	0.2	0.2	76.17	14.83
Appeal hearing and written decision	Appeal Hearing and written notice to retailer of administrative decision of appeal	Pub Hlth Dir/Hlth Offcr	Annual	0.3	0.004	0.3	0.3	182.08	53.17
Appeal hearing and written decision	Counsel for Health officer or designee	Sr Deputy County Counsel	Annual	0.3	0.004	0.3	0.3	178.00	51.98
Appeal hearing	Counsel for Tobacco Program	Sr Deputy County Counsel	Annual	1	0.01	1.0	1.0	178.00	173.25
Appeal hearing	Review of case and appeal hearing	Sheriff's Deputy	Annual	0.7	0.01	0.7	0.7	109.59	74.67

<b>Total Costs</b>		24,064
<b>Indirect Cost Rate 15.02%</b>	<b>Note 3</b>	3,614
<b>Grand Total Costs</b>		<b>27,679</b>
<b>Number of Licenses Issued</b>	<b>Note 1</b>	<b>73</b>
<b>Cost Per License/Suggested Fee</b>	<b>Note 2</b>	<b>379</b>

Treasurers' Cost 30  
**Grand Total per License \$ 409**

- Note 1:** Basis of Study - 73 Stores, Unincorporated 3 yr Average
- Note 2:** Tobacco Retailer Licenses to be issued by city/Treasurer staff monthly with a copy sent to County Public Health Tobacco Program.
- Note 3:** Departmental Indirect Cost Rate Proposal FY 11-12 reviewed and approved by Auditor Controller's office.
- Note 4:** Time on Task hours provided by Program Administrator and staff. Based on actual hours worked and estimates based on experience in program.
- Note 5:** Hours based on 5 suspensions or settlements, per historical data and Administrator's experience.

County	City	TRL Ordinance Date Passed	1/1/2010 Population	Annual Fee	Comments
Contra Costa		Jan-03	171,054	\$ 287.00	*
Kern		Nov-06	305,536	\$ 165.00	
Los Angeles		Dec-07	1,095,276	\$ 235.00	
Marin			259,772	\$ -	
Mendocino		Apr-10	62,192	\$ 290.00	
Monterey			433,887	\$ -	
Placer			344,565	\$ -	
Riverside		Jan-10	466,806	\$ 350.00	
Sacramento		May-04	567,700	\$ 324.00	
San Luis Obispo		Oct-08	119,918	\$ 342.00	
Santa Barbara		Nov-10	144,767	\$ 250.00	* \$435 starting 2013;
Santa Clara		Nov-10	91,832	\$ 425.00	
Santa Cruz			270,882	\$ -	
Solano			426,431	\$ -	
Sonoma			490,231	\$ -	
Tulare			445,251	\$ -	
Yolo		May-06	23,571	\$ 344.00	
Alameda	Albany	Feb-09	17,021	\$ 250.00	
Alameda	Berkeley	Dec-02	108,119	\$ 427.00	*
Alameda	Oakland	Apr-08	430,666	\$ 1,550.00	\$1500 Inspection fee, \$50 application fee
Alameda	Union City	Nov-10	75,054	\$ 665.00	
Contra Costa	Concord	Sep-06	125,864	\$ 160.00	
Contra Costa	Richmond	Jun-09	105,630	\$ 1,062.44	combined alcohol and tobacco retailer fee
Fresno	Firebaugh	Aug-09	6,941	\$ 190.00	
Kern	California City	Feb-07	15,014	\$ 165.00	
Kern	Delano	Jun-08	54,447	\$ 165.00	
Kern	McFarland	May-07	13,942	\$ 165.00	
Kern	Tehachapi	Feb-07	13,886	\$ 165.00	
Kern	Wasco	Mar-07	25,541	\$ 165.00	
Los Angeles	Baldwin Park	Oct-08	81,604	\$ 342.00	
Los Angeles	Beverly Hills	Aug-10	36,224	\$ 204.00	
Los Angeles	Burbank	Feb-07	108,469	\$ 335.00	renewal fee \$300.00
Los Angeles	Calabasas	Jun-09	23,788	\$ -	no fee
Los Angeles	Carson	Nov-06	98,047	\$ 500.00	
Los Angeles	Cerritos	Jan-08	54,946	\$ 50.00	*
Los Angeles	Compton	Jul-07	99,769	\$ 500.00	
Los Angeles	Culver City	Jul-09	40,722	\$ 235.00	
Los Angeles	El Segundo	Jun-10	17,049	\$ 250.00	
Los Angeles	Gardena	Jul-08	61,927	\$ 167.00	renewal fee \$120.00
Los Angeles	Glendale	Sep-07	207,902	\$ 225.00	
Los Angeles	Hawthorne	Jul-09	90,145	\$ 375.00	
Los Angeles	Inglewood	Oct-07	119,053	\$ 335.00	
Los Angeles	La Canada Flintridge	Jun-09	21,261	\$ 50.00	*
Los Angeles	Lawndale	Oct-09	33,641	\$ 150.00	
Los Angeles	Lomita	May-07	21,015	\$ 150.00	
Los Angeles	Long Beach	Feb-08	494,709	\$ 442.00	
Los Angeles	Los Angeles (City)	Sep-05	4,094,764	\$ 300.00	
Los Angeles	Montebello	Sep-09	65,781	\$ 300.00	
Los Angeles	Monterey Park	Apr-10	65,027	\$ 40.00	*
Los Angeles	Palmdale	Jan-10	152,622	\$ 350.00	
Los Angeles	Pasadena	Feb-04	151,576	\$ 225.74	
Los Angeles	San Fernando	Oct-08	25,366	\$ 250.00	
Los Angeles	San Gabriel	Mar-10	42,984	\$ 300.00	
Los Angeles	Santa Monica	Nov-08	92,703	\$ 135.45	
Los Angeles	Sierra Madre	Nov-06	11,099	\$ 30.00	
Los Angeles	South Pasadena	Feb-09	25,881	\$ 150.00	
Nevada	Grass Valley	Nov-09	12,746	\$ 100.00	
Nevada	Nevada city	Nov-06	3,040	\$ 100.00	
Orange	Santa Ana	Oct-06	357,754	\$ 635.00	
Riverside	Banning	Aug-06	28,751	\$ 350.00	
Riverside	Beaumont	Dec-06	34,217	\$ 350.00	
Riverside	Calimesa	Jun-07	7,555	\$ 350.00	
Riverside	Canyon Lake	Jun-09	11,225	\$ 350.00	
Riverside	Coachella	Jul-07	42,591	\$ 350.00	
Riverside	Corona	Oct-05	150,416	\$ 350.00	
Riverside	Desert Hot Springs	Aug-07	26,811	\$ 350.00	
Riverside	Eastvale	Oct-10	47,635	\$ 350.00	
Riverside	Hemet	Mar-08	75,820	\$ 350.00	
Riverside	Lake Elsinore	Aug-07	50,983	\$ 350.00	
Riverside	Menifee	Dec-09	68,905	\$ 350.00	
Riverside	Moreno Valley	Sep-07	188,537	\$ 350.00	
Riverside	Murrieta	May-06	101,487	\$ 350.00	
Riverside	Norco	Mar-06	27,370	\$ 350.00	
Riverside	Perris	Aug-08	55,133	\$ 350.00	
Riverside	Riverside (City)	May-06	304,051	\$ 350.00	
Riverside	San Jacinto	Jun-06	36,933	\$ 350.00	
Riverside	Temecula	Jun-06	105,029	\$ -	no fee
Riverside	Wildomar	Jul-08	31,907	\$ 350.00	
Sacramento	Elk Grove	Sep-04	143,885	\$ 270.00	
Sacramento	Rancho Cordova	Feb-05	62,899	\$ 287.00	
Sacramento	Sacramento (City)	Mar-04	486,189	\$ 300.00	
San Benito	Hollister	May-06	37,301	\$ 269.00	
San Diego	El Cajon	Jun-04	99,637	\$ 698.00	
San Diego	Vista	May-05	97,513	\$ 250.00	
San Francisco	San Francisco	Nov-03	856,095	\$ 225.00	* renewal fee \$175.00
San Luis Obispo	Arroyo Grande	Feb-05	17,145	\$ 208.00	
San Luis Obispo	Grover Beach	Sep-05	13,276	\$ 224.00	
San Luis Obispo	San Luis Obispo (City)	Aug-03	44,948	\$ 278.00	
San Mateo	Pacifica	Feb-08	40,431	\$ 300.00	*
Santa Barbara	Goleta	Nov-01	31,099	\$ 30.00	*
Santa Barbara	Santa Barbara (City)	Jun-02	90,893	\$ 30.00	*
Yolo	Davis	Aug-07	66,570	\$ 344.00	
Benchmark County (with TRL ordinance) Average (not including SB County)				\$ 342.00	
Non Benchmark Unincorporated County (with TRL ordinance) Average				\$ 303.00	
Total County & City (with TRL ordinance) Average				\$ 299.00	
High				\$ 1,550.00	
Low				\$ -	
Median				\$ 282.50	

**Note:** Benchmark County Average and Non Benchmark Unincorporated County Average does not include Santa Barbara County Fee.  
Total County & City Average does not include Solana Beach whose fee is not yet set. Populations for Counties are for unincorporated areas.  
\*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.

**Sources:** The Center 4 Tobacco Policy & Organizing \* American Lung Association in California; March 2011 Table of Strong Local Tobacco Retailer Licensing Ordinances  
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, 2010