

**PROPOSITION 64 PUBLIC HEALTH & SAFELY GRANT PROGRAM**  
**Cohort 2 Project Summaries (in alphabetical order)**

**City of Berkeley - \$1,000,000**

Lead Public Agency: City of Berkeley

The City of Berkeley's Youth Together project consists of an awareness campaign focusing on: promoting healthy behaviors; prevention/intervention activities addressing substance abuse; delinquency and dropping out of school; and gang/gun violence. Programming will focus on working with at-risk youth under the age of 21 years and will be rooted in the Cultural Awareness/Cultural Response Approach, the Positive Youth Development Approach, and the Trauma-Informed Approach. Grant funds will also assist the city in developing youth-led, culturally competent cannabis education awareness campaigns. A collaboration of stakeholders (such as caregivers, community members, healthcare, law enforcement, etc.) will convene to help inform, monitor, and advise the project activities and the development of programs and partnerships which will provide the needed supports and services for youth who are involved in gang violence, have a history of incarceration, or have justice-involvement.

**City of Chula Vista - \$1,000,000**

Lead Public Agency: Chula Vista Police Department

The City of Chula Vista's Youth Mitigation and Cannabis Awareness project is aimed at youth education, youth prevention, and community education regarding cannabis use. The Chula Vista Police Department will work with a local non-governmental organization to assist with educating youth and community about cannabis. In addition, the project will focus on the legal and illegal cannabis industry. By combatting the illegal cannabis entities in the city, the project can keep the illegal cannabis industry from supplying the youth in the community with cannabis products. Along with combating the illegal operators, the project will also devote time to working with legal operators to ensure they are complying with city regulations and laws. By establishing partnerships with the its legal operators, the city can ensure those operators are focused on responsible business practices which should ensure their success going forward. With these goals in place, the city believes it can ensure a safer community and cannabis industry going forward.

**City of Encinitas - \$275,702**

Lead Public Agency: City of Encinitas

The City of Encinitas' Youth Development, Prevention, and Intervention Project will utilize evidence-based programming to teach youth under the age of 18 skills and relevant information in cannabis prevention. Programming will be executed through the Boys & Girls Clubs of San Dieguito and will draw on health and wellness education and drug refusal skill-building to facilitate healthy choices and behavior. Two evidence-based programs will be used: Healthy Habits and SMART Moves. These programs will be implemented in two Boys & Girls Clubs of San Dieguito Clubhouses within the City of

Encinitas, both areas having a majority of youth who are at-risk, low income, and within the immigrant population.

**City of Firebaugh - \$298,881**

Lead Public Agency: City of Firebaugh Police Department

The City of Firebaugh's Youth Outreach Project, Crime Prevention, and Marijuana Education will support a full-time Police Grant Officer to provide education to teens on the dangers and risks of cannabis use. Athletic sports are one of the primary ways that the Firebaugh Police Department will be able to engage local youth. The Grant Officer will build relationships with youth through engagement in outdoor activities, sports, education, and leadership development. The Officer will also conduct student and parent educational presentations at school events regarding the short- and long-term impacts of cannabis use. The project goals are to prevent local youth from using cannabis and to have a well-informed community on the dangers and risks of cannabis use.

**City of Fresno - \$1,958,057**

Lead Public Agency: City of Fresno Police Department

The City of Fresno in collaboration with the City of Mendota, and in partnership with the Fresno Economic Opportunities Commission (FEOC) and the Boys & Girls Club of Fresno County, will provide services to local youth and young adolescents on the impacts of the legalization of cannabis. The FEOC will provide job trainings/internships and conduct outreach in the City of Mendota. The Boys & Girls Club will provide a range of curriculums focusing on drug and gang prevention, personal choices/development, and academic support. Public Health will provide mental health and substance abuse services to the youth who reside in the City of Fresno and the rural community of the City of Mendota. Both cities will provide Community Services Officers to help build trust in their communities, conduct community outreach and education events, and act as liaisons between cannabis retailers and City Council.

**City of La Mesa - \$1,000,000**

Lead Public Agency: City of La Mesa

The City of La Mesa's Proposition 64 Public Health & Safety Grant project will be implemented to minimize the impact of the presence of cannabis and cannabis-related businesses on the city's youth and overall crime rates. Grant funds will be used to proactively address youth prevention and intervention, public health, and public safety through a partnership between the La Mesa Police Department, Code Enforcement, and Mending Matters (a school-based mental health organization). Efforts include: a Mending Matters clinician to provide evidence-based substance use education and intervention to High School students; a Code Enforcement Officer to ensure cannabis-related businesses are operating in compliance; a Police Officer to implement evidence-based outreach and education at Middle Schools, conduct parent/community education,

oversee social media messaging, and assist the Code Enforcement Officer with compliance issues; and procuring monitoring equipment for the Communication Center.

**City of Los Angeles - \$1,000,000**

Lead Public Agency: City of Los Angeles Department of Cannabis Regulation

The City of Los Angeles' Cannabis Progressive Enforcement and Public Information Campaign project will implement a media campaign intended to educate minors about the dangers of consuming cannabis and the general public of the risks associated with products sold and distributed by unauthorized/unlicensed operators. Additionally, grant funds will be used to support Los Angeles Police Department positions that will coordinate the City's progressive cannabis enforcement strategy and collect enforcement data. This data, along with fostering more efficient enforcement actions and outcomes, will be utilized in partnership with a university or other public research institute to conduct a robust analysis of cannabis enforcement-related activities within the City of Los Angeles and study racial disparities with the goal of identifying, assessing, and eliminating any disparities that may exist within the City's existing enforcement efforts.

**City of Merced - \$885,546**

Lead Public Agency: City of Merced

The City of Merced's Youth Mentorship Pilot project is a 3-year program that creates a collaboration between the City of Merced and Merced County, to serve at-risk youth through a three-month cannabis intervention program. Participants, ages 12-18, who either are referred to Probation or who violate their probation for cannabis will be potential candidates. There will be ten participants in the program at a time, allowing the program to intentionally serve up to 40 individuals each year. At the conclusion of the 3-month program, additional participation activities including youth mentorship and recreational activities, job training, and drug intervention, education, and treatment programs will be offered for the length of the 3-year pilot program for all participants. Project activities support the goals of engaging youth in their community, creating a community where youth feel adults care about them, reducing the number of youth using cannabis, and creating stronger peer groups oriented around healthy behaviors and decision making.

**City of Mt. Shasta - \$836,977**

Lead Public Agency: Mt. Shasta Police Department

The City of Mt. Shasta's Community Enhancement Program is a multi-pronged approach to address the impacts of cannabis legalization on young people, the community, and public health and safety. The Mt. Shasta Police Department in partnership with the Boys & Girls Club of Greater Shasta will implement youth-focused education programs that focus on mentorship, diversion, career skills, and drug education. In addition, much-needed code and law enforcement personnel resources will be expanded. This project supports the evolution of cannabis into a positive economic driver while diminishing criminal behavior.

**The City of Nevada City - \$1,000,000**

Lead Public Agency: City of Nevada City

The Nevada City Cannabis Health, Safety, and Compliance Project is a multi-stakeholder approach to provide effective and comprehensive mitigation to combat the potential impacts of cannabis on its residents, the community, and most importantly its youth, with a strong emphasis for schools. The project will hire a full-time School Resource Officer whose primary focus will be anti-cannabis outreach and education for youth. This Officer will focus on middle school students and engage them in cannabis-focused outreach and education as well as educational programs for teachers and parents. Additionally, the project includes procurement of surveillance cameras, computers, and safety equipment for public safety personnel. These items will assist individuals in their duties and assignments pertaining to cannabis business inspections and other cannabis-related contacts (volatile businesses or non-volatile). The project will also obtain a tracking, budgeting, and permitting system that will assist the city in organizing and maintaining files on cannabis related businesses.

**The City of Oakland - \$997,694**

Lead Public Agency: City of Oakland

The City of Oakland's Cannabis Awareness and Safety Project is a partnership of Oakland's Special Activity Permits Division (Cannabis Equity Program), the Oakland Police Department (OPD), the Oakland Unified School District (OUSD), the Public Health Institute, and East Oakland Youth Development Center (EOYDC). The project consists of three components: (1) a campaign to educate youth about cannabis with a goal of decreasing youth usage rate; (2) a campaign to inform consumers 21 years of age and over about safe cannabis use by encouraging these individuals to support equity-owned cannabis businesses in the regulated market; and (3) a series of security workshops for cannabis businesses.

**The City of Palm Springs - \$1,000,000**

Lead Public Agency: City of Palm Springs

The City of Palm Springs' Cannabis Education Center/SMART Move 4 Healthy Lifestyle project will focus on middle school and high school students to ensure the safe, healthy development of at-risk youth. Creating this Center will address the need to reduce cannabis use among youth, prevention, and diversion. The Center will provide education and resources as well as serve as a safe place for the youth of Palm Springs. The center will further serve as a venue for speakers, summits, and classes related to youth substance abuse education and prevention. The project will also target youth development/youth prevention and intervention by implementing a city-wide youth substance use and intervention effort through the Boys & Girls Club of Palm Springs.

**The City of Pomona - \$1,000,000**  
Lead Public Agency: City of Pomona

The City of Pomona's Commercial Cannabis Public Health, Safety, and Youth Development project will specifically focus on addressing the impacts from its emerging Commercial Cannabis Permit Program. The grant program has three priorities. First, fund the creation of the first-of-its-kind public health coordinator position who will take a social determinants of public health model towards the impact of cannabis on the Pomona community. This individual will actively work towards improving the Commercial Cannabis Program and serve as the liaison between City and community stakeholders. Second, fund Community Services for after-school programs for Pomona's youth, specifically in its most vulnerable census tracts and adjacent to legal cannabis operators. Third, fund the increased capacity of Code Enforcement and Police to proactively enforce both illegal and legal cannabis operators citywide.

**The City of Port Hueneme - \$998,126**  
Lead Public Agency: Port Hueneme Police Department

The City of Port Hueneme's Cannabis Enforcement and Teen Intervention Project is a multi-partner program that will offer intervention/prevention programs using effective strategies for youth ages 11-18 who have been cited or suspended from school for cannabis intoxication/possession and referred by police or school police resource officers. Through an expansion of the Boys & Girls Club of Oxnard and Port Hueneme's Brent's Club Program, youth will be referred to an 8-week, twice weekly program designed to hone youth decision-making and critical-thinking skills to ensure healthy choices and avoid and/or resist drugs, alcohol, tobacco, and premature sexual activity. The project will also provide strategic regulation and enforcement through the Port Hueneme Police Department's dispensary inspections, software audits, minor decoy operations, and Responsible Cannabis Server training courses.

**The City of Sacramento - \$999,555**  
Lead Public Agency: Office of the City Manager

The City of Sacramento's #SacYouthWorks: Futures project (#Futures) will support youth in creating pathways to healthy futures and college/career success. The project builds on two successful local initiatives and integrates underage cannabis and substance use prevention education with work-based learning to respond to the youth and community needs emerging due to the legalization of adult use cannabis. #Futures will engage youth 14-19 years old in a 40-hour program (10 hours dedicated specifically to prevention education) with up to 10 hours of work-readiness training and a minimum of 20 hours committed to applied-service/work supporting city-wide prevention efforts or community needs. #Futures build on the strengths of the city's community-based organizations (CBOs) in connecting and responding to the needs of the most vulnerable youth. The project will create a network of CBOs that will guide small cohorts of youth through experiences and build capacity of community prevention efforts.



**The City of San Diego - \$999,960**

Lead Public Agency: City of San Diego Police Department

The City of San Diego's Youth Marijuana Use Prevention and Intervention project will dedicate grant funding to youth residing in two of the most economically disadvantaged and ethnically diverse neighborhoods in the city: City Heights and Southeastern. The grant will fund 1.5 full-time equivalent police officer positions to assist STAR/PAL (the partnering community-based organization) in implementing an evidence-based middle school mentoring curriculum, *Mentoring Youth for Tomorrow*, both at STAR/PAL and on school campuses. The curriculum includes leadership training, crime prevention, and substance abuse education. The positions will also allow the expansion of programming (*Life Skills* and *We Can*) to high school youth already involved with the juvenile justice system as well as educating parents and other adults in the community about the risks of youth cannabis use.

**The City of Woodlake - \$600,368**

Lead Public Agency: City of Woodlake

The City of Woodlake's Youth Development Program will partner with the Boys & Girls Club (BCC) in coordination with the Woodlake Unified School District. The BCC will be open daily for at least 4 hours per day and will operate out of Woodlake's Community Center. The BCC will provide a mix of "high yield activities" and curriculum-based programs for youth ages 12-18. All BCC programs will focus on three priority outcomes: 1) academic success – graduate from high school ready for college or trade school; 2) good character and citizenship – be an engaged citizen involved in the community and model strong character; and 3) healthy lifestyles – adopt a healthy diet, practice healthy lifestyle choices and make a lifelong commitment to fitness. These outcomes will be achieved through a variety of mentoring-based programs, service-based programs, and curriculum focused on substance abuse prevention as well as teaching leadership skills.

**The City and County of San Francisco - \$1,000,000**

Lead Public Agency: Office of the City Administrator

The City and County of San Francisco's (CCSF) Public Health and Safety Grant Program, through the Office of the City Administrator will assist with law enforcement efforts and other projects to address public health and safety associated with the implementation of the Control, Regulate and Tax Adult Use of Marijuana Act (AUMA). Grant funds will address: 1) Youth Development/Youth Prevention and Intervention; 2) Public Health; and 3) Public Safety. CCSF will partner with an organization to facilitate an outreach and educational campaign to mitigate youth substance use and addiction, and promote healthy behaviors. CCSF will create cross-departmental collaboration by leveraging grant funds to conduct additional inspections and enforcement of cannabis businesses, and abatement activities. CCSF will also leverage funds to conduct law and code enforcement activities. The grant will help pay for City partner services to mitigate the impacts of non-compliance.

**The County of Inyo - \$779,537**

Lead Public Agency: Inyo County Probation Department

Inyo County's Healing Through Outdoor Activities, Prevention, and Engagement project will partner the County Health and Human Services (HHS) Department and the Probation Department to build upon existing, successful youth prevention programs such as the outdoor adventure program, which will now include a peer leadership component and a peer mentoring program. Additionally, the project will provide area youth with other types of activities like art, music, farm-to-table, after-school enrichment, leadership, and life skills. The project aims to reduce the risk factors and raise the protective factors for underserved youth through evidence-based/promising programs that prevent substance use disorders in school-aged youth (elementary through high school) referred by school counselors/staff, HHS Behavioral Health, and other county programs.

**The County of Mendocino - \$866,484**

Lead Public Agency: Mendocino County Probation Department

The Mendocino County's Restorative Justice Youth Court project is a public/private partnership between Mendocino County Probation and the Arbor-Drug Free Communities Coalition, a Division of Redwood Community Services, Inc. Using youth-driven, restorative approaches based on Youth Court, the project will work with high-risk youth and young adults to advocate for restorative practices in schools, with law enforcement, and community-based organizations, providing trauma-informed alternatives to juvenile justice and suspension systems. Youth will participate in peer-with-peer support and mentorship activities to increase protective factors and independent living skills. To ensure equity of access to the project across the rugged rural areas of the county, services will be provided through a varied model of in person and virtual activities.

**The County of Mono - \$814,798**

Lead Public Agency: Mono County Probation Department

The Mono County's Mammoth Lakes After School Program (MLAP) targets the need for youth cannabis and substance use prevention and intervention programs. The grant will provide trauma informed education about the health impacts of youth cannabis use for 12 to 21-year old individuals, including their caregivers and schools. The project will create a safe environment for after-school activities such as academics, recreation, and program intervention, and will provide an objective evaluation of its programs on the reduction of youth referrals for cannabis use. Mono Probation will partner with the Mammoth School District to provide the location of the MLAP. Mono Probation will contract with a social worker for individual and family counseling and conduct intake assessments for all participating youth. Grant funding will be used for prevention and intervention program material, overtime salary for teachers and coaches providing direct assistance, mentor stipends, recreational equipment, and enrichment activities.

**The County of Nevada- \$1,000,000**

Lead Public Agency: Nevada County Superintendent of Schools Office

Nevada County's Local Impact of Prop 64 project partners the Superintendent of Schools, the Nevada Joint Union High School District, the Grass Valley City School District, the Nevada County Public Health, and the Nevada County Office of Education (Tobacco Use Prevention Education Program) to implement a peer-based Restorative Justice Program within the above school districts. The project includes establishing a peer-based Alternative to Suspension Program, an Alcohol and Drug Safety Skills Training (to be attended by students and their parents), a Youth Advocate Training program, and school/community educational trainings. The project will develop and implement a substance abuse intervention program. The goal of the project is to create a non-punitive collaboration of administrators, substance use counselors, and Youth Advocates who support students and provide intervention, support, and resources to keep youth in school.

**The County of Santa Barbara- \$959,859**

Lead Public Agency: Santa Barbara County Department of Behavioral Wellness

Santa Barbara County's Healthy Student Initiative (HSI) project will use a three-pronged approach to combat youth cannabis use. The Behavioral Wellness Department's Alcohol and Drug Program (ADP) will hire three Alcohol and Drug Services Specialists to assist with the development of Student Assistance Programs and peer leaders to provide prevention and early intervention in schools (virtual and in-person) with direct linkages to higher levels of care, as needed. ADP will also partner with the county Public Health Department for youth-driven social media campaigns to increase the perception of harm around cannabis use. In addition, ADP will partner with the Sheriff's Office to collaborate with School Resource Officers (SROs) when students face disciplinary action. HSI staff will facilitate educational opportunities about cannabis use to youth, parents, school staff, SROs, and community members.