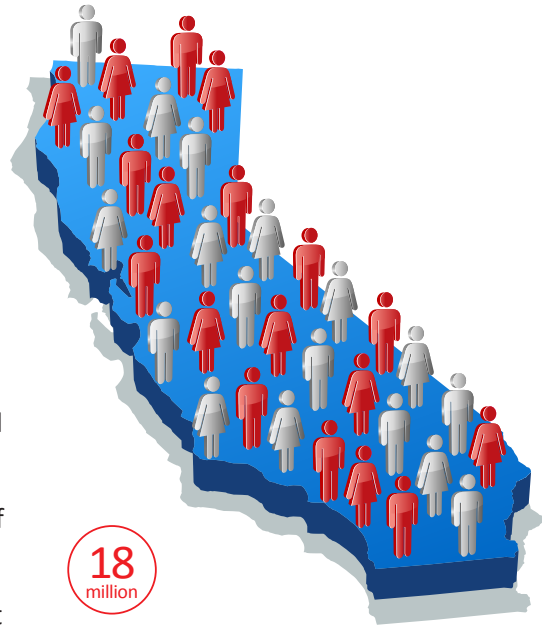


EMERGING PRODUCT: ELECTRONIC CIGARETTES

Over the last decade, the tobacco industry has developed novel products targeting a new generation of tobacco users. One such product that has increased in use and advertising is electronic cigarettes, or e-cigarettes. According to the US Food and Drug Administration (FDA), an e-cigarette is a battery powered device that allows users to inhale an emission containing nicotine or other substances. The safety of these devices is still unknown, and initial studies have found carcinogens and toxic chemicals in the emissions produced by these products, including ingredients used to make antifreeze. The FDA has not found e-cigarettes to be safe and effective in helping smokers quit and has proposed regulations that will extend basic regulatory authority found in the Tobacco Control Act to e-cigarettes.



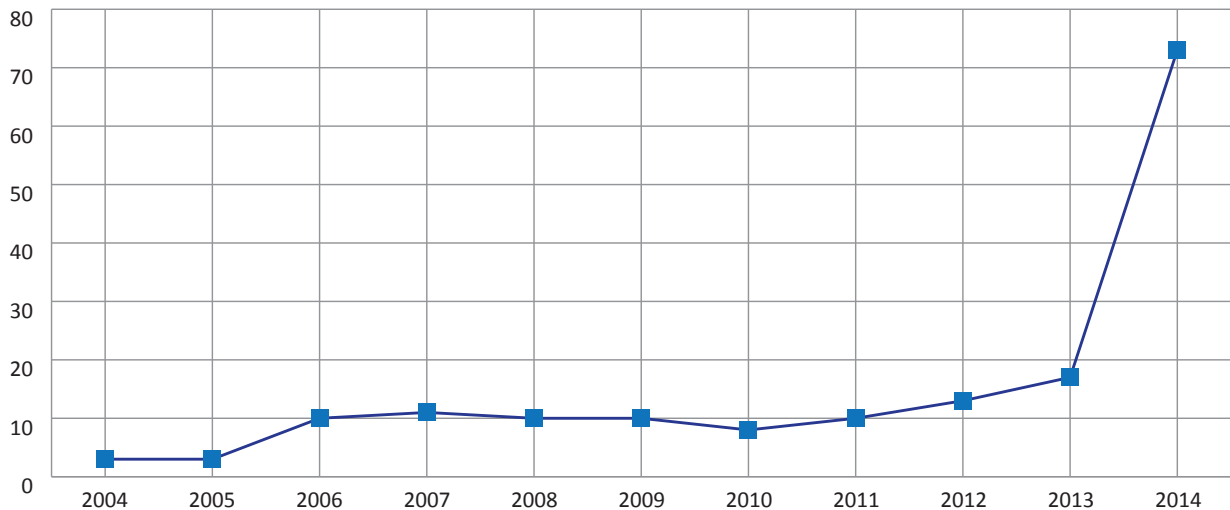
18
million

Californians are covered by e-cigarette policies = **over 40% of the general population in California is covered by an e-cigarette policy**

In fact, new evidence indicates that kids may be at-risk users of electronic cigarettes. E-cigarettes are often available in flavors that may appeal to children and teens, including cotton candy, bubble gum, chocolate, strawberry and mint. There are almost 470 different brands of e-cigarettes on the market today, and e-cigarettes come in 7,700 different flavors. Demonstrating that this has become an appealing product for kids, youth usage rates for electronic cigarettes have tripled,¹ with a recent study reporting that more teens use electronic cigarettes than traditional, tobacco cigarettes or any other tobacco product.²

California cities and counties have taken note of these concerns and proactively moved to regulate e-cigarettes, passing ordinances to capture these products in secondhand smoke and tobacco retailer licensing laws. In 2014, 75 cities and counties recognized the harmful effects of these unregulated products in their communities, and implemented local policies to protect their residents.³ This is a sharp increase from previous years. The cities and counties who have taken action on e-cigarettes in 2014 and in prior years receive a bonus point in the Emerging Issues section in the revised methodology. Cities can earn one point for including e-cigarettes in their secondhand smoke laws and one point for regulating the sale of e-cigarettes.

Electronic Cigarette Policies Implemented by Cities and Counties



1. Arrazola, Rene A. et al., "Tobacco use among middle and high school students – United States, 2013." MMWR Morb Mortal Wkly Rep 2014;63:1021-1041.
 2. University of Michigan. Monitoring the Future Study. "E-Cigarettes surpass tobacco cigarettes among teens." December 16, 2014 News Release.
 3. See Appendix A for the list of all the cities and counties who have enacted e-cigarette policies.

APPENDIX A: LIST OF MUNICIPALITIES THAT REGULATE ELECTRONIC CIGARETTES

SHS = Secondhand smoke – electronic cigarettes are regulated through SHS laws
TRL = Tobacco Retailer License – electronic cigarettes are regulated through TRL laws

Municipality	County	SHS	TRL
Albany	Alameda		X
Berkeley	Alameda	X	
Dublin	Alameda	X	X
Emeryville	Alameda	X	
Fremont	Alameda	X	
Hayward	Alameda	X	X
Oakland	Alameda		X
Piedmont	Alameda	X	
Pleasanton	Alameda	X	
San Leandro	Alameda	X	
Union City	Alameda	X	X
Alpine County	Alpine	X	
Oroville	Butte	X	X
Concord	Contra Costa	X	X
Contra Costa County	Contra Costa	X	X
El Cerrito	Contra Costa	X	
Martinez	Contra Costa	X	
Oakley	Contra Costa	X	
Pittsburg	Contra Costa	X	X
Richmond	Contra Costa	X	X
Walnut Creek	Contra Costa	X	
Crescent City	Del Norte	X	
Firebaugh	Fresno		X
Selma	Fresno	X	
Orland	Glenn	X	
Arcata	Humboldt	X	
Eureka	Humboldt	X	
Arvin	Kern	X	
California City	Kern		X
Delano	Kern		X
Kern County	Kern		X
Wasco	Kern		X
Susanville	Lassen	X	
Alhambra	Los Angeles	X	
Arcadia	Los Angeles	X	
Baldwin Park	Los Angeles	X	X
Bellflower	Los Angeles	X	
Beverly Hills	Los Angeles	X	X
Burbank	Los Angeles		X
Calabasas	Los Angeles	X	X
Cerritos	Los Angeles	X	
Compton	Los Angeles	X	X

Municipality	County	SHS	TRL
Culver City	Los Angeles	X	X
Duarte	Los Angeles		X
El Monte	Los Angeles	X	X
Gardena	Los Angeles	X	X
Glendale	Los Angeles	X	X
Hawaiian Gardens	Los Angeles	X	X
Hawthorne	Los Angeles	X	
Huntington Park	Los Angeles	X	X
Inglewood	Los Angeles	X	X
Lakewood	Los Angeles	X	
Lancaster	Los Angeles		X
Lomita	Los Angeles	X	X
Long Beach	Los Angeles	X	X
Los Angeles	Los Angeles	X	X
Lynwood	Los Angeles		X
Malibu	Los Angeles		X
Manhattan Beach	Los Angeles	X	
Montebello	Los Angeles		X
Monterey Park	Los Angeles	X	X
Norwalk	Los Angeles	X	
Palmdale	Los Angeles	X	X
Pico Rivera	Los Angeles	X	
San Fernando	Los Angeles	X	
Santa Monica	Los Angeles	X	X
South Pasadena	Los Angeles	X	X
Corte Madera	Marin	X	
Fairfax	Marin	X	
Larkspur	Marin	X	
Marin County	Marin	X	
Mill Valley	Marin	X	X
Novato	Marin	X	
San Anselmo	Marin	X	
Sausalito	Marin	X	
Tiburon	Marin	X	
Carmel-By-The-Sea	Monterey		X
Gonzales	Monterey	X	
Greenfield	Monterey	X	
Monterey	Monterey		X
Monterey County	Monterey		X
American Canyon	Napa	X	
Grass Valley	Nevada		X
Nevada City	Nevada		X

Municipality	County	SHS	TRL
Anaheim	Orange	X	
Buena Park	Orange	X	
Garden Grove	Orange	X	
Laguna Hills	Orange	X	
Laguna Niguel	Orange	X	
Santa Ana	Orange		X
Seal Beach	Orange		X
Westminster	Orange		X
Banning	Riverside		X
Beaumont	Riverside		X
Coachella	Riverside		X
Corona	Riverside		X
Desert Hot Springs	Riverside		X
Eastvale	Riverside		X
Hemet	Riverside		X
Lake Elsinore	Riverside		X
Menifee	Riverside		X
Moreno Valley	Riverside		X
Murrieta	Riverside	X	X
Norco	Riverside		X
Perris	Riverside		X
Riverside	Riverside		X
San Jacinto	Riverside		X
Temecula	Riverside	X	X
Wildomar	Riverside		X
Folsom	Sacramento	X	
Rancho Cordova	Sacramento	X	X
Hollister	San Benito		X
Apple Valley	San Bernardino	X	
San Bernardino County	San Bernardino	X	
Carlsbad	San Diego	X	
Del Mar	San Diego	X	
El Cajon	San Diego	X	X
Encinitas	San Diego	X	
La Mesa	San Diego	X	
Oceanside	San Diego	X	
Poway	San Diego	X	
San Diego	San Diego	X	X
San Diego County	San Diego	X	
San Marcos	San Diego	X	
Solana Beach	San Diego	X	X
Vista	San Diego	X	X
San Francisco	San Francisco	X	X
Arroyo Grande	San Luis Obispo		X
Grover Beach	San Luis Obispo		X

Municipality	County	SHS	TRL
San Luis Obispo County	San Luis Obispo		X
Belmont	San Mateo	X	
Daly City	San Mateo	X	
Foster City	San Mateo	X	
Menlo Park	San Mateo	X	
Pacifica	San Mateo		X
San Mateo County	San Mateo	X	X
South San Francisco	San Mateo	X	
Buellton	Santa Barbara	X	
Carpinteria	Santa Barbara		X
Goleta	Santa Barbara	X	X
Lompoc	Santa Barbara	X	
Santa Barbara	Santa Barbara	X	
Santa Barbara County	Santa Barbara		X
Santa Maria	Santa Barbara	X	
Cupertino	Santa Clara	X	
Gilroy	Santa Clara		X
Los Altos	Santa Clara	X	
Milpitas	Santa Clara	X	
Morgan Hill	Santa Clara	X	X
Mountain View	Santa Clara	X	
Santa Clara County	Santa Clara	X	X
Saratoga	Santa Clara	X	X
Sunnyvale	Santa Clara	X	
Campbell	Santa Clara		X
Santa Cruz County	Santa Cruz	X	X
Scotts Valley	Santa Cruz	X	X
Watsonville	Santa Cruz	X	X
Shasta County	Shasta	X	
Benicia	Solano	X	
Healdsburg	Sonoma	X	X
Petaluma	Sonoma	X	
Santa Rosa	Sonoma	X	
Sebastopol	Sonoma	X	
Sonoma County	Sonoma	X	
Windsor	Sonoma	x	
Oxnard	Ventura		X
Davis	Yolo	X	X
Woodland	Yolo	X	
Yolo County	Yolo		X