



Sonoma County Proposition 64 Public Health & Safety Grant Program Local Evaluation Plan

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Project Background

In June 2020, the Sonoma County Permit and Resource Management Department (PRMD), Code Enforcement Section (CES), in collaboration with Sonoma County Department of Health Services, Behavioral Health Division, Substance Use Disorder and Recovery Services, responded to a Request for Proposals (RFP) for the Proposition 64 Public Health and Safety Grant Program (heretofore referred to as Prop 64 PH&S grant) from the State of California Board of State and Community Corrections (BSCC). The grant program was intended to fund projects that assist counties and cities with law enforcement, fire protection, and other local projects related to public health and safety associated with the implementation of the *Control, Regulate, Tax Adult Use of Marijuana Act* (AUMA). Sonoma County was awarded one of the eight grants in the first cohort which covers the period between October 1, 2020 and June 30, 2023.

Each grant awarded was required to address eligible activities related to the local impact of legalization of cannabis within one or more Prop 64 PH&S grant program Project Purpose Areas (PPAs) as follows:

PPA 1: Youth Development/Youth Prevention and Intervention (Mandatory PPA)

PPA 2: Public Health

PPA 3: Public Safety

PPA 4: Environmental Impacts

Sonoma County's Prop 64 PH&S grant addresses PPA1, PPA 3, and PPA 4. The goals and objectives around each of these PPAs, which are described in this evaluation plan, were developed to counteract the impact that the AUMA is having on communities within Sonoma County. The need for this project and project activities, along with the overall approach to the work within each of Sonoma County's selected PPAs are described below.

PPA 1: Youth Development/Youth Prevention and Intervention

Since the passage of Proposition 64, Sonoma County youth report even easier access to cannabis. Legalization for adult use has also resulted in the proliferation of billboards, print ads, and heightened social media presence of cannabis related product and event promotions and advertisements that both aim to sell and tout the benefits of cannabis for multiple ailments and contribute to the normalization of its use. It is also seen as less harmful among youth than either alcohol or tobacco. Existing efforts of Sonoma Behavioral Health, funded through the Substance Abuse and Mental Health Services Administration's (SAMHSA's) Substance Abuse Block Grant (SABG) focus, in part, on cannabis. The additional Prop 64 PH&S grant funding allows expansion of those initiatives that are more limited within the SABG grant funding received.

Specifically, Sonoma County's approach to PPA 1, referred to in the proposal as Sonoma County Youth Cannabis Expansion Project (SCYEPP), is to expand its current cannabis-related work. The SCYEPP efforts will improve the reach of cannabis prevention efforts in part by enhancing its virtual presence through a new countywide social media campaign and improved website which

will be disseminated and shared with program partners such as community-based organizations (CBOs) and health professionals working with youth. Local survey results confirm that Sonoma County youth obtain their information about cannabis from YouTube and Instagram, and with 75 percent of local youth checking social media several times a day, so expanding the use of social media to relay cannabis information to youth is an appropriately targeted approach.

The existing [Cannabis] Decoded ([C]D) campaign that operates throughout the wider Bay Area, will be expanded to tailor more general materials to Sonoma County youth and their families. They will include the development of activities for youth that incorporate the [C]D materials and other cannabis-related information and materials. These materials and activities will also be integrated into an expanded base of Friday Night Live (FNL) programs. Further, the materials developed prior and through this new initiative will be translated and delivered to Spanish-speaking youth and families through the development of a parent education program for Spanish-speakers using bilingual (Spanish/English) community health educators or “promotores.” This model utilizes Spanish-speaking Latinx community health educators recruited from the communities to which they will deliver health-related information. A RFP will be developed, and CBOs will be selected to conduct this work. Health educators will be trained to deliver cannabis educational presentations to Spanish-speaking parents throughout the County. These education presentations will help parents encourage youth to make positive and healthy lifestyle choices. Finally, the County Driving Under the Influence (DUI) program materials will be amended to include information about driving under the influence of cannabis. Facilitators of the DUI Juvenile Offender and First Offender programs will be trained to deliver this enhanced programming within their current DUI programs. Youth, young adult, and adult participant information for PPA 1 is shown in Table 1.

Table 1: PPA 1 Program Participant Information

Programs with Participants	Target Population	Criteria for Eligibility	Criteria for Selection of Intervention
Friday Night Live (FNL)	High school students in schools with an operational FNL chapter	Participants must be high school students who can join any of the existing FNL chapters currently operating in Sonoma County high schools.	FNL activities are chosen by participants in each of the FNL chapters. While cannabis-related activities cannot be required, students will learn about the issues related to youth use of cannabis in their communities and be encouraged to consider cannabis as a priority.
Cannabis Education program for Spanish-speaking parents	Spanish-speaking parents throughout Sonoma County	Any Spanish-speaking parent or young person adult ally may participate in the cannabis educational sessions. Sessions are promoted within schools and the community through various means.	Community health educator-led cannabis education presentations are similar for all participants.
DUI Juvenile Offender Program (JOP) and First Offender Program (FOP)	JOP (youth < age 18); FOP (ages 18 – 25 is the age range of target population for this grant)	Youth and young adults who are arrested for DUI are required to take a DUI program. For the target population, the choice of program depends on the age at which they were arrested for DUI.	Each DUI program (i.e., JOP and FOP) are identical for all participants in that program.

PPA 3: Public Safety

PRMD estimates that there are between 6,000 and 7,000 non-regulated commercial cannabis cultivation and production sites within its borders. These sites are often located in isolated rural areas behind a series of locked gates. They are also often protected by surveillance systems, guard dogs, and sometimes armed security personnel. Further, PRMD lacks the appropriate vehicles and other resources needed to safely navigate the terrain and makeshift roadways to reach some of these remote locations. These issues clearly present risks to staff safety when attempting to inspect cannabis sites. Beyond the threat to staff safety, unpermitted cannabis sites present a serious concern for public safety. It is well-established that the non-regulated cannabis production sites have long been associated with criminal activity.

Environmental issues around unregulated cannabis sites from improper use of fertilizers and pesticides, illegal water diversion, extensive trash, human and non-biodegradable waste, and unregulated, poorly graded illegal roadways all have serious impacts to the safety of waterways and soil health and stability. The threat of fires is also exacerbated as unregulated cannabis sites may have large generators and electrical services that are improperly installed and used, all without the benefit of permitting and inspection to ensure safety. Fires around such sites are an eventuality that would likely impact others throughout the County.

Of the estimated thousands of illegal commercial cannabis cultivation and production sites within the County, less than 200 applications have been received by PRMD to become legally approved cannabis cultivation and/or production businesses. Out of the 200 applications received, just 40 have been approved, to date. While some applications are pending, others have been denied or were withdrawn. The balance of cultivation and/or production sites are unable to apply or are uninterested in the process to gain legitimate standing within the County. These illegal operations need to be closed or brought under compliance to protect public safety.

To do this work, the County will use Prop 64 PH&S grant funds to purchase aerial imagery to safely find unpermitted commercial cannabis sites, hire a full-time Office Assistant to process enforcement actions, and hire a seasonal cannabis Code Enforcement Inspector. The purchase of two 4x4 trucks capable of traversing marginal roadways will address the need of inspectors to post violation notices and conduct site inspections while maintaining their own personal safety.

PPA 4: Environmental Impacts

As environmental impacts from unregulated cannabis sites are inextricably linked to public safety, the need to address environmental impact mirrors the need described within PPA 3 above. To recap, environmental impacts from unregulated cannabis sites include the safety of waterways and soil health and stability. The threat of fires, from unpermitted, improperly installed or used electrical services and large generators, adds another source of pollution of air, water, and soil which has already been adversely affected by recent wildfires in Sonoma County. Beyond the obvious environmental impacts, the costs associated with mitigating damage from this potential source of fire, are too high to allow these unpermitted cannabis sites to operate without proper attention to environmental concerns.

As public safety and environmental impact are intertwined, there is also overlap between some grant activities described within PPA 3 which address the reduction of environmental impacts from unpermitted commercial cannabis sites. The use of aerial imagery to identify unpermitted commercial cannabis sites is an efficient use of human and environmental resources. By reducing the number of in-person site inspections needed to verify the existence of unpermitted sites, as staff will not spend excessive time in the field trying to navigate remote terrain to follow up on a tip or complaint received without specific knowledge of the exact location or conditions they will find once on-site. Besides the staff time saved by limiting site inspections, natural resources are conserved as well (e.g., miles travelled, fuel consumed). It is also the case that once identified, unpermitted commercial cannabis sites need to have adequate information about environmental ordinances that commercial cannabis sites need to address as well as the permitting process involved. Providing this information during initial site inspections is an important step in regulating this industry in Sonoma County.

Additional work that was not described within the original proposal but is needed within Objective B, is improving communication and coordination between CES and other environmental agencies with which the Section engages to address environmental ordinances. The County's Environmental Health Division, the District Attorney's Environmental Unit, and the Department of Fish and Wildlife all interact with CES to regulate commercial cannabis. These agencies have different but related goals and must work together to fully address environmental issues from cannabis cultivation. Though communication and coordination are adequate, they could be improved to produce a more streamlined integrated approach to the work. The work involved to implement these activities do not constitute a change in the scope of work, as resources needed to implement them will be addressed within the evaluation, described below under the Outcome Evaluation heading.

Evaluation Overview

The evaluation of Sonoma County's Prop 64 PH&S grant program is based on the development of specific logic models for each PPA. The logic models address the goals and map out project resources (inputs), activities, outputs, outcomes, and impacts. The evaluation involves both process and outcome components, the details of which, as well as the overall research design, and data collection follow below, with logic models shown in Appendix A. The evaluation of process and outcomes will address the questions shown in Table 2. All goals and objectives are shown in Table 3.

The development and modification of PPA goals, objectives, and linkages within the logic models, as well as subsequent evaluation work, will be facilitated by an external evaluation consultant, Lori Mulholland of Mulholland Research & Evaluation Services (MRES), with whom Sonoma County has contracted to evaluate its Prop 64 PH&S grant.

Table 2. Evaluation Questions

Process-related Evaluation Questions	Outcome-related Evaluation Questions
<ul style="list-style-type: none"> • Were grant activities implemented as planned? • What barriers were encountered in implementation? • What modifications were needed to overcome the barriers to implementation? • How well were grant activities implemented? • Were the target audiences reached and engaged? • How satisfied was the target audience with services received? • How did external factors impact implementation? • What lessons have been learned to improve programming efforts? 	<ul style="list-style-type: none"> • How well did the grant activities work in changing conditions, knowledge, attitudes, and/or behaviors? • Did grant activities benefit some participants more than others? • Which aspects of the grant were the most successful or seen as most valuable by the target audience? • What external factors influenced the outcomes?

Research Design

The evaluation of Sonoma County’s grant relies on mixed methods, incorporating quantitative and qualitative data to inform both process and outcome evaluation. Table 4 on the following page is an evaluation matrix that describes the nature of each objective, whether it is process or outcome-oriented, the source of data, and frequency of data collection. Quantitative data will be used to document many of the process-related objectives, as well as certain components of all outcome-related objectives. Quantitative and qualitative data will be used to assess change in perceptions and knowledge of youth, young adult, and family participants for specific PPA 1 youth prevention-related objectives. Qualitative data will also inform the evaluation with insights about communication and coordination with other County agencies, and systemic barriers, challenges and successes encountered over the process of implementation for each PPA.

Process Evaluation

The process evaluation focuses on the extent of implementation and completion of grant activities. The evaluation will triangulate both quantitative and qualitative data as needed to document implementation and provide various perspectives on the quality of implementation, barriers, and facilitators encountered to inform program improvement efforts. The objectives across all PPAs involve both process and outcome evaluation. Although all objectives under PPA 1 are considered outcome-related, process-related data will be collected continuously alongside the measurement of outcomes. PPA 1 process-related indicators documenting implementation will be measured in part through program records as well as through surveys as appropriate.

PPA 3 and 4 include a combination of process and outcome-related objectives. One process-related objective appears in both PPA 3 and PPA 4, and that is documenting the delivery of information about County ordinances related to safety and environmental impacts and the extent it is delivered in a systematic way to unpermitted commercial cannabis sites during initial site inspections along with information on permitting requirements should sites decide to apply for needed permits to legalize their operations. The final process-related objective relates to PPA 3 – improved efficiency of initial site inspections as documented by a decreased amount of staff time needed to conduct initial site inspections to unpermitted commercial cannabis sites.

Table 3: Sonoma County Prop 64 PH & S Grant Goals and Objectives by PPA

PPA/Agency	Goals	Objectives
<p>PPA 1: Youth Development / Youth Prevention & intervention Conducted by: Sonoma County Behavioral Health</p>	<p>1. Reduce youth and young adult use of cannabis, encouraging them to make healthy lifestyle choices by providing youth, young adults, and adults with the facts and risks of cannabis use through expanded educational materials</p>	<p>A. By 2023, 75% of youth and young adults who view County [Cannabis] Decoded materials on website and social media (e.g., Instagram), will increase their perception that cannabis is harmful, as measured by a viewer survey. B. By 2023, 80% of FNL program participants, in FNL chapters that choose cannabis as a priority area, will report that the program helped them to 1. learn about the risks and problems that cannabis and other substance use can cause; 2. support other youth to make healthy choices; and 3. decide to do other things instead of using cannabis and other substances, as measured by FNL Youth Development Survey and a cannabis-specific survey. C. By 2023, 80% of Spanish-speaking parents who attend a parent education presentation will report that it increased their knowledge about cannabis, its impact on the developing brain, and gave them strategies and tools to discuss cannabis use with their own teens, as measured by post-presentation evaluations. D. By 2023, 50% of youth and young adults participating in DUI programs will increase their knowledge of cannabis-impaired driving, as measured by a DUI program participant survey.</p>
<p>PPA 3: Public Safety Conducted by: Sonoma County Permit Resources & Management (PRMD), Code Enforcement Section (CES)</p>	<p>1. Reduce impacts of unpermitted commercial cannabis cultivation/production sites on the public safety of Sonoma County residents 2. Improve safety of staff conducting site inspections to unpermitted commercial cannabis sites using aerial imagery and 4 x 4 vehicles</p>	<p>Goal 1: A. By 2023, increase identification of unpermitted commercial cannabis sites using aerial imagery by 20% from 2019-20 baseline, as measured by CES records. B. By 2023, improve the systematic delivery of information on public safety ordinances, permitting requirements, and resources to unpermitted commercial cannabis sites during initial site inspections, with 80% of unpermitted sites visited provided with information, as measured by staff records of information disseminated. Goal 2: A. By 2023, decrease the number of initial site inspections needed to identify unpermitted commercial cannabis sites by 50% compared to 2019-20 baseline, as measured by CES records. B. By 2023, improve staff preparedness for and efficiency of initial site inspections through timely use of aerial imagery and 4 x 4 vehicles, as measured by a 25% reduction in staff time needed to initially identify unpermitted commercial cannabis sites, compared to 2019-20 baseline.</p>
<p>PPA 4: Environmental Impacts Conducted by: PRMD, CES</p>	<p>1. Reduce environmental impacts of unpermitted commercial cannabis cultivation/production sites on Sonoma County</p>	<p>A. By 2023, increase identification of unpermitted commercial cannabis sites using aerial imagery 20% from 2019-20 baseline, as measured by CES records. B. By 2023, improve communication and coordination with environmental agencies, as measured by quality of inter-agency contacts and key informant interviews. C. By 2023, improve the systematic delivery of information about environment-related ordinances, permitting requirements, and resources to unpermitted commercial cannabis sites during initial site inspections, with 80% of unpermitted sites visited provided with information, as measured by CES staff records of information disseminated.</p>

Outcome Evaluation

The outcome evaluation assesses the change in conditions for intended populations addressed within the objectives being measured. For PPA1, the outcome measures are based on surveys that directly address the objectives. PPA 3 and PPA 4 share one similar outcome-based objective; to increase the percentage of unpermitted commercial cannabis sites identified using aerial imagery. PPA 3 also applies another outcome-related objective which is to decrease the number of site inspections needed to identify unpermitted commercial cannabis sites. Finally, PPA 4 has an additional outcome-related objective, which is to improve communication and coordination with outside environmental agencies with which CES works, as measured by quality of inter-agency contacts and key informant interviews. Quality of contacts will be determined through the development of a data collection tool based on the communication and coordination protocol that will be developed for this objective. The efforts to assess this working relationship, develop and implement an improvement plan, and evaluate its effectiveness, are activities that will be facilitated by the evaluator through the identification and/or development of assessment tools, implementation of the tools, support in locating examples of improvement plans and communication/coordination protocols, and helping to develop the plan and protocol, as well as training staff in its use, are all activities within the scope of service for the evaluator.

Data Sources and Data Collection

Data sources and data collection by PPA, goals, objectives, and the description of objectives as process- or outcome-related, and frequency of data collection are provided within the Evaluation Matrix (see Table 4).

Quantitative Data Collection

PPA 1 objectives will be measured in part with quantitative data from social media analytics, survey data, FNL program records, Spanish-language cannabis education program implementation records, and DUI program records. Except for the [C]D campaign, which is based on social media platform analytics, quantitative program record data will be collected from multiple sources such as participant sign in sheets, facilitator lesson plans, and activity records. These records will be added into a project database when not otherwise stored in program-specific databases.

PPA 3 and PPA 4 objectives will be measured with quantitative data from the database of CES permitting and code enforcement management software, Accela, as well as CES developed Excel databases. All quantitative data sources are shown in Table 5 according to PPA.

Table 4: Evaluation Matrix

PPA	Goal	Objective	Process or Outcome	Data Source	Collection Frequency
PPA 1: Youth Development Youth Prevention	1. Reduce youth and young adult use of cannabis, encouraging them to make healthy lifestyle choices by providing youth, young adults, and adults with the facts and risks of cannabis use through expanded educational materials	<p>A. By 2023, 75% of youth and young adults who view County [Cannabis] Decoded materials on website and social media (e.g., Instagram), will increase their perception that cannabis is harmful, as measured by a viewer survey.</p> <p>B. By 2023, 80% of FNL program participants, in FNL chapters that choose cannabis as a priority area, will report that the program helped them to 1. learn about the risks and problems that cannabis and other substance use can cause; 2. support other youth to make healthy choices; and 3. decide to do other things instead of using cannabis and other substances, as measured by FNL Youth Development Survey and a cannabis-specific survey.</p> <p>C. By 2023, 80% of Spanish-speaking parents who attend a parent education presentation will report that it increased their knowledge about cannabis, its impact on the developing brain, and gave them strategies and tools to discuss cannabis use with their own teens, as measured by post-presentation evaluations.</p> <p>D. By 2023, 50% of youth and young adults participating in DUI programs will increase their knowledge of cannabis-impaired driving, as measured by DUI program participant survey.</p>	<p>a. Outcome</p> <p>b. Outcome</p> <p>c. Outcome</p> <p>d. Outcome</p>	<p>a. Social media viewer survey (to be developed)</p> <p>b. FNL Youth Development Survey and FNL cannabis-specific survey (to be developed)</p> <p>c. Post-presentation evaluation</p> <p>d. DUI program participant survey (to be developed)</p>	<p>a. Ongoing</p> <p>b. Quarterly</p> <p>c. Annually</p> <p>d. Ongoing</p>
PPA 3: Public Safety	<p>1. Reduce impacts of unpermitted commercial cannabis cultivation/production sites on the public safety of Sonoma County residents</p> <p>2. Improve safety of staff conducting site inspections to unpermitted commercial cannabis sites using aerial imagery and 4 x 4 vehicles</p>	<p>Goal 1:</p> <p>A. By 2023, increase identification of unpermitted commercial cannabis sites using aerial imagery by 20% from 2019-20 baseline, as measured by CES records.</p> <p>B. By 2023, improve the systematic delivery of information on public safety ordinances, permitting requirements, and resources to unpermitted commercial cannabis sites during initial site inspections, with 80% of unpermitted sites visited provided with information, as measured by staff records of information disseminated.</p> <p>Goal 2:</p> <p>A. By 2023, decrease the number of initial site inspections needed to identify unpermitted commercial cannabis sites by 50% compared to 2019-20 baseline, as measured by CES records.</p> <p>B. By 2023, improve staff preparedness for and efficiency of initial site inspections through timely use of aerial imagery and 4 x 4 vehicles, as measured by a 25% reduction in staff time needed to initially identify unpermitted commercial cannabis sites, compared to 2019-20 baseline.</p>	<p>a. Outcome</p> <p>b. Process</p> <p>a. Outcome</p> <p>b. Process</p>	<p>a. CES records</p> <p>b. CES staff records of information disseminated</p> <p>a. CES records</p> <p>b. CES records</p>	<p>a. Ongoing</p> <p>b. Ongoing</p> <p>a. Ongoing</p> <p>b. Ongoing</p>
PPA 4: Environmental Impacts	1. Reduce environmental impacts of unpermitted commercial cannabis cultivation/production sites on Sonoma County	<p>A. By 2023, increase identification of unpermitted commercial cannabis sites using aerial imagery 20% from 2019-20 baseline, as measured by CES records.</p> <p>B. By 2023, improve communication and coordination with environmental agencies, as measured by quality of inter-agency contacts and key informant interviews.</p> <p>C. By 2023, improve the systematic delivery of information about environment-related ordinances, permitting requirements, and resources to unpermitted commercial cannabis sites during initial site inspections, with 80% of unpermitted sites visited provided with information, as measured by CES staff records of information disseminated.</p>	<p>a. Outcome</p> <p>b. Outcome</p> <p>c. Process</p>	<p>a. CES records</p> <p>b. CES records and key informant interviews</p> <p>c. CES staff records of information disseminated</p>	<p>a. Ongoing</p> <p>b. Ongoing</p> <p>c. Ongoing</p>

Table 5: Quantitative Data Sources

PPA	Data Source	Quantitative Data to be Accessed
PPA 1	[Cannabis] Decoded Social Media Platform (Objective A)	<ul style="list-style-type: none"> • Social media analytics – Sonoma County youth views/actions (e.g., engagement; impressions; likes; page and post clicks; viewer demographics); • Social media viewer survey results – Youth survey participants who report increased perception of harm in using cannabis.
	FNL Program (Objective B)	<ul style="list-style-type: none"> • FNL chapters to implement cannabis-related prevention activities; • Youth participating in FNL Youth Development Survey; • Youth with survey results indicating increased perception of harm; • Youth participating in cannabis specific FNL survey with results indicating increased perception of harm.
	Cannabis Education Program for Spanish-speaking Parents (Objective C)	<ul style="list-style-type: none"> • Community health educators recruited/hired, trained to deliver Spanish-language parent education presentations; • Spanish-language parent presentations delivered; • Spanish-speaking parent participants in cannabis education presentations/ indicating improved knowledge, skills.
	Juvenile Officer DUI Program and First-time Offender Program (Objective D)	<ul style="list-style-type: none"> • Youth and young adult participants in DUI programs; • Pre-Post Survey results – youth, young adult participants who complete survey and number of participants who show increased knowledge of cannabis impaired driving.
PPA 3	CES Records – Accela Database/Excel Databases	<ul style="list-style-type: none"> • Unpermitted commercial cannabis sites identified with the aid of aerial imagery – based on date of implementation of aerial imagery (Goal 1: Objective A) • Unpermitted commercial cannabis sites identified in 2019 and 2020 (2019 is included since 2020 was greatly affected by the pandemic and does not represent a typical year) (Goal 1: Objective A) • Initial site inspections conducted since approval of LEP (Goal 1: Objective B) • Initial site inspections to unpermitted commercial cannabis sites during which information is provided (Goal 1: Objective B) • Initial site inspections required to identify unpermitted commercial cannabis sites (Goal 2: Objective A) • Initial site inspections required to identify unpermitted commercial cannabis sites in 2019-20 (Goal 2: Objective A) • Hours spent by CES staff to conduct initial site inspections to identify unpermitted commercial cannabis sites (Goal 1: Objective B) • Hours spent by CES staff to conduct initial site inspections to identify unpermitted commercial cannabis sites in 2019-20 (Goal 2: Objective B)
	CES staff records	<ul style="list-style-type: none"> • Information (i.e., safety ordinance requirements, permitting requirements) delivered to unpermitted cannabis sites (collected using a checklist for staff conducting site inspections) (Goal 1: Objective B)
PPA 4	CES Records – Accela Database/Excel Databases	<ul style="list-style-type: none"> • Unpermitted commercial cannabis sites identified with the aid of aerial imagery – based on date of implementation of aerial imagery (Objective A) • Unpermitted commercial cannabis sites identified in 2019 and 2020 (2019 is included since 2020 was greatly affected by the pandemic and does not represent a typical year) (Objective A) • Initial site inspections conducted since approval of LEP (Objective C) • Initial site inspections required to identify unpermitted commercial cannabis sites during which information is provided to (Objective C)
	CES staff records	<ul style="list-style-type: none"> • Quality ratings of interagency contacts – checklist developed to measure use of (newly developed) communication and coordination protocol (Objective B)

Qualitative Data Collection

Qualitative data is planned within the evaluation of PPA 1 objectives, to include key informant interviews or focus groups of FNL program facilitators, community health educators, and DUI program staff to gain their perspectives program implementation and impacts. Though they are not described as the official measurement of objectives for PPA 1, key informant interviews or focus groups may be used to gain perspective at various points during the life of the grant as determined by implementation of the components. For example, if implementation of FNL cannabis-related activities is not proving as engaging to youth as staff expected, it may be necessary to conduct focus groups or key informant interviews with FNL facilitators or participating FNL youth to learn why. Surveys will be conducted with youth participants of FNL, parents attending Spanish-language cannabis education sessions, and youth and young adult DUI program participants. In addition, using a structured observation protocol, the evaluator will attend various trainings, parent education sessions, and DUI programs to observe facilitator/participant interactions, delivery of material, and participant response and engagement, as well as the physical space and setting.

The subjects to be focused upon during interviews or focus groups, are shown here by role:

FNL facilitators, Community Health Educators, and DUI Program staff:

- Recruitment (of community health educators), training, and implementation process for the [Cannabis] Decoded and other materials and/or activities;
- The usefulness, appropriateness, and participant reaction and engagement with the [Cannabis] Decoded and materials and/or activities;
- Successes and challenges in implementing the [Cannabis] Decoded and other materials and/or activities.

Surveys will be conducted with youth participants of FNL, parents attending Spanish-language cannabis education sessions, and young adult DUI program participants. Open-ended questions will solicit participant perspectives on the following:

FNL Youth Participants:

- Engagement and satisfaction with the [Cannabis] Decoded and other materials and activities;
- Insights around the best elements of the materials and activities;
- Insights around areas for improvement with the materials and activities.

Parents Attending Spanish-language Cannabis Education Presentations:

- Effectiveness of promotion of educational session;
- Cultural responsiveness of community health educators;
- Satisfaction with the educational session, materials, and with the community health educator model for parent education.
- Most valuable information learned, how easily it can be applied to their daily lives, and any suggestions for improvements.

Youth and Young Adult DUI Program Participants

- Credibility of and satisfaction with the presentation of cannabis-related information covered;
- The extent that the cannabis-related material covered improved their understanding of driving under the influence;
- Applicability of the material learned and changes to their driving habits.

No qualitative data is planned for use in reporting on PPA 3 objectives, but the evaluation of PPA 4 includes key informant interviews in the assessment of outcomes around Objective B. An interview guide will be developed by the evaluator in collaboration with key CES staff to include questions about the inter-agency development of the assessment of communication and coordination strengths and gaps, the development of a communication and coordination improvement plan, and development, implementation, and training around an inter-agency communication and coordination protocol. Further questions will inquire about the ways in which these activities have changed or improved the working relationships between CES and its partnering environmental agencies. In addition, the evaluator may observe operations, meetings, and site inspections to understand how implementation is progressing.

Logic Models

Sonoma County's Logic Models by PPA are included as Appendix A to this evaluation plan.

Data Analysis

Quantitative data will be analyzed using quantitative data analysis methods. Qualitative data analysis techniques will be used and triangulated with the quantitative data to allow data from various sources to inform the measurement of each objective where appropriate. In this way, data that describes extent of implementation is combined with the quality of implementation. Qualitative data can provide insights into the reasons why a particular program component was or was not implemented to the extent intended and the extent to which the objective was achieved.

Quantitative Data Analysis

Quantitative data for PPA 1 will be analyzed using various analytical tools. For social media, the platform analytics will be used to understand the extent of reach and efficacy of the [C]D campaign. This will be conducted primarily by the Social Changery with whom Sonoma County Behavioral Health has contracted to support the campaign. For FNL, the cannabis education program for Spanish-speaking parents, and the DUI program, Excel will be used to capture descriptive statistics to address relevant objectives. Likely data will be imported into SPSS for statistical analysis when appropriate. The [C]D viewer survey, FNL participant cannabis-specific survey, and DUI Program survey will be analyzed with descriptive statistics. Where needed, inferential statistics will be used to determine whether attitudes, knowledge, and/or behavior changes significantly from the pre- to post-test or by retrospective post-test. The latter questions will be analyzed using dependent samples paired t-tests in SPSS statistical software. The FNL Youth Development Survey is administered through the California Friday Night Live Partnership

toward the end of each school year, with the 2020 annual survey analyzed by a university contracted to conduct the analysis and report results. Sonoma County receives its own county-level annual report, and these results will also be used in the analysis of Objective B.

Quantitative analysis for PPA 3 and PPA 4 will consist of basic descriptive statistics, such as frequencies and percentages. This will be likely done using the CES's Excel databases that already exist and those that will be developed as necessary for reporting. The exception to this will be for the PPA 4 Objective B, which is exclusively qualitative.

Qualitative Data Analysis

PPA 1 qualitative data from surveys, key informant interviews and any focus groups done will undergo content analysis via the DeDoose Research application to determine prominent themes and response patterns within and across groups and questions.

The qualitative data analysis for PPA 4 Objective B will be done in the same manner as that described within PPA 1. The content analysis will be conducted using the DeDoose Research application to find themes and patterns within and across groups and questions.

Data Management

The PPA 1 components of the grant and its data will be managed collaboratively between Sonoma County Behavioral Health and MRES. The MRES evaluator will meet frequently with County Behavioral Health staff to ensure that data collection tools are developed, evaluation activities are implemented as required, timelines are maintained, and any unforeseen challenges are addressed in a timely way.

All data for PPA 1 survey data that must be matched (e.g., pre/post-test design) will be de-identified prior to being transferred to the evaluator. Participant codes will be substituted for any names or other identifying information to allow matching of pre- and post-test DUI survey data as needed. Data will be transferred from Sonoma County Behavioral Health to MRES via a Secure File Transfer Protocol (SFTP). Once transferred, data will be kept in a password protected secured drive. At the conclusion of the grant, the data will be destroyed by MRES.

The data management for PPA 3 and PPA 4 will be conducted within CES. Administrative staff will be responsible for maintaining databases and entering information into Accela and Excel databases, as necessary. Excel databases will be de-identified (if they contain identifiers), and transferred to the evaluator if necessary, via a SFTP.

Project Management

The MRES evaluator will communicate with Sonoma County Behavioral Health and CES staff at least weekly by phone and/or email regarding program implementation and evaluation activities. MRES will also meet (virtually or in-person when permitted) with the Sonoma County Behavioral Health team and CES team about its own PPA work, at first monthly, and then as needed to review progress and plan next steps. During these meetings, project implementation, current activities, and challenges and concerns will be discussed. The management of the grant,

development of tools, and decisions to be made will utilize a collaborative approach between the evaluator and the County Behavioral Health and CES teams. When necessary, and as directed by each PPA team, MRES will communicate about evaluation activities and project implementation with partnering groups or agencies (e.g., the Social Changers for [C]D-related evaluation work, FNL program staff, Fish and Wildlife Department) as needed to accomplish the scope of work.

MRES will share PPA 1 preliminary results bi-annually with Sonoma County Behavioral Health to ensure that data collection systems are operating optimally, and that results obtained are moving toward the achievement of objectives. The purpose of the bi-annual preliminary review will be to discuss the emerging results and determine whether any course corrections need to be made to program implementation or to data collection or to the overall evaluation itself.

MRES will share preliminary results for PPA 3 and PPA 4 with CES bi-annually during the first year, and annually thereafter, to ensure that data collection processes and tools are working effectively and that results are measuring grant activities as planned.

Further, Behavioral Health, CES and MRES will meet quarterly to plan for the delivery of Quarterly Progress Reports to the BSCC. During these meetings CES, Behavioral Health, and MRES will share updates on any pertinent grant activities, evaluation needs, budget issues, and troubleshoot any challenges encountered.

Training and Technical Assistance

MRES will provide training and technical assistance (TA) to all staff related to the evaluation of all objectives for each PPA. This will involve the development of data collection processes, training on instruments and data collection procedures, survey administration techniques, and conducting key informant interviews and focus group facilitation. Training and TA will be provided proactively before the start of various data collection components, and then as needed throughout the grant period based on staff needs, staff turnover, and any data collection concerns that arise. Specific training and TA will be collaboratively developed between each County department's staff and MRES, as well as the delivery methods which can include, webinars, in-person meetings (when approved as safe), or by phone.

Evaluation Timeline and Reporting

Sonoma County will comply with the BSCC's reporting timeline as well as meet its own internal reporting as follows:

- **Quarterly Progress Reports:** Sonoma County's departments of Behavioral Health and CES Divisions will work together to deliver the BSCC-required Quarterly Progress Reports according to the BSCC's timeline. These reports will follow the reporting guidelines provided by BSCC.
- **Annual Review of PPA 1 Results:** At the conclusion of each fiscal year, MRES will deliver an analysis of results to date to ensure that both program implementation and the evaluation are providing the desired results. The Annual Review will be sent to Behavioral Health staff and any designees that the Department feels would be a beneficial recipient which may

include the Social Changery, FNL, the cannabis education program for Spanish-speaking parents, and the DUI Program. A meeting will be scheduled following the receipt and review of the Annual Review of Results, during which, discussion will occur around interpretation of results, factors contributing to results, and any course corrections needed for continuous program improvement.

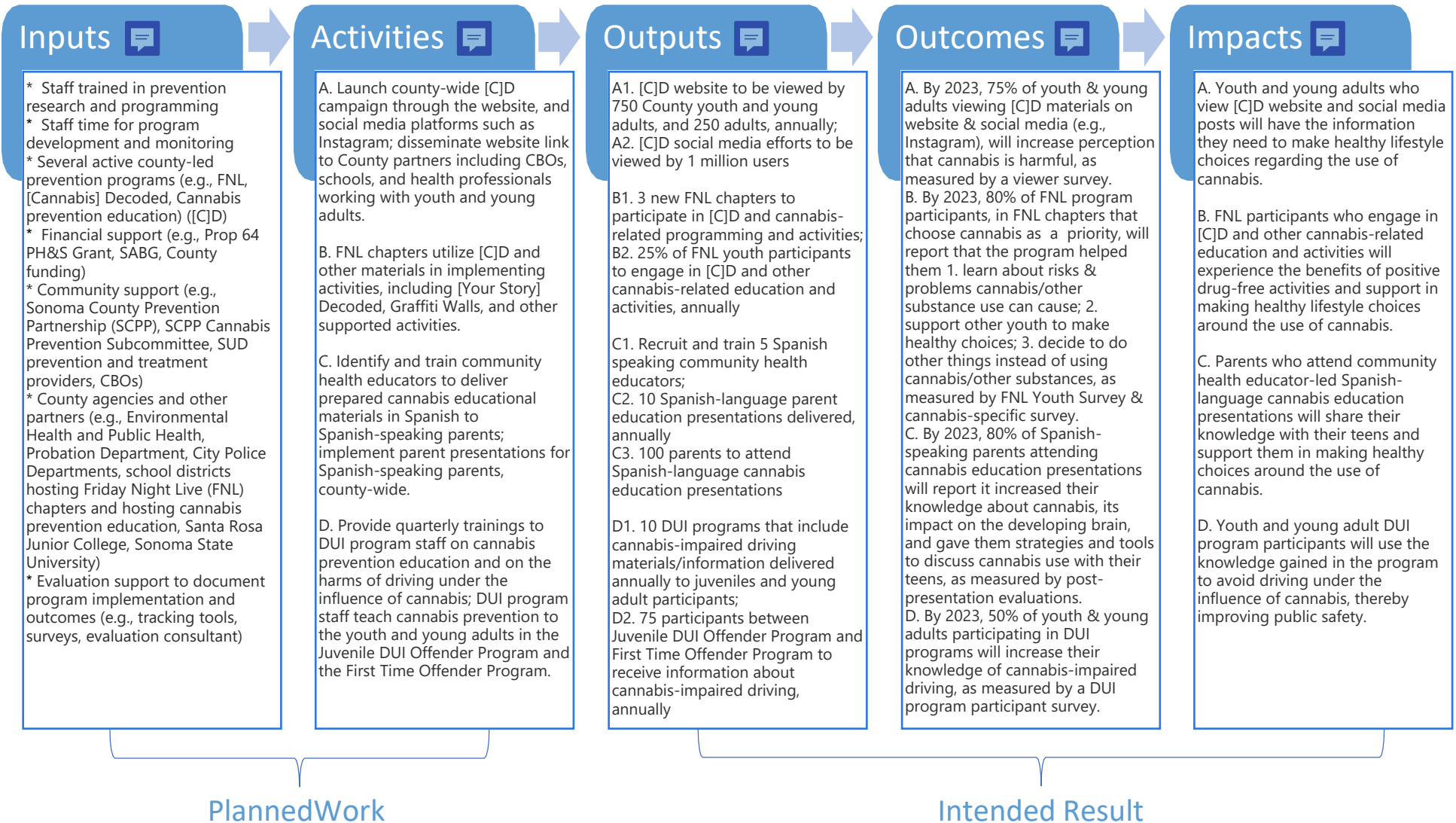
- **Annual Review of PPA 3 and PPA 4 Results:** At the conclusion of each fiscal year, MRES will share results obtained and status on attainment of outcomes with CES. The purpose is to ensure that both program implementation and the evaluation are providing the desired results. During this review, discussion will take place with CES staff around any indication of course corrections needed and program improvement efforts.
- **Local Evaluation Report:** The Local Evaluation Report will be delivered to BSCC by March 31, 2024. MRES will complete the Local Evaluation Report with input from Behavioral Health and CES.

Appendix A: Logic Models

Logic Model Template A

Project Goals:

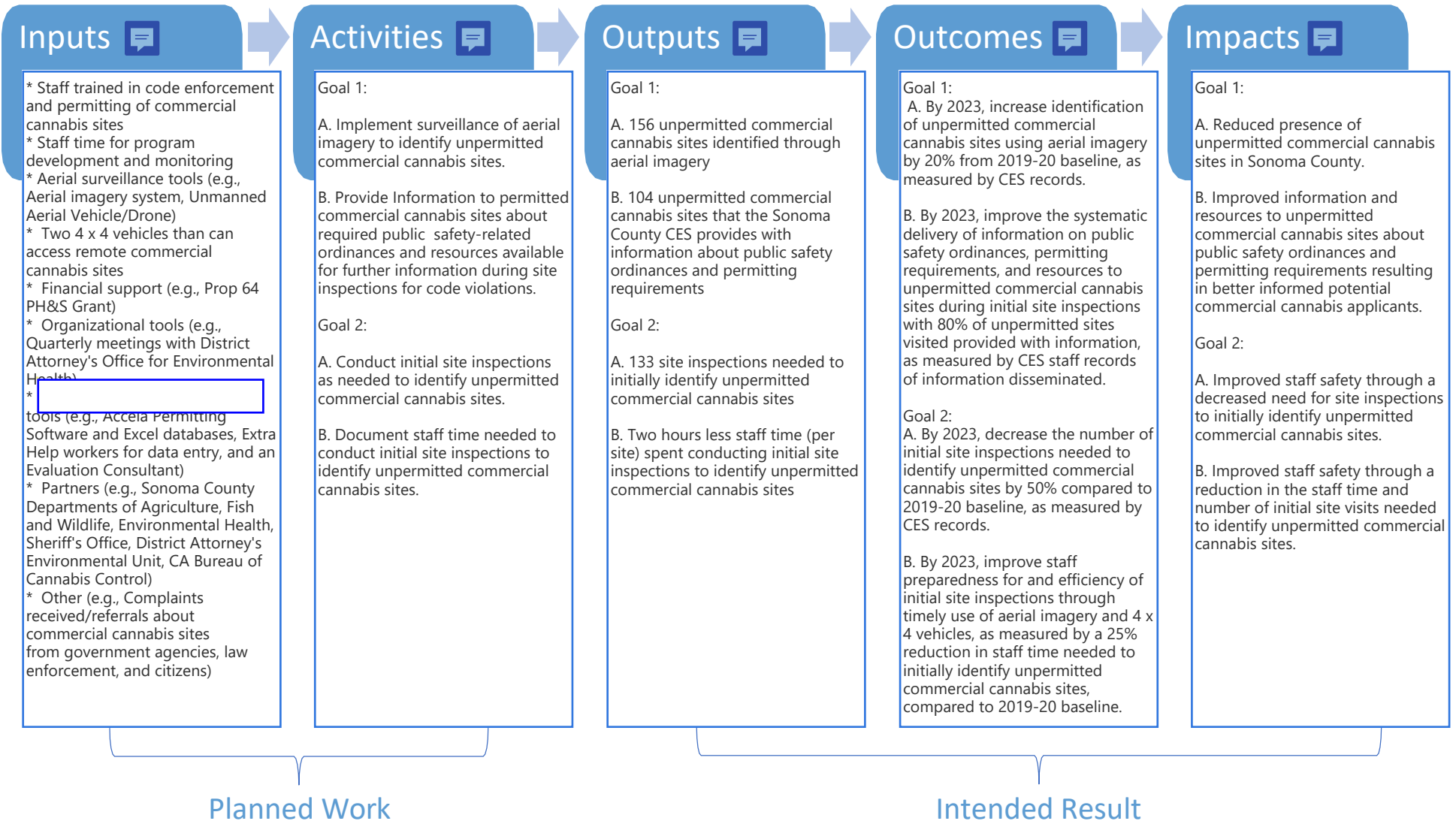
Goal 1: PPA 1: Reduce youth and young adult use of cannabis, encouraging them to make healthy lifestyle choices by providing youth, young adults, and adults with the facts and risks of cannabis use through expanded educational materials.
Goal 2:
Goal 3:



Logic Model Template A

Project Goals:

Goal 1: PPA 3: Reduce impacts of unpermitted commercial cannabis cultivation/production sites on the public safety of Sonoma County residents
Goal 2: PPA 3: Improve safety of staff conducting site inspections to unpermitted commercial cannabis sites using aerial imagery and 4 x 4 vehicles
Goal 3:



Logic Model Template A

Project Goals:

Goal 1: PPA 4: Reduce environmental impacts of unpermitted commercial cannabis cultivation/production sites on Sonoma County
Goal 2:
Goal 3:

