

Division: Public Health

Program Characteristics:

Program Description

Tobacco use is the largest preventable cause of sickness and death in Multnomah County. While fewer people overall are smoking than in the past, many people still smoke and use tobacco and nicotine products, and certain groups—defined by race, age, ethnicity, education, and income—do so at higher rates than the population as a whole.

The Tobacco Retail Licensing Program works to prevent and reduce tobacco and nicotine use, access, and exposure for everyone. Our work includes: making it harder for youth to get tobacco; tracking data and evaluating our work; and recommending rules and policies (like tobacco retail licensing and restricting the sale of menthol and other flavored tobacco/nicotine products).

Tobacco retail licensing includes checking for store compliance annually; an additional annual inspection for enforcing minimum legal sales age rules; processing appeals; and providing training, outreach, and advice to retailers. We evaluate the tobacco licensing program every year to make sure the rules are applied fairly.

Equity Statement

Our immediate goals are to reduce or stop new and continued use among groups unfairly targeted by tobacco industry marketing and who suffer the highest rates of tobacco-related poor health outcomes: young people, American Indians/Alaska Natives, Black/African Americans, and the LGBTQI community.

Revenue/Expense Detail

	2026 General Fund	2026 Other Funds	2027 General Fund	2027 Other Funds
Personnel	\$779,448	\$359,328	\$811,948	\$389,028
Contractual Services	\$8,776	\$195,404	\$8,775	\$35,612
Materials & Supplies	\$21,052	\$22,397	\$48,762	\$2,456
Internal Services	\$178,566	\$127,387	\$217,219	\$83,516
Total GF/non-GF	\$987,842	\$704,516	\$1,086,704	\$510,612
Total Expenses:	\$1,692,358		\$1,597,316	
Program FTE	4.90	2.15	4.75	2.20
Program Revenues				
Fees, Permits & Charges	\$738,588	\$0	\$1,086,704	\$0
Intergovernmental	\$0	\$535,612	\$0	\$510,612
Beginning Working Capital	\$0	\$168,904	\$0	\$0
Total Revenue	\$738,588	\$704,516	\$1,086,704	\$510,612

Performance Measures

Performance Measure	FY25 Actual	FY26 Estimate	FY27 Target
Number of tobacco retail licenses issued	781	785	781
Number of retail inspections (regular, youth, and enforcement)	1,494	1,500	1,600