

The Proposition 64 Grant Program  
Monterey County Health Department  
Cannabis Consumer Outreach Team (CCOT)  
State of California Board of State and Community Corrections Grant # BSCC 939-20  
Local Evaluation Report  
October 1, 2020 – September 30, 2023

Submitted to: California Board of State and Community Corrections  
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### EXECUTIVE SUMMARY

The purpose of the Monterey County Cannabis Program was to address county-wide cannabis use through collaborative efforts with multiple county departments and community partners to provide management of commercial cannabis addressing regulation, policy enforcement, education and protection of health and safety of communities. The project purpose areas included youth development and prevention, public health, and public safety. The overall goal of the program was to educate the public on the risk of cannabis consumption and consumption of illicit market products. The target population for education and outreach efforts included individuals ages 12-16 enrolled in Monterey County middle and high schools, legal cannabis retailers, and law enforcement personnel and detectives.

There were several programmatic goals and objectives, each with its' own successes and challenges. The first goal of the Monterey County Cannabis Program was to reduce the rates of youth expulsion and/or entry or deeper involvement into the juvenile justice system in Monterey County. While progress was made towards this goal, challenges in collaboration efforts with Sun Street Centers and delays in enrollment to the Peninsula Road to Success program did not lead to significant positive county-wide results. The second goal of the Monterey County Cannabis Program was to reduce rates of youth cannabis use among Monterey County middle and high school students through educational presentations. While data collection limitations prevented analysis of trends in cannabis use, education efforts showed marked increase of over 70% in knowledge related to cannabis use among middle and high school youth. The third goal of the Monterey County Cannabis Program was to increase community awareness of youth cannabis use and exposure, and illicit market cannabis products through attending and providing educational materials at community events. There were 15 community events with hundreds of educational materials distributed in English and Spanish resulting in reaching approximately 5% of community members attending events around the county. The fourth goal was to increase retail and community awareness of cannabis use among pregnant women, lactating women, and other vulnerable populations through providing educational visits and materials to legal cannabis retailers. The program successfully distributed educational materials to legal cannabis retailers and completed trainings as intended to retail staff. The fifth goal was to decrease the amount of illicit market cannabis products sold within Monterey County by providing training to law enforcement, testing illegal cannabis products seized by law enforcement and creating a social marketing campaign addressing illicit sales. The program successfully trained law enforcement and generated a social medial marketing campaign with over 250,000 views/access. Law enforcement tested hundreds of products, which resulted in less than 40% in compliance with standards for legal cannabis consumption, thus emphasizing the need for increasing focus on safe and legal cannabis consumption.

Overall, key findings include successful implementation of program aspects, which led to increase in educational cannabis awareness and knowledge throughout the community. Furthermore, the program efforts were able to overcome earlier limitations by leveraging partnerships and effectively address the larger programmatic goal to educate the public on the risks of cannabis consumption and illicit cannabis consumption.

In conclusion, collaborative efforts with multiple county sectors and community partners are an integral portion of achieving positive outputs. While illicit cannabis use continues to be a challenge, educational efforts are successful in increasing knowledge and preventing use of cannabis among youth, pregnant women, lactating women, and other vulnerable populations.

## PROJECT BACKGROUND

Monterey County is currently comprised of 12 incorporated cities and several small unincorporated towns and communities within 3,324 square miles with an approximate population count of 434,061 individuals<sup>1-2</sup>. In 2017, the Monterey County Board of Supervisors adopted Ordinance No. 5292 to amend Title 21 of the Monterey County Code to regulate adult-use and medical commercial cannabis activities for the unincorporated Monterey County in the interest of minimizing potential negative impacts on the public and environment<sup>3-4</sup>. Cities quickly followed suit, creating regulations to allow commercial cannabis activities. Currently, Monterey County and seven cities operate cannabis businesses that include brick and mortar outlets and delivery, manufacturing, testing, distribution, and cultivation that include cannabis and hemp. There are a total of 15 brick and mortar cannabis retail outlets, located across Monterey County which include the cities of Salinas, Del Rey Oaks, Seaside, and the unincorporated area. The brick-and-mortar outlets include an expansive delivery system that operates throughout the County with approximately four additional brick and motor outlets slated to open by the end of the year. Monterey County holds the fifth largest cannabis cultivation license in the State; with approximately 4,979,614 square feet dedicated to nursery, indoor, mixed light, and outdoor cultivation. Outdoor cultivation was approved as a pilot program by the Board of Supervisors in 2019, limited to three areas: Big Sur, Carmel Valley, and Cachagua, with further amendments proposed to enhance program participation.

The illicit market targets our community by selling products in counterfeit packaging that may contain toxic chemicals, or no cannabis at all. These products target everyone, including youth and young adults under legal consumption age. Not only does the use of illicit cannabis products increase harmful health effects but it also increases risk of cannabis-related arrests<sup>5-7</sup>. In pregnant and lactating women, the use of cannabis can also impact the health and development of the child<sup>8-9</sup>. Increased awareness and education of cannabis use can reduce illegal consumption, decrease cannabis related arrests, and improve health outcomes in youth, pregnant women, lactating women, and another vulnerable populations<sup>5-9</sup>.

To address cannabis use county wide, the Monterey County Cannabis Program collaborated with multiple county departments and community partners to provide management of commercial cannabis to address regulation, policy enforcement, education and protection of the health and safety of communities<sup>10</sup>.

The Monterey County Cannabis Consumer Outreach Team (CCOT) expanded Monterey County's current education efforts by integrating three project purpose areas: 1) youth development and prevention; 2) public health; and 3) public safety with an overarching goal to educate the public on the risk of cannabis consumption and consumption of illicit market products. The program provided prevention education to middle and high school aged students, provided education and outreach to cannabis retailers, provided training to detectives on cannabis related laws and surveillance techniques, and provided resources to test illicit cannabis products. The efforts of the program aimed to protect the health of the public, increase youth and community awareness and education on retailers, consumers, and public safety, and decrease youth involvement within the juvenile justice system.

The three project purpose areas and program activities incorporate the results of Key Informant Interviews (KII) conducted during the planning phase of the program. The results of the Key Informant Interviews were utilized in the development of implementation tools such as the Train-the-Trainer toolkit. The Train-the-Trainer toolkit was first distributed to county partners

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(Environmental Health and Housing & Community Development) who will utilize the tool to train cannabis retailers during annual inspections. The information obtained via the KII was also utilized to develop media assets for the paid media campaign development and dissemination. An intercept survey was made available for the public to complete at community events to assess cannabis use. A pre-post education survey was intended to be administered to middle and high school students to assess cannabis use, levels of risk and education. A qualitative survey was administered to middle and high school teachers to assess the efficacy of cannabis education within the classroom. A mixed model survey was administered to county partners to assess the efficacy of the Train-the-Trainer program. The results of the surveys, KII and project outcomes directed the paid media messaging, which focused on cannabis education and harm reduction. The developed media assets were tested on a project focus group prior to being made available to the public.

The target populations for education and outreach efforts included individuals ages 12-17 who were also enrolled in Monterey County middle and high schools, legal cannabis retailers and law enforcement personnel and detectives.

Students enrolled in Monterey County middle schools and high schools, and individuals attending community events were the intended audience for education and prevention outreach. Monterey County's community partner, Sun Street Centers, provided cannabis education to middle and high school students enrolled in the Road to Success Program. Monterey County Cannabis Education Program (CEP) staff increased awareness of the risks of youth cannabis exposure, use, and illicit market cannabis products at community events and Monterey County middle and high schools.

Sun Street Center's Road to Success Program focused on youth within the Monterey County Peninsula, ages 12-17, who are referred by the schools, police, or juvenile hall to aid in diversion or deeper involvement to the juvenile justice system. Schools referred students, ages 12-17, to avoid expulsion or any contact with law enforcement. The police referred youth ages 14-17 to avoid adjudication, and probation referred youth ages 12-17 to avoid deeper involvement in the Juvenile Justice System. For the purposes of CCOT, the youth, ages 12-17, who were considered enrolled in the program were those who had noted prior or current use of cannabis, and either had been expelled or detained by law enforcement. The participants completed targeted education and received services through the Road to Success Program based on individualized needs and were determined to successfully complete the program once they received a certificate of completion from Sun Street Centers. Once completed, the participants were also monitored for re-entry into the justice system and expulsion. The activities and outputs of Sun Street Center's Road to Success Program were monitored relative to the following program goal and objective:

Goal 1: Reduce rates of youth school expulsion and/or entry or deeper involvement to the juvenile justice system in Monterey County

Objective:

- a. By June 30, 2023, Monterey County will have collaborated with Sun Street Centers to serve 125 youth utilizing the Peninsula Road to Success program
- b. By June 30, 2023, 60% of Peninsula Road to Success youth participants will graduate from the program
- c. By June 30, 2023, 60% of Peninsula Road to Success youth participants will avoid entry or re-entry into the juvenile justice system
- d. By June 30, 2023, 100% of Peninsula Road to Success youth graduates at risk of school expulsion will avoid expulsion

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CEP staff provided structured classroom education to students enrolled in 8<sup>th</sup> grade or high school health classes within Monterey County. The education module was based on the Cannabis Awareness and Prevention Toolkit developed by Stanford Medicine<sup>11</sup>. The activities and education within the classrooms were monitored relative to the following program goal and objective:

Goal 2: Reduce rates of youth cannabis use among Monterey County middle and high school students

Objective:

- a. By June 30, 2023, CEP staff will provide educational presentations to 1,500 middle school and high school students

CEP staff attended community events where the distribution of educational materials and outreach education were the focus activities. All individuals in attendance at the community events were considered likely participants. The education materials were available in English and Spanish languages and focused on the risk of cannabis use and illicit market product awareness. The activities of CEP were monitored relative to the following program goal and objective:

Goal 3: Increase community awareness of youth cannabis use and exposure, and illicit market cannabis products

Objective:

- a. By June 30, 2023, CEP staff will participate in 15 Monterey County community events
- b. By June 30, 2023, CEP staff will distribute 1,500 education materials to Monterey County residents

The second target population were cannabis retailers within Monterey County to focus on harm reduction. The eligibility criteria for cannabis retailers included having a brick and mortar (store front) or providing mobile delivery of cannabis within Monterey County. Monterey County's internal partners, Environmental Health Bureau (EHB), Monterey County Cannabis Program (CP) and Housing & Community Development formally Monterey County Resource Management Agency (HCD), provided targeted educational visits with training to retail and delivery staff. While performing inspections for code compliance, EHB also ensured the inspection forms were easily understood by retailers. Retail and delivery managers received additional training in a Train-the-Trainer course which focused on cannabis use among pregnant and lactating women and other vulnerable populations. Retailers were also provided with point-of-sale staff and consumer educational materials. The efforts focused on retailers and consumers harm reduction were monitored relative to the following program goal and objectives:

Goal 4: Increase retail and community awareness of cannabis use among pregnant women, lactating women, and other vulnerable populations

Objectives:

- a. By June 30, 2023, CEP, EHB, CP and HCD staff will provide educational visits to 45 (15 annually) store front and mobile delivery operators

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- b. By June 30, 2023, 45 (15 annually) store front and mobile delivery operators are provided with point-of-sale staff and consumer educational materials
- c. By June 30, 2023, 100% of retail and delivery staff will receive response sales training from Train-the-Trainer toolkit

To increase public safety, the Monterey County District Attorney (DA), and the Monterey County Sheriff's Office (MCSO) were provided resources to test illegal cannabis products when cultivation sites were eradicated, or seized products appeared to be counterfeit or illegal. Local law enforcement staff were provided with education on illegal cannabis cultivation and products. Also, to increase public safety, Monterey County's contracted advertising vendor, Keehan and Partners, used community research on illegal cannabis to provide community education through a social marketing campaign. The social marketing campaign focused on preventing youth cannabis consumption and health risks of illicit market cannabis purchase and consumption. The paid marketing campaign was available in English and Spanish to the public via paid media platforms. These efforts supporting MCSO and the development of the social marketing campaign regarding illicit market cannabis were monitored relative to the following program goal and objective:

Goal 5: Decrease the amount of illicit market cannabis products sold within Monterey County:

Objectives:

- a. By June 30, 2023, the DA and MCSO will provide 150 tests of illegally seized cannabis
- b. By June 30, 2023, the DA and MCSO will provide trainings to 204 law enforcement personnel
- c. By June 2023, Monterey County will create a social marketing campaign addressing illicit cannabis sales

### PROCESS EVALUATION METHOD AND DESIGN

The process evaluation utilized quantitative data collected from other county departments and Sun Street Centers. The process evaluation measures focused in on activities and outreach relative to the program objectives. Refer to [Table 1](#) for Timeline of data collection. Refer to [Table 2](#) for all data elements utilized in process evaluation.

Sun Street Center's Road to Success program process evaluation monitored enrollment and completion rates. Sun Street Centers Road to Success program participants were within the Monterey County Peninsula, between the ages of 12-16, and had a history or current cannabis use. Sun Street Center used an extensive Intake Form and Access Database to collect data on participants. On a quarterly basis, CCOT requested data from Sun Street Centers to track the following items relative to the objectives within Goal #1:

- 1. Number of new participants
  - a. Definition: New participant is newly enrolled meeting CCOT criteria noted above
- 2. Number of participants completing the program
  - a. Definition: Participants obtaining certificate of completion
- 3. Number of participants dismissed
  - a. Definition: Number of students who either moved from the area, arrested during program participation, lost to follow-up (e.g., lost contact), or unable to complete the program for other reasons

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CEP school process evaluation measures monitored middle and high school health class enrollment. The process evaluation measures also tracked the number of individuals completing the pre-post survey, which was used in depth for the outcome objectives. On a quarterly basis, CCOT requested data from the Office of Education regarding the following items relative to the objectives within Goal #2:

1. Number of middle school students enrolled in health class
2. Number of high school students enrolled in health class
3. Number of middle school students completing 1-hour cannabis health risks prevention education
4. Number of high school students completing 1-hour cannabis health risks prevention education

CEP process evaluation measured efforts at community events. On a quarterly basis, CCOT collected data regarding the following items relative to the objectives within Goal #3:

1. Number of community events attended
2. Number of educational materials distributed at each event in English
3. Number of educational materials distributed at each event in Spanish

Monterey County's internal partners, EHB, CP and HCD, process evaluation measures included the following relative to the objectives within Goal #4:

1. Rate of successful inspection of brick-and-mortar retailers
2. Rate of successful inspection of mobile retailers
3. Number of educational materials provided to retailers
  - a. Number of Point-of-sale staff educational materials
  - b. Number of Point-of-sale consumer educational materials
4. Number of staff trained using Train-the-Trainer

The DA, and MCSO public safety process evaluation measures were collected quarterly and included the following relative to the Objectives in Goal #5:

1. Number of products seized from illicit street sales
2. Number of products seized from illicit cultivation sites
3. Number of seized products tested
4. Number of trainings provided to MSCO and DA staff - on illegal cannabis cultivation, distribution, delivery practices and legal implications

CCOT also measured the paid media campaign outreach efforts created by Keehan and Partners on a quarterly basis using the following measures:

1. Number of paid media campaign created
  - a. Number of advertisements per campaign
2. Number of paid media campaigns in English
3. Number of paid media campaigns in Spanish
4. Number of views per paid media campaign

The paid media campaign also included qualitative data asking for descriptions of the campaign including the name of the creative campaign, key performance indicators, and a description of type of paid media messaging (e.g., Facebook, Instagram, TikTok, etc.)



### OUTCOME EVALUATION METHOD AND DESIGN

Outcome evaluation utilized predominantly quantitative data to analyze for trends in rates over time. The outcome evaluations were related to the program goals. All data collection was analyzed using SAS Enterprise Guide. Analyses included frequency, regression, and correlation analyses. Refer to [Table 1](#) for Timeline of data collection. Refer to [Table 2](#) for all data elements utilized in outcome evaluation.

Sun Street Centers' Road to Success program tracked individuals from the time of enrollment to 12 months following the date of completion. CCOT requested data quarterly but consolidated the data into a yearly review to analyze for trends in expulsion, juvenile arrests, and program participation rate.

1. Rate of Road to Success Completion
  - a. Definition: Completers are identified by students who have received a certificate of completion from Road to Success Program
2. Rate of expulsions
  - a. Definition: Participants who have been expelled from school
3. Rate of offenders
  - a. Definition: Number of participants who have been in contact with law enforcement (first time or repeat offense)

Statistical analysis between individuals who successfully completed the program and school expulsion and entry or deeper involvement to the juvenile justice system in Monterey County was limited on number of participants in the program. However, using SAS Enterprise Guide, a logistic regression analysis was conducted. By June 30, 2023, the compilation of 3 years of data was used to assess for trends in recidivism rates amongst program participants. This analysis is directly related to program Goal 1: Reduce rates of youth school expulsion and/or entry or deeper involvement to the juvenile justice system in Monterey County.

CEP school outcome evaluation measures analyzed the level of knowledge and likelihood of cannabis use. To measure this outcome, the results of the pre and post survey utilized scale scores to measure level of knowledge and likelihood of cannabis use. The Cannabis & Prevention Toolkit<sup>11</sup>: Unit 1: The Basics of Cannabis was used as a template for the pre-test and post-test surveys to test level of knowledge. Included in the pre-test was a Likert scale asking students the likelihood of using cannabis. Trend analyses comparing to baseline program year was utilized for assessing the rates of reported youth cannabis use amongst middle and high school students.

The outcome evaluation measures are directly related to program Goal 2: Reduce rates of youth cannabis use among Monterey County middle and high school students. The data items included in this measure were:

1. Number of students completing pre-survey
2. Number of students completing post-survey
3. Number of reported cannabis use
4. Rate of students reporting decreased likelihood of use of marijuana

CEP outcome evaluation analyzed the rate of reach within the community. The data was collected yearly and compared to the baseline and prior years for changes. The intercept survey was only planned to be administered in year one to guide paid media campaign but was considered to continue in some capacity to assess reach. For the outcomes using the intercept survey, the

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number of community members who completed the survey were also analyzed for trends in reach over time. Outcome measure is directly related to Goal #3: Increase community awareness of youth cannabis use and exposure, and illicit market cannabis products. The data items included in this measure were:

1. Number of education materials provided at community events
2. Number of community events attended
3. Number of community members completing the intercept survey
4. Number of intercept surveys

The evaluation process included frequency of community events and rates of reach. The results were compared to baseline program year to assess for change over time.

To assess the outcomes relative to Goal 4: Increase retail and community awareness of cannabis use among pregnant women, lactating women, and other vulnerable populations, the Train-the-Trainer program post-survey was used. The outcome measure specifically focused on the level of program understanding and preparedness to educate the retail staff. Level of program understanding, and preparedness was reviewed on a scoring scale and analyzed for increased level of understanding using data gathered from the pre-post training survey. The data was intended to be consolidated and made available on a yearly basis. The data was intended to be compared to baseline program year and assessed for changes over time.

The data items included in these measures were:

1. Number of individuals completing the Train-the-Trainer program pre-survey
2. Number of individuals completing the Train-the-Trainer program post-survey
3. Number of individuals reporting increased level of understanding
4. Number of individuals reporting increased level of preparedness

The DA and MCSO activities were evaluated relative to Goal 5: Decrease the amount of illicit market cannabis products sold within Monterey County by specifically looking at the rate of product compliance.

The data items included were:

1. Number of seized cannabis products tested
2. Number of products meeting compliance standards of legal cannabis products

This data was collected and analyzed using a statistical significance test, using p-value as the indicator for determining if there was a significant difference between the number of seized products meeting compliance standards of legal cannabis products.

Keehan & Partners paid marketing campaign efforts were also used to analyze the increase of education efforts around risk of illicit market cannabis purchasing and consumption. Paid marketing outcome measures included an analysis of views, clicks, or access of information. Once the paid marketing campaign was available to the public, the outcome measure assessed the frequency of use of paid marketing to increase knowledge in the community.

The data items included in this measure were:

1. Number of paid marketing messaging
2. Number of individual accesses
  - a. Identified by clicks, views, or other types of access collected by Keehan & Partners

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The results of all data analyses were compiled and reported to the funding partner on a quarterly basis. The monitoring of data through quarterly data collection also allowed for internal program process evaluation, which led to program adaptations, modifications, or sustainability. Key Informant Interview results and Informal teacher surveys further aided in the overall program decision-making but were not formally evaluated for direct impact on program outcomes.

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## PROJECT LOGIC MODEL

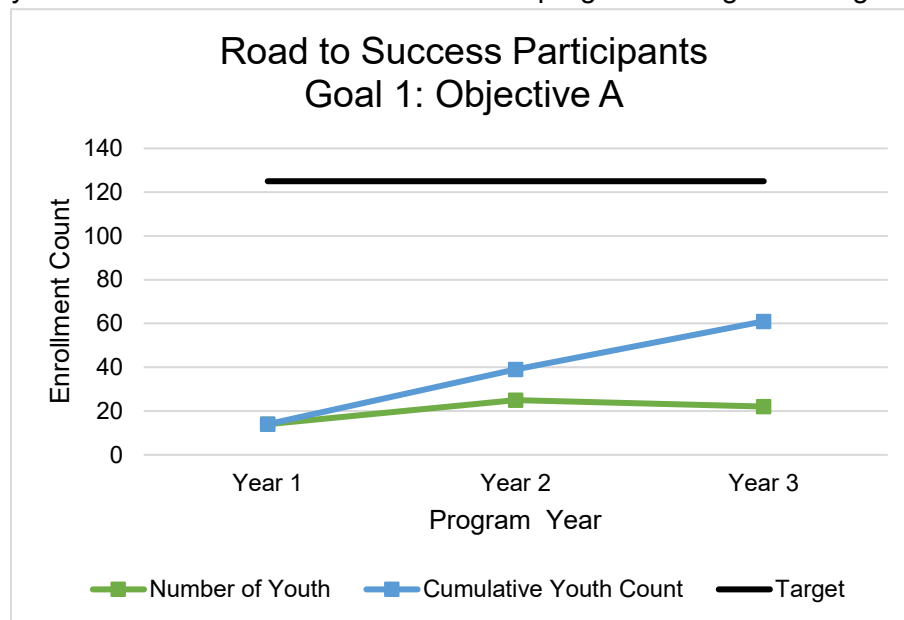
### Note to Reader:

The Logic Model is arranged by Project Purpose Area (PPA) 1, 2, and 3. The Activities column within each PPA are color coded; **Youth Awareness and Education Strategies (PPA#1): Youth Diversion**; **Youth Awareness and Prevention Strategies (PPA#1) Youth Cannabis Use**; **Youth Awareness and Prevention Strategies (PPA#1): Community Awareness**; **Community Awareness and Education (PPA#2): Retailers and Consumers**; **Community Awareness and Education (PPA#3): Public Safety**. Input column text that appears in black applies to all three PPAs.

Inputs	Activities	Outputs	Outcomes	Community Impact
<ul style="list-style-type: none"> <li>Prop 64 Grant funding for three Project Purpose Areas (PPA)</li> <li>BSCC orientation for Monterey County program staff</li> <li>Agency/institutional partnerships</li> <li>Funded community partners</li> <li>Keehan &amp; Partners Advertising Group</li> <li>Experienced program and partner staff</li> <li>Results of key informant interviews</li> <li>Informal teacher survey</li> <li>Sun Street Center Referral process</li> <li>Evidence-based programming (Road to Success) and Cannabis Awareness and Prevention Toolkit</li> <li>Educational material</li> <li>Public intercept surveys</li> <li>Environmental Health code compliance safe sales programming</li> <li>Train-the-Trainer toolkit</li> <li>Cannabis safety education recognition program</li> <li>District Attorney and Sheriff's Office activities and equipment</li> <li>Paid media messages addressing risks of illicit cannabis use</li> <li>HCD Focus Group</li> <li>Survey Analytics</li> <li>Microsoft Excel</li> <li>SAS Enterprise Guide</li> <li>Financial auditing</li> </ul>	<ul style="list-style-type: none"> <li>Contract with Sun Street Center to provide bilingual Road to Success within Monterey County Peninsula</li> <li>Provide Cannabis education and prevention to middle and high school children using Monterey County Health Department Cannabis Education Program Staff</li> <li>Provide community education on risks of youth cannabis use and illicit cannabis products</li> <li>Create public intercept survey to learn how youth obtain cannabis</li> <li>Establish baseline number of mobile vendors in the County</li> <li>Environmental Health (EH) creates easily understood code compliance inspection forms for use with mobile vendors</li> <li>Using key informant interviews, develop a cannabis education program (Train-the-Trainer toolkit) tailored for retail staff with focus on cannabis use among pregnant and lactating women and other vulnerable populations, will be developed using a harm reduction model</li> <li>Collect post-training qualitative data from retail managers to measure the efficacy of Train-the-Trainer courses</li> <li>EH staff create and conduct cannabis safety education recognition program</li> <li>Test cannabis seized from illegal cultivation sites and street sales for safety compliance</li> <li>Sheriff and District Attorney will train law enforcement personnel on illegal cannabis cultivation, distribution, delivery practices, and legal implications</li> <li>Bilingual social media campaign is drafted, tested with a focus group, and successfully launched</li> <li>Collect and analyze data from internal and community partners</li> </ul>	<ul style="list-style-type: none"> <li>25 Peninsula youth participate in Road to Success program for the first year, followed by 50 youth annually in years two and three</li> <li>25 Peninsula youth receive individual case management during the first program year, followed by 50 youth annually in years two and three</li> <li>Health Department cannabis education program staff will provide education to 500 county middle and high school students using the Cannabis Awareness and Prevention toolkit annually</li> <li>Distribute educational materials at 5-6 community events annually</li> <li>Collect and analyze 100 public intercept surveys in program year 1</li> <li>EH conducts annual code compliance inspections and provides educational materials to 15 brick and mortar retailers and mobile vendors</li> <li>All licensed brick and mortar retailers and mobile vendors will receive bilingual educational materials to promote awareness of risks for pregnant/lactating women and use of illicit products to share with community members</li> <li>Annually, up to 10 retailers and delivery sales staff are provided with a cannabis education program tailored for retail staff</li> <li>15 Retailers/mobile vendors annually will receive Train-the-Trainer courses</li> <li>Retailers and mobile vendors are annually recognized for safe sale practices</li> <li>Sheriff and District Attorney annually conduct 50 tests of seized illegal cannabis</li> <li>Two trainings are provided annually to 34 law enforcement staff</li> <li>A bilingual paid media campaign is developed</li> </ul>	<ul style="list-style-type: none"> <li>60% of Peninsula Road to Success youth graduate from the program</li> <li>60% of Peninsula Road to Success graduates will avoid entry or re-entry into the juvenile justice system</li> <li>100% of Peninsula Road to Success youth graduates at risk of expulsion will avoid being expelled from school</li> <li>1,500 county middle school students receive 1-hour of cannabis health risks, complete their student worksheets, and take pre- and post-surveys.</li> <li>At least 1,500 Monterey County residents attending community events receive educational materials by CEP team</li> <li>Annually, 15 brick and mortar and mobile retailers are inspected for code compliance using easily understood inspection forms</li> <li>Annually, 15 brick and mortar and mobile retailers are provided with point-of-sale staff and consumer educational materials</li> <li>100% of Retail and delivery staff receive responsible sales training using Train-the-Trainer toolkit</li> <li>150 tests are completed on seized illegal cannabis</li> <li>204 law enforcement staff report with increased understanding of illegally cultivated and sold cannabis products</li> <li>At least 1 paid media campaign addressing risk of illicit cannabis use will be made available in English and Spanish to public</li> </ul>	<ul style="list-style-type: none"> <li>Reduction in Monterey County Peninsula youth involved in juvenile justice system</li> <li>Decrease cannabis consumption in middle and high school aged students</li> <li>Increased understanding of the risks of youth cannabis use and illicit cannabis products</li> <li>Increased consumer health and safety protection available through inspected brick-and-mortar and mobile retailers</li> <li>Increased knowledge on risks of illicit market purchasing in Monterey County residents</li> <li>Increased awareness and knowledge of health risks associated with cannabis use in Monterey County resident</li> </ul>

## EVALUATION RESULTS

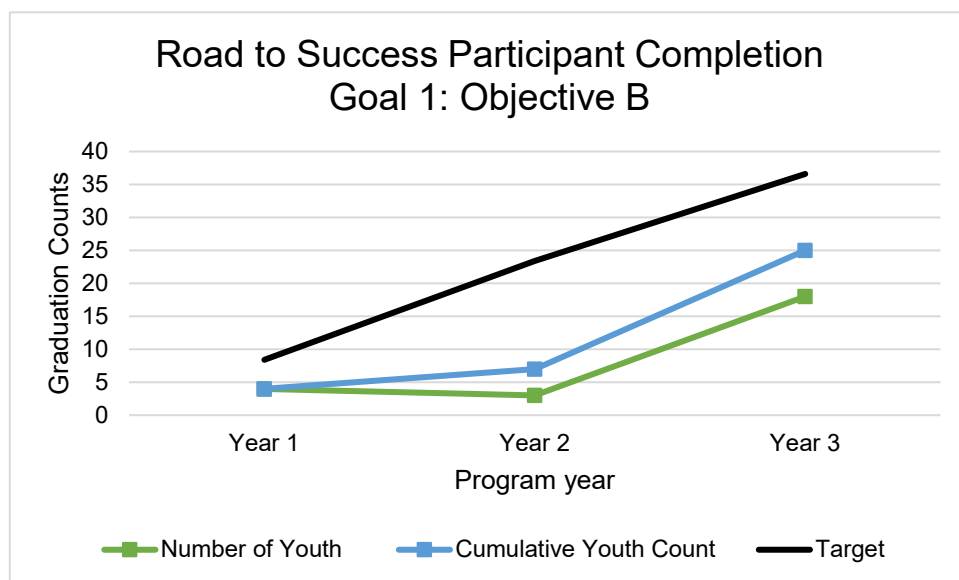
Monterey County Cannabis Program aimed to collaborate with Sun Street Centers to serve 125 youth in the Peninsula Road to Success program throughout the grant period. At the end of the



grant period, 49% (N=61) of the proposed target was achieved. Challenges related to achieving this program objective include delays and difficulties obtaining strong partnerships earlier on in the program, which led to delays in enrollment. However, in the second and third year of the program, enrollment efforts were relatively consistent. At the current enrollment rate, project efforts would require sustainability

efforts to expand for another three years without significant reversion or challenges.

The second objective aimed for 60% of program participants to graduate from the Road to Success program. However, this program objective was not achieved. At the end of the grant period, 41% of program participants successfully completed the program. Despite not having achieved the intended target, youth received pro-social activities and community service opportunities while enrolled, which contributes greatly to protective factors against school expulsion and/or entry into the juvenile justice system.



To assess the percentage of youth Road to Success participants to avoid entry or re-entry into the juvenile justice system, program outcomes assessed for rates of recidivism. The program aimed for 60% of Peninsula Road to Success youth participants (Goal 1, Objective C) to avoid entry or re-entry into the juvenile justice system. At the end of the program year, of those who successfully completed the program (N=26), 58% avoided entry or re-entry into the juvenile justice system.

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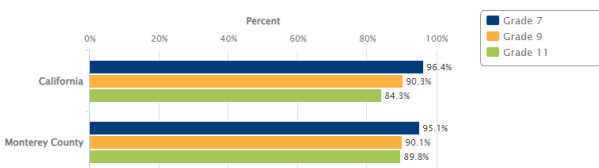
To assess the percentage of youth Road to Success participants to avoid expulsion, program outcomes assessed for rates of youth with no record of expulsion and improved school behavior and avoided expulsion from middle or high schools. The program aimed for 100% of Peninsula Road to Success youth graduates at risk of school expulsion to avoid expulsion (Goal 1, Objective D). At the end of the program year, of those who successfully completed the program (N=26), 42% of youth improved school behavior with 100% of all participants successfully completing the program with no record of expulsion.

The Monterey County Cannabis Program also aimed to provide educational presentations to 1,500 middle and high school aged students (Goal 2, Objective A). The efforts to provide education within the middle and high schools did not commence until the third year of the program, thus generating challenges to meet this measure. Only 41 middle school students and 294 high school students received educational presentations. Of the middle school students and high school students enrolled in the third year, all completed 1-hour risk prevention. However, the data collection limitations did not allow for the analysis of youth cannabis consumption. An online survey using Qualtrics XM was developed and made available to the educator but was not used during implementation due to technology issues. The printed version which included a question regarding cannabis consumption was also not used in the classroom at the time of the pre and posttest. This was simply due to an error in printing an incorrect version, which only assessed cannabis knowledge. Despite implementation efforts to utilize digital and paper versions that included a question regarding cannabis use, the educator ultimately did not utilize these, thus resulting in the inability to report on the rate of cannabis use. An alternative method for measuring impact is the use of the [California School Climate, Health, and Learning Survey](#)<sup>12</sup>. The survey measures cannabis use by grade level, but data is captured in three-year intervals. The data for the most recent years, which would capture the implementation period, was not

Marijuana Use in Past Month, by Grade Level

[Related Data](#) | [Why This Topic Is Important](#) | [How Children Are Faring](#) | [Policy Implications](#) | [Research & Links](#)

Year(s): 2017-2019 | Number of Days: 0 Days



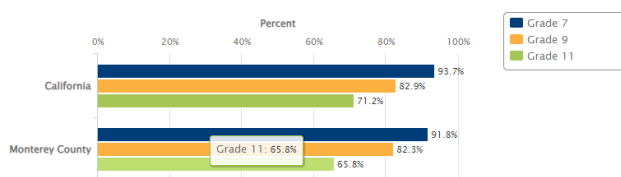
**Definition:** Estimated percentage of public school students in grades 7, 9, 11, and non-traditional programs who have used marijuana in the previous 30 days, by grade level and frequency (e.g., in 2017-2019, an estimated 2% of California 9th graders had used marijuana on 20-30 days in the previous month).

Source: California School Climate, Health, and Learning Survey  
available at the time this report was compiled.

Marijuana Use in Lifetime, by Grade Level

[Related Data](#) | [Why This Topic Is Important](#) | [How Children Are Faring](#) | [Policy Implications](#) | [Research & Links](#)

Year(s): 2017-2019 | Number of Times: 0 Times



**Definition:** Estimated percentage of public school students in grades 7, 9, 11, and non-traditional programs who have ever used marijuana, by grade level and number of occasions (e.g., in 2017-2019, an estimated 7.3% of California 9th graders had used marijuana on seven or more occasions in their lifetimes).

Source: California School Climate, Health, and Learning Survey

Despite the lack of data to analyze cannabis use, the educational sessions proved to increase knowledge on cannabis use among middle and high school participants. Through conducting a simple analytic difference of percentage to assess for increase in knowledge, the results revealed an increase of knowledge on cannabis use and safety among 49% of middle school students and a 71% increase among high school students.

The third goal of the Monterey County Cannabis Program aimed to increase community awareness of youth cannabis use and exposure and illicit market cannabis products. The target objective (Goal 3, Objective A) aimed to have Cannabis Education staff attend 15 Monterey County Community events and distribute 1,500 educational materials to Monterey County residents in English and Spanish (Goal 3, Objective B). At the end of the program reporting period, the team attended 15 community events but provided about 640 educational materials in



## Monterey County Proposition 64 Grant #BSCC 939-20 | Local Evaluation Report

English and Spanish. In addition to providing educational materials, 745 totes, lanyards, and pencils with the county program logo were also distributed. All incentives were disseminated in conjunction with educational materials and the branding efforts aided in continuing to generate awareness about the program to the residents and community event attendees.

The goals of the Monterey County Cannabis Program continued with increasing retail and community awareness of cannabis use among pregnant women, lactating women, and other vulnerable populations. While the goal aimed to visit 15 store fronts annually, during the project period Monterey County had a total of only 7 store fronts and 1 mobile retailer. All brick and mortar and mobile retailers were annually inspected during the program implementation period. In particular, the objectives to provide educational materials to retailers (Goal 4, Objective B), and complete staff training using the Train-the-Trainer toolkit (Goal 4, Objective C) supports the efforts to increase retailer and community awareness of cannabis use among vulnerable populations. Throughout the program implementation period, there were 125 point-of-sale educational materials distributed to staff and 225 distributed to consumers. Of the brick-and-mortar and mobile retailers, 10 staff were trained using the Train-the-Trainer toolkit. Of those who were trained, 7 reported an increase in level of understanding and education surrounding cannabis use among pregnant women, lactating women, and other vulnerable populations. Overall, the implementation activities supported the efforts to reach this goal.

The final goal of the Monterey County Cannabis Program aimed to decrease the amount of illicit market cannabis products sold within Monterey County. The target to provide 150 tests for seized cannabis was exceeded at the end of the program as law enforcement seized and tested hundreds of pounds of illicit cannabis (Goal 5, Objective A). A total of 1,135 illicit cannabis products were seized from stress sales and cultivation sites and tested. Of the products seized and tested, 39% were compliant with legal cannabis product standards. The program also aimed to provide training to 204 law enforcement personnel, but due to staffing challenges, 56 (27%) were trained on legal cannabis cultivation, distribution, delivery practices and legal implications.

The second portion of attaining this goal was to create a social marketing campaign addressing illicit cannabis sales. The program partnered with Keehan & Partners to generate social media marketing messaging. Messages were tested by focus groups prior to implementation. Focus groups tested two potential outcomes “Chips & Nuts” and “Pickles & Fish”, but neither was chosen for various reasons, including the disconnect and increase in misunderstanding when materials were translated in Spanish.

### UNEXPECTED 1-Chips & Nuts INESPERADO 1-Papas Fritas & Nueces



Open on a close up of a person opening a bag of Potato Chips.

Abrimos la escena con una persona abriendo una bolsa de papas fritas.



The bag of chips is poured into a bowl but it's not chips that come out its greasy Metal Nuts and Bolts and Screws.

La bolsa de PAPAS FRITAS se convierte en un plato, pero no son las papas fritas que salen, son tuercas de metal grasosas y tornillos.



IF YOU CHOOSE TO USE  
BUY LEGAL  
AND GET WHAT YOU EXPECT

SI DECIDE USAR  
COMPRE LEGAL  
Y CONSIGUE LO QUE ESPERABAS

VO: Buy cannabis from a legal dispenser and get what you pay for.

VO: Compra cannabis en una dispensación legal y consigue lo que pagas.

### UNEXPECTED 2-Pickles & Fish INESPERADO 2-Pepinillos (ENCURTIDO) & Pescado

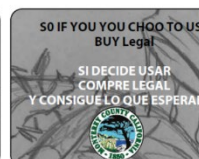


Open on a close up of a person opening a jar of Pickles. Abrimos la escena con una persona abriendo un frasco de pepinillos (encurtido).



The open jar is poured into a bowl but it's not pickles that come out, its slimy slugs and small fish and disgusting guts and bones

El frasco abierto se convierte en un plato, pero no son pepinillos los que salen, son pequeños peces, tripas y huesos repugnantes.



SO IF YOU CHOOSE TO USE  
BUY LEGAL  
SI DECIDE USAR  
COMPRE LEGAL  
Y CONSIGUE LO QUE ESPERABAS

VO: Buy cannabis from a legal dispenser and get what you pay for.

VO: Compra cannabis en una dispensación legal y consigue lo que pagas.



Ultimately, “But What’s In It?” was chosen as the concept for the marketing campaign. It was found to be the most clear and concise of the messaging options. The paid marketing campaign in English and Spanish totaled 272,978 views for just the one paid campaign, which was distributed on Instagram and Facebook. The information linked to the program so viewers could receive further educational materials on the topic area.

## DISCUSSION OF RESULTS

The rate of success completion was 42% by the end of the program period. Initially, the program planned to examine the number of participants who had been expelled from school to account for the expulsion rate. However, due to limitations to the data collection and inability to provide meaningful results, evaluation shifted to discuss the rate of success for participants who had improved school behavior with no records of expulsion documented. Thus, instead of recording solely a 100% aversion of expulsion rate for program graduates, this measure was reported relative to educational improvement at the 42% mark. Future recommendations include reporting on the changes earlier in the program as capacity to monitor data outcomes and test for significance between educational improvement and documented qualitative data on successes with averting expulsion as collected directly from youth. The program also sought to examine the number of participants in contact with law enforcement to provide rate of offenders. This data was readily available and the number of youth without contact with the justice system was collected and resulted in the previously noted 58%. Future recommendations include continuing to partner with law enforcement and the juvenile justice system to support youth and provide cannabis education and use prevention efforts to prevent encounters or reentry into the juvenile justice system.

As it pertains to cannabis use among youth, while there are no recent county level data available, there are recent statewide (California-level) data available from the [California Health Kids Survey](#), which shows a decline in cannabis use among middle and high school aged students since the COVID-19 Pandemic<sup>13</sup>. While cannabis use is higher among students in in-person and hybrid school formats, individuals in online settings also continue to report use. This information lends to the importance of need for continuous education and prevention activities.

While the program did not meet the goal of distributing all 1,500 educational materials in the county, the program staff were present to provide public health cannabis education at the county’s largest festival, California Roots Festival, which has approximately 12,000 attendees per day over a 4-day period. Integrating public health cannabis education into this festival supported harm reduction, legal compliance, informed decision-making and the overall community well-being of Monterey County residents and visitors. Communications and interactions are not captured as part of the evaluation efforts, therefore, a recommendation for future reports is to capture the reach of interactions beyond the provision of educational materials to attendees of future events.



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Illicit cannabis sales continue to challenge the legal market in California. However, due to the efforts of law enforcement thousands of products were seized and tested. Given that less than 40% of the seized products met the standards for legal cannabis, there is a clear need to continue educating the public about illicit market products.

Social media marketing efforts were ultimately successful in reaching a large audience. One of the lessons learned is the importance of considering how messages are interpreted in languages other than English. Recommendations for future marketing include emphasizing the importance of clarity, conciseness, and linguistic appropriateness.

Overall, although the program did not meet several targets for objectives, the lessons learned from both challenges and successes underscore the ongoing importance of education and awareness.

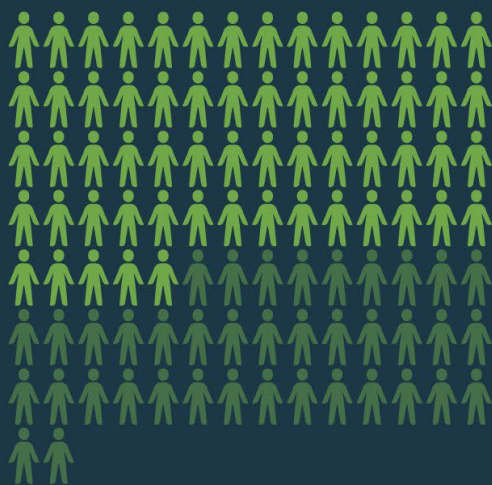
GRANTEE HIGHLIGHT



# GRANTEE HIGHLIGHT

OCTOBER 1, 2020 - SEPTEMBER 30, 2023

## PENINSULA ROAD TO SUCCESS SERVED 61 YOUTH



100% COMPLETION RATE

58% AVOID ENTRY INTO  
JUVENILE JUSTICE SYSTEM

## MAJOR SUCCESSES

Cannabis Education Program Staff attended **15 community events** to increase knowledge of illicit market purchasing.

Law enforcement seized **over 1,100 illicit cannabis products**.

**49% of middle school youth** increased understanding of youth cannabis use

**71% of high school youth** increased understanding of youth cannabis use

**Over 272,900 access to social media campaign** "But what's in it?"; increasing awareness and knowledge among Monterey County residents.

**APPENDICES**

Table 1: Timeline for Data Collection

Table 2: Monterey County CCOT: Process and Outcome Evaluation Measures

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13. WestEd. Did COVID-Related School Building Closures Reduce Student Tobacco Use, Marijuana Use, and Vaping? <https://calschls.org/docs/factsheet-21.pdf> Last accessed April 15, 2024



BSCC 939- 20- Monterey County Cannabis Consumer Outreach Team: Timeline for Data Collection									
Note: All data collected by CEP staff will be submitted to the program evaluator for analysis.									
Project Program Area ( PPA) #:	Goal #	Objective	Supporting Activities	Data collectors	Data Collection Start Date	Data Collection End Date	Data Collection or Activity status Frequency	Additional Notes:	
PPA 1	1. Divert Monterey County first time youth offenders from school expulsion and/or entry into the juvenile justice system.	A. June 30, 2023 Monterey County will have collaborated with Sun Street Centers to serve 125 youth utilizing the county diversion program( Road to Success Program)		CEP Staff; Sun Street center	7/1/2020	6/30/2023	Quarterly	Goal 1 has been reframed to:Reduce rates of youth school expulsion and/or entry or deeper involvement to the juvenile justice system in Monterey County within the Local Evaluation Plan ( LEP)	
PPA 1	1. Divert Monterey County first time youth offenders from school expulsion and/or entry into the juvenile justice system.	A. June 30, 2023 Monterey County will have collaborated with Sun Street Centers to serve 125 youth utilizing the county diversion program( Road to Success Program)	A.1.Monterey County Health Department Public Health Bureau Cannabis Education Program (CEP) staff will establish a contract with Sun Street	CEP Staff; Sun Street center	7/1/2020	12/31/2020	Once		
PPA 1	1. Divert Monterey County first time youth offenders from school expulsion and/or entry into the juvenile justice system.	A. June 30, 2023 Monterey County will have collaborated with Sun Street Centers to serve 125 youth utilizing the county diversion program( Road to Success Program)	A.2. CEP staff will monitor the Sun Street Center contract to ensure 25 youth participate in Road to Success program in the first year, followed by 50 youth participants in year two and three.	CEP Staff; Sun Street center	7/1/2020	6/30/2023	Quarterly		
PPA 1	1. Divert Monterey County first time youth offenders from school expulsion and/or entry into the juvenile justice system.	A. June 30, 2023 Monterey County will have collaborated with Sun Street Centers to serve 125 youth utilizing the county diversion program( Road to Success Program)	A.3 CEP staff will collect data to ensure that program goals are being met.	CEP Staff; Sun Street center	7/1/2020	6/30/2023	Quarterly		
PPA 1	2.Reduce rates of youth cannabis use among Monterey County middle school students.	A.By June 30, 2023, CEP staff will provide educational presentations to 1,500 middle school students.	A.1.CEP staff will establish a memorandum of understanding with Monterey County Office of Education to provide annual education sessions to 500 middle school students annually	CEP Staff	7/1/2020	6/30/2023	Quarterly		
PPA 1	2.Reduce rates of youth cannabis use among Monterey County middle school students.	A.By June 30, 2023, CEP staff will provide educational presentations to 1,500 middle school students.	A.2. CEP staff will collaborate with middle school teachers to provide educational presentations utilizing the Cannabis Awareness & Prevention Toolkit curriculum annually.	CEP Staff	7/1/2020	6/30/2023	Quarterly		
PPA 1	2.Reduce rates of youth cannabis use among Monterey County middle school students.	A.By June 30, 2023, CEP staff will provide educational presentations to 1,500 middle school students.	A.3.CEP staff and the program evaluator (PE) will collect teachers' impressions of how students regarded the presentation materials; results may be used to refine the presentations.	CEP Staff	7/1/2020	6/30/2023	Quarterly		
PPA 1 & 3	3.Increase community awareness of youth cannabis use and exposure, and illicit market cannabis products.	A. By June 30, 2023, CEP staff will participate in 15 Monterey County community events.	A.1 CEP staff will participate in 5-6 community events annually	CEP Staff	7/1/2020	6/30/2023	Quarterly		
PPA 1 & 3	3.Increase community awareness of youth cannabis use and exposure, and illicit market cannabis products.	A. By June 30, 2023, CEP staff will participate in 15 Monterey County community events.	A.2. CEP staff will distribute community educational materials on youth cannabis use and exposure, illicit market cannabis products and other educational messages.	CEP Staff	7/1/2020	6/30/2023	Quarterly	Updated in LEP to specify anticipated 1,500 education materials to be distributed by end of program	
PPA 1 & 3	3.Increase community awareness of youth cannabis use and exposure, and illicit market cannabis products.	A.By June 30, 2023, CEP staff will participate in 15 Monterey County community events.	A.3. In year one, CEP staff will conduct 20-30 public intercept surveys at each community event to gain a better understanding of how youth obtain cannabis within the community.	CEP Staff	7/1/2020	6/30/2021	Once		
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	A. By June 30, 2023, CEP, Environmental Health Bureau (EHB), Monterey County Cannabis Program (CP) and Monterey County Resource Management Agency (RMA) staff will provide educational visits to 45 (15 annually) store front and mobile delivery operators.	A.1. In year one, CP staff will establish a baseline number of mobile vendors located in Monterey County.	CP Staff	7/1/2020	6/30/2021	Once		
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	A. By June 30, 2023, CEP, Environmental Health Bureau (EHB), Monterey County Cannabis Program (CP) and Monterey County Resource Management Agency (RMA) staff will provide educational visits to 45 (15 annually) store front and mobile delivery operators.	A.2.CEP staff will collaborate with EHB and RMA to share educational materials with 15 store front retailers and mobile vendors annually that can be used within the retail environment.	CEP, EH Staff	7/1/2020	6/30/2023	Quarterly		
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	A. By June 30, 2023, CEP, Environmental Health Bureau (EHB), Monterey County Cannabis Program (CP) and Monterey County Resource Management Agency (RMA) staff will provide educational visits to 45 (15 annually) store front and mobile delivery operators.	A.3. EHB and RMA staff will collaborate to create a new inspection form for use with mobile vendors	EH, RMA Staff	7/1/2020	12/31/2020	Once		
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	A. By June 30, 2023, CEP, Environmental Health Bureau (EHB), Monterey County Cannabis Program (CP) and Monterey County Resource Management Agency (RMA) staff will provide educational visits to 45 (15 annually) store front and mobile delivery operators.	A.4. EHB and RMA staff will include mobile vendors when conducting annual storefront inspections with existing brick and mortar retailers	EH, RMA Staff	7/1/2020	6/30/2023	Quarterly		

PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	A. By June 30, 2023, CEP, Environmental Health Bureau (EHB), Monterey County Cannabis Program (CP) and Monterey County Resource Management Agency (RMA) staff will provide educational visits to 45 (15 annually) store front and mobile delivery operators.	A.5. Using public intercept survey results, CEP staff will collaborate with Monterey County Administrative Office Intergovernmental and Legislative Affairs Office to create 2 educational vignettes (Spanish & English) for public service announcements and social media posts to increase public health.	CEP, PR staff	7/1/2020	6/30/2021	Once	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	B. By June 30, 2023, CEP, EHB and CP Staff will provide 3 train the trainer courses for cannabis retail owners/managers utilizing a harm reduction model.	B.1. CEP, EHB and CP staff will research existing curricula to educate cannabis retailers on health and safety concerns regarding cannabis retail.	CEP, EH, CP Staff	7/1/2020	12/31/2020	Once	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	B. By June 30, 2023, CEP, EHB and CP Staff will provide 3 train the trainer courses for cannabis retail owners/managers utilizing a harm reduction model.	B.2. During year one, CEP staff will conduct 6-7 KII with store front operators to establish educational needs within the retail environment	CEP Staff	7/1/2020	12/31/2020	Once	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	B. By June 30, 2023, CEP, EHB and CP Staff will provide 3 train the trainer courses for cannabis retail owners/managers utilizing a harm reduction model.	B.3. Utilizing KII information, CEP, EHB and CP staff will create and/or adapt a cannabis curriculum that address issues such as: verifying age, recognizing someone under the influence, impacts of cannabis on health and decision making and other	CEP, EH, CP Staff	7/1/2020	12/31/2020	Once	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	B. By June 30, 2023, CEP, EHB and CP Staff will provide 3 train the trainer courses for cannabis retail owners/managers utilizing a harm reduction model.	B.4.CEP, EHB and CP staff will provide 1 training annually for up to 10 owners/ managers of store front and delivery service operators.	CEP, EH, CP Staff	1/1/2021	6/30/2023	Quarterly	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	B. By June 30, 2023, CEP, EHB and CP Staff will provide 3 train the trainer courses for cannabis retail owners/managers utilizing a harm reduction model.	B.5.CEP staff and PE will collect post-training anecdotal opinions from storefront retailers and vendors regarding the efficacy of the training.	CEP, PE Staff	7/1/2020	6/30/2023	Quarterly	
PPA 2	4. Increase retail and community awareness of cannabis use among pregnant and lactating woman, and other vulnerable populations.	B. By June 30, 2023, CEP, EHB and CP Staff will provide 3 train the trainer courses for cannabis retail owners/managers utilizing a harm reduction model.	B.6.EHB staff will create and use a cannabis retail business recognition utilizing a media platform once retail training is received.	EH Staff	1/1/2021	6/30/2023	Quarterly	
PP3	5.Decrease the amount of illicit market cannabis products sold within Monterey County.	A. By June 30, 2023, the Monterey County District Attorney's Office (DA) and Monterey County Sheriff's Office (MCSO) will provide 150 tests of illegally seized cannabis.	A.1 The DA and MCSO will conduct 50 tests annually of cannabis seized from illegal cultivation sites and street sales to determine if it meets the compliance standards of legal cannabis products.	DA/MCSO Staff	7/1/2020	6/30/2023	Quarterly	
PP3	5.Decrease the amount of illicit market cannabis products sold within Monterey County.	B.June 30, 2023, the DA and MCSO will provide 6 trainings (2 annually) to law enforcement personnel.	B.1. DA and MCSO will provide 2 trainings annually (6 total) for up to 100 law enforcement personnel utilizing a train the trainer model. Topics may include cannabis cultivation, distribution and delivery, and identification of legal requirements for drivers of	DA/MCSO Staff	7/1/2020	6/30/2023	Quarterly	Rephrased: Social Media Marketing to Paid Media Marketing within the LEP
PP3	5.Decrease the amount of illicit market cannabis products sold within Monterey County.	C.By June 30, 2023, Monterey County will create a social media marketing campaign addressing illicit cannabis sales.	C.1. CEP staff will establish a contract with a local advertising firm to create a social marketing campaign (Spanish & English) addressing illicit sales utilizing a two-pronged approach; 1) the selling/giving of cannabis to minors and 2) adult	CEP Staff	7/1/2020	12/31/2020	Once	Rephrased: Social Media Marketing to Paid Media Marketing within the LEP
PP3	5.Decrease the amount of illicit market cannabis products sold within Monterey County.	C.By June 30, 2023, Monterey County will create a social media marketing campaign addressing illicit cannabis sales.	C.2. Utilizing KII and public intercept survey data, media concepts will be created and tested with a focus group.	CEP staff, Advertising firm (Keehan &Partners)	1/1/2021	6/30/2021	Once	KII data will be collected once in the planning phase of the program development. The Public Intercept survey data will be collected once in Program Year 1. Information will be tested with the focus group prior to public use of paid media marketing
PP3	5.Decrease the amount of illicit market cannabis products sold within Monterey County.	C.By June 30, 2023, Monterey County will create a social marketing campaign addressing illicit cannabis sales.	C.3.Based on focus group results, the advertising firm will place concepts to reach target audiences which may include radio or print.	CEP staff, Advertising firm (Keehan &Partners)	7/1/2021	6/30/2023	Quarterly	Rephrased: Social Media Marketing to Paid Media Marketing within the LEP



BSCC 939- 20- Monterey County Cannabis Consumer Outreach Team: Process and Outcome Evaluation Measures							
					Program Year		
Goal	Evaluation Measure	Data Item	Data Source	Calculation Notes	Numerator ( or count when rate N/A)	Denominator	Rate
1	Process	Number of new participants in Road to Success	Sun Street Centers	Count		N/A	N/A
1	Process	Number of participants completing Road to Success Program	Sun Street Centers	Count		N/A	N/A
1	Process	Number of participants dismissed from Road to Success Program	Sun Street Centers	Count		N/A	N/A
1	Outcome	Rate of completion of the Road to Success Program	Sun Street Centers	Numerator: Number of all participants completing the program (achieving a program certificate). Denominator: Number of all participants enrolled			
1	Outcome	Rate of school expulsion	Sun Street Centers	Numerator: Number of participants who have been expelled from school within 12 months of completing the program. Denominator: Number of program completers.			
1	Outcome	Rate of recidivism	Sun Street Centers	Numerator: Number of participants who have had af first time or repeat offense within 12 months of completing the program. Denominator: Number of program completers.			
2	Process	Number of middle school students enrolled in health class	CEP	Count		N/A	N/A
2	Process	Number of high school students enrolled in health class	CEP	Count		N/A	N/A
2	Process	Number of middle school students completing 1-hour risks prevention education	CEP	Count		N/A	N/A
2	Process	Number of High school students completing 1-hour risks prevention education	CEP	Count		N/A	N/A
2	Outcome	Number of pre-test completed by middle and high school students	CEP	Count		N/A	N/A
2	Outcome	Number of post-tests completed by middle and high-school students	CEP	Count		N/A	N/A
2	Outcome	Cannabis use amongst middle and high shool students	CEP	Count		N/A	N/A
2	Outcome	Rate of reported likelihood of cannabis use reported after education provided	CEP	Numerator: Number of students with decreased likelihood to use compared post to pre-survey. Denominator: total number of students matched in pre-post survey.			
3	Process	Number of community events attended	CEP	Count		N/A	N/A
3	Process	Number of educational materials distributed at each event in English	CEP	Count		N/A	N/A
3	Process	Number of educational materials distributed at each event in Spanish	CEP	Count		N/A	N/A
3	Outcome	Rate of reach at community events	CEP	Numerator: number of education materials provided at community events Denominator: total number of community events attended			
3	Outcome	Rate of reach at community events	CEP	Numerator: Number of intercept completed. Denominator: total number of intercept surveys			
4	Process	Number of licensed brick-and mortar stores in Monterey County	CEP	Count		N/A	N/A
4	Process	Number of licensed mobile delivery vendors in Monterey County	CEP	Count		N/A	N/A
4	Process	Rate of successful inspection of brick-and-mortar stores	Monterey County internal partners	Numerator: Number of brick-and-mortar retailers meeting code compliance Denominator: Number of brick-and-mortar retailers inspected		N/A	N/A
4	Process	Rate of successful inspection of mobile retailers	Monterey County internal partners	Number of mobile retailers meeting code compliance. Denominator: Number of mobile retailers inspected		N/A	N/A
4	Process	Number of point-of-sale staff education materials provided to retailers	Monterey County internal partners	Count		N/A	N/A
4	Process	Number of Point-of-sale staff educational materials	Monterey County internal partners	Count		N/A	N/A
4	Process	Number of Point-of-sale consumer educational materials	Monterey County internal partners	Count		N/A	N/A
4	Process	Number of staff trained using train-the-trainer ToolKit	Monterey County internal partners	Count		N/A	N/A
4	Outcome	Number of staff completing the Train-the-trainer pre-survey	Monterey County internal partners	Count		N/A	N/A
4	Outcome	Number of staff completing the Train-the-trainer post survey	Monterey County internal partners	Count		N/A	N/A
4	Outcome	Rate of staff reporting increased level of understanding after completing Train-the-	Monterey County internal partners	Count			
4	Outcome	Rate of staff reporting increased level of preparedness after completing Train-the-trainer	Monterey County internal partners	Count			
5	Process	Number of products seized from illicit street sales	Monterey County internal partners	Count		N/A	N/A
5	Process	Number of products seized from illicit cultivation sites	Monterey County internal partners	Count		N/A	N/A
5	Process	Number of seized products tested	Monterey County internal partners	Count		N/A	N/A
5	Process	Number of MSCO and DA staff trained on legal cannabis cultivation, distribution, delivery practices and legal implications	MSCO/DA	Count		N/A	N/A
5	Outcome	Rate of product compliance with standards of legal cannabis products	MSCO/DA	Numerator: Number of tested products which meets compliance standards of legal cannabis products. Denominator: Total number of tested products			



5	Process	Number of paid media campaign created	CEP / Keehan & Partnerts	Count		N/A	N/A
5	Process	Number of advertisements per campaign	CEP / Keehan & Partnerts	Count		N/A	N/A
5	Process	Number of paid media campaigns in English	CEP / Keehan & Partnerts	Count		N/A	N/A
5	Process	Number of paid media campaigns in Spanish	CEP/ Keehan & Partnerts	Count		N/A	N/A
5	Outcome	Rate of views/access per paid media campaign	CEP/ Keehan & Partnerts	Numerator: Number of total views Denominator: total number of campaign		N/A	N/A