



Staff Report

City Council

Item No. {{section.number}}.{{item.number}}

Meeting Date: November 13, 2024

From: George Crum, Police Chief

Title: Acceptance of Grant from the California Department of Justice, Tobacco Grant Program.

RECOMMENDATION:

To approve a resolution accepting the FY 2024/2025 grant funding from the California Department of Justice, Tobacco Grant Program in the amount of \$135,975 and authorizing the City Manager to execute the memorandum of understanding.

BACKGROUND:

The California Department of Justice (DOJ) established the Tobacco Grant Program in 2017. The grant is funded via the California Healthcare, Research and Prevention Tobacco Act of 2016. The grant provides reimbursable funds to public agencies to enable tobacco related education and enforcement. The Tobacco Grant is the result of Proposition 56 (California Healthcare, Research and Prevention Tobacco Tax Act of 2016), which increased taxes on cigarettes and other tobacco products by \$2.00 beginning in April 2017. For the current grant cycle, DOJ is awarding grants based on a competitive process to California Law Enforcement and public-school agencies.

DISCUSSION:

On October 16, 2024, CCPD was awarded funding from the California Department of Justice, Tobacco Grant Program for a tobacco program focused around educating students, retailers, staff, and the public. CCPD was notified the application had been approved for a 36-month grant with the total award amount of \$135,975.

The plan developed by staff includes education for students in grades 4-12 and education for CCPD personnel regarding tobacco laws. It also includes education to all licensed tobacco retailers within the city and outreach/education to the public via social media. In addition, funding has been approved for signage to provide to retailers and education materials/brochures to provide to students and retailers. Lastly, compliance checks and enforcement will be conducted by CCPD personnel to combat the sale of tobacco products to minors and enforce recently enacted legislation banning the sale of flavored tobacco.

The funding for the plan will be comprised of reimbursement of patrol overtime to conduct

education, compliance operations, and public outreach. Reimbursement for signage, brochures, and tobacco products used for educational purposes and reimbursement of administrative costs associated with the program are also included.

This grant will provide an opportunity for CCPD personnel to provide much needed education to the community, especially school aged children and adolescents regarding tobacco use. It will also provide an opportunity to hold tobacco retailers accountable when/if they choose to sell tobacco products to underage persons.

The final requirement in the Tobacco Grant acceptance process is for CCPD to provide DOJ with an approved copy of a local governing body resolution authorizing the organization to receive the grant funds and enter into an MOU between the City of Cathedral City and California Department of Justice.

This is the second time CCPD has received grant funding from the Tobacco Grant Program. In 2021, CCPD was awarded funding for three years. During that three-year period, CCPD conducted retail education, providing updated tobacco laws and signage, conducted retail inspections and utilized undercover operations to enforce the sale of tobacco to minors.

FISCAL IMPACT:

The fiscal impact for the budgeted revenues and expenditures is in the amount of \$135,975 for the Police Grants Fund (247), project G046XX. With there being no local match requirement, there is no financial impact to the General Fund (100).

FIVE-YEAR STRATEGIC PLAN:

Goal E: Safety – Action E-10; Implement community engagement and public education initiatives to increase awareness regarding public safety programs, services, and results of proactive community policing efforts.

ATTACHMENTS:

1. California Department of Justice Award Notification Letter
2. California Department of Justice Summary of Award
3. FY 24-25 Letter of Intent Cathedral City PD
4. Memorandum of Understanding between California Department of Justice and Cathedral City Police
5. California Department of Justice Award Notification Letter