

City of Fresno Proposition 64 Public Health and Safety Grant Program Local Evaluation Report (LER)

Proposition 64 Public Health Prevention and Public Safety Education

“Collaborative Effort to Address the Effects of the Legalization of Cannabis
Involving Our Youth”

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Executive Summary

The City of Fresno has a history of substantial crime prevention, reduction, and intervention strategies and initiatives to counter the significant local problems of drugs, gangs, and violence. Fresno's strategy blends public safety with community outreach, crime prevention programs, and public services that emphasize building personal resiliency, economic development, internships, and neighborhood engagement activities. These activities are conducted in partnership with local Community Based Organizations (CBOs). In addition to a long history of working with CBOs, the City of Fresno frequently collaborates and partners with local cities like the City of Mendota that share common concerns and issues.

The Board of State and Community Corrections (BSSC) Proposition 64 Public Health and Safety Grant Program (PROP 64 PH&S) encourages local jurisdictions to develop local approaches that meet the diverse needs of each community. The purpose of this Local Evaluation Report (LER) is to analyze and evaluate the impact of community services and public safety programs in Fresno and Mendota relating to the implementation of Proposition 64 and impacts of the legalization of the cultivation and sales of recreational cannabis on local community youth and young adolescents. This project investigates the development and implementation of these programs in coordination between the City of Fresno, City of Mendota, and local CBOs. Project goals and objectives are to enhance and benefit the public health and safety of local residents through meaningful policy, education, employment and services designed to enhance personal resiliency of the citizenry, particularly for youth and young adults.

This LER analyzes the project process and outcome data collected for the funding period between May 1, 2021 through April 30, 2024 to document and evaluate the impact and benefit of PROP 64 PH&S supported community service and public safety programs in the City of Fresno and City of Mendota. Data used in this study is found from a variety of Community Based Organizations (CBOs) including the Boys and Girls Club of Fresno County, Fresno EOC, City of Fresno, City of Mendota, and the Fresno Police Department (FPD). In addition to evaluation research, this report seeks to make select recommendations for future programmatic decisions, enhanced program performance, long-term intervention strategies, and initiative sustainability.

Project Background

The City of Fresno, in partnership with the City of Mendota, Fresno Economic Opportunities Commission (Fresno EOC), and the Boys and Girls Club of Fresno County submitted a grant proposal to the California Board of Community Corrections (BSCC) Proposition 64 Public Health and Safety Grant Program on January 29, 2021. The proposal was funded by BSCC for \$1,958,057 to provide community services and public safety programs in Fresno and Mendota relating to the implementation of Proposition 64 and impacts of the legalization of the cultivation and sales of recreational cannabis on local community youth and young adolescents.

Our project blends two distinct criminological objectives and components. The Public Health aspect provides mental health, substance abuse services, and internships to youth and young adolescents residing in the Cities of Fresno and Mendota. The Public Safety aspect involves the Fresno and Mendota Police Departments providing enforcement, community outreach and education to the residents and businesses within both respective cities (i.e. related to crime and calls for service). Projects funded under this grant program assist community groups and law enforcement effort to address public health and public safety issues associated with the implementation of *California's Control, Regulate, and Tax Adult Use of Marijuana Act (AUMA)*.

There are at least two primary strategies to combat crime and juvenile delinquency within a community. One approach emphasizes proactive crime prevention and reduction strategies and programs focusing on the root of the problem—for example education and workforce development opportunities. Another is a reactive approach focused on crime interdiction, law enforcement, and formal criminal justice processes. Prevention strategies draw on both approaches, with the preferred strategy found through community engagement, public health, and enhanced local and personal resiliency. After all, if we can better prepare at-risk youth and young adults to avoid the pitfalls of the cycles of addiction and substance abuse, then we should guide our activities in that direction. If we can build the resiliency of the local community, then we should increase our capacity to effectively respond to local developmental and environmental threats that may drive self-destructive and potential anti-social behaviors.

The City of Fresno Proposition 64 Grant Project intends to enhance and support community partners and programs whose primary mission is crime reduction, and enhanced public safety. Effective drug abuse intervention and response programs and services are essential in communities such as ours with areas of concentrated poverty and high crime.

The City of Fresno project involves the expertise of key community providers to have a positive impact on the lives of at-risk youth and young adults, including collaborative partners with the City of Mendota, Fresno Economic Opportunities Commission (Fresno EOC), and the Boys and Girls Club of Fresno County and a good number of specific projects directed at different facets of the complex California Proposition 64 cannabis policy issue. In the following report section, we introduce the key project partners.

Introduction to the City of Fresno, City of Mendota, and Key Partners

In terms of introduction and context, Fresno is the 5th largest city in California, serves as the County seat, and has a 2022 estimated population of 545,567. Fresno is the largest city in the Central Valley. According to U.S. Census data for the City of Fresno, 28.2% of residents were persons under the age of 18, 50% Hispanic or Latino, 23.6% with Bachelor's Degree or Higher (Age 25 years+), and 22.9% of Persons in Poverty. ¹

Forty-five miles west of Fresno lies the partnering agricultural City of Mendota, "the Cantaloupe Center of the World." Mendota is a small city with an estimated 2022 population of 12,618. According to recent U.S. Census data for Mendota, 28.2% of residents were under the age of 18, 50% Hispanic or Latino, 23.6% with Bachelor's Degree or Higher (Age 25 years+), and 22.9% Persons in Poverty. ²

Fresno EOC

Fresno EOC operates over 30 programs across 15 service areas that serve more than 100,000 people annually, providing a comprehensive array of services that fight poverty and its root causes for all ages. In terms of community partnerships, Fresno EOC provides youth job training/internships and conducts youth outreach through its Training and Employment (T&E) programs as well as follow-up services like support groups, resume updating, job application assistance, and interview preparation. In addition, conduct monthly, youth-focused activities in the City of Mendota, including but not limited to peer support groups, drug-alternative social events, and LGBTQ+ safe spaces.

Boys and Girls Clubs of Fresno County

The Boys & Girls Club will provide a range of programs and curriculum to youth focused on drug and gang prevention, personal choices and development, and academic support. Programs include the Phoenix Curriculum, What's Important to you? Understanding Your Feelings, Problem Solving, Risk Factors, and Protective Factors; Street SMART, Career Launch, Junior Staff- Work Experience, and Power Hour. Under this program, we will implement five youth prevention programs for youth in ages ranging from 10-18 in the Cities of Fresno and Mendota that increase resistance skills and teach participants to problem solve in risky situations in the following areas:

- a. Drug prevention and intervention;
- b. Personal values, decision making, and emotional intelligence education;;
- c. Gang and violence prevention;
- d. Job and career education;
- e. Homework help and tutoring.

¹ Accessed electronically at <https://www.census.gov/quickfacts/fresnocitycalifornia>, on 6/14/2023.

² Accessed electronically (<https://www.census.gov/quickfacts/fact/table/mendotacitycalifornia> on 6/14/2023.

History in the Community

The City of Fresno Police Department

The mission of the City of Fresno Police Department (FPD) is to preserve the trust of our community by providing a safe and secure place to work and live in. The City of Fresno is divided into five policing districts: Southwest, Central, Southeast, Northeast, and Northwest. Violent crime is primarily concentrated in the Southwest, Central, and Southeast Districts of the city. The Fresno Police Department has coordinated and implemented intervention programs that comprehensively focused on prevention through strong partnerships with local community-based organizations. Many of these prevention and crime reduction projects have been federal and/or state funded, effective, and widely appreciated within the community. One project, for example, involved the implementation and effective use of forensic bullet casing analysis in conjunction with the U.S. Department of Justice NIBIN shell case registry. With numerous homicides locally, citizens feel safer when guns and ammunition are taken off the streets and from the hands of prospective offenders.

The City of Mendota Police Department

The Mendota Police Department (MPD) and Mendota Unified School District have fostered a great working relationship and created a trusting connection among parents, schools, and school officials. These and other community improvement programs provide better linkages and an enhanced sense of community between the grantee and the Fresno and Mendota population. Because of such public safety programs, community-based partnerships, neighborhood outreach, and violence reduction programs, the grantee enjoys a positive relation within the city and enhanced cooperation. Projects and services that support City of Fresno and Mendota neighborhood initiatives and community involvement enhance opportunities and quality of life for our families and further deepen ties and local support for public safety agencies and educational institutions.

Fresno EOC and Boys & Girls Club of Fresno County

In terms of additional partners, Fresno EOC provides many key local programs and services, including youth job training, internships, and outreach. Boys & Girls Club of Fresno County also provides a range of activities, recreational opportunities for youth, including drug and gang prevention, understanding the value of good personal choices, development, and academic support. Both community partners contribute significantly to making the City of Fresno and City of Mendota a safer and better place to live, work, and raise families.

Explanation of Activities and/or Services- The purpose of this funded grant project is to provide services to local youth and young adolescents on the impacts of the legalization of cannabis. The public health grant purpose provides mental health and substance abuse services and internships/apprenticeships to the youth and young adolescents who reside in the City of Fresno and the City of Mendota. The City of Mendota will conduct twelve meetings and six events annually for youth, including volunteer opportunities, community walk-a-thons, freestyle painting events, karaoke nights,

socializing opportunities between youth and local senior citizens. The Fresno and Mendota Police Departments will provide community outreach and education programs as well as enforcement efforts and research on the impacts of the legalization of cannabis in the local area.

LOCAL EVALUATION REPORT (LER) ORGANIZATION AND STRUCTURE

The LER is organized and structured in the following manner: we provide information on key partnering organizations, discuss project goals, evaluative research methodology, and project process and outcome evaluations findings:

1. Participant-eligibility- Each program has their own services element and their own respective eligibility requirements (noted below) for programs.

2. Research questions- The City of Fresno and City of Mendota project works collaboratively with community service providers and services; we note process and outcome orientations and research questions for respective projects and programs.

3. Both individual (micro) and organizational (macro) variables are included for analysis within programs over the project performance period. For purposes of comparison of project participants with other groups, we generally mean with residents of the City of Fresno and City of Mendota (unless otherwise stated) in specific project descriptions and /discussions.

4. Data Collection- the Quarterly Performance Report (QPR) is a data collection administration survey tool. The objective is to reduce the complication and difficulty of tracking numerous youth program participants found within the reporting quarterly data.

5. Findings- Discussion of Process and Outcome Evaluations data and analysis.

Process Evaluation-

Outcome Evaluation-

General Evaluation-

6. Recommendations- Program evaluator project recommendations.

Project Purpose Area 1 (PPA#1)- Youth Development/Youth Prevention and Intervention

With the legalization of marijuana for users 21 years and older, there is a greater need to inform youth and young adults about the negative consequences of substance abuse. This is due in part because of expanded marijuana availability and products, particularly in common and easy to find modalities such as vaping, candies/consumables/edibles, sports drinks, and numerous other products commonly marketed and appealing to youth and younger prospective users. Like many California communities, Fresno has a need for effective early prevention and intervention strategies and programs for younger people who will benefit from youth development and prevention-based activities. As such, grant funds are directed at programs and services directed at helping youth and young people with coping skills and knowledge necessary for enhancing personal resiliency and to promote success within the community.

The Cities of Fresno and Mendota and community partners have experience with youth prevention/intervention activities designed to prevent substance abuse and addiction by promoting healthy behaviors within our communities.

Project Purpose Area 2 (PPA #2)- Public Health:

It is very important to incorporate the public health approach and perspective into broader discussions of substance abuse and addiction. One key tenet of the public health approach is the focus and value of prevention strategies of an issue before it becomes difficult to manage as a social problem. Additional tenets of the public health approach is a differentiation of strategies related to primary (normal risk factors), secondary (at-risk), and tertiary (formal criminal justice impacted) approaches. In other words, supporting youth and young adults to establish healthy behaviors in the quest to successful adulthood is the best alternative to an unhealthier life of substance abuse, addiction, and criminal behavior through bad decisions which often results in a variety of hardships to the community and individuals involved.

Project Purpose Area 3 (PPA #3)- Public Safety:

The City of Fresno and the City of Mendota are also dedicated to Project Purpose Area 3: Public Safety to more broadly address the safety concerns of cannabis. The City of Fresno will fund a Community Services Officer to help build trust in the community. The City of Mendota will also fund a Community Services Officer who will conduct public outreach and education events. The capacities of the City of Fresno and City of Mendota will be expanded to meet the challenges associated with cannabis legalization while improving community relations and trust with law enforcement. These include neighborhood watch meetings, performing community outreach (including at schools), and public education about the harms of substance abuse and addiction.

In addition, to inform the community about the issues of unregulated cannabis locations, both cities will conduct enforcement and inspections on businesses not in compliance or those businesses operating on the black market. Geographic Information Systems (GIS) data will be collected and analyzed to determine differences in serious crime patterns and trends around these regulated and unregulated dispensary locations.

Description of Similar Efforts in the Region- Currently there are a handful of general substance abuse prevention/intervention programs at the school level. However, the Cities of Fresno and Mendota lack a coordinated and comprehensive approach to address public health and safety needs associated with AUMA. To this point, additional similar services available to the specific target populations served in this project may not be available to all, particularly those from underserved groups. Projects and services found in this program are unique to the Cities of Fresno and Mendota, the target population, and have brought a larger number of underserved groups together with community-based organizations developing and implementing these programs and services.

Project Target Population- Program services, events, and activities provided are directed at youth and young adults residing in the Cities of Fresno and Mendota and drawn from low-income/high poverty areas. This is where target program participants would benefit significantly from youth development, youth prevention, and intervention programs. In addition, students from Fresno and Mendota will be a key population of interest and will be engaged with through connections with School Resource Officers (SROs). We seek to reduce specific individual risk factors for youth and young adult substance abuse and addiction as well as promoting healthy behaviors and neighborhood environments through engagement with this target population.

Define Criteria Used to Determine Participant Eligibility of the Target Population:

Target population program participant eligibility is drawn from youth in high poverty neighborhoods in Fresno, including residents in the central, southwest, and southeast policing districts. In Mendota, target population participants are drawn from youth and young adults in high poverty neighborhoods, with approximately 41% of current residents living below the federal poverty level. Given that Central Valley California is a high poverty concentration area, there are numerous youth and young people that will meet participant eligibility for program and education/workforce services, activities, and events.

Describe the Process for Determining which Intervention(s) and/or Services a Participant Needs and will Receive:

There are a variety of participant services, events, and activities that will be made available within the Cities of Fresno and Mendota. Local clinical psychologists and substance abuse counselors will provide therapy and counseling for youth and young adult referrals from project partners within the community. An additional source for determination of intervention strategies is through leveraging the experience of campus SROs. We will provide direction and intervention strategies for the project with **all** partners to facilitate the referral process to various interventions as well as participant case management.

Table 1: Process and Outcome Evaluation Questions:

Process-Related Eval Questions	Outcome-Related Eval Questions
1. What are program challenges found in the implementation process?	1. What is the local impact of the grant activity?
2. How were these implementation challenges modified and resolved?	2. How many participants were involved in program services, events, and activities?
3. Program “best practices” learned to apply to enhance future programmatic activity?	3. Were serious crime rates impacted by nearby legal dispensary and unregulated cannabis market locations?

Table 2: Project Purpose Areas, Project Goals, and Objectives:

Project Goals	Project Objectives
<p>PPA #1- Youth Development/Youth Prevention and Intervention:</p> <p>Goal #1- Improve the lives of youth by providing opportunities for them to build competencies needed to become successful adults.</p>	<p>A. 27 youth will successfully complete a paid 150-hour internship program and be better prepared to enter either higher education or employment.</p> <p>B. 175 youth will participate in the youth programming that will increase resistance skills and develop problem solving skills for risky situations.</p>
<p>PPA #2- Public Health:</p> <p>Goal #2- Improve the lives of youth by supporting them in establishing healthy behaviors needed to become successful adults.</p>	<p>A. 300 youth will receive therapy and substance abuse counseling services.</p> <p>B. 50 youth will participate in the Street SMARTS evidence-based gang and violence prevention programs.</p>
<p>PPA #3- Public Safety:</p> <p>Goal #3- Improve public safety in the communities of Fresno and Mendota through education and community service.</p>	<p>A. 740 youth will be reached through School Resource Officers (SROs) and Community Service Officers (CSOs).</p> <p>B. Improve community perceptions and relationships with law enforcement.</p>

Process Evaluation Method and Design

Research Design:

The grant process evaluation includes mixed methods utilizing both quantitative and qualitative data collection and means for analysis. Administrative and participant data will be collected from project organizations for both PPAs to document the process, challenges, barriers, and successes for these types of services, activities and services found within the project. In addition, we seek process evaluation and analysis to guide future experience and programmatic enhancements in this very important area of public health and safety.

The Plan to Document Activities within the Project and/or Services Provided to Participants:

Grantee and subcontractor organizations will maintain a record of all participant program services, activities, and events via written documentation to include (when relevant) daily time sheets, attendance sign in sheets, or activity reports in accordance with the grant guidelines and reporting requirements. Program related performance measures and data will be analyzed to assist program outcome improvement metrics and input into quarterly progress reports.

How Participants' Progress and Program Activity will be Tracked:

It is essential that all participant progress and program service, activity, and event attendance completion is effectively tracked and carefully documented. All grantee organizations will track program participant start dates, program attendance, number of services, activities, events participated in, the number of participants who do not complete the respective intervention, and the number of successful participant intervention completions. Program related performance measures and data will be inputted into quarterly progress reporting.

Process Variables and how They will be Defined and Measured (tools/instruments used to collect the data and frequency of collection):

The following process variables will be tracked throughout the grant funding period to ensure effective program implementation, allow for meaningful performance data on the provision of services, activities, and events; and allow for prospective future program recommendations and modifications for "best practices" to aid in sustainability down the road.

Table 3: Process Variables Defined and Measured

Process Variables	How Measured	Data Sources	Collection- Frequency
1. What are program challenges found in the implementation process?	Partner feedback on project planning, organization, and implementation.	Qualitative data from program personnel.	Quarterly
2. How were these implementation challenges modified and resolved?	Modifications and resolution of issues found in project design/implementation.	Qualitative data from program personnel.	Quarterly
3. Program “best practices” learned to apply to enhance future programmatic activity?	Program personnel comments on “best practices” learned.	Qualitative data from program personnel.	Annually

How the Process Data will be Collected and Data Source(s) Used:

Process evaluation data will be collected through regular discussion with grant partners related to project planning, organization, and implementation. Process related issues raised during these project phases will be captured for analysis. In addition, this data will also be utilized (as relevant) to guide prospective programmatic modifications necessary to enhance the program implementation process, efficiency in operations, and maximize program value to the community.

Project-oversight Structure and Overall Decision-making Process:

Project oversight and administration conducted by the Fresno Police Department, including financial management and responsibility for grant performance reporting. The administration team will work in conjunction with personnel with project organizations in the decision-making process and fine-tuning of program/activity/service provision and delivery to youth and young adult participants. Also, performing site monitoring visits of partnering agencies to ensure compliance with the grant guidelines, meeting coordination with service providers and advisory boards, and community meetings as well as budget development and implementation.

How Project Components are Monitored, Determined Effective, and Adjusted as Necessary:

All project components (including programs, activities, and services) will maintain records of all program activities via time sheet or activity report in accordance with grant guidelines and reporting requirements. The lead agency will track related activities and perform site monitoring visits of partnering agencies to ensure compliance with grant guidelines, meeting coordination with service providers/advisory boards/community meetings, and all budgetary items. Problems discovered through the implementation process will be adjusted as necessary for enhanced project and participant performance. All program related performance measures and data will be inputted for quarterly progress reporting as well.

How Quantitative and Qualitative Process Data will be Analyzed:

Describe the statistical tools used to analyze quantitative data (e.g., descriptive statistics, chi-square) and methods used for analyzing qualitative data (identifying themes, content analysis, etc.).

Quantitative data on participants will be analyzed via descriptive statistics on program services, activities, and events, including number of referrals and enrollments as well as basic demographic information.

Geographic Information Systems (GIS) data will be utilized to analyze public safety activity related to regulated and unregulated dispensaries and serious crimes (homicide, robbery, and aggravated assault) within 500-foot radii of these locations for comparison purposes.

Qualitative data (often process related) will be analyzed through key theme and word analysis. Many of these qualitative data points will be found through QPR, group meetings, and project discussions and more suited to theme and content methods of analysis.

Outcome Evaluation Method and Design

Research Design for the Outcome Evaluation (e.g., pre-/post-test, mixed methods, comparison groups).

The program outcome evaluation includes mixed methods utilizing both quantitative and qualitative data collection and varied means for analysis. Participant data will be collected from project organizations for both PPAs to document outcomes for program services, activities and services provided to program participants. In addition, we seek to conduct crime mapping and analysis to determine and compare serious crime rates (homicide, robbery, and aggravated assault) near regulated cannabis dispensaries with unregulated dispensaries.

Evaluation Questions. These are the questions the outcome evaluation will answer.

Table 4: Project Outcome Evaluation Questions:

Outcome-Related Evaluation Questions
1. What is the local impact of the grant activity?
2. How many participants were involved in program services, events, and activities?
3. Were serious crime rates impacted by nearby legal dispensary and unregulated cannabis market locations?

Table 5: Estimated number of activities, participants expected to receive each type of intervention/ service:

Activity	Participant Numbers	Criteria for Participant Success
Paid 150-hour internships	30 (15-Fresno/15Mendota)	27 successfully complete
Youth Resistance Skills Programs (5)	175	157 successfully complete
Therapy/Substance Abuse Counseling	300	270 successfully complete
Street SMART Program	50	45 successfully complete
SRO/CSO Education Programs	740 (Fresno)	665 successfully complete
City of Mendota Programs	2,520	2,268 successfully complete
TOTAL	3,815	

Criteria for Determining Activity Completion and/or Success in the Project:

Project services, activity, and event participation completion are key criteria for the measuring and determination of objective program outcomes and successes. Thus, we are interested in completion rates for all project participation components (i.e. internships, summer events, activity attendees, etc.). The amount of participants/number of activity completions will be documented so we can calculate numbers of participants served in the Cities of Fresno and Mendota through this project. In addition, we track all program related performance measures and data input for quarterly progress reporting. The following table describes the outcome variables, how they are measured, data sources utilized, and the frequency of data collection:

Table 6: Outcome Variables Defined and Measured- PPA1/PPA2/PPA3

Outcome Variables	How Measured	Data Sources	Frequency of Collection
1. Youth and Young Adult Project Service, Activities and Event participants.	Number of Participants.	Service, Activity, and Event logs	Daily, Monthly, Quarterly
2. Participate and lead neighborhood watch meetings in districts requesting education on the impacts of legalization of cannabis.	Number of neighborhood watch meetings participated in/led.	Fresno Police Department, Mendota Police Department Project Staff	Monthly, Quarterly
3. Perform community outreach at schools and related duties.	Number of community outreach meetings/ events/hours spent/ etc.	Fresno Police Department, Mendota Police Department	Monthly, Quarterly
4. Conduct enforcement and inspections on businesses not in compliance or those	Number of enforcement/inspections on businesses not in compliance.	Fresno Police Department,	Monthly, Quarterly Annually

businesses operating on the black market.	Number of enforcement/inspections on businesses operating in the black market.	Mendota Police Department	
5. GIS Analysis of Serious Crime Rates at Regulated and Unregulated Cannabis Dispensary Locations.	Calls for Service, Crime rates for homicide, robbery, and aggravated assault 250- and 500-foot from regulated and unregulated dispensary locations.	Fresno Police Department, Mendota Police Department	Monthly, Quarterly Annually

How Quantitative and Qualitative Outcome Data will be Analyzed:

Describe the statistical tools used to analyze quantitative data (e.g., descriptive statistics, chi-square) and methods used for analyzing qualitative data (identifying themes, content analysis, etc.).

Quantitative data on participants will be analyzed via descriptive statistics on program services, activities, and events, including attendance and participation, number of participants who do not complete respective interventions, and number of successful participant completions. Additional data points will be generated through a variety of neighborhood watch (and other community and educational meetings, discussions, events, activities, etc).

Geographic Information Systems (GIS) data will be utilized to analyze public safety activity related to regulated and unregulated dispensaries and serious crimes (homicide, robbery, and aggravated) within 500-foot radii of these locations.

Strategy for Determining whether Outcomes are Due to the Project and Not Other Unrelated Factor(s):

Given significant numbers of external factors related to youth and young adult development and involvement with substance abuse and addiction, these outcomes are likely beyond the scope of this grant project. However, given significant participation and interactions, these program services, events, and activities successes may be determinable. In addition, crime mapping and analysis should shed some light on enhanced public safety benefits (and outcomes) related to crime rates between regulated and unregulated cannabis dispensary locations.

Project Components that Do Not Involve Participants, the Plan to Document Activities (e.g., code enforcement, investigations, system/equipment updates):

We will utilize GIS data and tools to analyze a variety of key serious crime measures to compare criminal activity near regulated and unregulated cannabis dispensary locations. This includes Cities of Fresno and Mendota Police Department Calls for Service and Reported Crimes GIS data as specified above.

Project Logic Model (PPAs and Goals):

Project Purpose Areas (PPAs) and Project Goals:

Goal #1- Improve the lives of youth by providing opportunities for them to build competencies needed to become successful adults. (PPA #1- Youth Development/Youth Prevention and Intervention)

Goal #2- Improve the lives of youth by supporting them in establishing healthy behaviors needed to become successful adults. (PPA #2- Public Health)

Goal #3- Improve public safety in the communities of Fresno and Mendota through education and community service. (PPA #3- Public Safety)

Table 7- Project Logic Model

Inputs/Resources	Activities	Outputs	Outcomes	Impacts
2023 Prop 64 Project- Cities of Fresno and Mendota				
Staffing	Project services, activities, and events	Administer and manage activities.	Increase engagement with participants and community.	Effective substance abuse and addiction interventions.
Interns (students)	Paid Internships	Enroll 30 youth into paid internship positions.	Youth work experience.	Increased personal resiliency and employability.
Programs & Participants	Youth Programming; Therapy and Counseling; gang and violence prevention activities;	Enroll 2985 youth into programs, services, activities and events..	Exposure to project services, activities, and events during grant period.	Enhanced personal resiliency and healthier decisions.
Curriculum	Curriculum development, implementation, and evaluation.	Increased capacity of Substance Abuse and Addiction training in local area.	Healthier behavior and enhanced decision-making skills.	More local capacity for substance abuse and addiction prevention programs to improve public health & safety.
Project Funding	Project services, activities, and events.	Project to serve 3,815 youth and young adults in Cities of Fresno and Mendota.	Enhanced public health and safety.	Greater community and individual health and safety.

Evaluation Results

Data Related to the Process Evaluation:

This section of the LER discusses to process evaluation data. This is an important discussion given planning and implementation challenges experienced in this project. In addition, we discuss innovative strategies utilized to help resolve and mitigate project challenges that contributed to ultimate project success.

Earlier in this report, Table 3 discussed process variables, how they are defined and measured, and sources of the data. Now we analyze and evaluate process variable data to answer those questions (found below in bold-faced text). In addition to answering the following questions, we are also interested in one key aspect of the process variables- - program enrolled participant counts for project and services implemented in the City of

Fresno and the City of Mendota with local community based organizational partners. Quantitative data to this point are discussed in greater detail in the following section.

Process Variables include:

1. What are program challenges found in the implementation process? This variable was measured by partner feedback on project planning, organization, and implementation. Qualitative data from program personnel was gained through meetings and data collected quarterly on QPR reports.

2. How were these implementation challenges modified and resolved? This variable was measured by modifications and resolution of issues found in project planning, design, and implementation. Qualitative data from program personnel was gained through meetings and data collected quarterly on QPR reports.

3. Program “best practices” learned to apply to enhance future programmatic activity? This variable was measured by program personnel comments on “best practices” learned in meetings and found in qualitative data collected on QPRs from QPR #1 through QPR #13.

Program Implementation Challenges, their Modification and Resolution, and “Best Practices” to Enhance Future Programmatic Activity:

1. A Late Start to Program Approval and Beginning of Activities:

Program Implementation Challenges: One project implementation challenge was a late start to the program. The PROP 64 PH&S project performance period began on 5/1/2021. Many BSCC projects have a six-to-nine-month planning period (two to three quarters) as program and services “ramp up,” activities begin, and participants are enrolled. However, as of Quarter #6 (July 1-September 30, 2022) there was still work going on with the Governing Board in resolving remaining issues prior to final project approval. In addition, there were delays in securing the necessary fully executed Memorandum of Understandings (MOUs). Thus, there was approximately a 19-month initial delay, of which 6-9 months would otherwise be accounted for in the program planning process, resulting in about a one-year delay to program implementation and “late start” to enrollment and participation in project activities.

Challenge Modification and Resolution- Final program approval was secured at the 12/15/2022 City of Fresno City Council meeting and activities began in Quarter #7 (October 1- December 31, 2022) with the first group of enrolled participants during this timeframe.

Best Practices for Future Programmatic Activity: Work closely with all partners earlier in the grant preparation process to reduce the length of time for program planning and the approval process. This is particularly true for projects that may have political and legal ramifications with respect to partners and major stakeholders.

2. The Impact of COVID-19 on Public Health and Public Safety Project Implementation Challenges.

The impact of COVID 19 impacted a variety of facets of the project from the planning and implementation phase and all the way through the end of the project. As such, the discussion of COVID-19 project impact is found in the “**Describe factors that affected the progress of project goals**” section of this report (page 39-40).

3. Cannabis Dispensary Locations and Smoke Shop GIS Analysis Data Collection and Research Design Changes.

In addition to the project and outcome evaluation utilizing quantitative and qualitative, we also included some GIS data and methodology to understand serious crimes committed near licensed dispensaries and compare them with unlicensed dispensary locations. At the beginning of the project, the City of Fresno had two licensed dispensaries. By the end of the project, Fresno had 8 licensed dispensaries open. There are a few dispensary locations that have significant licensing requirements including security presence, cameras, and numerous other regulations and revenue. Having just two locations open initially allowed for a limited GIS hot spot analysis (which was conducted for serious crimes) at the site, 250- and 500-foot radius from all locations. Additional dispensaries were opened late in this project, and GIS analysis based on NIBRS crime reporting/calls for service were also included for these locations, even though the newer licensed dispensaries had been open a matter of months. This analysis is found in the outcome evaluation near the end of the LER.

However, over the project period, there are some issues that have become increasingly apparent in community public health and safety. These include the likely operation of non-licensed and non-regulated “Smoke Shops” that may be engaged in the sales and distribution of cannabis and related products (i.e. vape cartridges, edibles, etc.) improperly. Some smoke shops may even be operating without a business license while selling products like drug paraphernalia, tobacco, and cannabis. There are 500+ smoke shops across Fresno that are found across the local area.

The process evaluation information related to these process findings suggest that the City of Fresno enhance strengthen municipal code related to smoke shop as well as sort out business licenses, handle revenue issues, and enforce cannabis sales to registered dispensaries only. There are a variety of strategies to approach this question.

But it involves process evaluation and understanding challenges and barriers (like the operation of unregistered cannabis dispensaries and focus on the effective regulation and enforcement of smoke shop business practices and cannabis related activity.

Total Number of Project Participants Enrolled (Unduplicated):

What is the total number of project participants and youth enrolled in project programs and services that were designed, developed, and offered throughout the PROP 64 PH&S grant performance period? This is an important question and subject of this section of the LER. Data tables are found for both process and outcome evaluation purposes and is primarily quantitative data and tables drawn from information in BSCC Quarterly Progress Reports (QPRs).

First, we are interested in the total number of youth project participants during the program performance period. Program participant total count numbers are found below on Table 8 (below). However, there was a potential data reporting issue found on QPR #8 and QPR #9 that impacts the information on this table significantly that is clarified (and corrected) on Table 9 (below) as a potential resolution to the data discrepancy. This oversight resulted in an undercount of project enrolled participants (1432) or 17% of the total initial count value. Additional information on the data reporting issue is found in the discussion below.

Table 8: Number of Project Enrolled Youth- Unduplicated Participants- Uncorrected Values

Quarter	Total # Enrolled	First time Enrolled	Second time Enrolled	Third time Enrolled
Quarter #7	250	250	0	0
Quarter #8	*96	*73	*25	*0
Quarter #9	*231	*49	*81	*60
Quarter #10	1776	854	880	42
Quarter #11	2544	1090	873	581
Quarter #12	1621	755	431	435
Quarter #13	262	257	3	2
Totals	6,780	3,328	2,293	1,120

Data source: BSCC QPR Reports

Analysis: Table 8 provides the number of youth enrolling/entering the project during each quarter of project activity as reported in the QPRs documentation. This project was active from Q#7 to Q#13. Each column represents the total youth referred/enrolled in the project, as well as the number youth enrolled for the first, second, and third time. These are unduplicated youth participants counts. The total number of project participants served is

6,780. However, this number and related data must be further evaluated below in the Important Data Note.

Table 8 Important data note: There is likely a data reporting issue found with two quarters of data reporting (QPR #8 and QPR #9). The numbers of youth referred/enrolled in this data does not correspond to any other datum of youth enrollment provided in the Point of Entry (4.2a) or any of the additional Demographics of Participants at Enrollment (4.2b). It is more reasonable to correct these values in a manner consistent with the values found in the sociodemographic variables and corrected below in Table 9. All other data on project enrolled youth and participants per quarter corresponds to QPR reported data.

Table 9: Number of Project Enrolled Youth- Unduplicated Participants- Corrected Values

Quarter	Total # Enrolled	First time Enrolled	Second time Enrolled	Third time Enrolled
Quarter #7	250	250	0	0
Quarter #8	848	823	25	0
Quarter #9	911	770	81	60
Quarter #10	1776	854	880	42
Quarter #11	2544	1090	873	581
Quarter #12	1621	755	431	435
Quarter #13	262	257	3	2
Total #s- corrected	8,212	4,799	2,293	1,120
Totals #s- uncorrected	6,780	3,328	2,293	1,120
Difference	+1,432	+1,471	0	0

Data source: BSCC QPR Reports

Analysis: According to the recalculated data on number of program youth participant enrollments, there was a difference and undercount of 1,432 total participants or 17% of the total number underestimated. All “undercounts” are first time enrollments. The second and third-enrolled numbers do not change in the data recalculation. According to Table 9 (with the corrected participant count), there were a total of 8,212 project enrolled youth program participants. Of those, 4,799 were first-time enrolled (58.4%), 2,293 second-time enrolled (28%), and 1,120 third-time program enrollee/participants. This is a significant number of Central Valley youth program participants served by the City of Fresno and the City of Mendota PROP 64 PH&S project and greatly exceeds the anticipated number of participants served in the grant proposal documentation (and discussed in further detail later in this report). Project enrolled participant youth are summarized on the following page.

Summary Number of Project Participant Enrolled Youth:

Totals number of project youth referred and enrolled: 8212

First-time enrolled participants: 4,799 (58.4%)

Second-time enrolled participants: 2,293 (28%)

Third-time enrolled participants: 1,120 (14%)

Participant Demographic Information:

After the number of project participants has been identified, we describe and analyze the basic demographics and risk factors of the program enrollees. Demographic information includes Age Group, Gender Identity, Race/Ethnicity, and program participant risk status. Demographic information and risk status are found on the following tables:

Program Participant Demographics: Age Groups (Table 10)

Summary of Program Participant Demographics Age Groups (Table 11)

Program Participant Demographics: Gender Identity (Table 12)

Summary of Program Participant Demographics: Gender Identity (Table 13)

Program Participant Demographics: Race/Ethnicity (Table 14)

Summary of Participant Demographics: Race/Ethnicity (Table 15)

Program Participant Demographics: Risk Status (Table 16)

Table 10: Program Participant Demographics: Age Groups

QPR/Q/Date	12 yrs and younger	13-17 years old	18-20 years old	Unknown	Totals
Q7- 1 st time enrolled	80	100	70	0	250
Q8: 1 st time enrolled	230	573	20	0	823
Q8: 2 nd time enrolled	9	14	2	0	25
Q9: 1 st time enrolled	323	402	45	0	770
Q9: 2 nd time enrolled	34	24	23	0	81
Q9: 3 rd time enrolled	27	14	19	0	60
Q10: 1 st time enrolled	339	401	114	0	854
Q10: 2 nd time enrolled	420	433	27	0	880
Q10: 3 rd time enrolled	11	21	10	0	42
Q11: 1 st time enrolled	422	491	175	2	1,090
Q11: 2 nd time enrolled	411	449	13	0	873
Q11: 3 rd time enrolled	215	360	6	0	581
Q12: 1 st time enrolled	385	303	67	0	755
Q12: 2 nd time enrolled	160	271	0	0	431
Q12: 3 rd time enrolled	160	270	5	0	435
Q13: 1 st time enrolled	190	47	20	0	257
Q13: 2 nd time enrolled	3	0	0	0	3
Q13: 3 rd time enrolled	0	0	2	0	2
Totals:	3,419	4,173	618	2	8,212

Data source: BSCC QPR Reports: **Note:** Project activities did not begin until Q7.

Table 11: Summary of Program Participant Demographics: Age Groups

Age Groups	# of Participants	Totals (%):
12 Years or Younger	3,419	42%
13-17 Years of Age	4,173	51%
18-20 Years of Age	618	8%
Unknown	2	
Totals:	8,212	100%

Data source: BSCC QPR Reports

Analysis: The youth program participant demographics on Age Group is found above in Table 10. Project participant Age Group data is summarized and analyzed below for project youth participants in Table 11 above. We include an unduplicated enrolled participant count for basic demographics over the project performance period.

In terms of project enrolled participants, 42% were 12 years or younger; 51% of participants were 13-17 years of age, and 8% of participants were 18-20 years of age. There were 2 participants of an unknown age. Approximately 93% of project enrollments were minors under the age of 18. Program participant demographic data for Gender Identity is counted, summarized, and analyzed in the tables below.

Table 12: Program Participant Demographics: Gender Identity

QPR/Q/Date	Female	Male	Non-binary/ 3 rd Gender	Prefer to Self- Define	Totals
Quarter #7:	135	115	0	0	250
Quarter #8:	375	469	3	0	848
Quarter #9:	411	498	1	1	911
Quarter #10:	678	1,092	6	0	1,766
Quarter #11:	964	1,573	7	0	2,544
Quarter #12:	599	1,017	5	0	1,621
Quarter #13:	144	116	2	0	262
Totals:	3,306	4,880	25	1	8,212

Data source: BSCC QPR Reports: **Note:** Project activities did not begin until Q7.

Table 13: Summary of Program Participant Demographics: Gender Identity

Gender Identity	# of Participants	Totals (%)
Female	3,306	40%
Male	4,880	59%
Non-binary/ 3 rd Gender	25	.3%
Prefer to Self-Define	1	.001%
Totals:	8,212	

Data source: BSCC QPR Reports

Analysis: Gender Identity data is summarized and analyzed below for project youth participants in Table 12 and Table 13 (previous page). Both tables include first-time enrolled, second-time, and third-time enrolled project participant categories. We include an unduplicated enrolled participant count for basic demographics over the project performance period.

The summary of program participant demographics for Gender Identity includes Female (40%), Male (59%), Non-binary/ 3rd Gender (.3%), and Preferred to Self-Define (.001%). Males were more likely to enroll as project participants than females and other gender identity groups.

The next program participant demographic information analyzes Race/Ethnicity and found below on Table 14.

Table 14- Program Participant Demographics: Race/Ethnicity

Race/Ethnicity	Q#7	Q#8	Q#9	Q#10	Q#11	Q#12	Q#13	Totals
American Indian/Alaska Native	0	0	0	0	1	0	0	1
Asian	0	7	13	16	11	3	1	51
Black or African-American	0	244	231	505	817	338	3	2,138
Hispanic, Latino, Spanish	250	547	588	1,051	1,454	1,147	254	5,291
Middle Eastern/North African	0	0	0	0	0	0	0	0
Native Hawaiian/Pacific Islander	0	0	0	0	0	0	0	0
White	0	19	35	56	74	65	4	253
Other identified ethnic origin, ethnicity, or race	0	0	4	4	4	0	0	12
Decline to state	0	0	0	0	44	0	0	44
Multi-ethnic origin, ethnicity, or race that includes American Indian/Alaskan Native	0	1	25	74	78	66	0	244
Multi-ethnic origin, ethnicity, or race that does not include American Indian/Alaskan Native	0	30	15	70	47	0	0	162
Unknown	0	0	0	0	0	2	0	2
Totals	250	848	911	1,776	2,544	1,621	262	8,212

Data source: BSCC QPR Reports: **Note:** Project activities did not begin until Q7.

Analysis: Youth program participant Race/Ethnicity demographic information is found above in Table 14. The data and findings are summarized and analyzed below in

Table 15. Both tables include first-time enrolled, second-time, and third-time enrolled categories and an unduplicated enrolled participant count for demographic information over the project performance period.

A summary of project enrolled participants on Ethnicity and Race (found on the following page) indicates that 64% of project participants were Hispanic, Latino, Spanish, 26% were Black or African-American, and all other Races and Ethnicities combined make up the approximate 10% of the cohort of project enrolled youth.

Table 15- Summary of Program Participant Demographics: Race/Ethnicity

Race/Ethnicity	Total (#)	Total (%)
American Indian/Alaska Native	1	.01%
Asian	51	.6%
Black or African-American	2,138	26%
Hispanic, Latino, Spanish	5,291	64%
Middle Eastern/North African	0	0
Native Hawaiian/Pacific Islander	0	0
White	253	3.1%
Other identified ethnic origin, ethnicity, or race	12	.02%
Decline to state	44	.54%
Multi-ethnic origin, ethnicity, or race that includes American Indian/Alaskan Native	244	3%
Multi-ethnic origin, ethnicity, or race that does not include American Indian/Alaskan Native	162	1.9%
Unknown	0	2

Data source: BSCC QPR Reports

In addition to Age Group, Gender Identity, and Race/Ethnicity demographics, we provide data on the risk status of project enrolled youth participants. Risk status includes “Low Risk,” “Moderate Risk,” “High Risk,” and “Unknown/ Did Not Collect” data categories. The data is summarized and analyzed on Table 16 below. It is very important to understand background risk factors that may be impacting program participants in their daily lives. Risk factors inform an understanding of the need and types of programs and services, and activities to better serve the participants as well as the broader community.

Table 16- Program Participant Demographics: Risk Status

Risk status-enrollment #	Low	Moderate	High	Unknown/ Did Not Collect	Totals (#)
Quarter #7:	0	0	0	250	250
Quarter #8:	0	98	680	70	848
Quarter #9:	0	467	264	180	911
Quarter #10:	496	750	345	185	1,776
Quarter #11:	741	1,039	343	421	2,544
Quarter #12:	55	915	390	261	1,621
Quarter #13:	20	2	0	240	262
Totals: (#)	1,312	3,271	2,022	1,607	8,212
Totals: (%)	16%	40%	25%	20.0%	

Data source: BSCC QPR Reports

Analysis: Project youth participant risk status enrollment count data is summarized above. The table includes unduplicated enrolled participant count (first-time enrolled, second-time, and third-time) enrolled. Low risk enrollees made up 16% of project participants, Moderate risk 40%, High Risk 25%, and Unknown/Did Not Collect 20%. Nearly 2/3 (65%) of program enrolled were drawn from moderate and high-risk status. It is very encouraging that our project touched and impacted the lives of participants who could benefit greatly from PROP 64 programs, services, events and activities that were run in the Cities of Fresno and Mendota in partnership with Fresno EOC and the Boys and Girls Clubs of Fresno County.

Summary of Project Participant Demographic Information:

Tables 10 through Table 16 provides detailed project enrolled youth participant counts, demographics data, and risk status summary as well as analysis. This information helps to understand the community youth population of enrolled participants. In terms of program participant enrolled demographics, we had a diverse group of youth project enrollees as measured by Age Group, Gender Identity, Race/Ethnicity, and Risk Status factors summarized below.

Age Group- In terms of project enrolled participants, 42% were 12 years or younger; 51% of participants 13-17 years of age, and 8% of participants 18-20 years of age.

Gender Identity- Enrolled project participant Gender Identity demographics include Female (40%), Male (59%), Non-binary/ 3rd Gender (.3%), and Preferred to Self-Define (.001%).

Race/Ethnicity- Enrolled project participant Ethnicity/Race demographics indicates 64% of project participants were Hispanic, Latino, Spanish; 26% Black or African-American; and other Ethnicities/Race made up approximately 10% of the project cohort.

Risk Status- Low risk enrollees made up 16% of project participants, Moderate risk 40%, High Risk 25%, and Unknown/Did Not Collect category 20%. Nearly 2/3 (65%) of program enrolled youth were drawn from moderate and high-risk status.

This summarization of project enrolled demographics and risk status variables has been analyzed. In the next LER sections, a summarization and analysis of tables and data is provided as related to project numbers on program activities, services, events, participants, etc. This is key information to understand the number of activities and participant count found in the public health awareness and education programs in schools and community component of the City of Fresno and City of Mendota project.

**Table 17- Public Health Awareness and Education in Schools and Community-
Total Number of Activities**

Project Activity and Participants	Q #8	Q #9	Q#10	Q #11	Q#12	Q#13	Totals
a) Total # of school educational events	23	33	25	34	27	5	147
1) # of students who attended the above events	4,615	2,374	1,976	2,384	1,470	110	12,929
2) # of teachers who attended the above events	455	130	208	79	133	23	1,028
3) # of school district staff who attended the above events	0	8	5	48	5	1	67
b) Total # of community educational events	32	43	61	61	38	14	249
1) # of youth potentially reached during the above events	1,304	2,313	6,699	5,275	2,560	965	19,116
2) # of adults potentially reached during the above events	1,220	1,375	2,434	1,326	865	395	7,615
3) # of community survey responses received	70	135	154	150	67	0	576
c) Total # of social media campaign educational activities	3	31	38	55	33	4	164
1) # of youth potentially reached during the above campaign	10	525	660	1,345	1,138	435	4,113
2) # of adults potentially reached during the above campaign	20	95	220	1,507	1,042	480	3,364
3) # of social media materials (handouts/pamphlets,	202	1,144	925	848	702	0	3,821

commercials, websites, etc.) created							
4) # of social media “hits” captured	0	40,200	7,110	20,538	28,230	10,300	106,378

Data source: BSCC QPR Reports

Analysis: Table 17 (above) reports the total quarterly data from project activities to increase public health awareness and education among school children, young adults, school district staff, teachers, parents, and members of the community. There was a total of 147 school educational events with 12,929 students, 1,028 teachers, and 67 school district staff who attended these events. There were 249 community educational events that reached a potential of 19,116 youth and 7,615 adult participants. In addition, there were significant social media campaign educational efforts that reached many within the local community as well. There were a total of 4,113 youth and 3,364 adults potentially reached in this social media campaign; over 3,821 social media materials (handouts, pamphlets, commercials, websites, etc. created); and over 106,000 social media hits captured. This is a significant number of activity participants and social media outreach as a result of this program and indicates significant progress in meeting project goals, objectives, and positive outcomes.

Table 18: Youth Participation in Development Activities & Case Management

Participation in Services	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Totals
Ongoing assessment of risk/needs	0	28	40	88	69	70	22	317
Behavior change plans	0	14	18	22	30	32	12	128
Referral/linkage to community based support services	0	22	36	29	65	38	10	200
Referral/linkage to substance use services	0	4	6	5	7	7	1	30
Referral/linkage to mental health services	0	22	17	33	25	33	14	144
Referral/linkage to any other services	0	0	0	19	37	51	22	129
Substance use awareness education	0	28	30	75	63	70	22	288
Academic support/tutoring	0	750	680	1,560	2,040	1,298	2	6,330
Career counseling/job shadowing	0	14	23	62	75	59	8	241
Leadership/mentor training	7	757	684	1,202	447	236	22	3,348
Individual/group counseling	0	28	38	473	324	37	12	912
Individual/group mentoring	0	750	680	1,566	328	116	22	3,462
Individual/family support services	0	14	14	16	22	25	4	95
Life skills training	0	778	706	1,567	374	1,360	22	4,807
Pro-social activities/recreational events	243	841	720	1,672	2,530	1,621	262	7,889
Skill building activities	0	773	704	1,555	2,171	1,652	22	6,877
Workshops	0	778	434	868	54	256	18	2,408
Other *(described below)	0	0	21	71	45	42	0	179

Data source: BSCC QPR Reports

Analysis:

Data from Table 18 (previous page) counts the total number of youths enrolled in our project that participate in a great variety of development activities and case management. There are a total of about 18 items listed above (including “other”) which includes many project participants. The table includes a quarterly count and measures the number of first-time enrolled, second-time, and third-time enrollments. The same youth may be reported across multiple activities and quarters.

It should be noted that numerous participants were served by key education, leadership, life skills, and skill building program activities. The following activities served tremendous numbers of program participants and should be commended for their outreach and service. Activities include Academic Support/Tutoring (6,330 enrolled), Leadership Mentor Training (3,348 enrolled), Life Skills Training (4807 enrolled), Pro-Social Activities/Recreational Events (7,889 enrolled), and Skill Building Activities (6,877 enrolled). The other category typically referred to Boys and Girls Clubs of Fresno Work Experience Youth Workers and/or Fresno EOC Paid Internships.

These types of activities and enrolled participants is one key indicator of success and progress towards meeting project goals and objectives. These are examples of progress towards our project goals which are discussed further in the following report section.

Progress Towards Goals:

Table 19: Project Purpose Areas, Project Goals, and Objectives

Project Goals	Project Objectives
<p>PPA #1- Youth Development/Youth Prevention and Intervention:</p> <p>Goal #1- Improve the lives of youth by providing opportunities for them to build competencies needed to become successful adults.</p>	<p>A. 30 youth will successfully complete a paid 150-hour internship program and be better prepared to enter either higher education or employment.</p> <p>B. 175 youth will participate in the youth programming that will increase resistance skills and develop problem solving skills for risky situations.</p>
<p>PPA #2- Public Health:</p> <p>Goal #2- Improve the lives of youth by supporting them in establishing healthy behaviors needed to become successful adults.</p>	<p>A. 300 youth will receive therapy and substance abuse counseling services.</p> <p>B. 50 youth will participate in the Street SMARTS evidence-based gang and violence prevention programs.</p>
<p>PPA #3- Public Safety:</p> <p>Goal #3- Improve public safety in the communities of Fresno and Mendota through education and community service.</p>	<p>A. 740 youth will be reached through School Resource Officers (SROs) and Community Service Officers (CSOs).</p> <p>B. Improve community perceptions and relationships with law enforcement.</p>

Summary of the Degree to which Goals and Objectives Were Achieved:

The first step in this phase of the evaluation is to analyze the number of participants served by the 6 programmatic/service/activity/education components of the City of Fresno, City of Mendota, Fresno EOC, and Boys and Girls Clubs of Fresno County. The project goals and objectives are found above in Table 19. This data to analyze is summarized below on Table 20 to evaluate the progress towards the project goals and objectives. Table 21 (following page) summarizes the number of participants that received each of the interventions, services, activities, etc.

Table 20: CBO Participant Counts: (As Reported in QPRs)

Overall Project Outreach	Q#7	Q#8	Q#9	Q#10	Q#11	Q#12	Q#13	Totals
Boys and Girls Clubs of Fresno								
Career Launch	0	60	21	36	0	0	0	117
Power Hour	0	0	210	0	0	0	0	210
Phoenix	0	0	126	0	0	0	0	126
Junior Staff	0	14	21	0	30	0	0	65

Street SMART Program-	0	0	138	36	0	0	0	174
Internships-Started	0	14	21	0	0	0	0	35
Internships-Completed	0	0	0	17	0	0	0	17
Fresno EOC								
Internships-Completed	0	0	0	18	3	2	0	23
Therapy/Substance Abuse	0	0	0	0	0	0	0	0 ³
Totals:								

Data Source: QPR Reports

Table 21: Number of participants that received each type of intervention/ service:

Activity	Participant (#) Goals	Participants (#) Served
Paid 150-hour internships	30	23
Youth Resistance Skills Programs (5)	175	553
Therapy/Substance Abuse Counseling	650	0
Street SMART Program	50	174
SRO/CSO Education Programs	740 (Fresno)	14,024 (students, teachers, SD staff)
City of Mendota Programs	2,520	3,080
TOTAL	4,165	17,584

Data Source: QPR Reports

Analysis:

Table 20 and Table 21 (above) discuss the project purpose goals and objectives and how they were met. There was an amazing amount of progress towards achieving project goals and outcomes. Large numbers of program participants were served by the project as LER tables and charts graphically illustrate. Many overall project outreach and education and workforce activities were completed in each quarter of the program activity period (Quarters #7- 13) and carefully documented in regular Quarterly Progress Reports. A summary of participants served in key project components is documented above in Table 22 and analyzed in this section.

Paid 150 Hour Internships- Participant goals were to serve an anticipated 30 over the course of the grant performance period. There were a total of 23 internships completed by Fresno EOC participants. Qualitative data indicated issues finding suitable internship opportunities for project participants as a key reason for not meeting anticipated numbers here.

Youth Resistance Skills Programs- Participant goals were to serve an anticipated 175 over the course of the grant performance period. A total of 553 participants were served by the Youth Resistance Skills Programs. In addition, Boys and Girls Clubs of Fresno

³ Clinical Supervisor item unspent due to recruitment issues and not being able to contract with an outside agency.

County had an additional 17 youth interns as well (included in the 553 count above). The number of participants is significantly higher than the anticipated numbers found in the grant project application.

Therapy/Substance Abuse Counseling- Clinical Supervisor item unspent due to recruitment issues and not being able to contract with an outside agency. Thus, there are no participants found in this category of interventions/services provided.

Street Smart Program- Participant goals were to serve an anticipated 50 over the course of the grant performance period. A total of 174 participants were served by the Street Smart Program. This is over three times the initial approximation of participants to be served by this program. This relates to Goal #2, B- Improve the lives of youth by supporting them in establishing healthy behaviors needed to become successful adults.

SRO/CSO Education Programs (Fresno)- Participant goals were to serve an anticipated 740 over the course of the grant performance period. A total of 14,024 participants were served by SRO/CSOs in education and community based programs. This is a significant number of project participants given the initial approximation of participants to be served by this program. This relates to Goal #3, B- Improve public safety in the communities of Fresno and Mendota through education and community service.

City of Mendota Programs- Participant goals were to serve an anticipated 2,520 over the course of the grant performance period. A total of 3,080 participants attended City of Mendota programs/events/activities—a 23% increase over the initial approximation of participants to be served by the City of Mendota. This relates to Goal #3, B- Improve public safety in the communities of Fresno and Mendota through education and community service.

Results of Process Analyses and Detailed Explanation Related to Project Performance Over the Course of the Grant:

PROP 64 PH&S PROJECT quarters #7, #8, and #9 represent the ramping up of activities and events and initiated program youth enrollments. Project quarters #10, #11, and #12 drew significant numbers of program activity participants, events, etc. Quarter #13 only encompassed one month of activity (April 2024) and participant numbers were winding down. The number of enrolled youth served in these activities and events in the City of Fresno and Mendota is a significant milestone of progress with our project and represents substantial work with local youth served by programs, activities, events, meetings, etc. In terms of grant performance, there were many more participants that were served by the project than initially estimated. The City of Fresno and City of Mendota

project was very successful and served the local community well in the areas of public health and public safety programs.

Results of Outcome Analyses and Detailed Explanation of Findings as Related to Additional Outcome Measures:

Outcome Variable #1- Youth and young adult project service, activities, and event participants as measured by number of participants from data sources including service activity and event logs. As evident from the numbers below. The City of Fresno and City of Mendota project exceeded the minimum number of anticipated participants served by this project.

Total Number of Anticipated Participants: 4,615

Total Number of Program Enrolled Participants Served: 8,212

Total Number of Event/Activity/Intervention Participants Served: 17,584

Outcome Variable #2- Participate and lead neighborhood watch meetings in districts requesting education on the impacts of legalization of cannabis as measured by the number of neighborhood watch meetings participated in/led with data provided by the Fresno Police Department and Mendota Police Departments.

There were a total of 2 neighborhood watch meetings scheduled.

Outcome Variable #3- Perform community outreach at schools and related duties as measured by number of community outreach meetings/events/hours spent. This information is found below on Table 23.

Table 22: Overall Project Outreach and Totals

Overall Project Outreach	Q#7	Q#8	Q#9	Q#10	Q#11	Q#12	Q#13	Totals
Total # of Overall Project Outreach Activities	5	69	66	100	96	75	9	420
Total # Hours Spent on Overall Project Activities	17	496	670	1,016	1,062	96	290	3,647

Data Source: QPR Reports

Evaluation: Table 23 (above) summarizes the data for outcome variable #3. There was a total of 420 overall project outreach activities for a total of 3,647 hours spent on overall project activities. This is an excellent number of project outreach activities and participants served.

Outcome Variable #4- Conduct enforcement and inspections on businesses not in compliance or those businesses operating on the black market:

Total # of Compliance/Code Enforcement Activities Initiated- 16

Total # of Inspections Completed- 37

Total # of Code Enforcement actions/Violations Found- 19

Total # of Unpermitted Plants Eradicated- 2,333

Total # of Illegal Products Seized- 3,239

Outcome Variable #5- GIS Analysis of Serious Crime Rates at Regulated and Unregulated Cannabis Locations:

This outcome variable analysis is discussed in further details elsewhere in this LER due to research and methodology issues. Due to methodological concerns (i.e. 2 regulated dispensary locations initially and up to 8 by the end of the project performance period) and an estimated 400+ smoke shops (of which an unknown number are operating as unregulated/unlicensed dispensaries). A comparative GIS Analysis comparison of serious crime rates was not conducted. Instead, a GIS analysis of the Regulated Cannabis Locations was conducted (on location, 250, and 500 foot radius) of serious crimes, including homicide, aggravated assaults and robbery. The summary of these serious crimes near regulated cannabis locations is found on the following page.

Number of Homicide, Aggravated Assaults, and Robbery Reported near Regulated Cannabis (NIBRS Data) are found below:

On Location-

Aggravated Assault- 1: Homicide-0: Robbery-0

Within 250 Feet of Regulated Cannabis Locations-

Aggravated Assault- 2: Homicide-0: Robbery-3

Within 500 Feet of Regulated Cannabis Locations-

Aggravated Assault- 1: Homicide-0: Robbery-6

Describe Factors that Affected the Progress of Project Goals. This may include factors which resulted in achieving goals more quickly or impeded your progress. If there were factors that impeded your progress, describe how they were addressed:

Factors Impeding Project Progress: COVID-19 on Project Performance Impact:

The PROP 64 PH&S project time period was from 5/1/2021 through 4/30/2024. The project began while the State of California was in the COVID-19 Emergency Era. The statewide emergency was extended in November 2021 and in January 2022 the COVID-19 Omicron variant peaked. On February 28, 2023, Governor Newsom issued a proclamation ending the COVID-19 State of Emergency in California.⁴ For roughly 2/3 of the project performance period, we were under state emergency conditions that had numerous impacts on many aspects of the project, many of which impacted community based organizations throughout the project.

As a result, public health concerns impacted a variety of program and service delivery across California over this period. COVID-19 restrictions posed planning issues and obstacles on the front end. The City of Fresno and Mendota noted COVID-19 related challenges in the earlier and planning phases of the project and resulting factor contributing to the late start of approved projects. In addition, COVID-19 was noted as a problem impacting hiring and personnel and in further areas like participation and meeting/event attendance, and other general COVID-19 related issues. Community based organization partners reported more problems associated with the impact and challenges coping with COVID-19 response and recovery.

There were numerous reported issues in terms of challenges to project implication in staff comments. They include a general concern for the reduction of opportunities for participation in programs such as these due to prevailing public health and anxiety issues related to the pandemic. In addition, difficulties were experienced by CBOs in recruiting (both personnel and activity participants), as well as assisting the well-being of our community members given mental health issues like anxiety and depression that were elevated during COVID. These CBO concerns were found earlier in the pandemic due to potential enrollees refraining from group contact and activities. In other words, participant reduction due to anxiety and concern given substantial public health issues during the project performance period that coincides with the pandemic/post-pandemic period.

The COVID issue impacted the provision of projects and services offered by public agencies to some degree. By QPR 6, the agencies indicated a minimal impact of COVID-19 on project planning, implementation, and related activities. However, both CBOs indicated a significant and sustained impact of COVID throughout most QPRs over the project performance period. In a variety of QPRs—these issues were documented by CBOs as challenges and obstacles, for example, difficulty in recruiting participants, hosting/cancelling meetings, and additional event attendance and participation.

⁴ Accessed electronically at <https://www.gov.ca.gov/2023/02/28/governor-newsom-marks-end-of-californias-covid-19-state-of-emergency/> on 11/8/24.

To mitigate and resolve this situation, it appears that local law enforcement and CBOs have grown much more adept at effectively utilizing the internet, social media, and other digital messaging to get the word out and promote future events in the later pandemic and post-pandemic eras. The point of efficient digital communication and online promotion of future public health and public safety messaging is a critical in getting the message out on key issues such as drug abuse and the healthy alternatives that exist to assist youth in making better life choices and decisions. In addition, this new and agile development of social media strategies initially found as a result of COVID-19 emergency issues. This new ability to promote programs and services to the broader online community and less reliance on traditional methods of communications that may not be as effective today given a reliance on technology (like for example, events advertised in print media, in-person only events, knocking on door campaigns, etc.).

Discussion of Results:

Discuss the effectiveness of different strategies implemented in the project:

Youth Development/Youth Prevention and Intervention Strategies- With the legalization of marijuana for users 21 years and older, there is a greater need to inform youth and young adults about the negative consequences of substance abuse. We need to focus like a laser on implementing youth development programs locally and providing safe and fun alternatives to excessive consumption of alcohol and drug abuse. Like many California communities, Fresno needs effective early prevention strategies and programs for younger people.

The City of Fresno and City of Mendota project included a variety of education, life-skills, substance abuse training, and workforce development opportunities with a focus on helping youth with critical skills and knowledge necessary for enhancing personal resiliency and to avoid substance abuse problems. Many project services, programs, activities and events were held with excellent participation counts once implemented/rolled out in Quarter #7. Large numbers of participants (documented throughout this LER) is a reflection of community demand in programs such as those offered in this project. Significant numbers of activity/event participants and high enrollment numbers in the project components suggests the effectiveness of the program strategy and emphasizes the value of youth development and prevention programs.

Public Health Strategies- Public health strategies focus on the prevention of problems like drug abuse early before it becomes a law enforcement and criminal justice system problem. The public health approach differentiates strategies related to primary (normal risk factors), secondary (at-risk), and tertiary (formal criminal justice impacted) public health approaches. It is very important to incorporate the public health approach and perspective into broader discussions of substance abuse and addiction communicating strategically with youth and younger adults about the dangers of addiction. Supporting youth to establish healthy behaviors in the quest to successful

adulthood is the best alternative to an unhealthier life of substance abuse, addiction, and potential criminal behaviors. Such programs are critical at younger ages as primary public health strategies are particularly important in keeping youth out of delinquency and risk status is low.

Public Safety Strategies- Early prevention and intervention programs are important to help youth and young adults stay out of criminal justice trouble. However, public safety strategies are vital to broadly address these concerns with cannabis. The utilization of Community Services Officer to help build trust in the community is critical by conducting public outreach and community education events, including informing the community about the issues of unregulated cannabis locations.

A strategy to enhance and deepen City of Fresno and City of Mendota capacity with expanded intervention to meet the challenges associated with cannabis legalization while improving community relations and trust with law enforcement is encouraged. These activities include participating in activities like neighborhood watch meetings, performing community outreach (including at schools), and public education about the harms of substance abuse and addiction. An additional public safety strategy is to remain vigilant about unregulated cannabis locations and conduct enforcement and inspections on businesses not in compliance or those operating on the black market.

Useful Recommendations with Specific Guidance for what to Replicate or do differently:

In this report section, recommendations are provided to enhance future programmatic decisions, enhanced program performance, long-term intervention strategies, and initiative sustainability. Many of these recommendations relate to the utilization of online and social media for programmatic and service delivery to a rapidly growing local technology base—as well as the long-term sustainability of public health, safety, and personal/community resiliency projects.

1. Effective Utilization of Online and Digital Promotion of Public Health and Public Safety Programs, Services, and Events.

One recommendation is drawn from the experiences and lessons learned during the COVID-19 era. This includes the value of enhanced efficiency through effective marketing and promotion of public health and safety programs, services, and positive messaging via the internet, social media, and digital transformation. With so many in the community relying today on technology, particularly younger people, this strategy should be encouraged and replicated as an effective current and future strategy in the provision of public health and safety programs and services. The best way to promote and market education, life-skills, and personal resiliency programs and activities in 2024 is to utilize a multi-channel communication strategy that includes the internet and a solid web-site presence. Enhancing community engagement and strategic communications through

enhanced digital community outreach efforts “social media campaigns” is helpful guidance to city government as well as CBOs.

2. Continued Investment in the Innovation of Sustainable Youth Development and Substance Abuse Prevention Programs.

A second recommendation involves the importance and value of offering sustainable programs, services, and events to build personal and community resiliency for participants from all risk statuses. These programs should focus intently on those with moderate and high-risk factors, but not forget about the benefits to those drawn from low-risk backgrounds. Public health and safety messaging has something to offer all youth and young adults. This is because youth development programs assist in building life skills, educational opportunities, and workforce/career preparation and must be available to continually reduce risk factors across the community and help ensure a smooth transition from youth into successful adult living and promulgating pro-social activities.

3. Long term Intervention Strategies.

The third recommendation focuses on long-term innovation and intervention strategies to reduce cannabis and substance abuse. Some programs should focus on youth development and early prevention strategies. The more effective we are at developing and preventing antisocial behavior at younger ages is always the preferred option. However, we must also have strategies and interventions for at-risk and youth in trouble with the criminal justice system. To this objective, we must have effective intervention strategies that focus on public safety and the rehabilitation of youthful offenders in trouble due in part to substance abuse. Educating our youth through programs and services to recognize the dangers of substance abuse is key, but we must also be prepared to take long term intervention and steps to reduce potential anti-social risk factors. In other words, we must have a long-term intervention strategy that reinforces public safety and the value of enforcement activities to reduce criminal behavior within our communities.

Current Project Logic Model:

Inputs/Resources	Activities	Outputs	Outcomes	Impacts
Prop 64 Project- Cities of Fresno and Mendota				
Staffing	Project services, activities, and events	Administer and manage activities.	Increase engagement with participants and community.	Effective substance abuse and addiction interventions.
Interns (students)	Paid Internships	Enroll 30 youth into paid internship positions.	Youth work experience.	Increased personal resiliency and employability.
Youth Programs & Participants	Youth Programming; Enrollment of youth in public health, life skills, and safety services; anti-substance abuse activities;	Enroll 2985 youth into programs, services, activities and events.	Exposure to project services, activities, and events during grant period.	Enhanced personal resiliency and healthier decisions.
Curriculum	Curriculum development, implementation, and evaluation.	Increased capacity of Substance Abuse and Addiction training in local area.	Healthier behavior and enhanced decision-making skills.	More local capacity for substance abuse and addiction prevention programs to improve public health & safety.
Project Funding	Project services, activities, and events.	Project to serve 3,815 youth and young adults in Cities of Fresno and Mendota.	Enhanced public health and safety.	Greater community and individual health & wellbeing.

Grantee Highlight:

City of Fresno Proposition 64 Public Health and Safety Grant Program

Proposition 64 Public Health Prevention and Public Safety Education

“Collaborative Effort to Address the Effects of the Legalization of Cannabis Involving Our Youth”

Summary of Project Participant Demographic Information:

Detailed project enrolled youth participant counts, demographics data, and risk status summary provided and analyzed. This information helps to understand the community youth population of enrolled participants. In terms of program participant enrolled demographics, we had a diverse group of youth project enrollees as measured by Age Group, Gender Identity, Race/Ethnicity, and Risk Status factors summarized below.

Age Group- In terms of project enrolled participants, 42% were 12 years or younger; 51% of participants 13-17 years of age, and 8% of participants 18-20 years of age.

Gender Identity- Enrolled project participant Gender Identity demographics include Female (40%), Male (59%), Non-binary/ 3rd Gender (.3%), and Preferred to Self-Define (.001%).

Race/Ethnicity- Enrolled project participant Ethnicity/Race demographics indicates 64% of project participants were Hispanic, Latino, Spanish; 26% Black or African-American; and other Ethnicities/Race made up approximately 10% of the project cohort.

Risk Status- Low risk enrollees made up 16% of project participants, Moderate risk 40%, High Risk 25%, and Unknown/Did Not Collect category 20%. Nearly 2/3 (65%) of program enrolled youth were drawn from moderate and high-risk status.

Number of project participants that received each type of intervention/ service:

Activity	Participant (#) Goals	Participants (#) Served
Paid 150-hour internships	30	23
Youth Resistance Skills Programs (5)	175	553
Therapy/Substance Abuse Counseling	650	0
Street SMART Program	50	174
SRO/CSO Education Programs	740 (Fresno)	14,024 (students, teachers, SD staff)
City of Mendota Programs	2,520	3,080
TOTAL	4,165	17,584

Data Source: QPR Reports