

# **Proposition 64 Cohort 3 Grant Program**



City of Colusa -  
Cannabis Public Safety  
and Education

## **Local Evaluation Plan**

Submitted by:

The City of Colusa, California

Prepared by:

Sadie Ash, Program Director

[grants@cityofcolusa.com](mailto:grants@cityofcolusa.com) (707)217-6504

Date:

February 15, 2024

Project Period:

May 1, 2023 - April 30, 2028

# Project Background

The small community of Colusa, California is proactively addressing the growing concerns surrounding youth cannabis usage by initiating the development of a comprehensive Youth Prevention Cannabis Program. With the recognition of the multifaceted nature of this issue, the community is implementing a multifaceted approach that involves policy updates, law enforcement, and community development efforts.

The initiative encompasses three key goals:

**Hiring a New Police Officer:** Understanding the critical role of law enforcement in mitigating illicit drug activities, including underage cannabis use, the community has decided to allocate resources to recruit a dedicated police officer. This officer will specialize in youth engagement and cannabis prevention efforts, collaborating closely with schools, community organizations, and families to educate and empower young individuals on the risks associated with cannabis use. Furthermore, the officer will enforce relevant laws and regulations to deter illegal cannabis activities targeting minors, thereby promoting a safer environment for youth within the community.

**Updating Local Ordinances on Commercial Cannabis:** Recognizing the impact of local regulations on cannabis availability and accessibility, the community is undertaking a review and update of existing ordinances related to commercial cannabis activities. This process involves thorough examination and revision of zoning regulations, licensing requirements, and operational standards for cannabis-related businesses within the jurisdiction. By implementing stricter controls and guidelines, the community aims to reduce the exposure of youth to cannabis products and minimize the potential for underage access.

**Hiring a Code Enforcement Officer:** In addition to law enforcement measures and policy updates, the community is prioritizing the establishment of a Code Enforcement Officer position. This officer will assume responsibility for overseeing and developing initiatives aimed at fostering a healthy and safe community environment. Specifically, the Code Enforcement Officer will enforce regulations related to public health, safety, and zoning ordinances, with a particular focus on addressing factors contributing to substance abuse and related issues. Additionally, they will collaborate with stakeholders to implement programs and

policies supporting overall community well-being, including youth-focused prevention efforts.

By integrating the expertise of a dedicated police officer, updates to local ordinances governing commercial cannabis activities, and the strategic oversight provided by a Code Enforcement Officer, the community of Colusa is committed to implementing a comprehensive Youth Prevention Cannabis Program. Through education, enforcement, and community development efforts, the program seeks to empower youth to make informed choices, reduce underage cannabis usage, and cultivate a supportive and safe environment for all residents.

# Process Evaluation Method and Design

The evaluation of the proposed project will employ a mixed-methods approach to assess its effectiveness in achieving desired outcomes. Quantitative data will be collected through various metrics, such as the number of updated policies and ordinances, processing times for cannabis business permits, and rates of youth participation in education programs. These quantitative measures will provide numerical indicators of progress and allow for comparisons over time.

Qualitative data will be gathered through interviews, surveys, and focus groups with stakeholders, including community members, policymakers, educators, and law enforcement personnel. These qualitative methods will capture nuanced insights into stakeholders' perceptions, experiences, and attitudes towards the project, providing valuable context and understanding of its impact on the community.

The evaluation design will incorporate both formative and summative elements, allowing for ongoing assessment and feedback throughout the project lifecycle. Formative evaluation will involve continuous monitoring of project activities and outputs to identify any challenges or areas for improvement. Summative evaluation will assess the project's overall impact and outcomes, comparing baseline data with postintervention results to determine the extent of progress achieved.

By employing a comprehensive evaluation method that combines quantitative and qualitative approaches, the project will be able to effectively measure its success in updating cannabis regulations, educating youth on responsible behavior, and enhancing community safety through code enforcement efforts. This rigorous evaluation design will provide valuable insights to inform decision-making, guide future initiatives, and maximize the project's long-term impact on the community.

# Outcome Evaluation Method and Design

1. Define Evaluation Objectives: Begin by clarifying the specific objectives and intended outcomes of the evaluation. In this case, the evaluation aims to assess the effectiveness of the project in achieving its goals related to updating commercial cannabis ordinances, implementing youth education programs, and hiring a code enforcement officer.
2. Identify Key Evaluation Questions: Based on the project's objectives, formulate a set of key evaluation questions that will guide the evaluation process. These questions should focus on measuring the extent to which the project has achieved its intended outcomes and identifying factors contributing to success or barriers to progress.
3. Select Evaluation Measures: Determine the appropriate quantitative and qualitative measures to assess the project's outcomes. This may include metrics such as the number of updated policies and ordinances, processing times for cannabis business permits, rates of youth participation in education programs, and stakeholder perceptions of project effectiveness.
4. Develop Data Collection Instruments: Design data collection instruments, such as surveys, interviews, observation checklists, and documentation reviews, together relevant information from project stakeholders. Ensure that data collection methods align with the evaluation questions and measures identified in earlier steps.
5. Define Data Collection Procedures: Outline the procedures for collecting data, including the timeline, responsible parties, and protocols for ensuring data quality and integrity. Determine how data will be collected, stored, and analyzed to facilitate accurate and reliable evaluation results.
6. Implement Data Collection: Carry out data collection activities according to the defined procedures. Engage with stakeholders and collect data through surveys, interviews, and other methods as appropriate. Monitor data collection progress and address any issues or challenges that arise during the process.

7. Analyze Data: Analyze the collected data using appropriate statistical techniques for quantitative data and thematic analysis for qualitative data. Compare pre- and post-intervention data to assess changes over time and examine patterns or trends in the data to identify insights and findings relevant to the evaluation

8. Interpret Findings: Interpret the evaluation findings in relation to the project's objectives and intended outcomes. Identify strengths, weaknesses, opportunities, and threats associated with the project's implementation and impact. Consider contextual factors and stakeholder perspectives when interpreting findings to provide a comprehensive understanding of the project's effectiveness.

9. Communicate Results: Prepare a comprehensive evaluation report summarizing the findings, conclusions, and recommendations derived from the evaluation process. Present the report to project stakeholders, including policymakers, funders, and community members, to disseminate findings, facilitate learning, and inform decision-making for future initiatives.

10. Iterate and Improve: Use the evaluation findings to inform ongoing project planning and implementation efforts. Incorporate lessons learned and recommendations from the evaluation to refine strategies, address gaps, and improve the project's effectiveness and sustainability over time.

By following these steps, the outcome evaluation plan will provide valuable insights into the project's impact, effectiveness, and areas for improvement, contributing to informed decision-making and continuous learning within the community.

# Project Logic Model

The proposed project aims to address multiple facets of cannabis regulation and youth prevention within a small community. Through the updating of commercial cannabis ordinances, policy, and permitting processes, the project seeks to establish a more robust regulatory framework for cannabis businesses while streamlining administrative procedures. This effort will not only ensure compliance with existing regulations but also foster a more transparent and efficient system for permitting and oversight. Additionally, the project intends to implement a youth-based education program focusing on cannabis use, designed to equip young individuals with the knowledge and skills to make informed decisions and resist peer pressure. By collaborating with schools, youth organizations, and community centers, the program aims to instill a sense of responsibility and empower youth to prioritize their well-being.

In tandem with policy updates and educational initiatives, the project also entails the hiring and training of a dedicated code enforcement officer. Tasked with overseeing and regulating cannabis businesses, this officer will play a crucial role in enforcing compliance with local regulations and maintaining public safety. Through targeted training and coordination with law enforcement agencies, the code enforcement officer will ensure effective oversight of cannabis-related activities, contributing to a safer and healthier community environment. Collectively, these efforts aim to achieve long-term reductions in youth cannabis use, promote responsible behavior, and enhance community resilience by fostering stronger relationships among stakeholders and supporting sustainable development within the community.