

**City of Mt. Shasta Community Enhancement Program
(CEP)**

**Proposition 64 Public Health & Safety Grant Program
Local Evaluation Plan**

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2. Project Background:

PPA1: Youth Development/Youth Prevention & Intervention Conducted by Boys & Girls Club of Greater Shasta

The City of Mt. Shasta, like most cities in California are experiencing a full spectrum of impacts since the passage of Proposition 64 by California voters. The youth have become a major concern with the legalization of cannabis. Although most cultivation sites are located within the county, most services and education sites are within the City of Mt. Shasta. The city of Mt. Shasta has six schools and a Boys & Girls Club of Greater Shasta (BGCGS), totaling over 1000 students from ages 6-18.

Through a partnership with the local nonprofit, BGCGS and the Mt. Shasta Police Department the program will focus on working with out economically challenged community youth with mentorship programs, diversion, career skills and drug education, specifically aimed at marijuana and the ease of access for youths. The programs offered through BGCGS will address repeated trancies, drug-related behavioral issues, and prevention through education by giving youth alternative choices to marijuana.

PPA 1 Goal:

To reduce the use of cannabis by youth by encouraging them to make healthy lifestyle choices by providing young with programs that raise awareness of the harmful effects of cannabis use. Encourage youth to graduate from high school and promote post-secondary education to become responsible, caring, healthy, and productive citizens.

PPA 1 Objectives:

1. Within the first year of the grant, a youth diversion program through BGCGS programming will be developed that target high-risk youth.
2. Have a minimum of 10 youth participate in the BGCGS SMART moves education and prevention program annually
3. 30 Students with at least 15 being from BGCGS will participate in the DARE program each year of this grant.
4. At the start of the grant and then annually the Mt. Shasta Police Department will complete the International Association of Chiefs of Police Youth Focused Policing Agency Self-Assessment Tool.

PPA 2: Public Health & Safety

The City of Mt. Shasta currently has 8 licensed commercial cannabis operations within the city limits. These operations include retail sales, cultivation, and manufacturing sites. The City of Mt. Shasta over the past several years has experienced budget downfalls due to several variables such as the recession and as such has seen a decrease in staffing. This financial position has been further impacted with the Covid-19 pandemic. This has left the Mt. Shasta Police Department without a DARE officer and a Community Service Officer. By adding these two positions the City of Mt. Shasta can be proactive in educating retailers regarding proper safety and laws pertaining to the restriction of minors at the point of sale as well as on the premises. The Community Service Officer will be able to review permits in timely manner as well as conducting annual and spot inspections of both personal cannabis gardens and commercial cannabis operations.

PPA 2 Goal:

To Conduct yearly inspections for personal cannabis garden permits to ensure compliance with state and city regulations and inspect all licensed 3 dispensaries, 4 cultivation sites and 3 manufacturing sites that are permitted each year within the city. Investigate, remove, and prosecute illegal growing and distribution operations within the city. Track all marijuana related contacts by code enforcement officer and track and document all marijuana related complaints and contacts, including citations and arrest.

PPA 2 Objectives:

1. To ensure 100% compliance with Mount Shasta City Municipal code regarding personal garden permits.
2. To deter illegal activity associated with illegal growing operations to ensure 100% compliance with local and State laws.
3. To ensure 100% compliance with health and safety regulations and to ensure that minors do not have access to facilities.
4. To allow for easy identification of problems that need to be addressed and to monitor successful compliance as well.
5. To easily track persons engaged in illegal marijuana activities and their associates to help with preventative enforcement options.

PPA 3: Public Health and Safety Elder Abuse/Scam prevention.

As the legalization of marijuana continues many of the older residence who grew up during a time when marijuana was illegal are unfamiliar with the new laws and regulations. Because of this there has been an increase in the number of complaints received from older citizens regarding

marijuana use and especially cultivation. The DARE officer will be utilized to reach out to the older community to educate them regarding the ever-changing laws regarding marijuana. Because of the lack of staffing the Mt. Shasta Police Department has not been able to fully implement the Community Enhancement Plan which includes outreach to the elderly with educational materials to avoid being a victim of elder abuse and scams.

PPA 3 Goal:

Conduct educational presentations regarding scams and new marijuana laws and regulations at assisted living and senior living complexes within the city. Utilize the Mt. Shasta Police Department CAD and Alliance reporting system to track and monitor patterns in scams and elder abuse and coordinate with allied agencies and the District Attorney for investigation and prosecution of elder abuse. Work with Adult Protective Services to provide resources and services for victims of elder abuse and scams to be maintained after law enforcement's role.

PPA 3 Objectives:

1. To lower incidents of scam participation by 25% and increase scam reporting by 50%
2. Reduce number of complaints received from older citizens regarding legal marijuana operations by 25%
3. Track and monitor number of scams and types to provide pertinent information to seniors.
4. Achieve 100% arrest and conviction of persons engaged in elder abuse crimes.
5. Ensure collaborative approach provides for continued support of elder abuse victims.

3. Process Evaluation Method, Design:

For PPA 1, measuring the degree to which youth participants achieve the desired outcomes is a critical aspect to how the educational enhancement programs through the Community Enhancement Program, and in collaboration with the Boys & Girls Club of Greater Shasta are implemented. In PPA 2 and PPA 3 the outcome-based methods will allow for a systematic way to track compliance with the stated goals.

The process-related indicators documenting implementation will be measured in part through program records and through conducted surveys. The goals and objectives are broken down and the associated table shows the quantitative and qualitative data assessment tools.

PPA1: Youth Development/Youth Prevention & Intervention

GOAL 2: To foster mentoring relationships between the Police Department and Mt. Shasta Youth, and offer young people opportunities for growth, career exploration, and healthy life choices. To reduce the rates of youth substance use in the Mt. Shasta area.

Objective 2a. Within the first year of the grant, a youth diversion program through Boys and Girls Club programming will be developed that targets high-risk youth.

Objective 2b. Have 10 youth participate in the Boys and Girls Club SMART Moves education and prevention program annually.

Objective 2c. 30 students with at least 15 being from Boys and Girls Club will participate in the DARE Program each year of the grant.

Objective 2d. At the start of the grant, beginning of each year and at grant close, the Police Department completes the International Association of Chiefs of Police Youth focused policing agency self-assessment tool. See Table 1 in section 4 Outcome Evaluation.

PPA 2: Public Health & Safety

GOAL 1: Evaluate the potential public health and safety risks associated with the cannabis industry in Mount Shasta and identify how to mitigate their possible negative impacts.

Objective 1a. Carry out a minimum of two (2) investigations per grant year into cultivation sites to monitor compliance.

Objective 1b. Use intelligence gathered to identify illegal grows and serve as a liaison with allied agencies when illegal grows are detected outside city limits.

Objective 1c. Conduct regular inspections directly related to the applications of the city is receiving for new cannabis related businesses and permits.

Objective 1d. The community service person will review cannabis related crimes in the data tracking systems, within the police department, monthly to verify that they are properly documented. They will look for patterns to better assist the enforcement of cannabis codes. See Table 2 in section 4 Outcome Evaluation.

PPA 3: Public Health and Safety Elder Abuse/Scam prevention.

GOAL 3: Evaluate the potential negative impacts the cannabis industry has on the community, while educating the most vulnerable groups of citizens such as the elderly and retired on its effects.

Objective 3a. 10-15 community members participate in the Elder Abuse Prevention and Scams Prevention Programs annually.

Objective 3b. Lead 3-5 education and prevention speeches to civic and retired groups annually.

Objective 3c. analyze data from CAD, E911 systems and 24 hours recorded radio and telephone calls to assess patterns in crimes related to cannabis in the community to better understand and develop the CEP to support victims of crimes. See table 3 in section 4 Outcome Evaluation.

4. Outcome Evaluation

The outcome evaluations for PPA 1, PPA 2 and PPA 3, will utilize several methods to determine if the objectives and goals have been met. Tables 1-3 below measure each objective, process or outcome related, what the data source is, and how it is collected and identifies both quantitative and qualitative data that is being assessed. Table 4 identifies evaluation questions to be asked regarding the program from both the process related and outcome related perspective.

Table 1 PPA 1

PPA 1 OBJECTIVES	Process or outcome	Data Source	Collection Frequency	Quantitative Data assessed	Qualitative Data assessed
Objective 2A	Process	BGCGS member tracking system and gathered youth analytics	Annually	Identify high risk youth within the community to participate Maintaining attendance records through BGCGS	BGCGS surveys with youth, their parents/guardians and school officials. Collect information on the needs of the community, and the effect of our programs have on youth before and after their participation in the program by analyzing changes in academics, behavior and social patterns.
Objective 2B	Outcome	BGCGS data and metrics records Boys & Girls Club of America NYOI (National Youth Outcomes Initiative).	Ongoing	Pre and Post survey results. Youth participant complete survey and number of participants who show increased awareness of the harmful effects of cannabis.	NYOI's Survey measures the degree to which youth participants are achieving the outcomes of Academic Success, Good Character, Citizenship and Healthy lifestyles.
Objective 2C	Outcome	BGCGS Member Tracking data and metrics records	Ongoing	Participant Data will be collected which details the number of activities/services completed. Pre-Post survey results to collect and compare priority outcomes for youth to show improvements in their school grades in increase youth participation	Pre-Post survey results to collect and compare outcomes for youth to have the ability, confidence & motivation to lead a healthy lifestyle. Youth show increased positive attitudes, increased ability to interact positively with other youths and adults, increased healthy relationships and overall feeling of wellbeing.
Objective 2 D	Process	International Association of Chiefs of Police Youth Focused Policing Agency Self-Assessment tool	Annually	Department wide survey to identify areas that are lacking or need improvement with intervening with juveniles in the criminal justice system	Develop practices and programs to improve the police departments to address responding to juvenile crime, delinquency, and victimization.

Table 2 PPA 2

PPA 2 OBJECTIVES	Process or Outcome	Data Source	Collection Frequency	Quantitative Data assessed	Qualitative Data assessed
Objective 1A	Outcome	Police Officer/Community Service Officer CAD/Alliance reporting system	Ongoing	Maintain and update records pertaining to ongoing illegal marijuana cultivation investigations.	Number of illegal marijuana cultivation sites, identified, and eradicated. Number of illegal marijuana plants seized or destroyed.
Objective 1B	Outcome	Police Officer/Community Service Officer NSMIT (North State Major Investigation Team) CAD/Alliance reporting system	Ongoing	Identify illegal grow operations within the city and surrounding area. Share intelligence with the County Wide NSMIT team regarding illicit marijuana operations	Number of illicit marijuana operations identified both within the city limits and surrounding area. Number of arrests, amount of seized processed product and number of marijuana plants seized.
Objective 1C	Outcome	Community Service officer City Planner	Ongoing	Utilize standardized inspection protocols to ensure all commercial cannabis operations are within city and state guidelines and regulations. Utilize standard permit application and inspection process for all personal cannabis garden tags.	Track number and types of violations found during inspections at commercial cannabis operations. Track number of personal cannabis garden tag holders and any violations noted during inspections. Document actions taken to remedy any found violations.
Objective 1 D	Process	Community Service Officer	Monthly	Review department reporting system to properly track all marijuana associated crime within the city. Review best practices regarding cannabis enforcement from outside the area.	Document number of hours spent enforcing marijuana regulations and laws including inspection hours and research hours regarding best practices.

Table 3 PPA 3

PPA 3 OBJECTIVES	Process or Outcome	Data Source	Collection Frequency	Quantitative Data assessed	Qualitative Data assessed
Objective 3A	Outcome	DARE Officer/Police Officer Positive Promotions Identity Theft Handbook	Ongoing	Provide elder abuse and scam presentations to vulnerable elderly community members. Track attendance at educational events given by officers	Number of elderly citizens provided with resources regarding elder abuse and scam prevention. Provide preventative tools to the elderly community with Identity theft handbooks
Objective 2B	Outcome	DARE Officer/Police Officer Community Service Officer	Ongoing	Participant data will be collected which details the number of activities and services completed.	Post presentation survey collected to visualize the impact and effect of the presentation regarding education.
Objective 3C	Process	Community Service officer DARE Officer District Attorney Adult Protective Services	Ongoing	Review data from CAD and reporting system to identify patterns in elder abuse/scam crimes State of California Report of Suspected Dependent Adult/Elder Abuse form to ensure proper cross reporting for services.	Track number and type of elder abuse calls Track number and type of elder community complaints regarding marijuana. Track arrest and prosecution of elder abuse suspects.

Table 4

Process-related Evaluation Questions	Outcome-related Evaluation Questions
<ul style="list-style-type: none">• Were Grant activities implemented as planned?• What modifications were needed to address COVID-19 issues?• Were the target audiences reached and engaged?• How did external factors impact implementation?• What lessons have been learned to improve the program?	<ul style="list-style-type: none">• How well did grant activities work in changing knowledge and behaviors?• Did grant activities meet stated goals?• What grant programs were most impacted by COVID-19 issues?• Which grant programs were most successful?• Which grant programs were not successful or did not meet expectations?• What external factors influenced the outcomes

5. Logic Model

Mt. Shasta City community enhancement program logic models are in Appendix A.

Appendix A: Logic Models

Appendix 1 **Logic Model PPA 1**

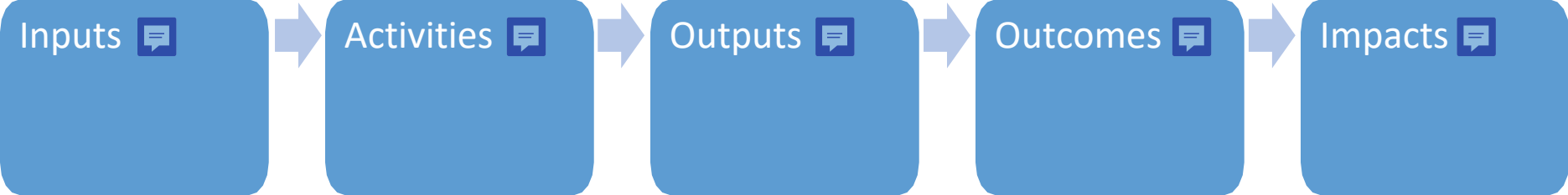
Appendix 2 **Logic Model PPA 2**

Appendix 3 **Logic Model PPA 3**

Logic Model PPA 1

Project Goals:

Goal 1:
Goal 2:
Goal 3:



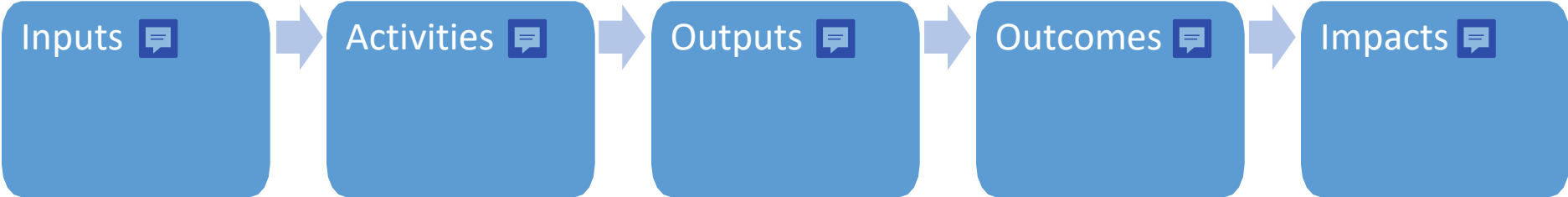
Planned Work

Intended Result

Logic Model PPA 2

Project Goals:

Goal 1:
Goal 2:
Goal 3:



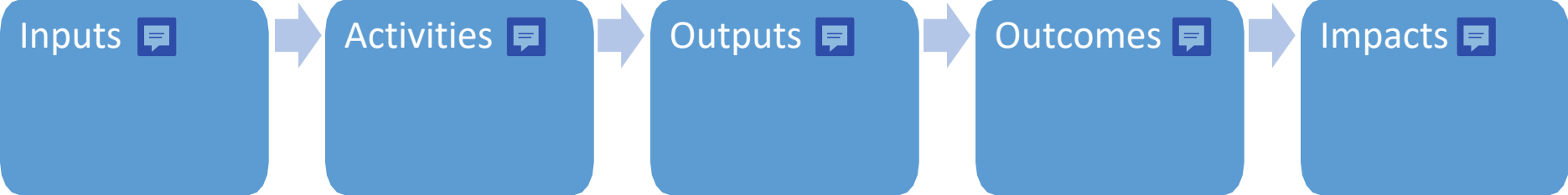
Planned Work

Intended Result

Logic Model PPA 3

Project Goals:

Goal 1:
Goal 2:
Goal 3:



Planned Work

Intended Result