

Prop 64 PH&S Grant Programs Cohort 1 (October 1, 2020 - September 30, 2023)

Proposal Abstracts (in alphabetical order)

Applicant: Alameda County

Project Title & Request Amount: Alameda County's Prop 64 Public Awareness & Juvenile Intervention Program (\$1,000,000)

Proposal Abstract: Alameda County's Prop 64 project will design and implement a two-prong approach to addressing the need for:

- 1) increased juvenile cannabis and substance use prevention and intervention programs,
- 2) raised awareness about the health impacts of adolescent cannabis use for youth, parents, caregivers, and schools, and
- 3) improved evaluation of programs and their effectiveness on reducing juvenile cannabis use.

The Alameda County Probation Department (ACPD) has been designated as the Lead Public Agency (LPA) to serve as the coordinator for all grant activities and ensure successful implementation of the grant program. The County will dedicate a majority of funding (\$750,000) to PPA 1 – Youth Development/Youth Prevention and Intervention to implement a county-wide youth substance use prevention and intervention effort through subcontracts with effective community-based service providers in North County and South County who will utilize evidence-based programs to reduce adolescent cannabis and other substance use and prevent system engagement among the highest risk youth.

The remaining funds will be dedicated to PPA 2, Public Health. Alameda County will partner with the Social Changery, a local communications and marketing firm, to design and implement a comprehensive, county-wide youth marijuana education initiative, Cannabis Decoded, to educate youth and young adults about the facts on cannabis use. The goal of the campaign will be to provide reliable, factual information so that young people have the tools they need to make informed decisions that impact their health and futures. The Social Changery will also develop paper-based educational workshops for parents and caregivers, in both English and Spanish, to educate families on the impact of cannabis use by their youth and/or at home.

Applicant: Contra Costa County

Project Title & Amount: Local Impact of Proposition 64 (\$999,346)

Proposal Abstract: Contra Costa County's Alcohol and other Drugs Services (AODS) in collaboration with the Tobacco Prevention Project (TPP), units within the Behavioral Health Division and Public Health department, respectively, will implement a youth-led primary prevention peer-education program and school-based Substance Use Disorder (SUD) treatment services. The target population are youth ages 12-18 who attend a local high school and its "feeder" middle school in the southeast region of Antioch, CA.

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The scope of the proposed project involves the implementation of a Peer-2-Peer (P2P) education model for substance use prevention that brings together middle school and high school youth as leaders and resources in the communities. The P2P model involves developing core competencies among high school peer educators through leadership training so that in turn they can serve as mentors and educators to the middle schoolers. In an effort to increase protective factors and prosocial engagement, topics of discussion will be age appropriate, culturally relevant and youth driven. The after-school P2P program will also be a platform for launching a robust social media campaign aimed at combatting underage marijuana use

In addition, school-based substance use treatment programs will be established to offer onsite counseling services for youth as an alternative to suspension and/or probation for drug-related issues. All treatment services will be evidence-based and trauma informed. Both the youth development and youth intervention programs are aimed at changing perception, attitudes, knowledge and behavior in relation to marijuana use so that more young people can live healthier, happier lives.

Applicant: El Dorado County

Project Title & Amount: Prop 64 Cannabis Compliance and Community Education Initiative (\$1,000,000)

Proposal Abstract: In an effort to better serve the community, the El Dorado County Sheriff's Office (EDSO) is pursuing Proposition 64 Public Health and Safety Grant funding for the purpose of:

- 1) hiring one (1) full time equivalent Deputy Sheriff to enforce illegal marijuana cultivation, manufacturing and distribution laws and
- 2) creating an Anti-Marijuana Youth Outreach Pilot Program.

El Dorado County has been heavily burdened with the onset of illegal marijuana grow operations since medical marijuana became legal as part of the Compassionate Use Act, which was passed in 1996. Similarly, El Dorado County has experienced a significant increase in illegal activity relating to marijuana since recreational legalization was passed by voters in 2016. El Dorado County is considered to be a rural county and drug cultivation and manufacturing are more easily concealed than in urban or suburban areas due to the terrain and abundance of vegetation.

Our intention is to employ a full time Deputy who is well versed in the requirements related to Prop 64 and dedicated to proper compliance, enforcement, oversight and education related to cannabis in El Dorado County. This Deputy will be working with a local school district to create an Anti-Marijuana Youth Outreach Pilot Program focused on fifth and sixth graders. It is our belief that students preparing to enter middle school are impressionable and can be influenced to better understand the detriments of marijuana use. Since the legalization of recreational cannabis, there has been a perception that

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cannabis is not as dangerous as once thought. As part of our educational outreach, the El Dorado County Sheriff's Office would help show our youth the potential health risks of cannabis use and abuse. Additionally, this Deputy would collaborate with our specialized Narcotics unit who are exclusively trained in overt and covert narcotic operations and investigations. They would regularly perform enforcement activities and provide preventative efforts that will improve the welfare and protection of the general public.

By providing the appropriate resources to educate the community on and administer the regulations of Prop 64 we believe that we will be able to impact the most vulnerable population for underage cannabis use.

Applicant: Humboldt County

Project Title & Amount: Humboldt County Sheriffs Office's Education, Analysis, and Enforcement Project (\$1,000,000)

Proposal Abstract: For decades, Humboldt County residents have been involved in the cultivation and use of marijuana. Legalization has created a path to legitimacy for entrepreneurs and generational farmers alike. Although Humboldt leads the state in number of cultivation license, it is estimated that there are over ten times as many illegal grow sites still in operation without plans to enter the permitting process. Humboldt's large area, small population, and ideal climate attracts cannabis activity. The increased prevalence means that marijuana is normalized and more available to younger generations. With a large jurisdiction, the Humboldt County Sheriff's Office (HCSO) does their best to provide enough enforcement and include partners to address contamination and ecological damage.

Funding from the BSCC Prop 64 grant program will support the Humboldt County Sheriff's Office's Education, Analysis, and Enforcement Project, a multi-pronged approach addressing legalization's impacts to young people, the environment, and public health and safety. HCSO will develop youth-focused programs that focus on mentorship, diversion, field training, shadowing, career skills, and drug education. Through a partnership with the Integral Ecology Research Center, a local nonprofit, hazards at cultivation sites will be assessed, tracked, and restoration plans created. Much-needed enforcement and analysis personnel resources are expanded. This project addresses the past, present, and future outcomes of the cannabis industry in Humboldt County.

Evaluating project strategies over the life of the three-year grant affords the opportunity to adjust the approach as both positive and negative results are revealed. Consistent with objectives prioritized by Prop 64, the EAE project supports the evolution of marijuana into a positive economic driver while diminishing criminal behavior. A dedicated, experienced team will make sure that goals and objectives are met.

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Applicant: Lake County

Project Title & Amount: Cannabis Code Enforcement & Family WRAP Program
(\$996,173)

Proposal Abstract: In Lake County, cannabis, in all its forms, has long been prevalent in across many aspects of our communities. This project seeks a twofold approach to address the impacts of cannabis in Lake County following the passage of Proposition 64.

First, there is a need to address some of the problems that stem from the use of cannabis and other substances for the County's youth. The use of alcohol and other drugs by Lake County students, particularly cannabis, exceed the state average demonstrating a particular need. Working the with the Lake County Office of Education, the County has put forth a proposal to develop a Family WRAP program. This program will provide access to a comprehensive set of services designed to help identified youth clients succeed both at home and as students. Through this program, not only will the client be provided services directly, but services targeted directly towards what parents need to support the success of their child will be provided as well.

Second, there is a need to address the unlawful cultivation sites that fuel the black market and flout regulations intended to keep the community safe. Lake County has historically had a high level of cannabis cultivation and now, with the passage of Proposition 64, the focus has shifted away from traditional law enforcement and has now moved on to civil or administrative enforcement. This element of the project seeks to expand the resources of the County's Code Enforcement department to locate, cite, and shut down these unlawful cultivation sites. This would provide funding for a code enforcement officer dedicated to these enforcement activities.

Over the 3-year term of the grant, the statistics and success stories created by the WRAP program will help it secure funding to continue into the future. The increased Code Enforcement activity should generate revenue in terms of fines, so that by the time the grant term concludes the County should be in actual receipt of at least some funds. In this way, this project presents the opportunity to create a lasting legacy in Lake County.

Applicant: City of Marysville

Project Title & Amount: Positive Family Support Program & Youth Recreation Program
(\$990,000)

Proposal Abstract: The Yuba County Office of Education (YCOE) will act as the lead public agency on behalf of the City of Marysville and work in partnership with Marysville Joint Unified School District (MJUSD) for this project.

The Yuba County Office of Education will implement two new programs in the city of Marysville. The first program to be implemented is the Positive Family Support program (PFS), which is an evidence-based school intervention with universal, selected, and

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individualized components that builds positive home-school connections. Positive Family Support promotes a school culture that increases family-school engagement and positive working relationships between caregivers and schools. The PFS will focus on youth who have been exposed to and/or have used cannabis.

YCOE will also implement a first-ever city youth recreation program called the Youth Recreation Program (YRP) which supports pro-social activities for youth in the community. Youth in Marysville have a great need for pro-social activities that create healthy lifestyles and opportunities for youth to become socio-economically successful. The Youth Recreation Program will allow youth to be involved in a healthy community program that builds support, teamwork, and a healthy setting for recreational activity.

Marysville resides in a small, socio-economically low county with high rates of youth marijuana use. These programs will provide services to youth that can divert them from further underage cannabis use and/or involvement.

Applicant: Monterey County

Project Title & Amount: Cannabis Consumer Outreach Team (CCOT) (\$996,545)

Proposal Abstract: The Monterey County Proposition 64 Public Health and Safety (PH&S) Grant proposal will address three key priorities:

- 1) improve coordination between County departments,
- 2) address the illicit market, and
 - increase public education and community relations. Monterey County's initiative will improve health outcomes through integrating three project purpose areas (PPA): youth development and prevention; public health; and public safety with an overarching goal to educate on the risks of cannabis consumption and illicit market products.

BSCC grant funds will provide the capacity to expand educational efforts that cannot be met with current County cannabis funds. This expansion will be provided through a two-pronged approach; 1) youth prevention with Sun Street Centers and the Monterey County Office of Education and 2) increased awareness of illicit cannabis products through an education and social marketing campaign.

PH&S grant funds will enhance existing inspection and enforcement of cannabis businesses by adding three new components. First, staff will determine the number of mobile vendors to be included when conducting 15 annual storefront inspections with existing brick and mortar retailers. Second, provide outreach and education materials during annual inspections that can be utilized to educate community members within the store environment. Third, create and/or adapt a cannabis curriculum addressing public health issues such as age verifications and adverse health outcomes of cannabis use.

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PH&S grant funds will provide capacity for the Monterey County District Attorney's Office (DA) and Monterey County Sheriff's Office (MCSO) to test illegal cannabis products when cultivation sites are eradicated, or seized products appear to be counterfeit or illegal. In addition, the DA and MCSO will collaborate to provide two trainings annually for up to 100 law enforcement personnel utilizing a train the trainer model.

Applicant: Santa Cruz County

Project Title & Amount: Thriving Youth & Community Project (\$1,000,000)

Proposal Abstract: Need: Education and juvenile justice systems lack resources, infrastructure and capacity to effectively prevent and intervene in youth cannabis use. There is a need to reduce cannabis use among youth; prevent and divert youth from the criminalization of adolescent behavior; heighten youth community connectedness; and advance the engagement of system partners in local solutions.

Target Population: The primary target population is middle school and high school aged youth (ages 12-18).

Program Description: TYC will provide youth with the opportunity to build on their strengths, enhance decision making and resiliency skills, foster positive relationships and meaningful connections that provide the support needed to thrive. Interactive and engaging strategies will be utilized to prevent youth substance use, misuse and potential substance use disorder, and promote healthy behaviors and supportive systems and environments. Leadership and advocacy skills, job training, and peer mentorship will engage and connect youth to school and community as well as increase school and community protective factors.

Goals: 1) Improve youth wellbeing and positive youth development by increasing protective factors and decreasing risk factors. 2) Prevent youth involvement in the juvenile justice system.

The Santa Cruz County Thriving Youth & Community Project requests grant funds to provide a trauma-informed, culturally and developmentally responsive model to prevent and divert youth from cannabis use and prevent youth involvement in the juvenile justice system.

Applicant: Sonoma County

Project Title & Amount: Proposition 64 Grant (\$1,000,000)

Proposal Abstract: Currently, Sonoma County is participating in two statewide initiatives, [CANNABIS] Decoded and Friday Night Live (FNL). [CANNABIS] Decoded is a youth marijuana education campaign that educates youth and young adults about the facts on cannabis. FNL is an established evidence-based youth development program that

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broadens school and community engagement and strengthens protective factors. In addition, Sonoma County currently offers a court-mandated Driving Under the Influence (DUI) prevention and education program that works with 4000+ criminal justice-involved youth and adult participants annually to reduce the rate of DUI recidivism and increase the knowledge of the impact of impaired driving on the individual, families and the community.

With this grant, Sonoma County will localize and expand existing educational materials on marijuana through the [CANNABIS] Decoded campaign for youth and their families, broadening current outreach and educational efforts countywide. In addition, Sonoma County will incorporate [CANNABIS] Decoded educational materials and curriculum into the existing DUI education and prevention program for juvenile offenders and into existing FNL programming with an emphasis on middle school students. As well, youth from FNL chapters will plan and host [CANNABIS] Decoded pro-social youth-focused alcohol and other drug prevention activities.

The passage of Proposition 64, and the subsequent adoption of local County cannabis regulations has resulted in the enforcement of cannabis related activities being shifted from criminal law enforcement to a civil “land use” issue. The regulation and enforcement of an underground cash-based cannabis industry long associated with criminal activities, threats to public safety, and environmental degradation has transferred to the Permit and Resource Management Department (PRMD) Code Enforcement Section (CES). The CES will utilize grant funds to purchase periodic satellite imagery over the unincorporated county, provide a full-time Office Assistant to document grant compliance and process enforcement actions and a seasonal cannabis Code Enforcement Inspector. seasonal Code Enforcement Inspector II specific to cannabis.

Applicant: Trinity County

Project Title & Amount: Trinity CARES (Coordinated Active Response to Ensure Student Safety) Program and Code (\$1,000,000)

Proposal Abstract: Substance use and abuse amongst adolescents poses a significant health and safety concern in rural America, particularly among at-risk students with high ACEs scores who are surrounded by legal and illegal cannabis. The harmful effects of substance use, primarily cannabis, in teens is widespread in Trinity County. Our health care, welfare, social services, behavioral health, education and legal systems are heavily burdened as a result of substance use, its long-term costs and the poor health outcomes associated with it.

One fundamental way to address youth substance use prevention and interventions is to keep young people on a positive trajectory by engaging them in positive activities during their adolescent years. The Trinity CARES (Coordinated Active Response to Ensure Student Safety) is an interactive, strengths based-substance prevention and intervention program for junior high and high school youth who are at risk for drug use and violence

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related behavior. The CARES team consists of staff from the Office of Education, Probation, Behavioral Health and local law enforcement who assume the primary role for substance use education, prevention and intervention. The CARES program will focus on substance use education for targeted students with the goal of reducing risk factors and increasing protective factors to ensure improved health outcomes and increased potential for long-term success.

Because Trinity County is a geographically wide spread county with rugged terrain, the need for code enforcement support and staffing is necessary to improve public safety, decrease the negative impacts of cannabis cultivation, and to remediate the potential for environmental hazards that could seriously impact human, watershed, and wildlife health.