



2020 Communities of Excellence Quality & Reach Indicators

The 2020 Communities of Excellence Quality and Reach scores for 13 Core Indicators are being generated for each local lead agency (LLA) by rating policies against a *sub-set* of questions in the new 2020 PETS policy rubrics.

See Page 2 for **Table 1: Communities of Excellence Scored Indicator Questions and Responses (Mini-Rubrics)**, which details the sub-set of rubric questions and response options that are used to generate the scores for each indicator.

The [complete 2020 policy rubrics are available on PETS](#) and were developed in consultation with the PETS Policy Advisory Committee and informed by model policy language developed by ChangeLab Solutions, Public Health Law Center, and Americans for Nonsmokers' Rights.

Policies are currently being graded against the sub-set of rubric questions listed in **Table 1** that directly relate to CX Indicators, which is the first phase of updating PETS. That means that policies in each jurisdiction are being analyzed against some, but not yet all, rubric questions, and the answers and point values for the non-CX questions are currently blank on the PETS website. The remaining questions will be answered and full scores will be provided for each policy in a future phase of updating PETS.

2020 Core Indicators for Quality and Reach Scores

- 1.1.2 Content Neutral Signage Restriction
- 1.2.10 Minimum Retail Price/Package/Volume Size
- 2.2.6 Smokefree Outdoor Dining/Bars/Service Areas
- 2.2.9 Smokefree Outdoor Non-recreational Public Areas
- 2.2.13 Smokefree Multi-Unit Housing
- 2.2.29 Eliminate Tobacco Product Sales to Address Tobacco Waste
- 2.2.35 Smokefree Outdoor Public Places
- 3.2.1 Tobacco Retail Licensing
- 3.2.2 Tobacco Retailer Density/Zoning
- 3.2.4 Tobacco Industry Sampling/Coupons/Discounts/ Gifts
- 3.2.7 Tobacco-Free Pharmacies and Health Care Providers
- 3.2.9 Menthol and Other Flavored Tobacco Products
- 3.2.17 No Sale of Tobacco Products

Table 1: Communities of Excellence Scored Indicator Questions and Responses (Mini-Rubrics)

Note: The Questions column contains the question number and the name of the rubric the question comes from, e.g. Q 12 (SALES) for Indicator 1.1.2.

Indicator Number	Indicator Name	Questions	Response Options	Max Points per Question	Total Points per Indicator
1.1.2	Content Neutral Signage Restriction	Q 12 (SALES). Does the policy require a certain percentage of windows and doors to be clear of signage?	No advertising permitted (100% of space is clear)=3; 67%-99% is clear=2; 34%-66% is clear=1; 33% per state law requirement, or less, is clear=0	3	3
1.2.10	Minimum Retail Price/Package/Volume Size	Q 24 (SALES). Does the policy regulate the pack size/volume of regulated products except for cigarettes?	Yes, 20 or greater (for any of the products below)=2; Yes, less than 20 (for any of the products below)=1; or No=0	2	4
		Q 25 (SALES). Does the policy require a minimum price for any regulated products?	Yes=2; No=0	2	
2.2.6	Smokefree Outdoor Dining/Bars/Service Areas	Q 9 (SHS). Does the policy require any outdoor dining areas (i.e. restaurants) to be smokefree?	All=4; Some/Sections/No=0	4	20
		Q 9a (SHS). Does the policy apply equally to e-cigarette use as it does to smoking?	Yes=2; No=0	2	
		Q 9b (SHS). Does the policy apply equally to smoking/vaping marijuana as it does to smoking?	Yes, both smoking and vaping marijuana=2; Yes, marijuana smoking only=1; Yes, marijuana vaping only=1; No=0	2	
		Q 10 (SHS). Does the policy require outdoor bar areas to be smokefree?	All=4; Some/Sections/No=0	4	
		Q 10a (SHS). Does the policy apply equally to e-cigarette use as it does to smoking?	Yes=2; No=0	2	
		Q 10b (SHS). Does the policy apply equally to smoking/vaping marijuana as it does to smoking?	Yes, both smoking and vaping marijuana=2; Yes, marijuana smoking only=1; Yes, marijuana vaping only=1; No=0	2	
		Q 34 (SHS). Do the Smokefree Outdoor Dining/Bars/Service Areas provisions apply to combustible tobacco products?	Yes=4; Not Applicable=0	4	

2.2.9	Smokefree Outdoor Non-recreational Public Areas	Q 14 (SHS). Does the policy require outdoor transit stops/shelters to be smokefree?	Yes, all=2; Some (e.g. specified systems only, or shelters only but not stops)=1; Sections/No=0	2	18
		Q 14a (SHS). Does the policy apply equally to e-cigarette use as it does to smoking?	Yes=2; No=0	2	
		Q 14b (SHS). Does the policy apply equally to smoking/vaping marijuana as it does to smoking?	Yes, both smoking and vaping marijuana=2; Yes, marijuana smoking only=1; Yes, marijuana vaping only=1; No=0	2	
		Q 15 (SHS). Does the policy require public easements/rights of way [e.g. sidewalks, plazas, downtown/business district(s), service lines] to be smokefree?	All/Not limited to=4; Some/Specified=2; Sections=1; No=0	4	
		Q 15g (SHS). Does the policy apply equally to e-cigarette use as it does to smoking?	Yes=2; No=0	2	
		Q 15h (SHS). Does the policy apply equally to smoking/vaping marijuana as it does to smoking?	Yes, both smoking and vaping marijuana=2; Yes, marijuana smoking only=1; Yes, marijuana vaping only=1; No=0	2	
		Q 35 (SHS). Do the Smokefree Outdoor Non-Recreational Public Areas provisions apply to combustible tobacco products?	Yes=4; Not Applicable=0	4	
2.2.13	Smokefree Multi-Unit Housing	Q 2 (MUH). Does the policy apply to electronic smoking devices, such as e-cigarettes?	Yes, everywhere in MUH areas where smoking is prohibited=3; Less than everywhere smoking is prohibited/No/Not Applicable=0	3	56
		Q 3 (MUH). Does the policy apply to smoking and vaping marijuana?	Yes, both smoking and vaping everywhere smoking is prohibited=3; Less than everywhere smoking is prohibited/Only smoking marijuana is prohibited where smoking is prohibited generally/Only vaping marijuana is prohibited where smoking is prohibited generally/No=0	3	
		Q 6 (MUH). What is the minimum number of units in a building to be covered by the policy?	2 units=6; 3+ units/No provisions in place=0	6	
		Q 8 (MUH). Apartments only: Are private units required to be smokefree?	Yes, 100% of units=5; Yes, but only new units/specified buildings=2; Yes, but exemption for certain % of units/Other	5	

			specified exemption=1; No=0	
		Q 9 (MUH). Apartments only: If smoking in units is restricted, is the policy free of exceptions for current residents who smoke?	Yes, completely free of exceptions once final policy effective date has passed =6; Temporary exception for duration of lease=4, Exception for as long as resident lives in unit=0; Other=0	6
		Q 11 (MUH). Apartments only: If smoking in units is restricted, does the policy require exclusive use outdoor spaces, such as balconies and patios, to be smokefree?	Yes=2; No/Not Specified=0	2
		Q 13 (MUH). Apartments only: If smoking in units is restricted, does the policy require <i>existing</i> apartment complexes to be smokefree?	Yes=4; Yes, but with exemptions=1; No=0	4
		Q 15 (MUH). Apartments only: If smoking in units is restricted, does the policy require <i>new</i> apartment complexes, i.e. units that will be built or occupied after the ordinance is adopted, to be smokefree?	Yes=3; Yes, but with exemptions=1; No=0	3
		Q 17 (MUH). Condos only: Are private units required to be smokefree?	Yes, 100% of units=5; Yes, but only new units/specified buildings=2; Yes, but exemption for certain % of units/Other specified exemption=1; No=0	5
		Q 18 (MUH). Condos only: If smoking in units is restricted, is the policy free from exceptions for current residents who smoke?	Yes, completely free of exceptions once final policy effective date has passed=6; Exception for as long as resident lives in unit=0; Other=0	6
		Q 20 (MUH). Condos only: If smoking in units is restricted, does the policy require exclusive use outdoor spaces, such as balconies and patios, to be smokefree?	Yes=2; No/Not Specified=0	2
		Q 22 (MUH). Condos only: If smoking in units is restricted, does the policy require <i>existing</i> condo complexes to be smokefree?	Yes=4; Yes, but with exemptions=1; No=0	4
		Q 24 (MUH). Condos only: If smoking in units is restricted, does the policy require <i>new</i> condo complexes, i.e. units that will be built	Yes=3; Yes, but with exemptions=1; No=0	3

		or occupied after the ordinance is adopted, to be smokefree?			
		Q 41 (MUH). Do the MUH provisions as they relate to units apply to combustible tobacco products?	Yes=4; Not Applicable=0	4	
2.2.29	Eliminate Tobacco Product Sales to Address Tobacco Waste	Q 8 (SALES). Does the policy end the sale of all tobacco leaf products, whether smoked or ingested (excluding ESDs)?	Yes=5; Partial - Venue(s)=3; Partial - Product(s)=1; No=0 If 8a and 8b both apply, point value=1.	5	15
		Q 9 (SALES). Does the policy end the sale of all ESDs including but not limited to e-cigarettes, e-hookah, vape pens, e-liquids, etc.?	Yes=5; Partial=3; No=0	5	
		Q 10 (SALES). Does the policy end the sale of all non-therapeutic nicotine derived products other than those covered in Q 8 and Q 9?	Yes=5; Partial=3; No=0	5	
2.2.35	Smokefree Outdoor Public Places	Q 9 (SHS). Does the policy require any outdoor dining areas (i.e. restaurants) to be smokefree?	All=4; Some/Sections/No=0	4	55
		Q 9a (SHS). Does the policy apply equally to e-cigarette use as it does to smoking?	Yes=2; No=0	2	
		Q 9b (SHS). Does the policy apply equally to smoking/vaping marijuana as it does to smoking?	Yes, both smoking and vaping marijuana=2; Yes, marijuana smoking only=1; Yes, marijuana vaping only=1; No=0	2	
		Q 10 (SHS). Does the policy require outdoor bar areas to be smokefree?	All=4; Some/Sections/No=0	4	
		Q 10a (SHS). Does the policy apply equally to e-cigarette use as it does to smoking?	Yes=2; No=0	2	
		Q 10b (SHS). Does the policy apply equally to smoking/vaping marijuana as it does to smoking?	Yes, both smoking and vaping marijuana=2; Yes, marijuana smoking only=1; Yes, marijuana vaping only=1; No=0	2	
		Q 12 (SHS). Does the policy require outdoor public events and venues (e.g. farmers' markets, fairs, concerts, flea markets, sports arenas, swap meets, shopping centers, special/specified events) to be smokefree?	All/Not limited to=5; Specified events and venues/Some events and venues/City- or county-sponsored events/owned venues=3; Sections=1; No=0	5	
		Q 12k (SHS). Does the policy apply equally to e-cigarette use as it does to smoking?	Yes=2; No=0	2	

		Q 12l (SHS). Does the policy apply equally to smoking/vaping marijuana as it does to smoking?	Yes, both smoking and vaping marijuana=2; Yes, marijuana smoking only=1; Yes, marijuana vaping only=1; No=0	2	
		Q 13 (SHS). Does the policy require outdoor recreational areas (e.g. parks, playgrounds, trails, bike/pedestrian paths, sports fields, beaches) to be smokefree?	All/Not limited to=5; All city/county recreational areas only/Some=3; Sections=1; No=0	5	
		Q 13i (SHS). Does the policy apply equally to e-cigarette use as it does to smoking?	Yes=2; No=0	2	
		Q 13j (SHS). Does the policy apply equally to smoking/vaping marijuana as it does to smoking?	Yes, both smoking and vaping marijuana=2; Yes, marijuana smoking only=1; Yes, marijuana vaping only=1; No=0	2	
		Q 15 (SHS). Does the policy require public easements/rights of way [e.g. sidewalks, plazas, downtown/business district(s), service lines] to be smokefree?	All/Not limited to=4; Some/Specified=2; Sections=1; No=0	4	
		Q 15g (SHS). Does the policy apply equally to e-cigarette use as it does to smoking?	Yes=2; No=0	2	
		Q 15h (SHS). Does the policy apply equally to smoking/vaping marijuana as it does to smoking?	Yes, both smoking and vaping marijuana=2; Yes, marijuana smoking only=1; Yes, marijuana vaping only=1; No=0	2	
		Q 17 (SHS). Does the policy require outdoor places of employment (e.g. construction areas, farm fields, etc.) to be smokefree?	All public and private with 2 or more workers/Yes=5; Only private worksites or only public worksites/Partial/Some=2; No=0	5	
		Q 17c (SHS). Does the policy apply equally to e-cigarette use as it does to smoking?	Yes=2; No=0	2	
		Q 17d (SHS). Does the policy apply equally to smoking/vaping marijuana as it does to smoking?	Yes, both smoking and vaping marijuana=2; Yes, marijuana smoking only=1; Yes, marijuana vaping only=1; No=0	2	
		Q 36 (SHS). Do the Smokefree Outdoor Public Places and/or Outdoor Places of Employment provisions apply to combustible tobacco products?	Yes=4; Not Applicable=0	4	
3.2.1	Tobacco Retail Licensing	Q 1 (SALES). Does the community require a local tobacco retail license?	Yes=8; No=0	8	11
		Q 5b (SALES). If the policy fully or partially	Yes=2; No/Not Applicable=0	2	

		applies to the sale of ESDs, are some or all of the provisions set out within the framework of a TRL?			
		Q 43 (SALES). If #1 is yes, is it an explicit violation of the TRL to be a tobacco retailer without a local license?	Yes=1; No=0	1	
3.2.2	Tobacco Retailer Density/Zoning	Q 30 (SALES). Does the policy limit retail sales venues (stores and/or lounges) for any regulated products in proximity to residential areas?	Yes, in all types of retail sales venues=2; Less than all types=1; No=0	2	12
		Q 31 (SALES). Does the policy limit the number of retail sales venues (stores and/or lounges) based on population (i.e. x number of licenses granted per stated population)?	Yes, all types of retail sales venues=2; Less than all types=1; No=0	2	
		Q 32 (SALES). If #1 is Yes, does the policy establish a cap on total number of licenses of retail sales venues (stores and/or lounges) that can be issued within the municipality?	Yes, all types of retail sales venues=2; Less than all types=1; No=0	2	
		Q 33 (SALES). Does the policy limit the proximity of retail sales venues (stores and/or lounges) to other tobacco retailers?	Yes, all types of retail sales venues=2; Less than all types=1; No=0	2	
		Q 34 (SALES). Does the policy limit retail sales venues' (stores and/or lounges) proximity to youth-populated areas such as schools, parks, and/or childcare?	Yes, 1000 ft. or more=2; Yes, less than 1000 ft.=1; No=0	2	
		Q 35 (SALES). Does the policy limit proximity of retail sales venues (stores and/or lounges) to marijuana retailers?	Yes, all types of retail sales venues=2; Less than all types=1; No=0	2	
3.2.4	Tobacco Industry Sampling/Coupons/Discounts/ Gifts	Q 22 (SALES). Does the policy require payment (as opposed to distribution of free samples) for tobacco-leaf products and/or paraphernalia?	Yes=2; Partial/No=0	2	8
		Q 22c (SALES). Are ESDs treated the same as tobacco?	Yes=2; No=0	2	
		Q 23 (SALES). Does the policy require full price on tobacco leaf products and/or	Yes=2; Partial=1; No=0	2	

		paraphernalia?			
		Q 23e (SALES). Are ESDs treated the same as tobacco?	Yes=2; No=0	2	
3.2.7	Tobacco-Free Pharmacies and Health Care Providers	Q 38 (SALES). Does the policy end the sale of tobacco leaf products in pharmacies and retailers that contain a pharmacy counter?	Yes=2; No=0	2	4
		Q 38b (SALES). Are ESDs included?	Yes=2; Partial/No=0	2	
3.2.9	Menthol and Other Flavored Tobacco Products	Q 1 (FLA). Does policy end the sale of all flavors of all products in all locations?	Yes= 80; Partial/No=0	80	80
		Q 2 (FLA). Does policy end the sale of all flavors of all products in all locations except in adult-only/ specialty retailers?	Yes=10; No=0	10	95
		Q 3 (FLA). If there is any type of adult-only/specialty retailer exemption in the policy, are they required to have a certain percentage of revenue from regulated product sales, in order to qualify for the exemption?	Yes=5; No=0	5	
		Q 4 (FLA). If #1 is "Partial" or "No": Does the policy end the sale of ALL menthol-flavored tobacco leaf products (including but not limited to cigarettes, all cigar forms, snuff, chew, snus, heated products, shisha/hookah) in ALL venues/locations, with no exemptions?	Yes, without exemptions=20; Menthol exemption(s) for certain locations (e.g. adult-only/specialty tobacco retailers/tobacco bars)=12; Menthol exemption(s) for Retailers outside buffer zone=5; Any type of menthol flavored tobacco leaf product exempt (e.g. cigarettes, cigarillos, shisha/hookah, etc.)=0; Other/No=0 (If more than one of these exemptions applies, choose the exemption that awards the fewest points.)	20 of 80	
		Q 5 (FLA). If #1 is "Partial" or "No": Does policy end sale of ALL flavors of vaped products (including but not limited to	Yes, without exemptions=20; Certain locations exempt (e.g. adult-	20 of 80	

		electronic smoking devices, hookah pens, e-liquids, etc.) in ALL venues/locations, with no exemptions?	only/specialty retailers/vape lounges) =12; Sales permitted outside buffer zone=5; Certain flavors exempt (e.g. mint and/or menthol)=0; Other/No=0		
		Q 6 (FLA). If #1 is "Partial" or "No": Does the policy end sale of all flavors other than mint/menthol of combustible tobacco products (e.g. cigarillos/little cigars, hookah/shisha tobacco, pipe tobacco, etc.) in ALL venues/locations, with no exemptions?	Yes=20; Certain locations exempt (e.g. adult-only/specialty retailers)=12 Sales permitted outside buffer zone=5; Certain products exempt (e.g. hookah/shisha tobacco, cigarillos, etc.)=0; Other/No=0	20 of 80	
		Q 7 (FLA). If #1 is "Partial" or "No": Does the policy end sales of non-menthol flavored noncombustible tobacco products (snus, snuff, chew, etc.)?	Yes without exemptions=9; Certain locations exempt (e.g. adult-only/specialty retailers) =6; Sales permitted outside buffer zone=3; Other/No=0	9 of 80	
		Q 8 (FLA). If #1 is "Partial" or "No": Does the policy end the sale of all flavors of tobacco-free nicotine products other than vaped products (e.g. lozenges, pouches like Zyn, etc.) in ALL venues/locations, with no exemptions?	Yes without exemptions=9; Certain locations exempt (e.g. adult-only/specialty retailers)=6; Sales permitted outside buffer zone=3; Other/No=0	9 of 80	
		Q 9 (FLA). Does the policy end the sale of flavored accessories, components, or parts (e.g. rolling papers, blunt wraps, etc.), whether or not sold separately?	Yes=2; Some=1; Not stated/No=0	2 of 80	
3.2.17	No Sale of Tobacco Products	Q 1 (FLA). Does policy end the sale of all flavors of all products in all locations?	Yes=80; Partial/No=0	80	95
		Q 8 (SALES). Does the policy end the sale of	Yes=5; Partial - Venue(s)=3; Partial -	5	

		all tobacco leaf products, whether smoked or ingested (excluding ESDs)?	Product(s)=1; No=0 If 8a and 8b both apply, point value=1.		
		Q 9 (SALES). Does the policy end the sale of all ESDs including but not limited to e-cigarettes, e-hookah, vape pens, e-liquids, etc.?	Yes=5; Partial=3; No=0	5	
		Q 10 (SALES). Does the policy end the sale of all non-therapeutic nicotine derived products other than those covered in 8 and 9?	Yes=5; Partial=3; No=0	5	